



AL MASDAR المصدر

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A successful
government reaches
out to the citizens
rather than wait for
them to come to it.

For generations to come





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دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES
معرض 2020





A successful government reaches out to the citizens
rather than wait for them to come to it.



Mohammed bin Rashid Al Maktoum

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



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, and Sustainability.

Our Motto

For Generations to Come



SAEED MOHAMMED AL TAYER

MD & CEO of DEWA

Steadily and confidently, Dubai Electricity and Water Authority (DEWA) continues its successful march to achieve its vision to become a sustainable world-class utility, led by the visionary directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai.

The 'Smart Government' initiative underlines the keenness of His Highness to strengthen the convenience of people across the UAE by providing them efficient services 24/7.

The initiative is strongly linked with the strategy of Dubai Government, which is renowned for launching and executing initiatives efficiently and timely.

By the time the 'Smart Government' initiative was launched, DEWA has already put in place an advanced information infrastructure and strategic plan for electronic services, which has succeeded in providing applications for smart phones and tablets, enabling DEWA to lead the way in providing easy and quick services for customers. As of now, DEWA provides over 150 convenient and secure eServices and features in one application.

The last few months saw a series of ambitious projects, initiatives, and achievements that have been accomplished thanks to the efforts of our employees. These have further underlined DEWA's position as a pioneering leader in the industry, among its national and international counterparts. Today, DEWA is leading the way in the fields of sustainability, environment, renewable and clean energy, as well as efficiency, and reliability of services.

One of the milestones in our commitment towards sustainability was the opening of 'DEWA's Sustainable Building' in February. This is the largest government building in the world with a Platinum rating for green buildings from Leadership in Energy and Environmental Design (LEED).

In March, we organised 'Earth Hour' 2013, putting Dubai in the global spotlight as its leading international efforts in promoting natural resources and driving environmental awareness. The event saved 200,000 kW/h of electricity and 120 tons of carbon emissions, in just one hour.

April saw several international achievements including the opening of our 'M Station' in Jebel Ali, which generates 2,060 MW of electricity and 140 million imperial gallons of desalinated water per day. DEWA is now able to achieve a total production of 9,646 MW of electricity, and 470 million gallons of desalinated water per day, to meet the current and future needs of the Emirate of Dubai, and further drive our urban prosperity and economic advancement.

We also organised the Water, Energy Technology and Environment Exhibition (WETEX 2013), and Dubai Global Energy Forum (DGEF 2013), which were very successful in terms of participating countries, results, and recommendations.

On this occasion, I would like to thank everyone contributed to the success of both events, and I urge you to continue our success march to achieve 'UAE Vision 2021' which aims to position the UAE as one of the best countries in the world by 2021.

This issue of the magazine coincides with Eid Al Fitr. On this occasion, I convey my greetings and best wishes to everyone.

I wish you peace, prosperity and good health. Eid Mubarak!

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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 dialogue and communications. Please accept our sincerest best wishes and thanks for your continued support and input.

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THE 15TH WATER, ENERGY, TECHNOLOGY & ENVIRONMENT EXHIBITION (WETEX) 2013

Concludes on successful note



For the 15th consecutive year, DEWA, under the umbrella of the Supreme Council of Energy, has proven that Water, Energy, Technology, and Environment exhibition (WETEX) 2013 is a unique global platform and highlighted advanced technologies in water, energy, environment, oil and gas sustainability, in support of the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and under the patronage of HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of DEWA.

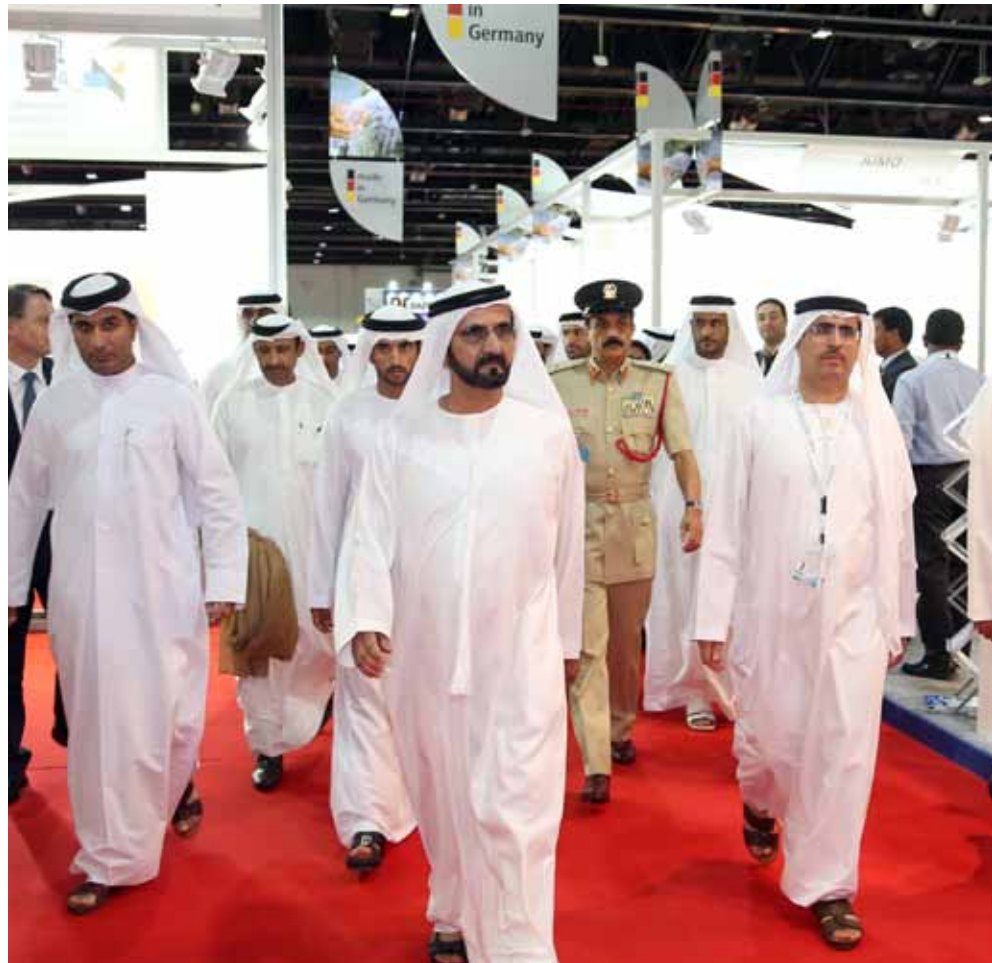
WETEX 2013 represented an ideal platform to attract experts from all scientific, engineering and technical disciplines, and energy resource management resources to exchange insights with decision-makers from the public and private sectors to display and offer the latest technologies and solutions in electricity and water. WETEX aims to achieving integration among specialised authorities in all commercial and artistic aspects along with creating new commercial opportunities, exchanging ideas and displaying the latest innovations.

HH Sheikh Mohammed visits WETEX 2013

HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai visited WETEX; organised under the theme 'Sustainable Development for All,' during 15-17 April in the Dubai International Convention and Exhibition Centre, with by HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Dubai Executive Council, HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Supreme Council of Energy, HE Dr. Rashid Ahmad Bin Fahed, Minister of Environment and Water, and HE Saeed Mohammed Al Tayer, Vice-Chairman of the Supreme Council and MD & CEO of DEWA.

During the visit, HH Sheikh Mohammed bin Rashid Al Maktoum viewed the latest water, electricity and environmental products and displays and exhibits of 1,360 companies from more than 32 countries worldwide over a display area of 40,000 sqm.

Al Tayer presented a brief on WETEX 2013 and the wide participation in its 15th session and this year's new addition represented in the debate sessions over three days on the topics of water,



electricity, energy, oil, gas and environment. In his brief, Al Tayer talked about DEWA's projects and achievements in the field of energy and water consumption, conservation and the opening of M-Station, Jebel Ali, with a total cost of AED 10 billion and the largest electricity and water production plants in the UAE generating 20% of the Emirate's requirements.

HH Sheikh Ahmed bin Saeed Al Maktoum opens WETEX 2013

HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Supreme Council of Energy opened WETEX 2013, toured the exhibition and viewed the displays

and exhibits of participating companies. His Highness, accompanied by the Minister of Energy and the Minister of Water and Environment, the Chairman of the Board of DEWA and the MD & CEO of DEWA, noted the importance of reinforcing the steps taken by WETEX to become an international event that discusses best practices in terms of energy management, challenges and resources as well as its diversification. His Highness praised DEWA's significant developments in line with DEWA's vision to become a sustainable world-class utility as part of its five year strategy 2012-2016.

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Debate and Seminars on the sideline of WETEX

On the sideline of WETEX 2013, a number of debates and seminars were held over three days to discuss the best practices in the field of water, electricity, environment, sustainability, oil, gas, and all kinds of energy. The 34 speakers from different companies participated in these seminars, which attracted specialised engineers and technicians in the field of energy, water and environment from public and private sectors.

"These seminars will promote WETEX's position as one of the key hubs to exchange knowledge and expertise related to energy in the region," said Al Tayer.

SmarTech promotes Energy Conservation Concepts

3rd SmarTech was the key participation on the sideline of WETEX. The innovative methods and ways to promote energy conservation concept have attracted the visitors of the exhibition especially eco-friendly products and services like air-conditioning systems, washing

machines, dish washing machines and cooking machines, food processors, electrical vacuums, iron, and personal care products.

Displaying latest solutions for transfer and transmission of energy

WETEX 2013 displayed latest solutions including agricultural equipment, desalination processing systems, advanced irrigation systems, water pumping system, boilers, cables, transformers, connectors, energy saving products, pipes, valves, generators, power and water distribution transmission





equipment and other advanced products in addition to the latest and most advanced solutions for reducing the emissions of Carbon Dioxide.

DEWA Signs MoUs and agreements with Dubai Land Department

On the sidelines of WETEX 2013, several agreements and MoUs have been signed between DEWA and a number of private and public departments including the Dubai Land Department, the government department responsible for providing real-estate and properties registration

authentication services in the Emirate of Dubai.

The signing ceremony was attended by HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council of Energy, Managing Director and CEO of DEWA and HE Sultan bin Butti bin Mejren, Managing Director, Dubai Land Department. This agreement enhances the already-active communications between the two parties through all means of communication available, including telephone, electronic

communication, questionnaires, periodic field visits, meetings, and supporting the efforts of modernisation and institutional development for both parties. It will also contribute to streamline and facilitate the procedures, which will positively reflect on our customers, in addition to raising awareness of aspects of conservation and environment of all customers at all the Department's utilities in terms of electricity and water through methods and mechanisms agreed by both parties.



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LG Electronics

HE Saeed Al Tayer and Duk Young Kim, President of LG Electronics Gulf signed a Memorandum of Understanding (MoU) with LG Electronics the global leader in digital technologies, mobile phones and home appliances in the presence of high-level delegates from LG Electronics including Jimmy Huang, Brian Yang, Mansour Hassan, Vinod Sevaraman and Jennifer Kim.

The MoU sets out the general framework for promoting the concept of sustainability through environment-friendly electronic products and raising awareness of issues of sustainability among all segments of society in Dubai. LG Electronics will organise programmes for DEWA's staff on environmentally-friendly products and solutions.

Unilever

DEWA signed a memorandum of understanding with Unilever, a leading FMCG company whose brands include Lifebuoy and Lipton, in the presence of HE Saeed Al Tayer and Arijit Ghose, Managing Director, Unilever Gulf, in an effort by DEWA to share its experience with leading companies in their respective fields and benefit at the same time from their experiences to accelerate the pace towards green economy in Dubai.

Under the Memorandum, DEWA will train Unilever promoters on the instructions to rationalize the use of water and energy and provide promotional materials on energy saving devices to be used at the points of sale as well as campaign management promotion of energy-saving devices.

BSH Bosch

DEWA signed a memorandum of understanding with BSH (Bosch

and Siemens Home Appliances), a company specialising in home products and appliances. Under the memorandum, BSH will promote environment friendly products and sustainable solutions and raise awareness of issues of sustainability among its customers in Dubai.

OSRAM Middle East

DEWA signed a memorandum of understanding with OSRAM Middle East, the leading international company in the field of lighting solutions. The MOU aims to promote eco-friendly products and sustainable solutions. It is also aims to organise campaigns and promotions for the staff of DEWA on eco-friendly products and solutions.

The signing ceremony was attended by Waleed Salman, EVP-Strategy and Business Development, DEWA, and officials of OSRAM.

Sharaf DG

This MOU was signed by DEWA's



representative Waleed Salman, and Yasser Sharaf, Managing Director of Sharaf DG, and is considered as one of the most important agreements signed on the sideline of WETEX. Under the MoU, dedicated Eco-Zones will be created within Sharaf DG main outlets to house eco-friendly home appliances. The company will assist in the dissemination of energy efficiency and water conservation messages under DEWA's Home Appliances Campaign.

DEWA hosts dinner for WETEX 2013 sponsors and exhibitors

DEWA hosted a dinner in Sheikh Saeed Hall in Dubai World Trade Centre to congratulate sponsors, exhibitors and supporters of WETEX 2013. The dinner was attended by HE Saeed Mohammed Al Tayer and attended by senior

officials from the organising committees of the exhibition and over 54 sponsors and 1,360 government organisations and participating companies.

Al Tayer honoured the sponsors of WETEX, starting with the strategic sponsors: Al Futtaim Group, Al Ghandi General Trading, GULF ETERNIT INDUSTRIES, Emirates Electrical Engineering LLC, DUBAL, ENOC, BP, ARCO GENERAL CONTRACTING LLC, Empower, Borouge Pte Ltd, Samsung, Strategic Media Sponsor Dubai Media Inc.

The platinum sponsors honoured at the function were PRATIBHA INDUSTRIES LTD, RIYADH CABLES & METALS GROUP OF COMPANIES, SIEMENS, MITSUBISHI ELECTRIC CORPORATION, VALUE ADDITION (FZC), DUCAB, Ghantoot Gulf Contracting, Utico FZC and Shanghai Electric Co, Al Hijaz Mechanical Equipment Co,

First Solar, Inc, Nagarjuna Contracting Co. LLC, EMIRATES TRADING AGENCY L.L.C, Target & Jima Construction Co. LLC, Jazeera Emirates Power (Al Otaiba Group of Companies), AFAQ AL KHALEEL and China Railway.

The gold sponsors were HARIS AL AFAQ, LUCY SWITCHGEAR, Terrazzo Ltd., Scientech, NJS CONSULTANTS, EMIRATES TRANSFORMER & SWITCHGEAR LIMITED, Centaur Electro-Mechanical Contracting CO. (LLC), GREENOASIS CONTRACTING CO., SUNTEN ELECTRIC CO. LTD, Arabian Automobiles, Schneider Electric, HCL Infosystems MEA, Incotex Group, L&T Electrical & Automation FZE, RWE Power Intl, ELIPS Insulated Pipe Systems, Al Mostajed Technologies, OHI Group of Companies, UAE & Oman and Delma Emirates.

Under the patronage of HH Sheikh
Mohammed bin Rashid Al Maktoum
DUBAI GLOBAL ENERGY FORUM 2013



Under the patronage of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and organised by the Supreme Council of Energy under the theme Clean Energy for Sustainable Development, Dubai Global Energy Forum 2013 was held at DWTC from 15-17 April, attended by 4,000 energy sector stakeholders from the UAE and other Arab and foreign countries.

HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai attended the opening ceremony of DGEF

2013 held under the patronage of His Highness over three days under the theme 'Clean Energy for Sustainable Development.' The opening session was

attended by HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, HH Sheikh Maktoum bin Mohammed bin Rashid Al



Maktoum, Deputy Ruler of Dubai and HH Sheikh Ahmed bin Saeed Al Maktoum, President of the Emirates Group, and Chairman of the Dubai Supreme Council of Energy, with senior officials, business leaders, directors of government authorities within the UAE, and over 4,000 experts, scientists, and researchers in the field of sustainable energy.

In his opening speech, HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council, welcomed the Forum's patron and the guests of the UAE indicating the great achievements and initiatives of the UAE that have translated into strategies to create renewable and sustainable energy and clean environment.

In his speech, Al Tayer said that the national initiative that was launched earlier last year by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai under the theme 'Green Economy for Sustainable Development' will achieve the UAE's strategy to become a global hub for renewable and sustainable energy.

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HE indicated that Dubai, through the Supreme Council, seeks to enhance and promote the efficiency of renewable resources of energy and these efforts were crowned with the launch of the Mohammed bin Rashid Al Maktoum Solar Park to implement the Dubai Integrated Energy Strategy 2030 and the framework of the Demand Management initiative to decrease demand by 30% by 2030 to reduce carbon emissions and protect the local environment, in order to minimise the impact of climate change.

The Vice Chairman of the Supreme Council signified the importance of all kinds and sources of energy as a key driver for development worldwide. Therefore, it's necessary for decision makers and specialists to meet, discuss, exchange views and share innovative ideas to come up with the best solutions in saving energy, clean and sustainable resources

and this can be achieved during the Dubai Global Energy Forum in correlation with the objectives of regional and international energy forums and the recommendations of the UN Sustainable Development Conference (RIO 20+), whose theme was 'The Future we Want,' to draw up a road map for sustainable development based on a green economy.

"The Forum will highlight energy, environment and sustainable issues like investment in green projects, explore the potentials of nuclear power in the Middle East, use of solar energy and how to influence the consumer behaviour to avoid waste in water and energy consumption. In addition to studying policies and explore future aspects to this vital sector, programs, techniques and investment opportunities to encourage the trend for clean energy for sustainable development," added Al Tayer.

HE Dr. Awadh Al Barasi, Deputy Prime Minister of Libya spoke on the status of energy in Libya after the victory of the Libyan Revolution and new political changes indicating that many renewable and clean energy projects are implemented in Libya especially its solar energy project, wind energy project, peaceful purposes nuclear project, and generation of power and supporting international initiatives to save the environment and establishing an institute for energy researches and studies.

John Bruton, former Prime Minister of Ireland, praised Dubai for organising DGEF, referring to UAE's pioneering initiatives for finding alternatives for oil and gas. He noted the huge energy projects implemented in the UAE as a role model for the world. Dr. Michael Fubi, CEO of RWE Technology and Mustafa Dunbar, President of the Union of Municipalities of Bursa, Turkey also delivered speeches.



HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai welcomed all guests and described this Forum as international platform for decision makers, researchers, scientists and experts in energy to search for successful and urgent solutions to find suitable alternatives for oil and gas to save consumption and ensure decent life for poor nations.

His Highness called on all participants to intensify their efforts and researches to come up with constructive and applicable ideas at the public and private sectors in the concerned countries, and stressed that the elite of scientists and experts are capable of finding necessary methods to achieve solutions and innovations in the field of clean energy and even distribution of this energy, which is indispensable for all sustainable development

projects for on environmental conservation, desertification and green buildings.

His Highness gave the Forum his best wishes for making decisions, recommendations, and its scientific endeavours.

The second day was launched with an opening session including speeches from HE Suhail Al Mazroui, UAE Minister of Energy, HE Dr. Rashid Ahmad bin Fahad, UAE Minister of Environment and Water, HE Jose Manuel Soria, Spanish Minister of Industry, Energy and Tourism and HE Ahmed Butti Al Muhairbi, Secretary General of the Supreme Council.

In his speech HE Suhail Al Mazroui stressed the need to focus on energy efficiency as a result of higher oil and natural gas prices.

"In order to protect our fossil fuel resources, we need to ensure that we are as efficient as possible in what we consume. We have seen important steps in this direction,

especially here in Dubai with its target of 30% demand reduction by 2030," added Al Mazroui.

"Energy intensity will be one of the most important focus areas for our economy. According to the World Resources Institute, the UAE uses 481 tonnes of oil equivalent to produce \$1m of GDP. By contrast, Norway only requires 172 tonnes of oil equivalent. This means they are producing many of the same products and growth with much less energy, even though they are also blessed with energy. Therefore, our efficiency efforts must not only focus on reducing consumption in absolute terms, but also on making us competitive with other countries. We need to use less energy to grow our economy."

"Work is now underway on 5.6GW of safe nuclear power for peaceful means. We are developing this power source as part of a world-class collaboration to avoid risks

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of nuclear proliferation and ensure safety. By 2020 we expect nuclear power to account for as much as 25% of our electricity," concluded Al Mazroui.

HE Dr. Rashid Ahmad Bin Fahad added, "The UAE Government is pursuing a rational policy to meet the goals of sustainable development adopted by the UAE. This policy is focused on three major tracks: firstly, the development of the oil industry to reduce the negative impact resulting from the sector. Secondly, addressing all forms of excessive use of energy resources, in order to minimise the negative impact of excessive consumption on air quality and climate change, and thirdly, to diversify energy sources in order to reduce pressure on strategic oil stocks in order to ensure the longevity of this non-renewable national source of wealth for as long as possible. The steady increase in the volume of investment in economic, social and environmental opportunities in the renewable energy sector is an indicator of real promise. This

includes the creation of more jobs, with an estimated volume at the global level of around five million jobs that can be provided by this sector. Renewables can provide modern energy to underserved areas, reduce the cost of long-term energy, and facilitate the development of techniques, knowledge and related sciences, and mitigate air pollution and climate change," said Bin Fahad.

For HE Jose Manuel Soria, the energy sector is a driver for economic development and has direct effects on the environment, employment, competitiveness, health and welfare. "Any country willing to compete in the international arena has to build a reliable, open and interconnected energy system," said Soria.

"In the UAE, we have deployed a number of initiatives to improve energy efficiency, reduce demand and build up the capabilities to sustain our social and economic growth. We have set renewable energy at the top of our agenda to diversify our energy sources and

contribute to carbon reduction," said Al Muhairbi.

"We all realise and appreciate the importance and necessity of issues related to climate change, global warming and security of energy supply. We understand that a sustainability model is needed to integrate energy as a key element for economic development planning. This means positioning energy at the heart of our economies while addressing environmental and social concerns. We aim through your active participation to present innovative ideas and best practices to stimulate energy security and technological progress in the region," he said.

The second day saw panel discussions on various topics including: value-added financing, composition and creation of markets, and financing of renewable energy projects, energy demand management, energy diversification strategy of the UAE, an Energy Outlook to 2040, investment in green



projects and the regulatory framework to attract investment from the financial sector.

This day also saw a special focus on technological innovation, solar technologies, the Mohammed bin Rashid Al Maktoum Solar Park, concentrated solar power, regulatory frameworks and incentives to accelerate of clean coal and carbon capture and storage, how to unlock solar energy's potential with advanced cleaning solutions, energy storage methods, and waste-to-energy projects, solar energy incentives, rationalising and optimising resources, integrated systems for solar energy networks, generating energy from landfill gas and biomass, and effective financing for solar energy. On day three, Al Tayer gave his appreciation and thanks to HH Sheikh Mohammed bin Rashid Al Maktoum for his generous patronage, guiding oversight and continuous support of the Dubai Global Energy Forum. This support has had the greatest impact on the success of the

forum, and has helped achieve positive results and progressive steps on the road to sustainable energy for the benefit of Dubai, the UAE and the wider world.

Al Tayer thanked HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Dubai Executive Council, HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, and all their Highnesses and Excellencies for attending the opening ceremony.

Al Tayer also thanked sponsors, experts, speakers and members of the media for their effective participation during the forum, and their contribution to the success of this global platform. The debates that took place over the last three days brought together a wide range of energy experts from both the public and private sectors, who exchanged views on several key topics including: sustainability, ways to generate energy, how to finance green projects, the

available forms of renewable energy, sustainable transport, techniques for converting waste to energy, energy efficiency, and climate change.

Hosting this Forum is in line with the national long-term initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum, called 'Green Economy for Sustainable Development,' which aims for the UAE to be a world leader in the field of sustainability.

DGEF has been held in partnership with a number of organisations: DEWA, Dubai Aluminium (DUBAL), Dubai Supply Authority (DUSUP), Dubai Media Incorporated (DMI), Emirates NBD, CNBC Arabia, Credit Agricole, HSBC, Royal Bank of Scotland (RBS) and Arabian Radio Network (ARN), Dragon Oil, Samba Bank, Citibank, and United Bank Limited (UBL). DGEF 2013 has been held in conjunction with WETEX, which also took place at the Dubai International Convention and Exhibition Centre from 15-17 April.

EMIRATES ENERGY AWARD

conducts road show across MENA



جائزة الإمارات للطاقة
EMIRATES ENERGY AWARD



The Supreme Council of Energy has conducted a road show to promote the Emirates Energy Award (EEA) across the Middle East and North Africa (MENA) region, particularly focusing on Bahrain, Kuwait, KSA, Morocco, Egypt, and Turkey.

"The Executive Committee of the EEA decided to conduct the road

show following an overwhelming response to our call for applications for the Awards, as well as queries seeking more details from the MENA region. The committee will organise seminars and workshops about the Award to further educate candidates and provide detailed information about the EEA," said HE Saeed Mohammed Al Tayar,

Vice Chairman of the Supreme Council and President of the EEA.

"We will also take this opportunity to attend exhibitions and conferences that are being held in these countries during our visit," added Al Tayar.

The Executive Committee of EEA has decided to extend the date for receiving nominations for



the Emirates Energy Award to 10 July, 2013, to facilitate maximum possible entries.

"The EEA is a great opportunity for individuals and organisations to showcase their projects and exchange expertise," said HE Ahmed Butti Al Muhairbi, Secretary General of the Supreme Council of Energy.

"The award aims to honour outstanding projects and recognise best practices in the fields of energy efficiency," added Al Muhairbi.

The EEA delegation included the following senior officials: HE Ahmed Butti Al Muhairbi, Secretary General of the Supreme Council. Dr. Eissa Bastaki,

President of the EEA Technical Committee, Omar Al Qurashi, Vice Chairman of the Marketing and Event Committee, Taher Diab, Secretary General of the EEA, Nasser Al Shaiba, Director of Environment and Safety at the Supreme Council, and Ali Al Suwaidi, Deputy Manager of Corporate Communications at the Supreme Council.



HH SHEIKH AHMED BIN SAEED AL MAKTOUM RECEIVES DEPUTY PRIME MINISTER OF LIBYA



HH Sheikh Ahmed Bin Saeed Al Maktoum, Chairman of the Dubai Supreme Council of Energy received HE Dr. Awadh Al Barasi, Deputy Prime Minister of Libya, in the presence of HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council. The meeting discussed ways of strengthening collaboration between the Supreme Council and Libya.

Dr. Al Barasi participated in the Dubai Global Energy Forum (DGEF) 2013, which was organised

by the Council under the theme, 'Clean Energy for Sustainable Development.' Over 4,000 energy experts and specialists from the UAE, Arab and Foreign States participated in the Forum.

Congratulating the initiative, Dr. Al Barasi praised DGEF and WETEX for serving as global platforms for promoting sustainable development.

Dr. Al Barasi invited His Highness to visit Libya, and His Highness accepted the invitation, which will be scheduled at a later date.

Dr. Al Barasi delivered a keynote address during the opening ceremony of DGEF highlighting the overall situation in Libya, the new projects being developed in Libya including solar power, wind power, peaceful nuclear energy and electricity generation.

He said that Libya is establishing a new centre for energy studies and research, and stressed that the country supports global initiatives aimed at protecting the environment.

DEWA & ENEC organise **THE OPEN FORUM FOR NUCLEAR ENERGY**

DEWA has organised with the Emirates Nuclear Energy Corporation, the 9th Open Forum for Nuclear Energy, to achieve DEWA's efforts to be transparent and communicate effectively with all segments of society, and raise awareness about peaceful nuclear energy in the UAE.

HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council and MD & CEO of DEWA, HE Mohammed Ibrahim Al Hammadi, CEO of ENEC, and a number of energy experts and academics, attended the event held at the Raffles hotel in Dubai.

"The UAE peaceful nuclear energy programme comes in line with the wise guidance of His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, who said that, "The UAE is striving to develop and boost its rich resources and expertise in the international energy markets and enhance its leading role as a world centre for renewable energy research and development,"" said Al Tayer.

"The Supreme Council of Energy has formed the Dubai Integrated Energy Strategy 2030 to achieve the goals set by His Highness



Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, in his long-term initiative," said Al Tayer.

"We will contribute 5% of total electricity production, with 12% from nuclear energy, 12% from clean coal, and 71% of the remainder will be generated from natural gas," added Al Tayer.

Al Tayer congratulated the efforts of ENEC to secure clean, safe, efficient and reliable energy for the UAE. "I congratulate the efforts undertaken by ENEC to secure clean, safe, efficient and reliable energy for the UAE. I also commend them for their efforts and programmes in the preparation and training of local talent to manage the new peaceful nuclear programme in the UAE.

KEY ACCOUNT MANAGEMENT HIGHLIGHTS ROLE IN ENHANCING DEWA'S BUSINESS RELATIONS

DEWA is strengthening its ties with key customers by enhancing the Key Account Management (KAM) functions across its Customer Relations departments to establish, maintain, and improve strong and efficient long-term business relationships. This supports DEWA's corporate values to adopt best practices to raise customer satisfaction levels and the quality of services offered. "KAM's responsibilities are varied

but a significant aspect is to understand as well as anticipate the needs and expectations of each of our key customers," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

KAM's core responsibilities include continuous updates to customers with the latest services offered and improvements, facilitation and analysis of customers' feedback over level of services, proposing

preventive and corrective measures accordingly, and measuring satisfaction levels rendered by DEWA to further enhance them. To achieve these objectives, a dedicated team of professionals has been allocated to provide the highest levels of services to key customers, including personal visits to better understand and anticipate their needs and expectations.

DUBAI RECORDS INCREASE OF 7.1% IN ENERGY DEMAND

DEWA has announced an increase in energy demand in the Emirate of Dubai by an average of 7.1% during Q1 of 2013, compared to the same period in 2012.

The need from the power supply network increased from 2,009 Gigawatt (GW) in January 2012

to 2,142GW in January 2013, 1,919GW in February 2012 to 2,002GW in February 2013 and 2,471 GW in March 2013, compared to 2,247 in March, last year.

These figures highlights the capacity and efficiency of DEWA's

transmission networks to meet the growing demand of different segments of consumers, and ensure the provision of electricity for various industrial, economic, residential, and service sectors, complementing the Emirate's rapidly developing pace.

HH SHEIKH MAJID BIN MOHAMMED BIN RASHID AL MAKTOUM VISITS DEWA AT CAREERS UAE 2013



HH Sheikh Majid bin Mohammed bin Rashid Al Maktoum, Chairman of Dubai Culture & Arts Authority visited the pavilion of DEWA, which participated in the Careers UAE 2013. His Highness was received by Dr. Yousef Al Akraf, EVP of Business Support and Human Resources of DEWA, and senior managers. His Highness listened to a presentation on Emiratisation plans in DEWA and measures to attract competent Emiratis

through direct employment or scholarships in universities and scientific institutes.

DEWA has recorded an overwhelming response at its stand at Careers UAE 2013 held at DWTC. DEWA is actively involved in the exhibition with its Emiratisation strategy, seeking locals keen to work for DEWA.

"In line with the directives of HH Sheikh Mohammed bin Rashid

Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, which hailed 2013 as the 'Year of Emiratisation,' DEWA operates with a strategy to support government efforts towards localisation, and the provision of local talents in related fields, which in turn has a positive impact on the performance of government departments," said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

continued on next page >



“With DEWA recording 80% Emiratisation in senior management, 40.33% in middle management, and 31.37% in non-supervisory jobs, DEWA has embarked on an ambitious journey to continue to uphold its commitment to Emiratisation. In 2013, DEWA began a prestigious scholarship programme to teach local students on renewable energy, complementing the DEWA Academy, which aims to foster a new generation of

Emiratis both academically and vocationally. The academy signed an agreement with RWE, the leading staff energy training programme in Europe to share latest practices and knowledge on the industry, with energy experts around the world.”

“The launch of the new programme to obtain a Bachelor’s degree in renewable energy, to send local students to top international universities,

will further drive DEWA’s sustainable strategy, by providing new talent, who will continue to contribute to the organisation’s success story. I am delighted that the new DEWA academy, which starts next year, will localise the technical, engineering, and professional sectors in DEWA, playing a pivotal role in keeping DEWA at the forefront of Dubai’s energy and water demands,” said Al Tayer.



DEWA SIGNS MOU WITH SAMSUNG GULF ELECTRONICS

DEWA has signed a Memorandum of Understanding (MoU) with Samsung Gulf Electronics, whereby DEWA will develop applications and electronic solutions for use on Samsung products including smart phones, tablets, smart TVs, and other electronic devices. The

agreement is in line with DEWA's strategy to conduct partnerships with local and international organisations to further optimise its services.

HE Saeed Al Tayer, MD and CEO of DEWA, and Young Soo Kim, President of Samsung Gulf Electronics, signed the MoU

at a ceremony held at DEWA's headquarters.

"We adopt international best practices, and implement cutting-edge technologies across our electronic services to ensure the highest levels of customer satisfaction," said Al Tayer.

KEY ACCOUNT MANAGEMENT HIGHLIGHTS ROLE IN ENHANCING DEWA'S BUSINESS RELATIONS

DEWA is strengthening its ties with key customers by enhancing the Key Account Management (KAM) functions across its Customer Relations departments to establish, maintain, and improve strong and efficient long-term business relationships. This is in line with DEWA's corporate values to adopt best practices to raise customer satisfaction levels and the quality of services offered.

"To achieve its vision to become a sustainable world-class utility, DEWA is the first government organisation to enhance the activities of KAM in 2009 to offer reliable and efficient services



for our customers, in line with the guidance of our leadership to promote Dubai as a global hub for finance, business, and tourism," said Al Tayer

"KAM's varied responsibilities include a significant role to understand and anticipate the needs of all our key customers."

KAM's core responsibilities include continuous updates to customers with the latest services offered and improvements, facilitation and analysis of customers' feedback over level of services, proposing preventive and corrective measures accordingly, and measuring satisfaction levels.

DEWA LAUNCHES BLACKBERRY 10 APPLICATION



DEWA has launched its application for the BlackBerry® 10 platform. Customers with a BlackBerry® Z10 smartphone can download the app for free from the BlackBerry® World™ storefront. With this launch, the DEWA app is the first BlackBerry 10 app from a UAE government organisation.

This new achievement is in line with the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to establish an efficient infrastructure and introduce and apply up-to-date technologies and solutions for its various eServices, to promote the strategy of the UAE.



Pioneering the Move towards Smart Governance

DEWA fully appreciates the instructions of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, in launching the Smart Government initiative, the post e-government stage, which will contribute to achieving a breakthrough in terms of the services it offers and its round-the-clock availability.

With the launch of every new government initiative, DEWA demonstrates its commitment, as its strategy to be closely-aligned with the goals of Dubai Government. DEWA has been a leader in adopting and seamlessly implementing Dubai Government's initiatives. This is as part of its vision to become a sustainable world-class utility to make a real contribution to Dubai's social, economic, and environmental development, by providing a continuous and reliable supply of electricity and water services, to achieve Dubai's vision.

Conforming to DEWA's institutional values and strategy of sustainable development, the Authority places paramount importance on customer satisfaction, always seeking to meet their expectations. Furthermore, DEWA is very committed to enhancing customer satisfaction by facilitating and simplifying its procedures in a way that saves both time and effort for its customers; introducing

new, highly-advanced methods of payment, which guarantees more comfort and convenience. The newly-introduced electronic services reflect DEWA's leadership in adopting new electronic solutions to promote sustainable development, preserve natural resources, and elevate operational efficiency, with DEWA's work model based on adopting the latest technologies at many levels. DEWA works to implement cutting-edge technologies to elevate customer services to new levels, and enhances the process of continuous progress, underlining DEWA's overall distinction as an institution offering unprecedented service standards.

In 2009, DEWA developed a strategic plan for offering mobile electronic services, which resulted in launching DEWA's applications for mobile and smart phones. DEWA is proud to be the first and only institution available on key smart phones

and devices through applications that enable customers to easily access the information and the services it offers. DEWA has always delivered every modern innovation in the field of electronic services by providing advanced smart solutions to achieve its vision to enhance its electronic services and increase their use. DEWA is now considered a pioneer in adopting the best electronic initiatives and services for the purpose of meeting its customers' aspirations. It took the initiative of offering its services through its own website, and through smart phones so that the customers can reach the desired services and information anytime, anywhere – thus seeking to increase the popularity of mobile services for contributing to building an integrated society based on knowledge, offering added value to customers by using its many electronic services. DEWA is always careful to meet





its customers' needs to reach the best international quality standards, such as introducing innovative electronic services providing the ability to complete transactions using multiple smart channels, and benefit from many other features quickly, conveniently, and securely.

DEWA works on facilitating and developing its electronic services to the public and has established an effective and balanced electronic infrastructure that enhances electronic transformation, supports the process of adopting electronic services, makes transactions simpler, and offers efficient, high-quality services. DEWA has built an integrated infrastructure for the purpose of meeting customers' needs by using cutting-edge technology, thus attaining a breakthrough in the field of electronic services. DEWA is a pioneer in introducing smart systems to the water and electricity sectors, and has been offering several electronic services to customers through which they can access information related to customer services centres, learn about DEWA's latest news and activities, become familiar with the DEWA's services and facilities, know about their monthly consumption and view

their bills, submit transaction application forms, provide suggestions and inquiries easily, learn more about energy and water conservation campaigns, view multilingual awareness media content, and access DEWA's e-magazine.

History of DEWA's Electronic Services

Guided by the vision of HH Sheikh Mohammed Bin Rashid Al Maktoum, and Dubai's strategy of promoting the process of electronic transformation, and making Dubai a global economic hub based on technology and knowledge, DEWA realised at an early stage the importance and the added value that electronic services can offer DEWA itself, its customers and partners, and society as whole. That pushed DEWA to adopt them as one of the main pillars of its strategy.

Consequently, DEWA was careful to automate its internal and external procedures, implement regulations and policies that guarantee the optimal use of electronic applications for the purpose of enhancing the efficiency of its performance as an institution, and offering high-quality services for all stakeholders. In 1998, DEWA launched its first website which

included its details, forms, and services. The website has been updated many times according to the latest technologies and practices in this field.

In March 2001, DEWA launched the first version of its interactive electronic services six months before the official launch date of Dubai's electronic services. This achievement made DEWA the first government organisation to implement His Highness's initiative of transforming into an e-government.

Since then, DEWA has been careful to develop its available electronic services on the basis of specially-prepared studies that measure the scope of potential demand in this field, receiving customers' feedback, enhancing its internal procedures, and embracing the latest technological developments. The website even supports mobile web browsers, and DEWA was the first to launch the Mobile View function in August, 2010.

The Smart Services and Functions Available on the Latest Version of DEWA's website

DEWA ensured the launch of its new website by offering the life-events service package, which is closely connected to the daily needs of its customers. This



launch contributed to transferring DEWA from the traditional approach to offering service packages that suit the day-to-day needs of its customers, which, in turn, enabled them to reach the services faster and easier.

This new category enables users to obtain direct services beyond the process of browsing the website for information and articles and looking for uncategorised elements on multiple web pages, which contribute to enhancing the efficiency of providing electronic services by reaching advanced levels though the process of integration. The website transfers DEWA's electronic services into one integrated package. The life-events packages are divided into four categories: I Want to, I Am, News & Events, and About DEWA. Each one includes different services. The website is also available in Arabic and in English.

Applications for Smart Phones and Devices

Keen to offer the best and most advanced services, DEWA has launched its services via its applications for smart phones and devices since 2010, being linked to the world of smart devices after months of developing applications. DEWA is considered the first and only

government organisation to be available via smart phones and devices months before everyone else. These applications include: Microsoft Windows Phone 8, Windows 8, Samsung Smart TV, Black Berry Playbook, Blackberry, Android, iPad, and iPhone.

Features of DEWA's smart applications

Smart applications provide DEWA's customers with an easy, real-time access to billing query and secured payment services via (mpay) and (epay) channels, in addition to the ability to review DEWA's latest news, events and video gallery. Furthermore, with the activation of the GPS service, customers can find DEWA's nearest service centre and browse all information, including office hours and services provided by the centre as well as the roads leading to it by using reliable electronic maps.

In an unprecedented initiative locally, DEWA's large customer base can send all their complaints attached with the relevant photographs and the geographic coordinates of locations to the customer service centres.

DEWA Push Notification service

DEWA has launched DEWA's Push Notification service for smart phones and devices users. This service provides a proper mechanism for sending SMS to

3rd-generation internet smart phones free of charge. Launched in June 2011, this service enables customers to receive the latest news, events, and recent services delivered by customer service centres. This service can also identify the new locations of customer service centres, inform customers on various payment channels, send instructions on power conservation, as well as provide more information supported by both Arabic and English languages.

The first utility application compatible with Samsung's Smart TVs

In January 2012, DEWA signed a partnership agreement with Samsung Electronics, a global leader in mobile communication, digital media, and convergence technologies, whereby DEWA's customers can utilise Samsung products through utility applications and electronic solutions specifically developed for smart phones, tablets, smart TVs, and other electronic devices. Based on this partnership, DEWA is set to be the region's first organisation to develop a utility application tailored for all cutting-edge devices.

Through the newly-developed Samsung Smart TV application, customers can check and pay their bills, find out more about

the latest DEWA news and events, obtain more information about the locations of customer service centres, find the location of more than 200 payment centres and request a new connection at a later stage in the quickest and most convenient manner with no added charges and without any need to visit any of these centres.

Quick Response Code (QR Code)

DEWA is the first government organisation to apply QR Code technology by using mobile phone cameras and free software to read the codes and is available for most mobile phones.

This technology has greatly simplified the procedures for customers who want to get an easy and real-time access to any service without the need to enter information manually, whereby any customer can, by scanning the codes, contact with the customer care centre or select other DEWA offices, store certain events or write a letter.

eConsumption Graph

The eConsumption Graph technology enables DEWA's customers to view and compare

their consumption daily and monthly. By using a graph which clearly shows the all the information in a simple and convenient way, as well as enable those who have multiple accounts to compare the consumption of up to 10 accounts simultaneously.

AutoPay mPay

In October 2012, DEWA launched the mPay mobile payment gateway (AutoPay mPay), in collaboration with Dubai eGovernment. This service allows customers to make hassle-free online auto-payments and automatically recharge their accounts for government services. It also helps customers to determine the minimum and maximum amount that is paid automatically.

Pay for Friend service

DEWA's has upgraded other online bill payment services including the Pay for Friend feature, which enables registered customers to pay bills for their registered or non-registered friends.

GreenBill

Aimed at reducing environmental impact and carbon emissions, DEWA has introduced the Green Bill system which informs customers about their final bill once ready via e-mail. This initiative is in line with DEWA's solid commitment to provide the customers with the highest-quality services, and reflects DEWA's tireless efforts to protect the environment for future generations. Green Bill is an electronic version of the paper bill, and it will be sent to customers each month via e-mail as soon as the latest bill is ready. The number of beneficiaries of this service who have registered reached 64,311 customers as of June 2013.

This service enhances DEWA's main environmental objectives, because it helps reduce paper usage, decrease the number of visits to customer care centres, in addition to reducing carbon emissions.

DEWA is a leading government entity which tirelessly works to highlight the positive impact of using e-services on the environment, as shown in the following table:

Year	e-Transactions	Carbon emissions (tons)	Trees saved	Football playgrounds
2012	2.7 million	7,765	46,631	88
2011	2.1 million	7,071	35,357	67
2010	1.56 million	5,315	26,577	50
2009	1.31 million	4,480	22,400	42

Direct Debit Payment service by bank accounts:

In July 2011, DEWA launched the Direct Debit Payment service using bank accounts, which enables customers to pay their bills through the banks' electronic channels, transfer funds automatically to

customers' accounts at DEWA, and immediately update their accounts.

Banks accepting payments from their accounts are: First Gulf Bank, Commercial Bank of Dubai, Ajman Bank, Abu Dhabi Islamic Bank, Emirates NBD, Standard Chartered Bank, Lloyds TSB

Bank, Abu Dhabi Commercial Bank, Mashreqbank, Sharjah Islamic Bank, Noor Islamic Bank, National Bank of Fujairah, RAK Bank, Union National Bank, and Citibank. DEWA is also signing contracts with other banks to provide direct payment service for its customers.

DUBAI CUSTOMS HONOURS DEWA

Dubai Customs has honoured DEWA in a ceremony attended by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA as part of its ongoing partnership with its strategic partners in Dubai and the UAE. HE Sultan Ahmad Bin Sulayem, Chairman of Ports, Customs and Free Zone Corporation (PCFC) honoured the department's key



strategic partners who had a significant role in supporting and facilitating its work including 169 government, quasi-government, public and private organisations.

At the end of the ceremony held in Grand Hyatt Hotel, Dubai, memorial shields were distributed.

DEWA WINS TWO AWARDS AT 8TH 'IDEAS.ARABIA' INTERNATIONAL CONFERENCE 2013

DEWA won two awards at the 'Idea of the Year' competition held at the 8th Ideas.Arabia International Conference 2013, at Grand Hyatt under the patronage of HH Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation, Chairman & Chief Executive of Emirates Airline and Group.



Organised by the Dubai Quality Group, under the theme 'Innovation, Key to Sustainability,' the conference hosted speakers, decision-makers, and senior managers from public and private entities across the world to discuss the latest trends in rewarding schemes, motivation, and productivity.

DEWA's suggestions were selected among many others during the conference, with DEWA winning two awards in Productivity and Finance.

Sheikh Suhail bin Maktoum bin Juma Al Maktoum, presented the award for the Finance category to Mathew V. Chittooran, from Distribution Power Division

at DEWA, for his suggestion for 'Utilising the existing pilot cables for digital differential protection relays in 33kV networks,' and Jahanzeb Khan, from Water and Civil Division, for his suggestion for 'Splitting of repairing clamp used to repair leakage in water networks' in the Productivity category.

DEWA HONOURS 26 DISTINGUISHED EMPLOYEES



HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, accompanied by Dr. Yousef Al Akraf, EVP of Business Support and Human Resources at DEWA, honoured 26 distinguished employees in the presence of EVPs, VPs, senior officials, and employees from DEWA.

Al Tayer, accompanied by Dr. Al Akraf honoured the winners in the Best Team category. The team of SCADA Networks Department won the Special Act Awards.

Al Tayer honoured Amal Alsuwaidi, VP of Customer Relations, for her outstanding achievement and obtaining the 'Woman Leaders in Customer Service Excellence Award' certificate from the 'Middle East Excellence Awards Institute'.

The MD and CEO of DEWA honoured the Best Cable Jointers

for Q4 2012, from Projects Execution Department and Distribution Power Division. They included: Kaitan Basil Pinto, Pervez Ghani Sher, Mohammed Arshad Ashraf, and V R Abdul Subhan Basha. Al Tayer honoured Chinnadurai K. Kandhasamy, Sivakumar Palanisamy, Aftab Ali, and Tirupathi Mamidi for winning the Best Cable Jointers of the Year 2012 category.

Al Tayer honoured the Generation Division, Transmission Power Division, and Information Technology Division, for winning the divisional category of 'Knowledge Management Recognition Programme' (Share.K), and honoured the individual winners for the same category: Muhannad Rizik Ashaar, Islam Fakhri Abuhamdah, Joseph Mangalathu, Dr. Heena Bulchandani,

Badusha Mohideen, and Elfatih Elhag Eltom.

The award ceremony concluded by honouring the winners of 'Employee Satisfaction Survey' where Fares Mohamed Abd El Rahman, Mayub Zada Sher Zada, and Haja Mohideen Abdul Hameed won in the 'Offline' category, Sheethal Smitha Pinto, Saleem Mohammed, and Sambashiva Rao Gannamani won in the 'Online' category, Maysaa Alkilani, and Salama Khalifa Al Mehairi won in the 'Coordinators' category.



FIRST THINGS FIRST | PART II

Effective decision making skills have a direct relationship to prioritising work. As a business leader there are many decisions that you have to make every day. Some are easy, but many are challenging. How do we make sure that our daily business decisions are moving us forward in the right direction?

To begin with, we must define what our core business is. Can you define your core business in one sentence? If we can clearly define our core business then we can start to focus on the macro and micro activities needed to fulfil our core business needs.

Next, in order to prioritise effectively and correctly we must have a clear vision and mission, SMARTER goals, effective strategies, and workable plans.

Effective strategies and workable work-plans will put you on the right track to having clear daily goals. Under 'perfect' conditions, your daily business decisions should be guided by these goals. We can dream, alas nothing is perfect in business. Unexpected problems are bound to appear during business operations. Nevertheless, I believe that the more clearly defined and measurable your goals are the

less 'unforeseen' fires you will have to extinguish.

Take a look at your daily personal activities. What are you spending your time doing? What are the decisions you're making? Create a daily log and write down all the business activities, issues, and decisions you take for at least one week. What are the issues you are dealing with continuously?

Are these issues planned or unexpected? What types of decisions are you taking? Are they adding value?

Effectively prioritising your tasks and effective decision making gets better with practice. Understand and believe in your vision, and stay focused on your business goals.



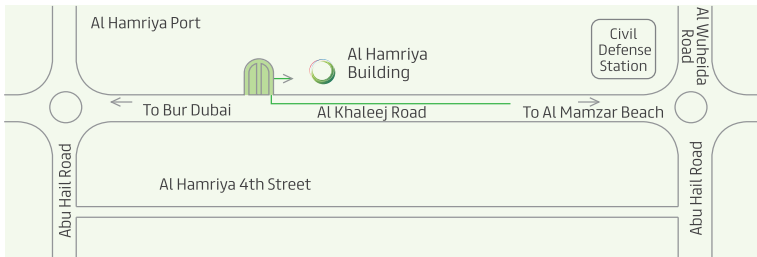
By: Fahmi Abdein





OUR 15TH CUSTOMER SERVICE CENTRE IS NOW OPEN IN AL HAMRIYA.

DEWA's Al Hamriya Centre, the 15th in our growing list of Customer Service Centres, is now at your service. We provide new customer registrations, final bill requests, bill enquiries and payments, changes of address, clearance certificates and a host of other services, for your convenience.



Find us at:

**Dubai Customs
Al Hamriya Building
Sunday – Thursday
7.30 AM till 2.00 PM**

Our other Centres:

- Head Office (Zaabeel East)
- Al Hudaiba Centre
- Burj Nahar Centre
- Dubai Municipality* - Al Manara Centre
- Dubai Municipality* - Al Twar Centre
- General Directorate of Residency and Foreigners Affairs* - Headquarters
- General Directorate of Residency and Foreigners Affairs* - Jebel Ali
- Umm Ramool Centre
- Ayal Naser Centre
- Al Wasl Centre
- Discovery Gardens Centre
- Jebel Ali Industrial Area Centre
- Al Quoz Centre
- Hatta Centre

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DEWA'S SOCIAL RESPONSIBILITY SUCCESSES



DEWA's strategy constitutes part of Dubai's future vision to promote social service declared by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, which was reflected in His Highness's words when he once said, "The UAE is not only a hub for finance and economy, nor is it only a tourist point between East and West, rather we are an important human centre at the global scene."

Led by its vision to become a sustainable world-class utility, DEWA is committed to the legislations, including local and federal laws, in the field of business in accordance with society's needs.

In line with its social strategy, DEWA seeks to implement various social and corporate concepts and approaches, including but not limited to, the rationalised consumption of power and water, disseminating environmental awareness to conserve the environment and conserve resources against waste to ensure their sustainability for coming generations by launching several programmes, initiatives and awareness campaign, in addition to participating in international campaigns.

"Why do you keep it?"

DEWA participated in the 'Why Do You Keep it?' campaign, under the theme 'Give your possessions new life,' organised by the Dubai Land Department between 18-27

May 2013, to collect donations for the poor.

DEWA is joining 23 government organisations in Dubai to promote the campaign by urging employees to donate their unwanted possessions to charities, which in turn will deliver them to needy individuals. The campaign aims to collect the highest number of possessions including clothes, leather products, cooking utensils, furniture, and home appliances.

Arab Orphan Day

DEWA has sponsored the 'Arab Orphan Day' celebrations held by Dar Al Ber Society, under the patronage of HH Sheikhha Hind bint Maktoum bin Juma

Al Maktoum, the spouse of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

DEWA's Marketing & Corporate Communications division has sponsored 35 children from Al Ihsan Charity Association to emphasize the importance of supporting and taking care of orphans as part of the community.

The Council of Arab Social Affairs Ministers at the Arab League has announced the 'Arab Orphan Day' to focus on orphans in Arab states and support them psychologically and socially.

World Down Syndrome Day

DEWA has been honoured by the UAE Down Syndrome Association, for the support that DEWA has lent towards its various activities and events, during a special ceremony held at the Shangri-La Hotel in Dubai, to honour government departments, institutions, and individuals, for their support to the Association during 2012/2013.

DEWA has also supported the World Down Syndrome Day celebration, which was held under the patronage of HH Sheikh Majid bin Mohammed bin Rashid Al Maktoum, who is the Chairman of the Dubai Culture and Arts Authority (Dubai Culture).



Several social, sports, cultural and arts activities were held in addition to an official walk in honour of people with special needs, and in support for their rights, as equals in the community.

DEWA lends support to numerous activities and initiatives organised by the Association, which aspires to integrate people with special needs in their communities, as well as develop a positive outlook on the specially-abled, within the community.

Blood Donation campaign

DEWA has organised, in collaboration with Dubai Health Authority (DHA), a blood donation campaign under the theme 'one drop of blood could save their lives,' at DEWA's headquarters in Zabeel East, as part of its Corporate Social Responsibility.

The campaign resulted in large numbers of employees from the different departments of DEWA taking part.

A number of fully-equipped ambulances were provided by DHA to facilitate the blood donations by DEWA employees.



DEWA HOSTS 4TH ANNUAL GALA DINNER UNDER THE THEME 'BE PROUD'



DEWA has hosted its 4th Annual Gala Dinner, attended by HE Matar Humaid Al Tayer, Chairman of DEWA, HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, and DEWA's Board members, Executive Vice Presidents, and Vice Presidents to celebrate the accomplishments of its employees in 2012. Over 1,500 employees attended the ceremony held at Madinat Jumeirah in Dubai.

The event aimed to strengthen social cohesion between DEWA's employees and management, which in turn provides all possible support to its staff by hosting a series of reward schemes and appreciation ceremonies throughout the year.





"We have been inspired by the words of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, that, "the shortest way to success in a specific vision is to enlist the services of a talented, competitive and creative team, known for taking the initiative and acknowledged for their team work." We, at DEWA, place the highest priority on our employees. We attract and enlist the services of talented, creative, and expert professionals. We also consistently provide all possible support to our employees to further improve their talents and skills, and strengthen social cohesion among them," said Al Tayer, MD and CEO of DEWA.

"DEWA continually rewards and honours creative and distinguished employees who contribute to further establishing DEWA as an example to follow locally and internationally in various fields including in administration, operations, and services. His Highness Sheikh Mohammed bin Rashid Al Maktoum has declared that 2013 is the year of promoting Emiratisation, by strengthening collaboration, launching various initiatives, and forming policies to underline Emiratisation as a national priority. This vision can be realised not just by hoping alone but only through hard and dedicated work, forward planning, and implementing practices that support our efforts toward Emiratisation," added Al Tayer.

continued on next page >



"The Marketing and Corporate Communications Division organises this annual event as part of its internal communication initiatives aiming to foster work and corporate loyalty of the employees," said Khawla Al Mehairi, VP-Marketing and Corporate Communications.

For the reasons why "Be Proud" was chosen as the theme for this gala dinner, Khawla Al Mehairi, explained that, "Be Proud emanated from DEWA's strong belief in its pioneering

and excellence-focused values that enhance the loyalty of its dedicated and hardworking staff. DEWA's success wouldn't have been achieved without the commitment of its staff, and their high level of teamwork."

"In this context, I urge all DEWA employees to be proud of your personal achievements as part of a whole team, as part of your division and being a part of DEWA," added Al Mehairi.

Abdullah Ismaeel, a popular TV personality, presented the event, which featured various entertainments. The ceremony began with the UAE national anthem with traditional performances for kids who were dressed in Emirati costumes that reflect and foster national identity, followed

by a documentary by DEWA employees demonstrating the achievements of the DEWA. The entertaining shows included fireworks, magic show, wall drawings, heritage tent, henna tattoos, taking photos with falcons, Arabian hospitality and a raffle draw for valuable prizes.

HE Saeed Mohammed Al Tayer honoured 16 employees, who have been in service for 10 to 30 years, urging them to continue their dedicated work at DEWA. Al Tayer also honoured retired employees as well as 11 employees who submitted their suggestions through various categories of the 'Tawasol Suggestion Scheme', the five divisions that achieved the highest levels of job satisfaction, and 13 local media representatives for their efforts and support.





She publishes her literary work under the pen name Al Taly

MIRA: POETS CREATE THE WORLD THEY WANT TO LIVE IN

Mira Rashid is a poet with a sensitive pen using it to compose beautiful poems. Al Masdar interviewed her at the Poetry Gathering organised by DEWA for its employees and talked about her poetry and the relation between her talent and her area of work - auditing.

Could you tell us about yourself?

I am an Emirati poet and writer, a member of the UAE Female Authors Society, and an employee of DEWA at Internal Audit.

I graduated from the Higher Colleges of Technologies majoring in Applied Business Administration, and am currently studying law.

When did you join DEWA?

I joined DEWA in 2008 (Internal Audit Department).

You have the talent of composing poetry, could you tell us about how you started? And how did you develop your talent?

I started composing poetry since my early childhood. Back then, other children in my age preferred reading stories or discovering toys, while I was busy collecting any available publication on poetry, reading poems, and I tried to compose poetry.

These attempts were not my great because of my youth and I made other attempts to write during that period, mainly short stories. Also, my writings were published in a specialised poetry magazine at an early age.

At that time, I felt overwhelmed as many people didn't know that I'm a young poet; maybe because my thoughts were intellectually mature and I consider this to be an indirect compliment.

It's said that figures and auditing is a dry world with no spirit, how this can be in harmony with poetry?

Naturally, poets create their own world to live in and feed it from their souls.

I have control on the method with which I tackle all challenges and adapting to them is the best way to achieve that. Even auditors hope for a better future.

Who encouraged you to develop your talent?

Basically, you need to have self-motivation to enhance and develop your talent.

I'm surrounded by a number of close friends who provide me with constructive criticism on a proper poetic style and content that is worth reading.

What is the subject of your poetry?

I prefer to write on many topics like society, love and satire and I love national poems, although my work is limited as there is no poem that matches the love for my country.

Poets are helplessly attracted to some subjects for which they have for special spot in their hearts. It's the same for me when I try to write about the dearest person in my life – my mother.

As for the rhymes, I don't have the choice in selecting the rhyme. I write when I feel the desire to write.

I prefer to let experts in poetry talk about it. The rhyme of poetry is a wide subject and there is no room to talk about it in this interview.

Who has been the greatest influence on your talent? And why?

I was influenced by many golden age poets, as was like my father. My influences are the late Sheikh Zayed bin Sultan Al Nahyan, Dr. Manea

Saeed Al Otaibah, Awosha bin Khalifa Al Suwaidi who wrote 'Arab's Girl,' Salem bin Mohammad Al Jamri, Sultan bin Ali Al Owais, Ahmad bin Ali Al Kendi, and Khalifa Bin Metrif.

I like to read many of the modern poets as well. My tutor is any beautiful poem worth reading, whether it's old or new.

I learned a beautiful lesson from the golden age poets as many of them passed away and couldn't use advanced technology, although their memory is immortal.

On the other hand, the brilliance of many modern poets vanishes after a while, despite all available facilities. Therefore, I like the poetry that lasts forever not for a short while.

What are your aspirations at the professional and personal levels?

At the professional level, I aspire to receive the necessary support to develop and prove the potentials and skills of local employees in realisation of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai's mission, "I and my people like the first place."

On a personal level, I plan to publish a printed collection of poems and to introduce 'Al Taly' for all poetry lovers.

Did you participate in previous poetry events? How did you find your participation in DEWA's Poetry Meeting?

I received many invitations to participate in poetry events including 'Shaar Al Million,' however I didn't attend them for different reasons.

I was happy with my participation in DEWA's Poetry Gathering and met poets who presented good works and I would like to participate again in this gathering in the future.

DEWA ORGANISES 5TH ANNUAL BEST PRACTICES CONFERENCE ON QUALITY, HEALTH, SAFETY AND ENVIRONMENT



HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, inaugurated the 5th 'Annual Best Practices Conference on Quality, Health, Safety and Environment' held at the Intercontinental hotel in Dubai.

The event was attended by Dr. Yousef Al Akraf, EVP of Business Support and Human Resources at DEWA, Abdullah Bin Kalban, President and CEO of Dubal, Ahmed Butti Al Muhairabi,

Secretary General of the Supreme Council of Energy in Dubai, Laila Ali Bin Hareb, Executive Director of Strategy and International Affairs, General Civil Aviation Authority, EVPs of DEWA, senior officials and representatives of government departments and the private sector.

The conference covered quality, health, safety and environmental standards implemented at DEWA, and featured workshops

and seminars that highlighted ways to enhance standards to further improve efficiency and productivity, and optimise overall operations.

"DEWA organises this event annually, in line with the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to implement international best practices across various

governmental departments in Dubai,” said Al Tayer.

“We are led by our vision to become a sustainable world-class utility, and therefore, we adopt highest international standards and best practices in the field of quality, health, safety and environment. Our integrated strategy for management and operations enables us to deliver electricity and water services at the highest levels of availability, reliability, and efficiency, to exceed the expectations of our customers and partners, ensure the highest safety standards for our staff, conserve our natural resources, and protect the environment. Today, DEWA is a main pillar in achieving Dubai’s sustainable growth and development vision.”

“DEWA has achieved very competitive results surpassing the private sector, and even leading European and American companies in efficiency and reliability. This is demonstrated by reduction of losses in electricity transmission and distribution networks to just 3.5%, compared to 6-7% in Europe and the US. Network line losses in the water sector decreased to 10.8% as against 15% in North America, setting another international benchmark, and highlighting our commitment to meet the growth in demand for water and promoting sustainability,” said Al Tayer.



“DEWA has also accomplished major achievements in enhancing the efficiency of generating electricity and desalinating water, and minimising greenhouse gases, carbon, sulphur, and nitrogen emissions by an average of 10 percent. This is equivalent to the beneficial effects of planting 82 million trees. DEWA reduced carbon emissions by 11 parts per million compared to 87 parts per million in Europe, 3.5 parts per million of sulphur

as against 13.4 parts per million in Europe, and 72.4 parts per million of nitrogen compared to 108 parts per million in Europe,” he explained.

“Recently, we have added another achievement by becoming the first organisation in the Middle East and Africa to be presented the prestigious Global Risk Award for ‘Building Risk Management Capability’ from the UK-based Institute of Risk Management (IRM).,” added Al Tayer.



AL TAYER RECEIVES SUDAN UNDER SECRETARY OF MINISTRY OF WATER & ELECTRICITY

HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, received Musa Omer AbuElgasim, Under Secretary of the Ministry of Water Resources and Electricity of Sudan.

Al Tayer welcomed AbuElgasim, and their meeting covered best practices applied by DEWA and how this can benefit Sudan, primarily on network losses and liaising with the energy sector for their mutual benefit.

AbuElgasim explained the Ministry of Water Resources and Electricity develops policies and general rules related to generation of electrical energy from various sources, transmission and distribution, approving plans and public programmes for electricity and turning them into projects for implementation.

Both parties discussed ways of collaboration. AbuElgasim thanked Al Tayer for the warm welcome and productive meeting.



EMIRATES GREEN BUILDING COUNCIL & DEWA PROMOTE SUSTAINABILITY

Emirates Green Building Council (EmiratesGBC), an independent forum that works to conserve the environment by strengthening and promoting green building practices in the UAE, has teamed up with DEWA to organise a green building tour of DEWA's new Sustainable Building, for stakeholders from across the construction industry.

Highlighting the importance of having energy-efficient systems and practices, the tour provided participants with insights on the sustainability measures implemented by DEWA and the energy savings as a result of these path-breaking steps. DEWA's Sustainable Building located in Al Quoz is 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, securing 98 out of 110 points.

"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.

"In line with DEWA's strategic direction to become a sustainable world-class utility, DEWA welcomes the visits to the Green Building as part of our commitment to raising awareness about the importance of adopting conservation practices and we are working to establish Dubai as a world leader in clean energy and sustainable solutions to meet the challenge of increased demand for energy, while mitigating the potential impact of climate change," concluded Al Tayer.

DEWA RECEIVES DELEGATION FROM LIBYAN EXECUTIVE EDUCATION PROGRAMME GOVERNMENT OF LIBYA

DEWA has received a special delegation from the Executive Education Programme of the Government of Libya, which included a number of officials from the public and private sectors. This is part of DEWA's focus on enhancing cooperation and exchange of information with various local and regional government departments, and private organisations.

HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, welcomed the delegation, and highlighted the importance of the visit to exchange expertise and best practices.

EVPs, VPs, and heads of departments in DEWA made special presentations to the delegation, including on the strategy of DEWA to adopt international best practices to become a sustainable world-class utility.

"We work as per the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to promote sustainable development in the Emirate of Dubai. As part of with our vision to become a sustainable world-class utility, DEWA contributes to the economic, social, and environmental development of Dubai, by providing stable and uninterrupted supplies of electricity and water. We are proud of DEWA's achievements over the years, and of the future plans that we are currently implementing," said Al Tayer.



WOMEN DELEGATION REPRESENTING ENERGY DISTRIBUTION COMPANIES IN PAKISTAN VISITS DEWA



DEWA received today a delegation of 13 women representing the energy distribution sector in Pakistan, at the new DEWA Sustainable Building in Al Quoz, the largest government building in the world with a Platinum rating for green buildings from Leadership in Energy and Environmental Design (LEED). The visit followed an earlier tour of the representatives from Pakistan's energy distribution companies, organised in collaboration with the United States Agency for International Development (USAID) in November 2012.

The two-day visit included a presentation from DEWA officials on the adoption of

best international standards in customer service, and a tour of the Counters Test and Maintenance building in Al Awir, the Customer Service Centre in Al Quoz, as well as the new Sustainable Building and its facilities. The delegation was briefed on the latest eco-friendly technologies in the building to preserve natural resources.

"This visit is aligned with DEWA's strategy to disseminate its experiences and best practices to other institutions and private companies in the energy industry around the world. DEWA has achieved significant results in on a global level, and set an example in sustainability

and environment protection. is now regarded as one of the best institutions in the world for its track-record in efficiency, reliability, sustainability, energy conservation, and demand management, in addition to a continued focus on water and electricity rationalisation, and preserving natural resources, which is clearly reflected in the new Sustainable Building, the first sustainable government building in the UAE," said Khawla Al Mehairi, Vice President of Marketing and Corporate Communications at DEWA.

The visiting delegation expressed admiration of DEWA's achievements in the field of sustainability, and conservation of natural resources. They presented a memento to thank the DEWA team for support. Abdullah Obaidullah, EVP, Water and Civil Engineering Division, received the memento on behalf of the MD and CEO of DEWA, and thanked the delegation for their visit.



DEWA receives delegation from Dubai Municipality



DEWA has received a delegation from Dubai Municipality (DM) at DEWA's sustainable building in Al Qouz as part of its commitment to further strengthen ties with government departments.

The visit reinforced joint work by both bodies in accordance with the vision and strategy of Dubai Government.

Waleed Salman, EVP of Strategy and Business Development, and Abdullah Obaidallah, EVP of Water and Civil, accompanied by VPs and senior officials of DEWA, received the delegation that included Salah Amiri, Assistant Director General, Abdullah Rabee, Assistant Director General, and department heads and officials.

DEWA officials provided an onsite tour to show the specifications and features of DEWA's Sustainable Building.

DEWA and KHDA honour winners of 8th Conservation Award for Educational Sector **UNDER THE THEME 'FOR A BETTER TOMORROW'**



DEWA and Knowledge and Human Development Authority (KHDA), have jointly honoured the winners of the 8th Conservation Award 2012-2013 for the educational sector, held under the theme, 'For a Better Tomorrow,' at an award ceremony held at Grand Hyatt Dubai, in line with their strategy to promote environmental awareness and encourage organisations and individuals to adopt best practices for conservation.

The event was attended by HE Dr. Rashid Ahmed Bin Fahad, Minister of Environment and Water, HE Lieutenant General Dahi Khalfan Tamim, Chief of Dubai Police, HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, HE Dr. Abdulla Al Karam, Chairman of the Board of Directors and

Director General of KHDA, Habiba Al Marashi, Chairperson of Emirates Environmental Group, representatives from government departments, senior managers and department heads, as well as faculty members, teachers, and students from educational institutions in Dubai.

"The 8th Conservation Award supports the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to drive sustainable development in Dubai, and to promote the Emirate as a global hub for finance, business, and tourism. In accordance with these directives, at DEWA, we spare no

efforts to conserve our precious natural resources and protect the environment. We are committed to providing a sustainable future for generations to come. We consistently launch awareness initiatives and conservation campaigns through the year, to further raise awareness on the importance of conserving electricity and water, among the various segments of our community. Energy and water conservation plays a pivotal role in minimising carbon emissions, which are also known to have negative impacts on health," said Al Tayer.

"The Conservation Award underlines the leading role of DEWA in enhancing the sustainability of natural



resources, and protecting the environment. Last year's award achieved significant results in savings on electricity and water. The Award encouraged students and faculty members to save 8% in electricity usage and 27% in water consumption. The consumer category encouraged residents to save 28% of electricity and 33% of water used. With all categories combined, the award helped save 21 million kW of electricity, 144 million gallons of water, and 10,000 tons of carbon emissions, together equivalent to AED 16 million," explained Al Tayer.

"The Conservation Award monitors and measures the results achieved by educational institutions, spanning schools and universities. Since its inception, the award has promoted the principles of responsibility and accountability, building on the global challenges in the energy sector," said Dr. Al Karam.

"The lack of natural resources and the growing challenges

facing our modern world are a clear message that we have greater responsibility to spread awareness and educate the younger generation on the importance of conserving natural resources and rationalising the use electricity and water," concluded Dr. Al Karam.

"The award emphasises encouraging students and individuals in the educational sector to integrate water and electricity conservation into their daily lifestyles," said Dr. Ahmed Eid Al Mansouri, Director General of Dubai Educational Zone.

Al Noor Training Centre For Children with Special Needs won the honour in the 'Special Needs Centre' category, while Bilal bin Rabah Adult Education Centre won in the 'Adult Education Centre' category.

Winners in the Nurseries Category included: Safa Kindergarten Nursery (first place); Kids Island Nursery (second place); and British Orchard Nursery -

Mankhool (third place). In the Kindergarten category: Al Baraah Kindergarten (first place); Al Anwaar Kindergarten (second place); and Al Shorouq Private School (third place). The Primary Schools Category winners included: The Kindergarten Starters (first place); Al Aqsa Private School (second place); and Second of December Girls Intermediate School (third place).

The Intermediate Schools Category winners are: Dubai International School - Al Garhoud (first place); Razi Primary School for Boys (second place); and Al Diyafah High school (third place). The Secondary Schools Category winners include: Al Waheeda Secondary School (first place); Greenfield Community School - Investment Park (second place); and Asma bint al-Nu'man Secondary School (third place). The Islamic Azad University (IAU) won the first place of 'Universities' category, followed by Shaheed Zulfikar Ali Bhutto Institute of Science and Technology in second place.

DEWA LAUNCHES GREEN FOOTPRINT CAMPAIGN



A STEP TOWARDS A SUSTAINABLE TOMORROW

DEWA has launched its Green Footprint campaign, to support the Green Economy for Sustainable Development initiative to foster sustainable living across the Emirate. A part of DEWA's strategy to reduce carbon emissions and conserve natural resources, this campaign promotes responsible energy consumption, encouraging

environmental best practices and reducing carbon emissions.

Conservation and protection of the environment are key parts of DEWA's corporate culture. DEWA seeks to share these values with its customers. Rising energy consumption is one of the leading causes of carbon emissions, which causes damage

to the planet by increasing global temperatures and causing sea levels to rise. The Green Footprint campaign seeks to minimise excess energy consumption by encouraging responsible electricity use.

"Every year, DEWA launches initiatives to foster sustainable development across Dubai, while enhancing the emirate's standing as an international example for conservation and environmental protection. DEWA works with diverse sectors and communities to raise environmental awareness and identify effective solutions to the problem of global warming," said Al Tayer.

The Green Footprint campaign is vital to the reduction of carbon emissions by educating our customers on responsible electricity consumption – contributing to a brighter, greener future," said Al Tayer.

The Green Footprint campaign enables DEWA to effectively share its values with customers. As part of the campaign, statements lists how much carbon emissions each customer generates.

This campaign supports the Dubai Integrated Energy Strategy 2030, to reduce demand for energy by 30% in 2030.