

Genesis gives back 185,141 hours of free power to over 600 schools across New Zealand



Emirates Team New Zealand fans wear Genesis Supporter Shirts to create free power for Kiwi Schools.

More than 185,000 hours of free power has been donated to Genesis-powered schools across the country in the last month, thanks to Genesis and the energy generated by Emirates Team New Zealand's biggest supporters.

Over 600 Genesis-powered Kiwi schools, including local Wesley College, received an equal share of power credit releasing valuable funds for other school priorities.

Chris Bean, Acting Principal of Wesley College, is thrilled to have received the funds as a Genesis customer,

"As a boarding school we utilise a large amount of power for the running of our college facilities. The Genesis power credit allows us to transfer that saving across to resourcing the teaching and learning within our school to better support our students," says Bean

"We are very pleased to be a recipient. As a school we stood proudly alongside Emirates Team New Zealand in its defence of the Americas Cup. We would like to thank the passionate kiwi fans who generated the free power hours through the Genesis T

shirt campaign."

Giving free power to schools was a no brainer for Genesis.

"We've been giving back to Kiwi schools for over 15 years through our School-gen programme, providing free science, technology, engineering, maths (STEM) educational resources to schools across New Zealand. STEM learning is so important for preparing and inspiring our future generation, especially when you consider that 85% of the jobs kids will be doing in 2030 haven't been invented yet!", says Genesis Chief Customer Officer Tracey Hickman.

"The Genesis power credit allows us to transfer that saving across to resourcing the teaching and learning within our school to better support our students"

Chris Bean, Acting Principal, Wesley College

As the Official Energy Partner of Emirates Team New Zealand, Genesis wanted to do something meaningful and innovative with the sponsorship which led to the creation of the 'Genesis Supporter Shirt'; a high-tech connected shirt, similar to those worn by the sailors, that measured the energy supporters expended while watching Emirates Team New Zealand race.

"We know how passionate and energetic Kiwi fans are when they're supporting a national team and we wanted to find a way to capture all that supporter energy and do something good with it," explained Hickman.

The state-of-the-art technology used in the shirt allowed Genesis to measure supporters' heart rate, stress levels, movement and calories burnt. This data was displayed on a purpose built web-based dashboard so the nation could see live results of how much energy each supporter created

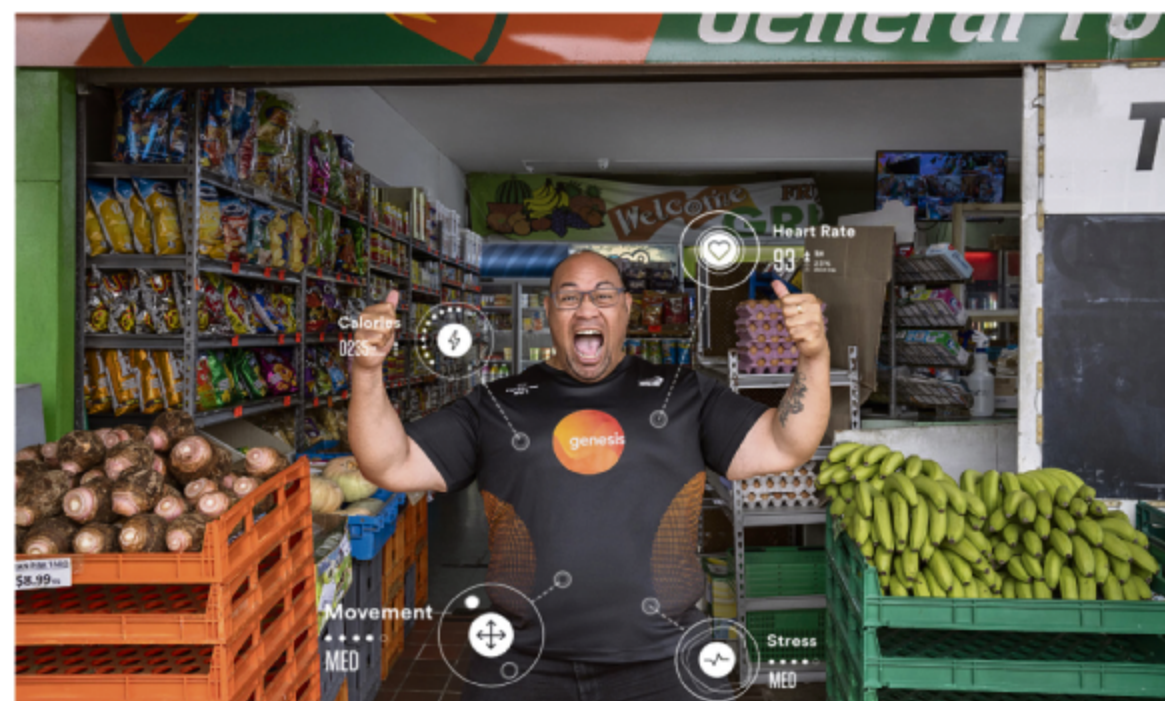
during every race.

Genesis ran a nationwide competition to find fans to wear the shirts, gathering people from all corners of the country including Foxton, Dannevirke, Palmerston North, Whangarei, Wellington, Hamilton, Te Puke, Blenheim and Auckland.

At the end of each race, all their supporter energy was combined, extrapolated to represent our nation of 5 million supporters and then converted into 185,141 hours of free power that Genesis gave back to over 600 Genesis-powered schools.

To find out more about the Genesis Supporter Shirt and how it turned supporter energy into free power for Genesis-powered schools, visit [genesisenergy.co.nz/etnz](https://www.genesisenergy.co.nz/etnz)

1 https://www.delltechnologies.com/content/dam/delltechnologies/assets/perspectives/2030/pdf/SR1940_IPTF_forDellTechnologies_Human-Machine_070517_readerhigh-res.pdf



During the America's Cup races, the shirts captured supporters' energy displaying live results for the nation to see.