

Cleaner air, bluer skies for Ateneo

Meralco, MServ bring Ateneo's EV program full circle with charging station



Top officials of Meralco and Ateneo de Manila University grace the ceremonial charging of an eJEEP at the new Ateneo eVehicle Power Station. In photo are (left to right) Meralco VP and Head-Central Business Area Ferdinand Geluz, Meralco VP and Head- North Business Area Redentor Marquez, Meralco VP and Head-Marketing, Customer Solutions and Product Development Jose Antonio Valdez, Ateneo de Manila University VP for Administration Fr. Nemy Que S.J., Quezon City Administrator Aldrin Cuna, MServ President Dexter Lee, Meralco VP and Head-Corporate Business Group Victor Genuino, and Ateneo de Manila University President Fr. Jett Villarin S.J.

The Manila Electric Co. (Meralco) and its total energy solution arm MServ are promoting cleaner air and bluer skies at the Ateneo campus in Quezon City by building the school's fully integrated electric vehicle (EV) transportation system.

After supplying the school with new electric vehicles, Meralco and MServ subsequently designed and built an electric charging station dubbed E-Vehicle Power Station in the campus to bring Ateneo's electric vehicle program full circle.

Meralco, the country's largest power distribution utility, fully supports Ateneo's EV program that represents the school's thrust to implement sustainable mobility within the campus. Under this program, Ateneo employs Meralco MServ eJEEPs to transport students, faculty and guests around the campus. The Meralco MServ eVehicle Power Station will supply the power requirements of the school's initial four eJEEPs.

The Ateneo-Meralco partnership is the first of its kind in the Philippines, a fully integrated solution provided by a distribution utility. This strategy is not just about decongesting traffic but also a pioneering effort to safeguard the country's limited natural resources.

During the recent inauguration of the charging station, Meralco Vice President and Head of Corporate Business Group Victor S. Genuino thanked the Ateneo leadership and the school's entire community for allowing Meralco and MServ to work together to bring this project to fruition.

"The Ateneo-Meralco eVehicle integrated solution is taking a small but concrete step towards promoting bluer skies and a

cleaner and brighter, more sustainable future for the Ateneo and the Philippines," he said.

"This is also our way of being one with Ateneo in teaching today's youth at an

There's definitely a need to facilitate mobility in the campus, and if possible, lessen the number of students bringing cars to school," he said.

Meralco Vice President and Marketing-



Sharing lighter moments after the launch are (from L-R) Meralco Relationship Manager Joy Mendoza, Ateneo de Manila University President Fr. Jett Villarin S.J., Quezon City Administrator Aldrin Cuna and Meralco VP and Head-Corporate Business Group Victor Genuino.

early age to preserve the world we live in for the next generation and to provide leadership by example," he added.

Ateneo President Fr. Jose Ramon T. Villarin S.J. said that the university's partnership with Meralco is another collaboration that addresses the need for sustainable transportation within the campus.

"We are glad that Meralco shares our vision for bluer skies and cleaner air over the campus through the implementation of an integrated EV transport system.

Customer Solutions and Product Development Head Jose Antonio T. Valdez, meanwhile, reinforced the efficiency and sustainability of the new transportation system by comparing the costs of using the e-vehicles versus the gasoline powered, smoke-belching traditional jeepneys.

"It only costs P4.70 per kilometer to use an eJEEP, versus the P9.40 per kilometer for a conventional vehicle (based on December 2014 oil prices)—that's about 50 percent off," he noted.

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- Fr. Jose Ramon T. Villarin S.J.
Ateneo President

Valdez also underscored the benefits that Ateneo stands to gain from this pioneering initiative. "Ateneo will be able to establish its leadership in the electric vehicle space, while making the university a showcase of electric vehicle implementation," he said.

For more collaborations with Meralco, call the Meralco Business Hotline at 16210 or visit www.meralco.com.ph/corporatepartners.



Ateneo e-Jeeps get charged at the newly inaugurated Ateneo e-Vehicle Power Station.