

PRESS RELEASE

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ERONGO RED LAUNCHES POWER SAVING CAMPAIGN TO PROMOTE SMART ELECTRICITY USE

Tuesday, 31 March 2026 - Erongo RED is calling on households across the Erongo Region to adopt easy daily habits that save electricity and make energy use at home smarter and more responsible.

As part of its power-saving campaign, the company has introduced a public awareness drive aimed at reminding customers that saving electricity does not always require major changes or costly investments. In many cases, it begins with small, practical actions that can easily be incorporated into everyday life.

The campaign highlights simple, practical ways to save energy at home, including switching to energy-efficient lighting, unplugging unused devices, washing and ironing efficiently, cooking wisely, and using geysers responsibly, among other everyday actions. These actions, although often overlooked, will make a meaningful difference in managing household electricity consumption over time.

Through this campaign, Erongo RED seeks to raise awareness about the importance of using electricity wisely, not only to help customers better manage their monthly expenses but also to encourage a culture of responsible and sustainable energy use.

The message behind the campaign is clear: *every household has a role to play in saving electricity.* Erongo RED believes that informed customers are better positioned to make smart energy choices.

The campaign, therefore, serves as both an educational initiative and a practical call to action for communities to become more conscious of how electricity is used in their households.

As the electricity demand continues to grow, campaigns such as this one remain important in encouraging responsible consumption and reinforcing the value of electricity as a vital resource that should be used carefully and efficiently.

Save Electricity. Power the Future. Together, we can make every watt count.

Customers can access more power-saving tips on the company's website, social media platforms and mobile app.

Facebook: <https://www.facebook.com/erongored>

Instagram: https://www.instagram.com/erongo_red/

LinkedIn: <https://www.linkedin.com/company/erongored>

X (formerly known as Twitter): https://x.com/Erongo_RED

Pay accounts, report faults, track usage, receive real-time updates and more...

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For media enquiries, please contact:
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ABOUT ERONGO RED

Erongo RED is an electricity distributing company established in 2005 and registered under the Companies Act of Namibia. The company has a significant presence in the Erongo Region and currently supplies electricity to towns, villages and surrounding farms and rural areas. It is the only company in Namibia currently offering electricity at rates as low as N\$1.59 per unit* (excluding NEF and ECB Levies). Through the implementation of new tariff structures, Erongo RED has empowered consumers to be in control of their electricity bills.

*Terms and conditions apply.