



# AL MASDAR | المصدر

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## Emirates Energy Award Global Participation, Green Competition

- ▶ WETEX & DUBAI ENERGY FORUM  
Two Concurrent and Integrated Events
- ▶ Dubai leads Earth Hour celebration

## DEWA launches a new era of Sustainability in the Emirate of Dubai

EXPO 2020  
DUBAI, UNITED ARAB EMIRATES  
CANDIDATE CITY



Event Requirements and Dubai's capabilities



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Under the Patronage of His Highness Sheikh Hamdan bin Rashid Al Maktoum,  
Deputy Ruler of Dubai, Finance Minister of the UAE and President of DEWA.

# WETEX 2013

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**Saeed Mohammed Al Tayer**  
**MD & CEO of DEWA**

In the previous issue, we shed light on DEWA's achievements at various levels during 2012 to achieve the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. Today we are going to talk about our most important achievements in the field of sustainability as this issue coincides with the launch of the 2nd Dubai Global Energy Forum (DGEF 2013) and the 15th Water, Energy, Technology and Environment Exhibition (WETEX 2013).

This is part of the long-term national initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, entitled 'Green Economy For Sustainable Development' to achieve sustainable development for the Emirate of Dubai and boost its position as a global hub for trade, finance, and tourism. Led by DEWA's vision to be 'A Sustainable World-Class Utility,' the 15th WETEX 2013 is held under the theme 'Sustainable Development For All,' which DEWA organizes under the umbrella of the Dubai Supreme Council of Energy from 15-17 April at Dubai International Convention and Exhibition Centre concurrently with the 2nd DGEF 2013, held under the theme 'Clean Energy For Sustainable Development.'

The completion and launch of DEWA's Sustainable Building at Al Quoz is DEWA's first fruit of a series of promising projects in the field of Green Buildings. This building is the first governmental building in the world to have received the LEED platinum certification for Green Buildings, achieving 98 of 110 points according to the criterion of the US Green Buildings Council.

Our relentless efforts to promote Dubai's position as global hub of sustainability never ends, as we integrate this trend with all our projects and seek to host global events on sustainability as well.

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This publication is the result of your input and support. We welcome your comments and suggestions to improve this magazine to develop greater dialog and communication. Please accept our sincerest best wishes and thanks for your continued support and input.

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Quote of His Highness Sheikh Mohammed bin Rashid Al Maktoum



"I say to the Arab youth? Entrepreneurship has never been an alien phenomenon to the Arab region. In this region, man invented the alphabets and writing. From this region Algebra and mathematics emerged; the first university in history was founded, from where scientists of their time graduated in medicine, astronomy, chemistry, mathematics and engineering."



*His Highness Sheikh Mohammed bin Rashid Al Maktoum*

**Vice President and Prime Minister of the UAE and Ruler of Dubai**



## رؤيتنا

مؤسسة مستدامة على مستوى عالمي

## رسالتنا

الحصول على رضا المتعاملين وتعزيز رؤية دبي من خلال تقديم خدمات الكهرباء والمياه بمستوى عالمي من الإعتماذية والكفاءة والسلامة والبيئية، بكادر مؤهل وشراكات فعّالة، داعمين لديمومة الموارد.

## قيمنا

النزاهة، الإنصاف، الشفافية، العمل كفريق، الريادة الصناعية، الإحترافية، المسؤولية المجتمعية، التركيز على خدمة المتعاملين، الإستدامة

## شعارنا

لأجيالنا القادمة

### Our Vision

A sustainable World-Class Utility

### Our Mission

Meeting customer satisfaction and promoting Dubai's vision through delivery of electricity and water services at a world-class level of reliability, efficiency, safety and environment by a competent workforce and effective partnerships; supporting resources sustainability.

### Our Values

Integrity, Fairness, Transparency, Teamwork, Industry Leadership, Professionalism, Corporate Social Responsibility, Customer Focus, Sustainability

### Our Motto

For Generations to Come

# WETEX & DUBAI ENERGY FORUM

## Two Concurrent and Integrated Events

■ It's unlikely to be in Dubai without being invited to a forum, conference or international event. The Emirate hosts various types of activities and exhibitions. However, that's not all. Dubai has gone far by organising specialised regional and international exhibitions and events, especially events that bring the whole world to one table to tackle the challenges related to development. The issues and challenges caused by sustainability and environment have reached the top of local and international priorities. These challenges have several aspects mostly focusing on water and energy. Today, Dubai is more determined when it comes to these topics and now it is taking all preparations to welcome its guests for holding two key relevant events in Dubai at the same time and place.

### Leading position on the Global Forums Map

Under the patronage of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, preparations for the second Dubai Global Energy Forum 2013 are underway to be held alongside the 15th Water, Energy Technology and Environment Exhibition (WETEX 2013), in Dubai. WETEX 2013 will be held from 15-17 April 2013 under the patronage of HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and Minister of Finance and President of Dubai Electricity and Water Authority (DEWA) at the Dubai International Convention and Exhibition Centre (DICEC).

"Having undertaken all the commercial and organisational preparations, we have now commenced the necessary logistical arrangements to launch these two important events to achieve the wise directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, who established the leading positions of both the Dubai Global Energy Forum and WETEX on the agenda of specialised forums and exhibitions world-wide,"

said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA and Chairman of the Higher Organising Committee of both the Dubai Global Energy Forum and WETEX.

Al Tayer said that the exhibition, which celebrates its 15th anniversary in 2013, started on a smaller scale. It has evolved considerably and will now occupy seven halls at DICEC, reflecting strong participation from national and international organisations and companies working in the fields of energy, electricity, water and environment, as well as official participation from national and international bodies, businesses, departments and specialised service utilities.

### Concurrent and integrated events

On the concurrent launch of WETEX and Dubai Global Energy Forum 2013, Al

Tayer said that both events complement each other as they offer a global platform to share talents, expertise, and best practices in energy management, including renewable-energy and clean-coal technologies. Al Tayer highlighted the different challenges facing the global energy industry and the opportunities available to ensure the sustainability of its sources, "Such events will drive discussions on suitable methods to provide green technologies to conserve environmental resources and ensure proper environmental management," said Al Tayer.

### "Sustainable Energy-Secure World"

To be held for three days under the theme Sustainable Energy-Secure World, the Dubai Global Energy Forum will discuss various topics and pressing concerns for the energy sector, especially clean energy and sustainability. The participants at the Forum include several global energy experts who will share their insights on issues such as applying best practices in securing energy, supply and demand management, alternative energy sources

**Dubai hosts Dubai Global Energy 2013 on 15-17 April, 2013 concurrently with 15th Water and Electricity Technology Exhibition (WETEX).**



and the use of nuclear energy in peaceful domains along with policies, programmes and modern technologies.

The Forum aims to supporting debates and analysis to bring about real sustainable improvements in the global energy sector. It provides a platform to exchange and discuss key issues to energy sector including the study of alternative energy resources, peaceful nuclear energy, future and current energy policies, programs, techniques, investment opportunities and market indices.

DGEF 2013 will also highlight effective polices and affordable opportunities in energy sector as well as to discuss the future vision on renewable energy resources.

### **WETEX... 15 years of success**

The 15th WETEX in 2013 will be held over three days concurrently with DGEF to continue a long list of successes and achievements started with its first session in 1999. WETEX has always provided a suitable hub to develop partnerships between international companies and

**Dubai Global Energy Forum established globally as key in driver of dialogue on energy sector and WETEX as an international trademark proves its leadership in specialised exhibitions worldwide.**

their local and regional counterparts in the field of electricity, water, energy and environment and other related field. The exhibition has managed to highlight international best practices in the fields of electricity, water, energy and environment to promote the relations and partnerships among Gulf Arab utilities and their counterparts worldwide.

WETEX has witnessed continuous developments and many achievements, originally focusing at first on water technologies. In 2001, the energy sector was added to the exhibition and in 2004, DEWA's vision extended to encompass environment and waste management issues. While in 2008, Green buildings and reduction of CO2 emissions solutions

issues were added to WETEX. In 2011, Smartech was launched to provide innovative and modern means to display and market energy and water saving products based on DEWA's interest for water and electricity conservation issues. In 2012, DEWA introduced gas and oil and nuclear energy electricity generation technologies, renewable energy resources and smart grids to contribute in supporting economic growth in Dubai through provision of energy and to optimise their use to meet environment requirements and to achieve sustainable energy objectives in the Emirate of Dubai in cooperation with DEWA and Supreme Council of Energy.

### **Increasing exhibition area by 25%**

Given the huge response and wide participation from different countries worldwide, DEWA increased its exhibition space by 25% from last year through additional exhibition halls. This session of WETEX will discuss key issues on the accelerating development and challenges



witnessed by electricity, water and environment sectors as well as to explore best practices and solutions to confront environment challenges. A number of important seminars and lectures will be held on issues related to electricity, water, energy, environment and international updates during the exhibition to highlight the latest techniques and updates in electricity, water and energy sectors worldwide in general and the Middle East in particular.

WETEX will also display a number of the latest solutions including agricultural equipment and desalination system and modern irrigation systems, water pumping equipment, boilers, cables, power transformers, conductors, energy saving products, valves, generators, and electricity and water transmission and distribution as well as other latest products.

### Organisation of the Event

The Executive Committee of Dubai Global Energy Forum 2013 continues its efforts to organize an event that enhances the reputation and position

**Given the huge response and wide participation from different countries worldwide, DEWA increases WETEX's exhibition space by 25% from last year.**

of Dubai. The Executive Committee has convened its meetings presided by HE Saeed Mohammed Al Tayer, Vice Chairman of the Dubai Supreme Council of Energy, President of the Committee, and attended by members Ahmad Butti Saeed Al Muhairbi, Secretary General of the Supreme Council and Vice President of the Committee, and members of the technical, logistic, media and financial committees. During these meetings, the Committee reviewed the special preparation of the DGEF. The Technical, Logistic, Media and Financial Committee have demonstrated the progress of the work and discussed the details of the Forum's program and nominated official speakers in addition to reports on the latest updates related to Forum preparation and arrangements.

### Continuous strive for Sustainability

Dubai continues to highlight sustainability issues locally and globally through organising such events and its accumulative efforts have resulted in effecting a qualitative change in the behaviour and view of the region's leaders and nation to these issues. In 2011, more than 700 national and international companies from 28 countries worldwide participated in WETEX compared to 4 companies in its first session. In 2012, WETEX attracted 1,055 national and international companies from more than 31 countries and 12,000 visitors with a total display area of 33,000 square metres compared to a display area of 22,000 square metres in 2011.

With expectations for these figures to rise every year, WETEX has become a distinctive green mark that has been added to the agendas of international companies. This has added to previously-set milestones that have defined requirements for sustainability in the Middle East. Dubai will continue its strive for more achievements on the path of sustainability.

# Dubai leads Earth Hour celebration

■ Dubai Electricity and Water Authority (DEWA) announced that Earth Hour 2013 has achieved savings results with a rate of 200,000 kW/h, and 120 tons of carbon emissions. Hundreds of individuals participated in the event held at Burj Plaza in Downtown Dubai, to support international efforts to protect planet Earth and preserve its natural resources.

DEWA organised Earth Hour 2013 under the patronage of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council, and in partnership with Dubai Supreme Council of Energy and Emirates Wildlife Society (EWS), which works in association with the World Wide Fund for Nature (WWF), and in cooperation with Emaar Properties.

Driven by their belief in Earth Hour, participants extended solidarity to all participating cities across the globe. They also emphasised the importance of protecting the planet, conserving consumption, and minimising carbon emissions.

Dubai joined over 7,000 cities around the world in Earth Hour where residents turned off the lights and unnecessary home appliances from 8:30 to 9:30pm.

Earth Hour – the most significant environmental initiative worldwide - attracted overwhelming support from ministries, gov-

ernment departments, and private and non-governmental organisations, universities, schools, as well as community members.

The event featured several activities to raise environmental awareness including a kid's workshop, games, face painting, a magic show, photo-booth, competitions, and other attractions. Earth Hour T-Shirts, glow sticks, gifts and giveaways were distributed to promote environmental awareness.

HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council and MD and

CEO of DEWA, accompanied by Major General Mohammed Ahmed Al Marri, Director-General of the Dubai General Department for Residency and Foreign Affairs (DNRD), Khalid Al Malik, Group CEO of Dubai Properties Group (DPG), and Habiba Al Marashi, Chairperson of Emirates Environmental Group, inaugurated the Earth Hour Walk in the presence of VIPs, representatives from government departments and private organisations, and community members. Participants walked from Burj Plaza, passing Burj Khalifa - the world's tallest building - to Burj Plaza, expressing their support to cities participating in Earth Hour.

At the end of the event, Al Tayer rewarded the supporters, representatives of government departments and private organisations who contributed to the success of Earth Hour. Al Tayer urged participants to conserve their consumption and make it a part of daily life.

**Al Tayer: Earth Hour 2013 in Dubai saves 200,000 kilowatts per hour and 120 tons of carbon emissions**



**Dubai leads international efforts to raise environmental awareness**

## Under the Patronage of HH Sheikh Mohammed bin Rashid Al Maktoum

### Emirates Energy Award Global Participation, Green Competition. Supreme Council of Energy extends nominations for Emirates Energy Award

■ Sustainable energy is indispensable to Dubai's sustainable development, especially in light of accelerating economic growth and remarkable increase in population and projects in the Emirate. At a time where demand on energy is increasing day after another, the provision of sustainable and renewable energy resources is of a top importance. Under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, the Emirates Energy Award (EEA) was launched in 2007 by the Dubai Quality Group.

Supervised by the Supreme Council, the Emirates Energy Award aims to increase awareness amongst individuals, organizations and the community to adopt eco-friendly practices and to urge them to find innovative solutions that enhance sustainable development. The objectives of the EEA correlate with the role of the Supreme Council and the Dubai Strategic Plan 2030 to enhance the efficient use of energy and diversify its resources.

Stressing on the meaning of the Award, HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council and President of the EEA said, "The Emirates Energy Award translates UAE's Vision 2021 and the initiative of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, entitled 'Green Economy for Sustainable Development.'"

#### EEA Objectives and Categories:

To foster energy conservation and increase awareness, the Emirates Energy

Award has been launched to recognise the best implemented practices in energy conservation that showcase innovative, cost effective and exemplary measures. Acknowledging these practices and innovation creates a positive effect in the region to steer energy awareness on a broad level across the different facets of society.

The EEA recognises efforts by the public and private sectors and individuals in this field and encourages education, scientific research in energy and awards major contributors to this sector and is represented in the following 6 categories:

Energy Efficiency - Gold and Silver Award for Public Sector & Private Sector.

Large Energy Project - Gold and Silver Award for Public Sector & Private Sector.

Small Energy Project - Gold and Silver Award for Public Sector & Private Sector.

Education and Research - Gold and Silver

Award, Special Recognition Award, Young Professional Energy Award

#### Green Values

The award will be organized every two years and is intended for a wide spectrum of best practices in energy and resource management to drive the following values: Creativity and Innovation - in terms of demonstrated systems and processes that enhance energy technologies and opportunities with the potential for further development and transferability to others. Energy Efficiency - representing reduction of specific energy consumption through best practices in recycling and reuse, retrofitting inefficient equipment and new projects in the usage of energy and reduction in other resources including material and carbon emission reduction (CO2).

Increase of Renewable Energy share in energy source portfolio - use of renewable energy such as solar, wind, biomass, biogas and other cleaner energy sources and a gradual reduction of dependence on non-renewable energy sources.

**EEA recognises best practices from public and private sectors and individuals in 6 categories.**



**Executive Committee has extended the closing date for accepting nominations for this year's EAA.**

Economic, Social, Energy Security, Behavioural and Environmental Impacts have the potential to deliver significant benefits including improvements in quality of life, influencing behaviour, cutting greenhouse gas emissions and supporting sustainable energy, in addition, to building knowledge capacity and corporate social responsibility.

The total value of the EEA is one million dollars and both individuals and institutions from MENA may apply for this award through the following website:

[www.emiratesenergyaward.com](http://www.emiratesenergyaward.com)

**Extending the closing date for accepting nominations**

Due to considerable interest in participating in the EEA, the Executive Committee has extended this year's submission deadline to 30 June 2013. The Supreme Council has received a

large number of enquiries on the Award from MENA. The Supreme Council will continue to receive nominations and applications for the EEA through its website to facilitate the registration and nomination process.

To promote the Award, the Supreme Council has convened a number of meetings and workshops to explain the terms and conditions for nomination for individuals and institutions, noting that all submitted nominations are for projects which are currently implemented in the MENA region.

The Supreme Council will organise a ceremony to announce names of the winners after all nominations are evaluated by the Technical Committee and

approved by the Executive Committee. It's scheduled to announce the winners and present the awards in October 2013.

**EEA's Website**

The official website of EEA provides visitors with necessary information in Arabic and English. Launched on August 2012, the EEA's website contains general information and links to all social networks (You Tube, Facebook & Twitter). Most importantly, nomination application forms can be submitted online.

The site displays integrated information on the award to explain the process of selecting and nominating candidates for the award including the Award's organisational structure in details including the Award's Honorary President and the President in addition to the Award's Executive, Technical and Marketing committees.

# EXPO 2020

DUBAI, UNITED ARAB EMIRATES

CANDIDATE CITY



## Event Requirements and Dubai's capabilities

■ For many years, Dubai has strived to take and overcome all challenges with astonishing excellence to prove every time its capability to confront any event regardless of its size, organising needs and profile. Dubai became the regional hub for economic events, and international conferences and exhibitions organised all year round on all sorts of topics and fields. During this growth, Dubai has developed its tools and infrastructure at all aspects. With every event, Dubai becomes more competent than before. In this context, it has not only benefited from all international experiences, but has also added to them its heritage and modernity. The result was unique and similar to no other. It's the spirit of Dubai to be always ready for any challenge and having the confidence in its special role in making the future.

As usual, Dubai, today, takes a new challenge and competes on the global event the 'Global EXPO Exhibition' for 2020.

Dubai is competing with many old and world-renowned cities like Sao Paulo (Brazil), Ayutthaya (Thailand), Ekaterinburg (Russia) and Izmir (Turkey) to host the World Expo 2020. The winning city will be announced on November after cast of voting by the representatives of 161 member countries in the International Exhibition Bureau responsible for reviewing the bidding cities and selecting the best city in addition to organise EXPOs.

### Why Dubai?

When competing for any global event,

the main question to be asked is what the bidding cities can provide to guarantee a successful event? Therefore, what can Dubai provide this time? Undoubtedly, it can give a lot. The leadership and nation of Dubai are used to take up such challenge and exceeding all expectations through joining efforts, team work and dedicated hard working at highly professional and experienced levels. Usually, the Government of Dubai is working like a consistent symphony under the command of a one man and playing its own melody professionally taking the breath of the whole world.

Yes, Dubai has a lot to give starting with the inner possession of excellence, vision, plans and aspiration in implementation of

the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister, Ruler of Dubai. It also has a spirit open to the world and welcome other regardless of the country or culture and at the same time, maintaining the genuine traditions and heritage of the UAE. Furthermore, Dubai has considerable experience in events hosting and organising international events and activities. This experience is acquired after organising dozens of exhibitions due to its modern infrastructure, which is capable of receiving hundreds of thousands of guests and tourists annually. Furthermore, it's built with patience and dedication, supported with a future vision enabling it to explore the future horizon and prospects





for growth and development, as well as hundreds of thousands of skilled labourers and key experts handling all conditions successfully. The list of conferences and exhibitions held in Dubai is long including the International Monetary Fund Annual Meeting and Conference, 2003 for the International Bank Governors, Dubai Global Energy Forum 2011, World Energy Forum 2012, GITEX, Arab Travel Market, and many other major events attracting wide international participation and visitors competing international fairs held in the USA, Europe and other countries.

### DEWA joins efforts for Expo 2020.

For its part, DEWA is used to fulfilling its obligations to Dubai's objectives and its pivotal role necessitates it to be always ready, prepared and ready to deliver. DEWA has joined in these efforts at all levels to support Dubai's bid for EXPO 2020 and to enhance its position as a global hub and successful model for sustainability and environment conservation for the generations to come as an international concern.

DEWA receives EXPO 2020 ambassadors In support of Dubai's bid for hosting the World EXPO 2020, HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, received the EXPO 2020 ambassadors at DEWA's new Sustainable Building in Al Quoz. The meeting supports the efforts by Dubai

to host Expo 2020, the largest universal exposition of its kind, whose campaign motif is 'Be part of it.'

The EXPO 2020 delegation included Marwan Al Haj, Khawla Darweesh, Inas Al Sheikh, Mohammed Al Janabi, and Ben Outara. Marwan Bin Haidar, VP of IT and CIO of DEWA and Khawla Al Mehairi, VP of Marketing and Corporate Communications of DEWA, attended the meeting.

"DEWA is one of the best utilities in the world compared to its counterparts worldwide. DEWA recorded an advanced level in electricity and water conservation, demand management, infrastructure investments, and operating networks. DEWA has achieved results that rival and even beat benchmarks for the private sector, surpassing best European and American companies in efficiency, availability and reliability. DEWA's network line losses were recorded at 3.5% and network water losses were recorded at 10.8%, achieving an international record in reducing loss. DEWA adopts the most efficient equipment for generating power and desalinating water, contributing significantly to the UAE occupying the seventh position globally for ease of access to electricity, according to the World Bank's Doing Business 2013 report," added Al Tayer.

"Dubai has succeeded in hosting various international events including

World Energy Forum, and Dubai Global Energy Forum. We are confident that our ambassadors will succeed in reinforcing Dubai's position as a unique hub for hosting international events," concluded Al Tayer.

### Designated platform for EXPO 2020 in WETEX 2013

In support of Dubai's bid for hosting the World EXPO 2020, a special platform will be designated for EXPO 2020 in the 15th Water, Energy Technology and Environment Exhibition 2013 to be held from 15- 17 April in Dubai International Convention and Exhibitions Centre. This event is organised by DEWA under the umbrella of Dubai Supreme Council of Energy, and WETEX is organised concurrently with the second Dubai Global Energy Forum 2013.

It's worth mentioning that WETEX represents an international hub to exchange views and latest technical products and international practices in water, energy, technology and environment sectors. WETEX is one of the important trade fairs hosted by the UAE every year and attracts participants and visitors from all over the world. Also, it's a global event in terms of planning, organising and global exposure. WETEX contributes in enhancing Dubai's position as an international hub to host different events and occasions and enjoys exceptional capabilities to host EXPO 2010.



**The biggest government building of its kind in the world puts the UAE at the cutting-edge of sustainability**

## **DEWA launches a new era of Sustainability in the Emirate of Dubai**

■ The new DEWA Sustainable Building at Al Quoz has been launched to become a new achievement to be added to its impressive record. This building is considered an advanced and up-to-date environmental accomplishment, and it has all the characteristics that make it unprecedented and it supports sustainability and will be a good example to follow to adopt such a type in both government and private buildings alike.

### **Opening:**

HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance, and President of Dubai Electricity and Water Authority (DEWA), today officially opened DEWA's new Sustainable Building in Al Quoz, the first sustainable building in the UAE, in the presence of HH Sheikh Ahmed

bin Saeed Al Maktoum, Chairman of the Dubai Supreme Council of Energy in Dubai, HE Matar Humaid Al Tayer, Chairman of the Board of Directors of DEWA, members of the board, HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, Executive Vice Presidents from DEWA, and a number of senior officials and VIPs from Ministries and Government

Departments, and media representatives. "The new green achievement fits in perfectly with the initiative entitled 'Green Economy for Sustainable Development,' under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and DEWA's strategy to reduce energy



consumption by conserving our precious natural resources and finding energy-efficient renewable solutions. We want to reduce energy consumption as part of our efforts to protect the environment to achieve our long-term goal of sustainable development, for generations to come,” said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

“We dedicate this achievement to His Highness Sheikh Hamdan bin Rashid Al Maktoum, as per his directives to set a clear roadmap and integrated framework for the construction of the building. It is now the largest government building in the world with a Platinum rating for green buildings from Leadership in Energy and Environmental Design (LEED), the US Green Building Council institute, which has a set of rating criteria for the design,

**The building has photovoltaic panels with a capacity of 660KW**

construction and operation of high-performance green buildings, homes and neighborhoods in the world. The DEWA Sustainable Building achieved 98 out of 110 points,” said Al Tayer.

“This new building aims to reduce energy consumption by conserving our precious natural resources and finding energy-efficient renewable solutions. We want to reduce energy consumption as part of our efforts to protect the environment to achieve our long-term goal of sustainable development, for generations to come.

The opening ceremony included a media tour to showcase all the facilities in the building, which includes DEWA’s 14th

customer service centre; providing a variety of services, a customer call centre, an engineering and control center and the Supervisory Control And Data Acquisition (SCADA) centre for water systems.

In accordance with Dubai Government’s strategy for excellence in the area of quality customer services in sustainable facilities, the new building accommodates 1,000 DEWA employees, and provides high-quality benchmarked services such as registering new customers, bill enquiries and payments, final bill requests, change of billing addresses, clearance certificates, and sourcing suggestions and complaints and general enquiries.

“The new building, which occupies 340,000 square feet is part of our ‘Green Buildings’ initiative to achieve the highest levels of efficiency in the consumption



of electricity and water. The building has been completed as per DEWA's Green Building regulations, with recycled materials accounting for 36% of the total construction materials used. The building has a laboratory to ensure that the quality of water conforms to all the environmental standards applicable to green buildings around the world. In addition, the building has a fully automated control panel to control the cooling, and air conditioning systems, and a number of ventilation units, to reduce energy consumption," said Abdullah Obaidullah, EVP of Water and Civil at DEWA.

The new project will achieve an energy performance efficiency level of over 66% by providing additional insulation in its walls and roof. Special glass has been installed to reduce heat transfer

**It is characterized by high efficiency of power and water conservation at 66% and 48%**

into the building, while highly-efficient water-cooled chillers cut down energy consumption. The building uses low powered LED lights and automatic lighting control systems with occupancy sensors. In addition, renewable energy is available through an on-site 660 kW solar power plant, thereby reducing the building's carbon footprint even further.

The home of the headquarters of DEWA's Water and Civil Engineering Division features a storm-water management plan that ensures recycling of water for irrigation. Special regulators, sensor taps, low flow fixtures and waterless urinals help reduce water consumption

by as much as 48%. All sewage water is treated by a grey water treatment plant and sewage treatment plant that recycles 100% of waste water.

More than 20% of the project site area features vegetated open spaces while waste reduction is aided by an easily-accessible dedicated area for the collection and storage of materials for recycling. The building exceeds the standards of design in energy and environment by 20% by extracting and manufacturing 28% of the materials within 800 km of the project.

Indoor air quality in the building is constantly monitored with the help of carbon dioxide sensors with alarms in all densely-occupied areas, like meeting rooms. Also, outdoor air is treated and supplied throughout the building to provide better ventilation.



Sustainability standards have been a priority throughout the construction process and the choice of materials used, which will help DEWA to achieve its strategic goals and attain recognition for its projects, both nationally and internationally.

The location of the building is connected to major urban areas with existing infrastructure. Located close to Noor Islamic Bank Metro Station on the Red Line of Dubai Metro, it will help reduce pollution and land development impact from automobile use. It also has secure bicycle tracks for 5% of the building users, in addition to preferential parking for low-emission and fuel efficient vehicles.

The Supreme Council of Energy has participated in the World Future Energy Summit (WFES) 2013, held in Abu Dhabi on 15–17 January, which was attended by HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council, accompanied by Ahmed Buti Al Muhairbi, Secretary General of the Council, and Waleed Salman, Chairman of Dubai

**The biggest government building in the world to obtain the platinum green building rating**

Carbon Center of Excellence. The model of DEWA sustainable building attracted the attention of all the visitors of the DSCE pavilion as part of the Summit, as it is the first government sustainable building in the world to use the technologies of solar energy and other technologies that conserves electricity and water consumption.

One of the most important visitors was HE Mohammed bin Salim bin Saeed Al Toubi, Minister of Environment and Climate Affairs from the Sultanate of Oman. His Excellency expressed admiration of this initiative that can help boost the march of sustainable development. Also, the pavilion was visited by renewable energy experts and some heads of global companies specialized in green buildings to look at DEWA's experience in this field. The pavilion also comprised the model of

the sustainable building and a showcase of the initiatives of Enoc and Dubal in the field of power conservation. Enoc presented the first eco-friendly petrol station in the Middle East that was launched in 2011. This petrol station has several green characteristics, including lighting systems, and solar powered, car wash systems without water, which conserve water. This station encourages a decrease in carbon footprint through green services.

Also, Dubal has presented its initiative to encourage employees to conserve electricity and water, as it has implemented the initiative of rapid steps, launched by the Supreme Council in 2012. This initiative includes fixing the temperature of air conditioners at 24 degrees centigrade during official working hours, and at 27 after duty hour, as well as using the eco-friendly LED lights, switching off electricity after duty time, using solar energy to heat water. On the other side, Dubal has launched an initiative to achieve huge decrease in demand for energy.

## Vice Chairman of Supreme Council of Energy meets Qatari Minister of Energy and Industry



■ HE Saeed Mohammed Al Tayer, Vice Chairman of Dubai Supreme Council of Energy and MD & CEO of DEWA has met HE Mohammed Saleh Al Sada, Minister of Energy and Industry of the State of Qatar during the fourth General Conference of the Arab Union of Electricity held in Doha, Qatar during 7-9 January 2013. During the meeting, the two sides discussed aspects of cooperation and ways of building on a series of discussions of mutual interest.

The meeting was attended by HE Ahmad Butti Al Muhairbi, Secretary General of the Supreme Council of Energy, and from DEWA, Hussain Essa Ibrahim Lootah, EVP of Transmission Power, Rashid Bin Humaidan, EVP of Distribution Power, Waleed Salman, EVP of Strategy & Business Development, and Ahmed Abdullah, Deputy Senior Manager of External Communications.

By invitation of Kahramaa, the delegation has participated in the conference with a keynote speech to outline DEWA's pioneering experience in reducing losses in generating, transmit-

ting and distributing electricity.

The conference is held along with seminars on investment opportunities within the electricity sector in Arab nations and the Seventh Exhibition of Electrical Equipment and Installations in the Arab World organised by Kahramaa and the Arab League. DEWA demonstrated its performance based on globally-benchmarked standards, its key performance indicators, the efficiency of its operations as a service, and its vision is to be become a sustainable world-class utility.

The conference, seminar and exhibition witnessed a large number of

participants from senior officials in the public and private sectors in the Arab countries and other countries, as well as officials, vendors of electricity solutions and smart grids, as well as researchers and related sectors of electricity, renewable energy and smart grids in the Arab world, experts and other industry observers from all over the world.

The conference coincides with a symposium and exhibition accompanying the events, with the Arab Ministerial Congress for electricity in the League of Arab States, which regularly takes place at its Executive Office at the same time.

## Supreme Council of Energy delegation heads for China

■ A high-profile delegation from the Dubai Supreme Council of Energy and DEWA has visited China to discuss areas of cooperation in the energy sector with their counterparts in the country. The visit follows an invitation from the Chinese Government to strengthen cooperation and joint efforts with the Chinese organisations working in the field of energy, electricity and water, and review their achievements in clean, alternative, and renewable energy and the reduction of losses on electricity networks.

HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council and MD and CEO of DEWA, is heading the delegation, which includes Ahmad Butti Al Muhairbi, Secretary General of the Supreme Council, and from DEWA, Waleed Salman, Executive Vice President of Strategy and Business Development, Nasser Lootah, Executive Vice President of Generation, Dr. Yousef Al Akraf, Executive Vice President of Business Support, Lars Marmsjo, Chief Advisor on Generation, Ahmed Abdullah, Deputy Senior Manager of External Communications, and Arif Julfar, Manager of Media and Marketing.



Senior officials of the Chinese National Energy Administration received the delegation and discussed topics including renewable and clean energy, carbon emissions and global warming issues.

The delegation met the President of Huaneng Power International and senior officials and CEOs from other Chinese organizations specialising in energy, including the State Development and Investment Corporation and the Ministry

of Commerce, to explore areas for cooperation in leveraging the latest trends and technological solutions to improve the reliability and efficiency of renewable energy.

The delegation also visited the Fossil Fuels Division at Siemens, in addition to several generation and distribution substations and review the latest technologies for using clean coal in generating power. They will tour the Changzhou Solar City and review best practices in this field, especially with DEWA preparing to launch the first phase of the Mohammed bin Rashid Al Maktoum Solar Park by the end of 2013.

## Vice Chairman of Supreme Council of Energy meets Chairman of CCPIT in China

HE Wan Jifei, Chairman of the China Council for the Promotion of International Trade (CCPIT) received the delegation of the Supreme Council of Energy headed by its Vice Chairman, HE Saeed Mohammed Al Tayer. The delegation also



included Ahmad Butti Al Muhairbi, Secretary General of the Supreme Council, and from DEWA, Waleed Salman, Executive Vice President of Strategy and Business Development, Nasser Lootah, Executive Vice President of Generation, Dr. Yousef

Al Akraf, Executive Vice President of Business Support, Lars Marmsjo, Chief Advisor on Generation, Ahmed Abdullah, Deputy Senior Manager of External Communications, and Arif Julfar, Manager of Media and Marketing.

Wan praised the solid relations between China and the UAE. The meeting also focused on strengthening relations between the two countries in general, and between China and Dubai in particular, in energy, renewable energy and trade.

Al Tayer briefed the Chinese about Dubai's strategic drive in developing renewable energy. The delegation also held discussions with Chinese companies to explore investment opportunities and participating in exhibitions and projects.

● **DEWA organises Annual Partners' Appreciation Ceremony**

DEWA organised the Annual Partners' Appreciation Ceremony, attended by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, directors of Government Departments and DEWA's strategic partners, as part of its efforts to further strengthen cooperation and joint work with government departments and key strategic partners, and to achieve its vision to become a sustainable world-class utility.

The ceremony focused on presenting DEWA's strategy to its partners and strengthening existing long-term ties and cooperation with government and private sectors, to further gain support for DEWA's efforts to contribute to the successful implementation of Dubai's Strategic Plan. During the event, DEWA presented its future projects and plans to support Dubai, to achieve the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to maintain Dubai's leading position as a global hub for trade, finance and tourism.

Al Tayer honored DEWA's key strategic



partners including, Dubai Police, General Directorate of Residency and Foreigners Affairs-Dubai, DUBAL, Dubai Municipality, RTA, Dubai Customs, Dubai e-Government, Etisalat, Dubai Health Authority, Public Prosecution, DWTC, Financial Audit Department, Dubai Ports, Customs and Free Zone Corporation, National Emergency Crisis and Disaster Management Authority, Dubai Economic Department, Executive Council, Civil Aviation Authority, Dubai Land Department, DUCAB, Islamic Affairs and Charitable Activities Department, Community Development Authority, Telecommunications Regulatory Authority, Dubai Courts, Directorate General of Civil Defence –

Dubai, Dubai International Holy Quran Award, Emirates Institution for Advanced Science and Technology, Dubai Corporation for Ambulance Services, Knowledge and Human Development Authority, Dubai Legal Affairs Department, Dubai Civil Aviation Authority, Dubai Media Office, Dubai Statistics Center, Department of Finance, Dubai Media City, Mohammed Bin Rashid Housing Establishment, Higher Colleges of Technology, Mohammed bin Rashid Al Maktoum Foundation, DU, General Electric, Emirates National Oil Company – ENOC, Siemens, ABB, SAP, Dubai Carbon Centre of Excellence, UNDP, Mitsubishi, CISCO Dubai, and GISTEC.



**DEWA to demonstrate reduction of losses in electricity networks**  
**• MD & CEO to confirm lowest electricity losses regionally and globally in keynote at Fourth General Conference of Arab Union of Electricity**



A high level delegation from Dubai Supreme Council of Energy and DEWA has attended The 4th General Conference of Arab Union of Electricity in Doha, Qatar, and seminars on investment opportunities in industries related to the electricity sector in Arab nations and the Seventh Exhibition of Electrical Equipment and Installations in the Arab World.

This conference is organized by the Qatar General Electricity and Water Corporation (Kahramaa) and the Arab League, held in Doha during 7-9 January 2013. The delegation is headed by HE Saeed Mohammed Al Tayer, Vice Chairman of Dubai Supreme Council of Energy and MD & CEO of DEWA. The delegation includes senior officials

from the Supreme Council and from DEWA. The delegation participated in the conference with a keynote speech in response to an invitation from Qatar General Electricity and Water Corporation to outline DEWA's pioneering experience in reducing losses in generating, transmitting and distributing electricity.

**• DEWA Hosts Open Day for Consultants and Contractors**

DEWA has organised a Consultants and Contractors Open Day' at the Grand Hyatt hotel, Dubai. The event was attended by HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, Divisional Heads of DEWA as well as DEWA's consultants and contractors. The open day aimed to exchange views, discuss ways of strengthening cooperation with consultants and contractors and brief them on DEWA's recent e-Services and online applications, which aim to improve access to electricity and water services. During the open day, DEWA briefed consultants and contractors on



its Strategic Plan 2012 – 2016. Presentations were also made on the new connections. At the end of the open day, an interactive question and answer session was held

with DEWA listening to suggestions and ideas for continuous improvement. DEWA promised to follow up on specific matters and is looking to provide creative ways of serving customers better.



## DEWA organises 2nd Annual Process Optimisation Conference

DEWA has organised the second Annual Process Optimization Conference 2012 at The Address Downtown Dubai, to discuss ways to improve processes to strengthen customer engagement and to boost workplace productivity.

The Conference was attended by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, Ahmed Butti Al Muhairabi, Secretary General of the Dubai Supreme Council of Energy, Nasser Lootah, Executive Vice President for Generation at DEWA, Yousef Jebri, Executive Vice President of Power and Water Planning at DEWA, Waleed Salman, Executive Vice President of Strategy and Business Development at DEWA, Dr. Yousef Al

Akraf, Executive Vice President - Business Support at DEWA, Abdullah Al Hajri - Executive Vice President -Customer Services at DEWA, decision makers, experts and senior representatives of Governmental departments and the private sector.

The event hosted three eminent international speakers: Connie Moore, Principal Analyst at Forrester; Steve Towers, Co-Founder and Consultant at BP Group; and Nick Thrustle, CIO and Director of IT at Benenden Healthcare Society.

In his speech, HE Saeed Mohammed Al Tayer, MD and CEO of DEWA reviewed DEWA's efforts in the field of process

optimization since 2009. Also, Al Tayer referred to DEWA's training and qualifying efforts, which focus on optimizing our customer service processes has made significant advances for our customers, with considerable reductions in waiting times in terms of frontline services. Highlighting innovative methods and measures to strengthen its competitiveness, DEWA put the spotlight on best practices to save time and effort and to enhance efficiency and reliability of service delivered to customers, through the Conference. DEWA conserves the fuel needed to generate electricity and water for resources sustainability for generations to come.



## RTA honours DEWA for support to Dubai Award for Sustainable Transport



The Roads and Transport Authority (RTA) today honoured DEWA for its support for the Dubai Award for Sustainable Transport, at an awards ceremony held under the patronage of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council.

DEWA was honoured for its support

in the success of the Awards initiative, which has been expanded to include various governmental and semi-governmental departments and entities to further drive sustainable transportation in the UAE. The Awards ceremony was organised by the RTA and held at the Dubai World Trade Centre, and honoured various organisations for their commitment to promoting

sustainable practices in the transport sector.

HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, presented the memento to Khawla Al Mehairi, VP of Marketing and Corporate Communications at DEWA, who received it on behalf of HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

## DAFZA honours DEWA

HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Dubai Airport Free Zone Authority (DAFZA) attended a ceremony held by DAFZA at the Intercontinental Festival Hotel Dubai to honour its strategic partners from government departments and organizations and recognize their essential key roles in supporting its investment activities and attracting foreign capital. The proactive role played by DAFZA's strategic partners has helped it to achieve its targets for economic development and

highlights Dubai's vital role and contribution to both the regional and global economy.

HE Saeed Mohammed Al Tayer, MD and CEO of DEWA thanked His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman of DAFZA, for this honour. Also, Al Tayer stressed that DEWA is effectively contributing to the social, economic and environmental development of the Emirate. DEWA is keen on fostering mutual initiatives with DAFZA to better improve



the quality of services delivered to our customers and make the best use out of these partnerships.

## Saeed Al Tayer receives 'Power Personality of the Year' award

HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, has been honoured with the 'Power Personality of



the Year' award, at the Middle East Electricity Awards 2013.

The Awards were held as part of the inaugural Middle East Electricity and Solar Middle East Show 2013, at the Dubai International Convention and Exhibition Centre, in the presence of senior officials from the public and private sectors, as well as

over 1,000 pioneers in the field of energy.

The Middle East Electricity Awards honours outstanding achievements of individuals, departments, teams and organisations who have contributed to the growth and development of the solar energy industry in the Middle East.



## Dubai Women's Association honours DEWA

Dubai Women's Association (DWA) has honoured DEWA for its support to the various projects and events organised by the Association in the past year to empower



women in various fields and enhance community spirit.

HH Sheikhha Amina bint Humaid Al Tayer, Chairperson of the Association, presented a memento to Khawla Al Mehairi, Chairperson of DEWA's Women's Committee, at the appreciation ceremony held at DWA's headquarters in Hamriya. Her Highness praised DEWA's efforts in supporting the events and initiatives of the Association, which aim to further strengthen the role of women in the community and promote their overall welfare.

"We are committed to partnering in ini-

tiatives that will further strengthen social cohesion and drive the growth of women across all sectors, and this is part of our social responsibility," said Al Mehairi.

"The recognition from DWA confirms the leading role played by DEWA in strengthening cooperation among government departments, private organisations, and charitable institutions to achieve common social growth goals. DEWA's efforts contribute to achieving the objectives of the institutions and strengthen the sustainable development of Dubai," concluded Al Mehairi.

# First Things First

## Part I

By: Fahmi Abdein

You are in an important meeting, and your 6 year old daughter calls - should you take that call or continue with your meeting?

You would like to start working on your strategic plans, your vision, and your mission, but you are having difficulties attracting and retaining talent. Where do you start?

You want to expand your production facilities, but you are struggling with quality problems. Which is more important?

Your staff is asking for salary increases but sales have been declining for the past two quarters. What should you do?

If you are in management, you must be dealing with many similar situations. Urgent demands are coming from all directions, and you are in a dilemma over where to start and what to do.

Business life is very challenging and complicated. It is getting more and more difficult to effectively manage resources, keep customers happy, and make money. It is a continuous challenge to deal with short-term demands and long-term goals. Additionally, your personal obligations and demands makes the picture even more bleak.

What I have found based on my past experience is that no matter which industry it is, effectively prioritizing daily tasks is a rare management skill. Every day, managers face various, and sometime conflicting demands many of which are unplanned. From customer complaints to keeping employees happy to ensuring profitability, the struggle goes on.

In order for managers to manage effectively, they must

answer the following questions: What is most important? What should be done first? When should it be done? And how much time should be spent on each priority?

What I noticed is that many managers are effective in putting-out fires; they are expert "fire fighters". As problems arise they roll up their sleeves and jump in without hesitation.

At the end of the day they feel drained and exhausted. They are thankful because one more day passed without major disasters. But let's see: did they work hard, or smart? How many of the fires they put-out brought them closer to their goals? Which "fires" pushed them forward toward achieving their strategic goals?

The problem is that many of those "fire fighters" lack the (combined) ability of dealing with urgent, unexpected issues, while keeping their eyes on the long-term vision, and steering their companies on the right path.

The predicament faced by managers is balancing two (seemingly) opposite and conflicting forces. On the one hand you are trying to deal with the present and its continuous struggles. On the other hand you are making sure that you are on the right track moving forward toward the future.

It takes a special talent to focus, and not to detour from your path. It is dealing effectively with what is happening right now, and keeping an eye on the 'Big Prize.' It is steering the wagon over, under, through, and around obstacles and staying the course. It is seeing the trees, but realizing that you are in a forest. It is keeping an eye on your compass while taking daily steps toward success.

## Ministry of Environment and Water honours DEWA **DEWA's 4 CDM Projects reduce up to 750,000 tonnes of carbon emissions**

The Ministry of Environment and Water today honoured DEWA for its continuous efforts to reduce carbon emissions and achieving competitive results by adopting the Clean Development Mechanism (CDM) across its various developmental projects in collaboration with UNDP and Carbon Centre of Excellence.

HE Dr. Rashid Ahmad Bin Fahad, Minister of Environment and Water, handed over the appreciation award to Waleed Salman, Executive Vice President of Strategy and Business Development, in the presence of HE Saeed Mohammed Al Tayer, MD and CEO of DEWA. This award recognizes DEWA's relentless efforts to reduce carbon emissions, conservation of consumption, preserving natural resources, conserving the environment and support sustainable development.



The CDM is based on executing projects for minimising carbon emissions and obtaining carbon-neutral certificates. Afterwards, industrial countries buy the certificates from developing countries that host the projects.

DEWA has successfully registered four CDM projects reducing up to 750,000 tonnes of carbon emissions annually,

including the Mohammed bin Rashid Al Maktoum Solar Park (reducing an expected 12,765 tonnes), Compact Fluorescent Lamps (CFL) Distribution Project (23,686 tonnes), Solar Farms Programme (680,000 tonnes), and the Thermal Energy Storage Turbine Inlet Air Chilling project in Jebel Ali (26,800 tonnes).





## DEWA strengthens its relationship with customers through 'Hadhreen' Initiative highlights DEWA's adoption of best international standards

■ DEWA has rolled out a new initiative called Hadhreen – 'At Your Service' to further strengthen its outreach to all its customers, and highlight the world-class service standards that DEWA provides to its varied customer segments and reinforce its commitment to enhancing service excellence to provide the highest levels of customer satisfaction.



Abdullah Al Hajri  
EVP of Customer Services Division

"Through Hadhreen, we are reiterating our commitment to the community, and emphasising our approach to meet customer requirements and ensuring the highest levels of satisfaction. Hadhreen highlights the easy access for customers to DEWA's customer service centres. Under Hadhreen, customers can access a range of options

for e-Services, Mobile services, Green Bills, easy payment of bills, making suggestions and addressing complaints, if any. This in turn is expected to reduce time and effort for DEWA's customers," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

"DEWA is a world-class utility evaluated and endorsed by international assessment bodies for its business practices, and is benchmarked against international standards. We continuously strive to exceed customer expectations and our strong workforce is committed to ensuring the highest standards in customer service. We have over 8,000 highly-trained staff, who are ready to exceed the expectations of our customers by providing service to the highest international standards," said Abdullah Al Hajri, EVP of Customer Services Division.

"Hadhreen is an overarching communications platform for DEWA, whereby our future products and services will reflect our focus on customer service excellence, which we are highlighting in this initiative. It is also in line with the Government of Dubai's efforts to strengthen a culture of excellence across all organisations and, as a utility provider, our service standards are best demonstrated through strong customer relations and customer service excellence," said Khawla Al Mehairi, VP of Marketing and Corporate Communications Division.

Hadhreen - At Your Service builds on DEWA's earlier customer service initiative '365 Day & Night - At Your Service, As Always Been' whereby DEWA demonstrated its support to customers around-the-clock. The new strategic approach takes it one step further by demonstrating DEWA's proven competencies and its commitment to enhancing them beyond customer expectations. The initiative underlines DEWA's commitment to the community, environment and sustainable development.

## Mohammed Al Shamsi

### “DEWA, was my ambition since school” “The Sustainable Building has a message in itself”

■ DEWA and Mohammed Al Shamsi, Senior Manager of Civil Projects & Engineering have developed a close professional relationship. This made him join DEWA after graduation and take several positions in the Civil Engineering Department, acquiring an extensive and deep experience in DEWA’s buildings and their needs. Therefore, choosing him to be the Engineer In-Charge of DEWA’s Sustainable Building in Al Quoz is not a coincidence. Al Masdar interviewed him to review his professional resume with DEWA as well as his new position as Engineer In-Charge of the reputable Sustainable Building in Al Quoz.

#### **My dream to work with DEWA came true.**

“I grew up in Jumeirah, Dubai, where I completed my education, and after high school, I joined the Higher Colleges of Technology in Dubai, majoring in Civil Engineering, and graduated in 2001. I started work with Dubai Electricity and Water Authority in the same year I first applied, along with Dubai Municipality and Dubai International Airport. My senses guided me to work with DEWA, which has not disappointed me as it was the first to contact me for an interview. I joined as a member of DEWA’s staff within a month of graduation,” says Al Shamsi.

“I started work with DEWA in the different sections of Civil Engineering Department. I worked on projects for one year and then I worked in Power Cable Connections, at Civil Engineering Department. The duties of my work were a combination of civil and electrical operations. About three years later, I was appointed as Head of Department after I started as an on-job trainee and senior engineer. Then, I was appointed as Cables Manager for the

Technical Section. In 2009, I was nominated to be in charge of the Civil Engineering Department after the restructuring phase. I proved my competence to manage this department after completing many projects during that period in collaboration with my colleagues and staff operating in DEWA especially projects in the past four years, which formed a distinctive achievement for management. I was lucky to have the chance to pursue these achievements including DEWA’s Sustainable Building, Warsan Main Stores, DCC & TCC. Construction works are underway now on the main building in Warsan and it’s expected to be completed early next summer as well as to another control centre in Al Quasis, which is operational now. Among other projects is a Customer Service Centre in Jebel Ali that opened two years ago, and warehouses in Al Aweer and Jebel Ali,

office buildings including warehouses in Hatta, a new customer service building with a traditional façade, and Hassyan Solar Road Lighting Project extending over 4.5 km, which is the first of its kind.

#### **Attractive and stimulating work environment**

What’s the reason behind Al Shamsi’s ambition to work for DEWA? “Perhaps, the first reason is the professional reputation of DEWA as a destination for work and as one of the largest government departments, in addition to my love for the area of my work and encouragement of national staff. My thoughts were confirmed after joining work with DEWA, where I found an encouraging and empowering work environment, as well as the presence of a clear career ladder among an atmosphere of transparency. Doors are open to all staff of different administrative levels no matter how far those levels are from each other. The manager’s proximity to employees is the most important catalyst in our work in DEWA. In addition to this is the ongoing honouring by DEWA’s management of

**“The professional reputation of DEWA as a destination for professionals has attracted me to join it directly after graduation.”**



employees' efforts, and often these honors are given to work teams," he said.

### The Building... More than green!

What is the reason behind the Sustainable Building Project? "DEWA's Top Management has taken the initiative to establish a sustainable building to embody its vision to become 'A Sustainable World-Class Utility,' derived from the vision of the Dubai Government and the Supreme Council of Energy. Sustainability is embodied in this Building through the involvement of DEWA with Dubai Municipality in developing the Green Buildings Code. Nonetheless, this Building is featured with special specifications that making it more than just a green building. The Building is established as per the LEED standards set by the US Green Building Council in charge of LEED certification. The Building was built

**"After the construction of the Sustainable Building, people are approaching us inquiring on how they can apply green building specifications in their homes."**

according to the most accurate standards starting from the site, which should be a sustainable site in terms of transportation and services availability within a radius of half mile. Apart from the site, there are many specifications to be met which are difficult to be found in one building. Therefore, the Certificate is classified into several categories granted according to the number of points collected by the building. We managed to score number 2 worldwide in terms of collected points in the platinum category scoring a total of 98 points out of 110 points while the highest point (total of 105) was scored by a build-

ing in Sydney. According to this result, DEWA is the first public utility to score this rank worldwide," explains Al Shamsi.

On the impact of this achievement on DEWA's upcoming projects; Al Shamsi said; "In line with the directives of DEWA's Top Management, the upcoming buildings of DEWA (especially office buildings) will be constructed according to green buildings standards. And we will try to follow the same approach, but with a different rating for every building depending on the case. This Building is a pilot project due to for example, but not limited to the extensive use of solar energy.

### Solar Energy... for cooling and lighting

"In this Building, 50% of the solar energy goes to air-conditioning systems, while 40% is for lighting, and the remaining 10% feeds electrical plugs all over the



building to operate office equipment, and so forth," says Al Shamsi. "Any shortage is directly compensated by a normal source of electricity, noting that solar energy provides 30% of the building needs for power during the daylight, where the building's power feed system is installed according to an on-grid system. This system is linked to the regular network, giving priority to the power consumption converted from energy solar to compensate for any shortfall from the regular electric grid," he adds.

### **The Building and its message**

The Building has a message in itself. "The message is all about that green buildings are eco-friendly and provide electricity and water, which, although they are more expensive in terms of construction costs, they are still saving consumption costs. We have seen a positive response from the public with regard to this message, as many people are now coming to inquire about how to apply green building specifications in their homes. I personally used the same lighting systems used in the Building (LED lighting systems), because they save consumption by 50% compared

**"The Team formed during this project can now handle similar projects without consultant support."**

to normal lighting systems. Everyone can figure it out themselves. The Building is full of eco-friendly specifications in terms of equipment or energy, or even the materials used in construction, where the recycled materials represent 36% including the roofs and floors building materials and 28% of these materials are locally sourced from the Gulf region. Also, the supplied woods are from organized and designated eco-friendly forests for timber production without damaging the natural resources," he says.

### **The Pride of DEWA's achievements**

On the technical and environmental features of the building and its facilities, Al Shamsi says, "Organizationally, the building is under the control of the Water Division in DEWA and encompasses a number of facilities that make it an ideal environment for work. Besides the parking lots mentioned earlier, the building

accommodates a nursery for employees' children, a gym, training hall, prayer room, library and a top garden. Technically speaking, we must start with referring to the sustainable location of the building i.e. its proximity to transportation (Dubai Metro Station and public buses), as well as to proximity to a number of important services such as clinics, restaurants, mosques and others. The Building houses 341 parking lots, including 18 parking lots for eco-friendly vehicles such as electric and hybrid cars as these vehicles have the priority to encourage consumption of fuel and expenses. This applies too to vehicles used in share transportation by employees. We also provided 50 parking lots for bicycles. As for the technical specifications, the Building is featured with power and water consumption conservation system. The Building saves 66% of electricity consumption due to the application of advanced insulation materials and high light and low heat penetration glass to reduce the need for air-conditioning systems, noting that these needs represent 60 to 65% of the energy used in regular buildings. We have gone too far with the insulation and cooling technologies through

using green roofs with an approximate area of 2 acres of vegetation covering the roof of the building and topped with solar energy panels to generate 660 kW/hr or One Million kW/hr per year. The building is equipped with low consumption and high efficient LED internal and external light systems powered by huge experimental propeller to cultivate the wind energy. Building Management System (BMS) is installed in the Building to control light systems and air conditioning systems. It is an automatic system which is linked to a network of sensors all over the building to switch on lights and air-conditioning systems only when there are employees in the offices and corridors. In terms of air conditioning, we have installed advanced and power efficient water cooling systems using treated water from the Water Conservation System reducing consumption by 48% by installing filters and sensors in the tapes as well as the installation of grey water and black water treatment plant systems. The grey water is used for the air-conditioning system while the black water is used for irrigating the plantation on the roof".

### Financial Feasibility

Naturally, questions on the financial feasibility of the project are asked. Shamsi answered to this question by saying, "The Green Buildings are compensating for excess expenses required during construction compared to other buildings within a period of four to five years, and may be in shorter period. It depends on the costs and tariffs of electricity and water, and they are variable from one country to another."

### The challenges

Al Shamsi confirmed that the construction of the Building was completed in almost a year and a half, saying, "The construction work began with the consulting engineer, and then with a company specialized in green buildings. Workshops were organized to train a team of DEWA's young

employees. And then estimations were prepared and submitted to the contractor. Meanwhile, an application has been sent to the main company concerned with LEED certificates for evaluation. The construction works were performed in full swing, and often we had to work at night, summer and during the Holy Month of Ramadan. All difficulties were diminished by the support of the top management. The construction site was visited several times by HE Saeed Mohammed Al Tayer, MD and CEO of the DEWA who ensured the acceleration of supplying all materials through air freight instead of sea shipment to meet the scheduled deadlines, and therefore we have succeeded in fulfilling them. "The most prominent challenge during the completion of the project was to complete it on the specified schedule according to high standards, although it was an entirely new project in terms of construction. I can say with confidence that the team which has been formed during this project can now handle similar projects without the assistance of an external consultant, and we have already launched other similar projects."

**"The most prominent challenge in this project was to complete it on time according to very high standards, although it is a new project in terms of the method of construction."**



## DEWA honours 17 employees for distinguished performance

To honour and encourage its employees for their unique commitment and hard work, DEWA honoured 17 staff members within the DEWA Distinguished Employee Awards Scheme for the third quarter of 2012 at an awards ceremony held at DEWA Headquarters. The ceremony was attended by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA along with Dr. Yousef Al Akraf, Executive Vice President of Business Support, and other members of the top management and DEWA employees.

The winners of the Distinguished Employee Awards as per category are: DEWA's Distinguished Employee Category - Muhannad Rizik Mahmoud Al Shaar and Omar Abdalla Rashid Sahoh; Administration and Finance - Khalid Abdul Rahman Al Marzooqi; Specialized Fields - Samer Ghassan N. Samman; Technical and Engineering - Radhakrishnan Ganesan (first place) and Syed Muhammed Amir (second place); Field Services - Shihabudeen Ali; Female Distinguished Employee -

Hajar Saeed Ali Al Shehhi (first place) and Nawal Saleh Mohammed Hussain (second place); Supervisory Jobs - Mohammed Osman Ghani Mohammed; Unknown Soldier - C. T. Abdul Aziz (first place) and Manoj Kumar Sreedhar Avilasm (second place); New Recruit - Riham Mustafa Helmi (first place) and Ayesha Abdulla bin Kalban (second place); UAE National - Khulood Abdulrahman Al Awadhi; Secretary - Shirley Yacap Gabug; and Creativity - Khalid Mohammed Abdulla Al Hammadi.



## DEWA's Power Transmission Division organises safari trip

DEWA has organised a safari trip for 230 employees from Power Transmission Division at DEWA. Hussain Lootah, EVP of Power Transmission participated at the trip which aimed to break up the daily work routine, enhance cooperation between staff, and reinforce team spirit and joint work, as well as

strengthen social cohesion between divisional staff and their management.

Various entertaining activities were held during the trip, including a desert cruise in 4x4 cars, cycling, camel riding, demonstrations on gulf traditional costumes.

The participants had the opportunity to learn about the Arabian traditions that

originated from traditional life in the desert.

During the trip, Power Transmission organised several contests and games such as Tug of War, Musical Chairs, balloons, and Knowledge Quiz. The contests aimed to enhance positive competitiveness among participants.



## DEWA honours 34 employees for distinguished performance

DEWA has honoured 30 technical employees in the Special Act category, and four employees in the Best Cable Jointers category for their commitment and hard work, and improving their overall performance. HE Saeed Mohammed Al Tayer, MD & CEO of DEWA along with Maryam Al Mutaiwei, Senior Manager of Personnel Management, honoured the distinguished employees at an awards ceremony held at DEWA Headquarters in the presence of EVPs, senior officials, and employees from DEWA.

Al Tayer honoured the Transmission Power engineers, who participated in executing Power works at Metro Dubai Substation. The engineers are: K. H. Srinivas Red-

dy, Mir Manjoor Rahim, Mohammed Ruhul Quddus, Mohammed Asim Khan Mohammed, Pajagopal Rajmohan, Mohammed Tariqul Islam Nizam Uddin, Wael Mohammed Abdulrahman, Priya Vijay, Sony Antony, Jalaudeen Siyam, Mohammed, Siddig Al Hassan, Ehab Hassan Ahmed Hassan, Abed Hussain Baig, Jihan Murad Mohammed, and Ganesh Subramanian.

Al Tayer also honoured the Maintenance Team of Transmission Power Division,

who successfully replaced the defective bus-bar and bellows on the MUSH-WRSN feeder at Mushrif 400 KV substation and achieved a total cost saving of AED 813,000. The team members are: Zainudeen Kadalakaran Caboo, Abdel Azim Mohammed Al Garh, Ferid Rehic, Abdul Basheer Arapoyil, Khaled Abdulfatah, Yogaraja Singara Velu, Iyam Radhakrishnan, James Tan Jadraque, Madhur Nair, Santhosh Kumar Kootaplavil, Pedric Richard Pinto, Khair Ur Rahman, and Philip Samuel V P Samuel.

The winners of Best Cable Jointers Award are: Abdul Samad Thayath, Venkateswarlu Satyavada, Ghulam Qaudir, and Pon-nudurai Muthulinga Nadar.



## DEWA honours 25 technical employees for Special Services and 6 for Customer Service

HE Saeed Mohammed Al Tayer, MD & CEO of DEWA along with Maryam Al Mutaiwei, Senior Manager of Personnel Management, has honoured 25 technical employees in the Special Act category, and six employees within Customer Service category at an awards ceremony held at DEWA Headquarters in the presence of EVPs, senior officials, and employees from DEWA. Al Tayer honoured the Water Desalination Plant Performance Improvement Team from Generation Division. The team implemented an initiative that increased production by 38%, equivalent to 75,800 litre/min (6.6 million Imperial gallons per day - MIGD), and

reduced maintenance costs. The initiative saves AED 21 million each year.

The Improvement Team members included: Nasser Lootah, EVP -Generation, Yahya Al Zafin, Mahmoud Bani Abbasi, George Ben, Vaijanath Polile Patil, Mohammed Abdul Al Mehrez, Shiraz Hussain, Samer Mohammed, Rabban Ali, Mohammed Sarker, Bijoy Krishna Mondal, Nizam Abduljabbar, Karumpil Philip Abraham, Philip

Varkey, Dhanasekaran Muthu, Ahmed Kazem Moosawi, Mahboob Hussain Khan, Mohammed Sharif Hussain, Jamal Ahmed Sadek, Islam Sabri Fathy, Jamal Ahmed Al Aali, T. S. Ramasubramanian, Mirza Salman Baig, Suryakant Shantilal, and Naseer Ahmed Bashir.

The winners of Customer Service Award are, Noura Al Zarouni, Best Cashier; Mohammed Abdullah Ibrahim, Best Cash Supervisor; Safaa Yahyaoui, Best Front Line Staff; Amal Atiq Al Muhairi, Best Front line Supervisor; Latifa Ali Bin Jarsh, Best Customer Care Agent; and Abdulrahman Mohammed, Best Customer Care Supervisor.



## DEWA promotes UAE National Noura Al Shehhi on securing CPA certification from American Accounting Association

DEWA today promoted UAE National Noura Al Shehhi after she obtained the international 'Certified Public Accountant' certification from the American Accounting Association.

Al Shehhi was CPA certified after successfully passing a series of exams over 18 months, including financial accountancy, work environment, laws, and taxes.

"This promotion is in line with our strategy to support UAE National professionals and talent, and enhance their capabilities. We intend to enable UAE Nationals

to work in specialised jobs across various departments to support the government sector in achieving excellence. DEWA provides all possible support to UAE Nationals who continue their higher studies," said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

"DEWA offers a scholarship programme to attract and encourage talented UAE Nationals

to improve their capabilities and excel in their career. As a part of our Emiratisation strategy, we provide education and training opportunities for undergraduate UAE Nationals, enabling them to play an active role in serving their country," said Dr. Yousef Al Akraf, Executive Vice President of Business Support.

Al Shehhi graduated in 2011 with a degree in business an accounting. She was immediately appointed at DEWA on successfully completing its UAE National scholarship programme.

**"DEWA offers a scholarship programme to attract and encourage talented UAE Nationals**



## DEWA becomes first government organization in the region to win Global Risk Award

DEWA has added another achievement by becoming the first government organisation in the region to win a prestigious Global Risk Award for Building Risk Management Capability from the UK-based Institute of Risk Management (IRM).

DEWA was presented this prestigious award, as the first organisation in the Middle East and Africa to be presented this award, in recognition of its implementing the best risk management mechanisms and adopting the best global practices in accordance with the ISO 31000 risk management standard.

DEWA won the award after a strong competition from 350 organizations short-listed following a rigorous evaluation process. DEWA competed against nominations from around the world including America, Asia, and Europe.

HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, received the award for DEWA, at the Global Risk Awards ceremony held at the Grand Connaught Rooms in London, UK, on 28 February, 2013, which was attended by leaders from over 350 organisations that specialise in Risk Management.

HE Abulrahman Al Mutaiwee, UAE ambassador to the UK, and a delegation from DEWA including Waleed Salman, Executive Vice President

of Strategy and Business Development, Ali Al Muwaijei, Senior Specialist for Corporate Risk Management, Nasser Abbas, Senior Director-Treasury, and Kenneth McKeown, from Enterprise Risk Management, attended the ceremony.

“By winning one of the most prestigious risk management awards, we have proven to be a leading organization in applying and implementing the latest international standards in the field of risk management. We are committed to enhancing our organizational performance, DEWA is currently applying the best international standards in the field of risk management,” said Al Tayer.

“We analyze risks in order to ensure safety for our employees and our business. Risk management is closely integrated with strategic planning, aimed at minimizing risks to ensure the continual success of our strategy and long-term operational plans. By mitigating risks, we prevent them from becoming key obstacles to the achievement of our corporate objectives on the short and long term,” added Al Tayer.

“DEWA’s accolade recognizes the its

commitment to ensuring that its risk management function has the skills and knowledge needed to play a vital role in enhancing business performance, both now and in the future by investing in the development of their people. It is also clear evidence that DEWA’s risk management activities have added value to their organization, leading to demonstrable improvements in business performance and results,” concluded, Al Tayer.

“Winning this award is based on our top management’s strong belief in the importance of risk management as well as their visionary plan to build up a sound governance system to manage risks and disseminate the concept of risk management effectively at DEWA. It comes also as result of a comprehensive plan to train the coordinators of jobs relevant to risk management. The collaboration of all DEWA divisions to implement this methodology in an integrated way can determine and identify risks affecting operational, financial, strategic, environmental, health and safety aspects. This sets precautionary and preventive plans to deal with such risks. All these are a clear testimony of DEWA’s relentless pursuit to adopt best global practices to maintain our continuous commitment to excellence,” said Salman.





## Al Tayer receives high-profile delegation from Schneider Electric

HE Saeed Mohammed Al Tayer, MD and CEO of DEWA has received a high-profile delegation from Schneider Electric – a leading international company that specialises in energy management.

The delegation included Torhan Torhangil, Chief of Global Operations and Middle East Zone President, Yves Daumas, VP of Industry Business for the Gulf Countries, Goktug Gur, President

for the UAE, Oman and Pakistan, Ghasan Barghouth, Country President for Kuwait, Qatar and Bahrain, and Ahmed Sfar, VP of Infrastructure Business in UAE and Oman.



## MD & CEO of DEWA meets representative from RWE Technology

HE Saeed Mohammed Al Tayer, MD & CEO of DEWA has met in his office, Dr. Wolfgang Moll, Head of Customer Interface and Transnational Development Projects at RWE Technology, a global company that specializes in building power plants.

Al Tayer welcomed Dr. Moll and emphasized the importance of strengthening strategic cooperation with RWE,

the two parties established a joint venture to provide energy consultancy in the region.

“Business potential between DEWA and RWE has endless possibilities, whether in sharing operational expertise, or developing innovative technologies to emphasise the significance of international public-private partnership,” said Al Tayer. RWE Technology GmbH will provide its

expertise as an international project and engineering specialist in the power plant sector. The new joint venture also provides a comprehensive joint advisory service in the field of energy for not only energy suppliers and major industrial projects in the region, but also government authorities and private sector investors and developers at the MENA level as well.



## Al Tayer receives delegation from Abdul Latif Jameel Group

HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, has received a delegation from Abdul Latif Jameel Group (ALJ). The delegation included Reef Abu Risha, Vice Chairman, and Roberto de Diego Arozamena, CEO of the Power Division. The discussion focused on solar energy

projects, investment opportunities and encouraging the private sector to invest in strategic projects and independent public-private partnerships in the electricity sector. It also aimed to create a business framework that strengthens competitiveness and cutting-edge tech-

nologies to fulfill future needs, while preserving natural resources and the environment.

The delegation thanked Al Tayer for providing a comprehensive overview of the various facets of DEWA's operations and projects.



## Vice Chairman of Supreme Council of Energy meets Chairman of CCPIT in China

HE Wan Jifei, Chairman of the China Council for the Promotion of International Trade (CCPIT) received the delegation of the Supreme Council of Energy headed by its Vice Chairman, HE Saeed Mohammed Al Tayer. The delegation also included Ahmad Butti Al Muhairbi, Secretary General of the Supreme Council, and from DEWA, Waleed Salman, Executive Vice President of Strategy and Busi-

ness Development, Nasser Lootah, Executive Vice President of Generation, Dr. Yousef Al Akraf, Executive Vice President of Business Support, Lars Marmsjo, Chief Advisor on Generation, Ahmed Abdullah, Deputy Senior Manager of External Communications, and Arif Julfar, Manager of Media and Marketing.

Wan praised the solid relations between China and the UAE. The meeting also fo-

cused on strengthening relations between the two countries in general, and between China and Dubai in particular, in energy, renewable energy and trade.

Al Tayer briefed the Chinese about Dubai's strategic drive in developing renewable energy. The delegation also held discussions with Chinese companies to explore investment opportunities and participating in exhibitions and projects.

## Al Tayer inspects construction work of Control Centres Compound in Warsan

Valued at AED200 million, compound meets green building requirements and specifications

HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, has inspected the construction at the Warsan Centre. Currently, two buildings are being constructed – one for electricity distribution control with a capacity of 33 KV and 11 KV, and the other for monitoring and controlling electricity generation and transmission, with a capacity of 400 KV and 132 KV, as well as a nursery for the children of DEWA staff.

Valued at AED200 million, the

compound meets green building requirements and specifications, the two centres will work simultaneously, as control in the two buildings will be conducted separately according to their respective areas. Each centre will also receive monitoring signals from the entire Dubai electricity grid.

Accompanying Al Tayer were Abdullah Obaidullah, Executive Vice President – Water and Civil Engineering, Hussain Lootah, Executive Vice President of

Transmission and Power, and Bader Al Saadi, Projects Manager at DEWA.

The total area of the premises allocated for the administrative compound is 570,000 sq. ft. The compound comprises a building for the power transmission division that will accommodate 1,200 employees, warehouses, a laboratory, a mosque that can host 500 people, and parking space for 1,100 vehicles, of which 400 are located inside the administrative building.



## DEWA launches new AED 140 million substation in International Media Production Zone

DEWA has activated a new main 132/11 KV Substation with a capacity of 150 Megavolt Amperes (MVA) in International Media Production Zone (IMPZ) at a cost of AED 117 million, and has extended its existing network of 132 KV underground cables at cost of AED 23 million.

With total cost of around AED 140 million, this project aims to enhance the

efficiency and capacity of DEWA's grids to transmit electricity to International Media Production Zone. Three-kilometer 132KV ground cables have been laid to connect DEWA's transmission grids to the main 11/132KV substation at the International Media Production Zone and to the main 132/400KV transformation substation at Jebel Ali Gardens. This will enhance efficiency and reliability while

ensuring uninterrupted and stable supplies to all consumers at all times.

Furthermore, there are still 19 transformation substation of 132KV capacity under construction. Also, existing in-service substations are being developed and updated by upgrading their transformation capacity and introducing the most state-of-the-art internationally-approved technologies.

## DEWA signs MoU with International Renewable Energy Agency

A signing ceremony took place today for a Memorandum of Understanding (MoU) between DEWA and the International Renewable Energy Agency (IRENA). HE Saeed Mohammed Al Tayer, MD & CEO of DEWA and Adnan Amin, Director General of IRENA, signed the MoU in the presence of senior officials from



both parties and several representatives of governmental departments.

"This MoU aims to provide a framework and facilitate collaboration between both parties, to promote renewable energy deployment, and support the development and implementation of the required policies and regulatory frameworks that will help to realise the potential for synergies through our joint activities while serving the objectives of both our organisations. It also aims

to support our efforts to develop and implement suitable policies and energy strategies for accelerating renewable energy deployment and share best practices and expertise," said Al Tayer.

"IRENA is one of the key strategic partners of DEWA in this field and we both are seeking to achieve the UAE Vision 2021 to make the UAE one of the best countries in the world by having the highest standards of living and sustainable environment."

"This is an important step towards energy resource diversification in the Emirate of Dubai, part of a remarkable trend that calls for developing an appropriate, conducive framework for policy, regulations and incentives," said Amin.

"The strategic move to renewable energy in a region endowed with oil

and gas is a strong and clear signal of the political commitment to a sustainable future, where renewable energy is an economically as well as environmentally sound option," he added.

"We are striving to strengthen our engagement with the governments of the region, and this strategic partnership between DEWA and IRENA provides an example of what can be achieved," said Amin.

## DEWA AWARDS AED 167 MILLION CONTRACT FOR WATER TRANSMISSION NETWORK

DEWA has awarded a contract for a project to supply, implement and extend a 450 mm-diameter water transmission network by 416 km in several areas of Dubai. The contract is part of DEWA's strategy to enhance the availability, efficiency and reliability of its water networks, to increase the

supply of water to keep pace with the sharp increase in demand in various areas of Dubai.

The project includes the laying of 450 mm-diameter water transmission pipes made of Glass Reinforced Epoxy at an approximate cost of AED 167 million. This project will represent a new addition

to water transmission networks, will support the existing networks and renovate some of it to serve consumers and enhance their satisfaction with DEWA's services. The project will be carried out according to the pre-planned schedule and is expected to be completed within 26 months.

## DEWA launches first utility application for Windows 8 in Middle East & North Africa

DEWA has become the first utility in the Middle East and North Africa to launch an application that is compatible with the Microsoft Windows 8 operating system, which provides customers with convenient access to a wide range of services. The launch of the application is part of DEWA's continuous efforts to provide cutting-edge e-Services for all its customers, to save them time and effort. "The application enables DEWA's customers to view their monthly bills, access DEWA's news, interact with Customer Care Centres for addressing suggestions and enquiries and learning

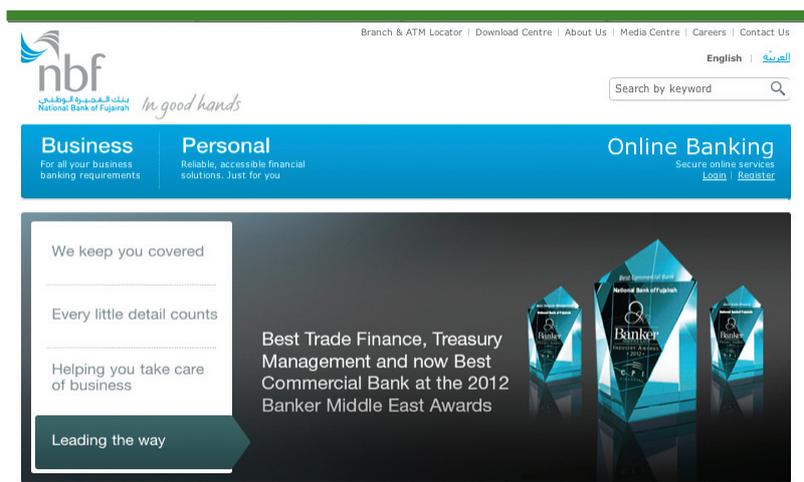


more about DEWA's services and facilities without having to visit its Customer Service Centres. The free application is compatible with the Windows 8 operating system and can be

downloaded on computers and tablets at the Microsoft Application Store," said Marwan Bin Haidar, CIO and Vice President of Information Technology at DEWA.

## DEWA partners with National Bank of Fujairah to provide direct payment services

DEWA has announced a new partnership with National Bank of Fujairah (NBF), as part of DEWA's strategy to improve customer service and satisfaction. The partnership allows NBF customers to pay their DEWA bills directly from their accounts through the bank's electronic channels, by transferring the amount directly from DEWA's customers' online accounts. "This initiative is part of DEWA's strategy to establish effective electronic platforms, and promote balanced processes towards e-transformation, to promote the adoption of e-services to simplify transactions and provide efficient and high quality customer service to our



customers," added Al Tayer. Since the launch of electronic direct payment services in August 2010, approximately 1,420,320 transactions have been conducted online. DEWA

expects this number to increase after launching more partnerships, which will be announced in due course, as DEWA plans to offer direct payment services for customers from all banks in the UAE.



# “HADHREEN” AT YOUR SERVICE

Hadhreen, derived from the Arabic language, reflects our Emirati heritage of hospitality, and being always at your service with utmost care and dedication. At DEWA, we know that your time is precious. This is why we ensure that all our services make your life comfortable and easy, so that you can enjoy it with total peace of mind. Rest assured, we are there when you need us, with Hadhreen – At Your Service.

For generations to come

 <p><b>E-services</b> Enjoy a list of customer and business related services.</p>	 <p><b>Mobile Services</b> Engage with us on all major mobile platforms.</p>	 <p><b>Multiple Ways to pay</b> Choose your most convenient way to pay.</p>	 <p><b>GreenBill</b> Go green. Subscribe to your online bill today.</p>	 <p><b>14 Customer Service Centres</b> Walk into the nearest one and choose services to suit your need.</p>	 <p><b>24/7 Customer Care Centre</b> Enjoy our assistance round-the-clock.</p>	 <p><b>E-suggest</b> We're all ears on how to serve you better.</p>
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## Honouring the 16th National Environment Day

### DEWA participates in Our Desert is in Our Eyes campaign

■ DEWA is participating in the Our Desert is in Our Eyes campaign organised by Al Bayan Newspaper in collaboration with Dubai Silicon Oasis, Watani Programme, and Dubai FM to celebrate the 16th National Environment Day; held under the theme of The Desert is Pulsing with Life, and supporting its efforts to preserve natural resources, protect the environment and spread awareness among the community.



The campaign aims to educate community members about the importance of keeping the desert clean, and urge individuals to clean polluted areas to preserve and protect natural resources. Khawla Al Mehairi, VP of Marketing and Corporate Communications at DEWA,

emphasised the importance of preserving wildlife, and urged community members to act responsibly and positively when visiting the desert and observing its wildlife. Al Mehairi pointed out that preserving and cleaning the desert reflects the respect and attention UAE

Nationals and expatriates pay to the environment.

Visitors can participate in the Our Desert is in Our Eyes campaign by taking photographs of their camping site before and after cleaning it and sending them to Al Bayan newspaper to win great prizes.

### DEWA Women's Committee organises lecture on marriage

The Women's Committee of DEWA has organized a lecture entitled 'How To Plan Marriage And Cut Its Expenses.' The lecture was held in collaboration with the Family Guidance Division at DEWA's Headquarters as part of its commitment to social responsibility through initiatives that can help achieve the vision of the Government of Dubai in the social, economic and environmental sectors and enhance the drive for sustainable development. Abdelkadir Mohammed Ajal, a Family Counsellor at the Marriage Fund in the UAE, gave the lecture, which was attended by a large number of DEWA employees.



The speaker focused on the proper planning for marriage and how to cut costs while maintaining a fabulous atmosphere for the wedding. He also stressed the importance of avoiding extravagance in marriage ceremonies, as young couples as well as families incur large debts that can make married life difficult afterwards. Khawla Al Mehairi, Chairwoman of DEWA

Women's Committee, highlighted the importance of such lectures in improving creative thinking in different social fields, especially for young men keen to acquire life experience that they may already lack. This lecture is part of events organized by DEWA Women's Committee to develop its employees' way of thinking and provide them with experience required in all walks of life.



## DEWA receives students from Bocconi University

■ DEWA has received a group of students from the University of Bocconi from Italy at DEWA's Jebel Ali Power Station. The visit focused on reviewing DEWA's initiatives to support Dubai's sustainable development and its current and future projects, which aim to preserve natural resources, protect the environment, minimise carbon emissions, and provide sustainable solutions for global warming and climate change issues; as a part of its commitment to support developmental and social initiatives, and contribute to the social, environmental and economic development of Dubai.

The students were presented with an overview of DEWA's facilities, operations, and developmental projects. DEWA's officials also briefed the delegation on the Mohammed bin Rashid Al Maktoum Solar Park, the Thermal Energy Storage Turbine Inlet Air Chilling project at Station L in Jebel Ali, and the Supreme Council of Energy's initiatives to diversify Dubai's energy mix.

The visit is part of DEWA's plans and programmes to support all communities

and enhance youth skills by providing them with an opportunity to become decision makers and capable of working in various fields.

Ivano Iannelli, CEO of the Dubai Carbon Centre of Excellence, Dr. Bassam Mayan, Senior Manager – Environment, Mohammed Abdul Kareem Al Shamsi, Senior Analyst – Development and Research, and Nebojsa Simic, Specialist – Projects made presentations on the Dubai Integrated Energy Strategy 2030, the Green Economy for Sustainable

Development initiative, Carbon Markets, and the Measurement, Reporting and Verification framework.

The students expressed their admiration of DEWA's management, operations and services, and praised its initiatives in conservation, protecting the environment and supporting sustainable development. DEWA continually hosts students from schools and universities, and provides scholarships for UAE Nationals to prepare them scientifically and professionally for work and future challenges.





**In the presence of  
HH Sheikh Hamdan bin Rashid Al Maktoum**

**DEWA organises 6th Mass Wedding for 39 employees**

DEWA has organized the 6th Mass Wedding for its employees. In the presence and under the patronage of HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of DEWA. During this ceremony, thirty-nine couples celebrated in an atmosphere filled with happiness and joy. This ceremony was attended by HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Dubai Supreme Council of Energy, HE Matar Humaid Al Tayer, Chairman of the Board of DEWA, HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, members of the Board, HE Saeed Al Kindi, ex-president of the National Federal Council, HE Samy Gergash, CEO of Mohammed bin Rashid Housing Establishment, HE Khalid Al Kamda, Director General of Community Development Authority, Ahmed Butti Al Mehairbi, Secretary General of The Dubai

Supreme Council of Energy, Abdullah Jassim bin Kalban, CEO of Dubal, Dr. Mohammed Al Zarouni, Director General of the Dubai Airport Free Zone Authority (DAFZA), HE Abdulrahman Seif Al Ghurair, Chairman of Dubai Chamber of Commerce and Industry, Ahmed Al Shafar, CEO of Emirates Central Cooling Systems Corporation (Empower), Qassim Sultan, Salim Al Mossa, DEWA's top officials and employees, and many of the couples' families and friends.

The 6th mass wedding was marked with an Emirati touch and atmosphere with pictures of the UAE's cultural and popular heritage. A group of the educational zone students in Dubai presented a folklore show and popular games. Also the poet and media man – Rashid Sharar recited a poem on this occasion. Also, during the ceremony, a draw raffle was made to select the winners of an Umrah trip.

At the end of the ceremony, HE Saeed Mohammed Al Tayer, handed out valuable gifts to the couples, who expressed their thanks and gratitude to DEWA's management for continuous support. Also, some sponsors, including Five Diamond Jewelry, Al Yusef Electronics, Elias Perfumes, offered valuable gifts to the couples.

Mass weddings have contributed over the past six years to helping 246 of DEWA male and female employees to finish their wedding ceremonies. In addition to this, DEWA has recently participated in the first mass wedding of government departments, which was held under the kind patronage of HRH Shaikha Rawdah bint Ahmed bin Juma Al Maktoum, the wife of HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and Minister of Finance.







## DEWA Hosts 2013-2017 Strategy Review Workshop

DEWA has organised the 2013-2017 Strategy Review Workshop at The Palace hotel in Downtown Dubai. The workshop discussed DEWA's strategy for developmental projects in the coming five years and highlighted the main achievements of DEWA in 2012 in addition to presenting the roadmap for 2013. The event was attended by HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, Executive Vice Presidents, Vice Presidents, and Divisional Heads of DEWA.

"We have made tremendous efforts in reinforcing sustainability across all our operations. Sustainability is an essential part

of our vision and a deep-rooted value in our strategy. DEWA has been supporting sustainable development for many years through dedicated work, and has reached a leading position globally by implementing the sustainability concept, which is significant for developing communities socially and economically on the long-term," said HE Saeed Mohammed Al Tayer.

"This workshop reflects our continued and total commitment to adopt best practices in strategic planning and execution. DEWA relies on the latest management methods and strategic planning as a crucial factor for our success. Strategic planning plays

an important role in process optimization and improvement mechanisms, and enables us and to optimise the utilisation of our capabilities to achieve excellence."

"We concentrate on improving our corporate environment, as an important part of achieving our requirements for sustainability. DEWA continues to enhance the diversification of its energy resources and its energy and water demand management, and to prepare plans for Provision Management to support Dubai's Economic Development Strategy. This involves a global approach in diversification of energy resources and increasing the contribution



of renewable energy to Dubai's energy resources. DEWA also focuses on growth and finance as one of the pivotal aspects to realize sustainability, diversify revenue streams, to concentrate on managing DEWA's investments and to ensure that our investment portfolio brings guaranteed returns on investments," added Al Tayer. During the workshop Fatima Al Shamsi, VP of Privatization and Business Development, presented the Strategic Digest of DEWA's main achievements, mechanisms of strategic planning, performance indicators and improvement initiatives over 2011 to 2013. This also included updates on the strategic map, the mechanism for strategic planning, performance indicators, and initiatives for improvement. David Butter a Certified Professional Facilitator and management consultant, delivered a lecture on "Making DEWA's Vision

a Reality," presenting an overview on strategic planning, sustainability, innovation, co-creation and business development. Top management participated in a creative thinking session understand and visualize

the strategy map of DEWA to enable them to achieve their divisional goals. At the session, top management were involved in giving their inputs for the framework for collaboration and innovation in DEWA.



## To enhance awareness on Sustainable Development, DEWA recognises the winners of 'Living Green' on Twitter

DEWA has organized a competition for Twitter users, called Living Green. The winners of this competition, which contained questions on environmental issues and how to live green in an environment-friendly manner, are Marwan Abu Rahma, Fatima Painter, Amir Mohammed Adam, Mohammed Awad and Noura Al Amri. Many DEWA followers on Twitter participated in the competition, and winners, who have successfully answered the daily questions, were presented with prizes.

At the same time, DEWA has launched its "Do You Know" campaign, a series of daily tweets to provide useful information and tips on

water and electricity conservation, minimizing carbon emissions, curb global warming and preserve natural resources for generations to come.



## Under the theme of 'for a better tomorrow' DEWA rolls out 8th Conservation Award for educational sector

DEWA has launched of the 8th Conservation Award 2012/2013 for the educational sector, under the theme, 'for a better tomorrow,' in collaboration with the Knowledge & Human Development Authority (KHDA).

The award honours the efforts of institutions and individuals in the educational sector to reduce electricity and water consumption, recognising the best practices of individual students, faculty members, teachers, and administrators.

Last year's award achieved significant results in savings in electricity and water.

The award encouraged students and faculty members to save 12% electricity usage and 28% in water consumption.

The consumer category encouraged residents to save 10% electricity and 44% water used. With all categories

combined, the award helped save 28.14 million KW of electricity, 123.15 million gallons of water, 17,000 tons of carbon emissions, and AED 17.4 million.

The conservation award aims to raise awareness about preserving the environment and conserving electricity and water among educational entities including nurseries, schools, colleges, universities, and special needs centres. Recently, DEWA conducted a series of seminars and lectures about conservation for 17,000 students from various educational entities in Dubai.

The conservation award won the partnership category of the 'Dubai Government Excellence Programme' in

2009, as appreciation for the significant role played by the award in the field of conservation. The award's categories include: universities, Adult Education Centres, nurseries, kindergartens, primary, preparatory and secondary schools.

