



AL MASDAR المصدر

Published by Dubai Electricity & Water Authority | Issue 49 - December 2013

HH Sheikh Mohammed
opens first solar park project
and the second project of
the park was announced

Emirates Energy Award

19

For generations to come





RELAX.

THERE ARE MANY WAYS TO PAY YOUR BILL.

We understand how choices can make your life more convenient. That's why we've developed many ways to pay your bill. All you have to do is visit www.dewa.gov.ae and choose what's most convenient for you.

"HADHREEN" AT YOUR SERVICE

For generations to come



HH Mohammed bin Rashid Al Maktoum

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

Creativity and ideas can build countries and institutions.
The future belongs to those who generate ideas.



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

On behalf of all DEWA's employees, I extend my heart congratulations to the wise leadership, citizens and residents of the UAE on the occasion of the 42nd UAE National Day. I also Congratulate our wise leadership and our people on the UAE's winning the bid to host Expo 2020 in the Emirate of Dubai under the theme "Connecting minds, Creating the future". These great achievements are a reflection of our wise leadership and their vision to position the UAE as among the best countries in the world.

On 22 October, in conjunction with World Energy Day, we saw an outstanding accomplishment – our efforts to achieve a green economy and sustainable development, where HH Sheikh Mohammed bin Rashid Al Maktoum opened the first phase of the Mohammed bin

Rashid Al Maktoum Solar Park, and announced the launch of its second phase. On the same day, and in line with Dubai's commitment to develop strategic plans and frameworks to achieve energy security and efficiency, the Dubai Supreme Council of Energy, in partnership with the United Nations Development Programme, and the Dubai Carbon Centre of Excellence, unveiled the first edition of the 'State of Energy Report,' to serve as a global reference for best practices in the energy sector. The report is a resource to the industry and was developed to capture the replicable and scalable success stories of Dubai and its continuous efforts to be a functional role model in various aspects of energy.

HH Sheikh Mohammed bin Rashid Al Maktoum recently

visited DEWA's Sustainable Building in Al Quoz, where he reiterated the importance of electricity and water for mankind's wellbeing and prosperity. His Highness praised DEWA's efforts across its various operations. This visit truly underlines the quote of His Highness from his book, 'Flashes of Inspirations,' when he stated that, "Field monitoring gives a better idea of the levels of services and the implementation of policies, and therefore forms an important basis for practical decisions." We are proud and honoured to have the praise of His Highness for DEWA's creative initiatives, advanced services, and global achievement. Such praise encourages us to work harder towards achieving our leadership's vision.



EDITOR IN CHIEF
Saeed Mohammed Al Tayer
MD & CEO of DEWA

MANAGING EDITOR
Khawla Al Mehairi

DEPUTY MANAGING EDITOR
Huda Al Mutawa

EXECUTIVE EDITOR
Khulood Khalid Al Ali

ARABIC EDITORS
Mohmoud Abdel Moaty
Fatma Salem Al Shamsi
Ribal Dayekh
Alia Al Midfa

ENGLISH EDITOR
Jonathan Howell-Jones

TRANSLATION
Gehad Abdel Kader
Khalidoun Khaled Al Omari

PHOTOGRAPHY
Hassan Adam Hassan

Brand
Amin Aslam

DESIGN AND LAYOUT
Shaikha Awad Al Ayali
Farouq Al Kabarity

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.

Dubai Electricity and Water Authority Main Office - P.O.Box:564

Tel.:04- 324 4444 Direct: 04-307 2633 Fax: 04-324 8111

Website: www.dewa.gov.ae Email: media@dewa.gov.ae

07

COVER PAGE ■



HH Sheikh Mohammed bin Rashid Al Maktoum launches first project of the Mohammed bin Rashid Al Maktoum Solar Park and announces the second project

13

COVER PAGE ■



His Highness Sheikh Mohammed bin Rashid Al Maktoum visits DEWA's Sustainable Building in Al Quoz

43

VISITS ■



Minister of Energy Visits DEWA

27

NATIONAL DAY ■



DEWA organises special events for UAE's 42nd National Day

51

SPOTLIGHT ■



**Ambitions with no borders
Hamad Jassim**

19

SUPREME COUNCIL OF ENERGY ■



Emirates Energy Award reinforces Dubai's Position as an International Hub for Energy Efficiency

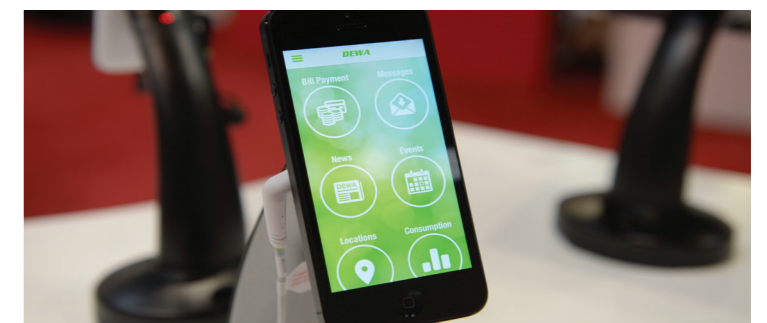
23



**World Energy Day
A new chapter in the sustainable energy agenda**

36

NEWS ■



DEWA rolls out Smart Government initiative

HH Sheikh Mohammed bin Rashid Al Maktoum launches first project of the Mohammed bin Rashid Al Maktoum Solar Park and announces the second



Under the patronage and in the presence of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and

Ruler of Dubai, the first project of the Mohammed bin Rashid Al Maktoum Solar Park was inaugurated, and the second project of the park was

announced. This major project is overseen by the Supreme Council of Energy and supervised and managed by Dubai Electricity and Water Authority (DEWA).



HH Sheikh Mohammed bin Rashid Al Maktoum sign the plaque inaugurating the first project of the park

The event was also attended by HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council and HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai and HH Sheikh Ahmed bin Saeed Al Mak-

toum, Chairman of the Supreme Council of Energy, in addition to officials from government departments in Dubai and members of the press.

Delivering a speech on behalf of the Supreme Council of Energy, HE Saeed Mohammed Al Tayer,

Vice Chairman of the Supreme Council of Energy and MD and CEO of DEWA thanked HH Sheikh Mohammed bin Rashid Al Maktoum, for inaugurating the first project.

"On behalf of the Dubai Supreme Council of Energy and myself,



HH Sheikh Mohammed bin Rashid Al Maktoum receives souvenir of the opening of the solar park



HH Sheikh Mohammed bin Rashid Al Maktoum and HH Sheikh Hamdan bin Mohammed Al Maktoum view the first phase of the solar park through binoculars



I am delighted to welcome His Highness Sheikh Mohammed bin Rashid Al Maktoum, for honouring us by inaugurating the first project of the Mohammed bin Rashid Al Maktoum Solar Park, a valuable addition to Dubai's ambitious projects in various fields, particularly in the field of sustainability, renewable and alternative energy," said Al Tayer.

"In January 2012, the world saw His Highness launch the Dubai Programme for Renewable Energy and announce the Mohammed bin Rashid Al Maktoum Solar Park, one of the largest renewable-energy projects in the region, with a production capacity of 1,000 MW when completing all its phases by 2030. Today, (October 22nd) which marks World Energy Day, we meet here to celebrate the delivery of your promise through the completion and commissioning of the first project."

"The remarkable vision and steady guidance of HH Sheikh Mohammed bin Rashid Al Maktoum, have provided a roadmap for these ambitious initiatives and development projects to realise the 'UAE Vision 2021,' which aims to make the UAE one of the best countries in the world by 2021 and strengthen Dubai's position as a global hub for trade, finance and tourism and a model for the world in achieving the highest standards of energy efficiency and renewable energy use," added Al Tayer.



Part of the festivities

"The Mohammed bin Rashid Al Maktoum Solar Park is a key factor in achieving the Green Economy for Sustainable Development initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum, with the aim of building a green economy in the UAE and achieving sustainable development. The solar park offers plenty of promising investment opportunities that strengthen energy partnerships and investments between the public and private sectors, as the future phases of the Solar Park will produce renewable energy based on the independent power producer model."

"We celebrate the harvest of our hard work in our efforts to implement our strategy for diversifying the energy mix in Dubai by increasing the production of solar energy to provide 1% of Dubai's total power output by 2020

and 5% by 2030 as we inaugurate the first project today. This will produce 13MW of energy through photovoltaic technology, linking the plant to DEWA's network, which spans the whole Emirate. The project was completed with the participation and financing of the Dubai Supreme Council of Energy and under the supervision and management of DEWA," continued Al Tayer.

"Since the start of the project, we have maintained the highest international standards in technology, health, safety and environment. The workforce totalled 1,285 staff, whose workload exceeded 1.4 million hours, with no accidents recorded and the project was delivered on schedule." "The plant uses photovoltaic technology and is the biggest of its kind in the Middle East and North Africa. It uses pioneering

technologies represented by over 152,000 photocells connected to 13 step-up transformers in inverter buildings. The output voltage is transformed to 33 kilovolts and generates over 24 million kilowatt-hours of electricity annually. It also decreases CO2 emissions by 15,000 tonnes annually."

"The inauguration of this first project of the Mohammed bin Rashid Al Maktoum Solar Park, coincides with World Energy Day, endorsed by HH Sheikh Mohammed bin Rashid Al Maktoum, along with 54 countries in the world, in addition to the United Nations, the Arab League and the African Union, in the Dubai Declaration of Energy for All on 22 October 2012 where this day was declared as World Energy Day to remind us of the importance of energy, its role in our life, and positive impact on our economic and social development, and



Group picture with Their Highnesses

the fulfilment of all our needs and is an important factor in empowering and combating poverty," explained Al Tayer.

The Mohammed bin Rashid Al Maktoum Solar Park is a pioneering project in sustainability, not only as a centre for solar energy production but also for its inclusion of a Research, Development and Innovation centre for supporting renewable energy technologies and energy efficiency. It also will serve as an academy for renewable energy, to foster new capabilities and prepare generations to come."

"The UAE and Dubai have impressed the world with their remarkable achievements and will continue to do so to always be at the forefront to achieve prosperity for the country and happiness for its citizens. We look forward to the next new gathering to mark another new achievement," concluded Al Tayer.

Mohammed bin Rashid Al Maktoum Solar Park Second Project - 100MW

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

Ruler of Dubai, initiated the second project of the Mohammed bin Rashid Al Maktoum Solar Park, which will generate 100 megawatts. The second phase will be completed in partnership between the public and private sectors based on the Independent Power Producer model. The project supports His Highness's Green Economy for Sustainable Development initiative, and the Dubai Integrated Energy Strategy 2030, which aims to meet the growing demand for energy and achieve sustainable development in Dubai.



MD & CEO of DEWA with guests in the Majlis

His Highness Sheikh Mohammed bin Rashid Al Maktoum visits DEWA's Sustainable Building in Al Quoz



HH Sheikh Mohammed bin Rashid Al Maktoum watches a corporate video at the Sustainable Building

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai made an inspection visit to Dubai Electricity and Water Authority's (DEWA's) Sustainable Building in Al Quoz. Costing AED 75 million, the 340,000 square-foot Sustainable Building 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 institute.



Their Highnesses tour the Customer Service Centre

Accompanied by the Deputy Ruler of Dubai Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Sheikh Mohammed toured the various sections of the building and listened to the detailed brief by the Managing Director and Chief Executive Officer of DEWA Saeed Mohammed Al Tayer about the buildings components and specifications, the use of solar panels with capacity of 660kW of electricity, and its contribution to energy saving of about 66% and water conservation by 48%.

Sheikh Mohammed then watched a documentary film on DEWA's initiatives to achieve his vision for a green economy in the UAE and to reach sustainable development.

Advanced Services

His Highness was also briefed

about the electronic modes of payment whereby 60% of customers are accessing it compared to 40% of clients who are using the traditional method of payments. His Highness also familiarised himself with the various e-services rendered by DEWA to its clients at all levels and toured the different counters to assure himself of the facilities and procedures offered by the customer service office.

Ambitious Projects

Sheikh Mohammed also inspected the models, maps, charts, diagrams, tables of statistics and photos displayed at DEWA corridors. He was also briefed about DEWA's initiatives and projects, most important of which is the expansion of M-Station for power generation and water desalination, with a production capacity

of 2,060MW and 140MIGD at a cost of AED 10 billion.

This station was established to make use of the most state-of-the-art technologies in the world. An additional operational investment of AED 1.2 billion has increased production capacity by 400MW and increased thermal efficiency to 90%. According to Al Tayer, M-Stations overall efficiency is 82.4% with a total fuel oil storage of 320,000 cubic metres.

His Highness was also briefed about the AED 12 billion Sheikh Mohammed bin Rashid Al Maktoum Solar Park, which is being constructed at Seih Al Dahal in Dubai with a planned capacity of 1,000MW on final completion. The park will comprise a research and development centre, an edu-



His Highness listening to MD & CEO of DEWA explanation about the Sustainable Building

cational institute, a museum of technology, exhibitions to help students in training and be aware of the components of this project, which is the first and largest one of its kind in the region.

As part of its continuous efforts to diversify Dubai's energy mix and to combine these sources to generate electricity, DEWA has issued a request for tenders for its new clean-coal power plant;

using new sources to generate electricity. The Hassyan plant will be the first plant of its kind in the region to use clean-coal technology and the project will contribute significantly to



His Highness Mohammed Al Shamsi explains the Sustainable Building model for

alternate sources of energy, with total production capacity of 1,200MW to be carried out in two 600MW phases, with the first phase to be completed by 2020, and the second by 2021.

His Highness was also briefed about the progress of the first phase of the integrated hydro-geological study to determine the location of groundwater basins and re-inject them with

surplus drinking water to store and re-pump to its water networks to meet emergency needs. The study is expected to be completed at the end of this year.



His Highness takes a tour of the Sustainable Building



His Highness listens to Fatma Al Suwaidi's presentation on the Knowledge Management initiative



Emirates Energy Award reinforces Dubai's Position as an International Hub for Energy Efficiency



HH Sheikh Ahmed bin Saeed Al Maktoum honours RTA with the bronze award for large energy project

Overall economic growth, steady increase in population and the region's development projects have undoubtedly contributed to the obvious increase in the demand on energy to meet the growing need for water and electricity, according to the MENA Renewables Status Report, issued by the International Renewable Energy Agency (IRENA), GCC governments are determined to further improve their energy efficiency and security to the highest levels. With major changes taking place in the strategic landscape of the global energy market led by an increase in demand, driving energy efficiency emerges as an ideal solution to address regional and international challenges in energy consumption, particularly today.



The gold award for young professional energy was given to Abdul Alziz AlObaidli



His Highness awards Du with the gold award for small energy project



His Highness honours the University of Bahrain with the silver award for research & development

The report projected that the volume of energy investments between 2013 and 2017 in the MENA region will reach about USD 146 billion, of which more than a third – USD 63 billion – is in the GCC, which reaffirms the region's strong inclination towards investing in energy efficiency and sustainable energy projects.

In terms of the energy landscape in the GCC, Dubai is leading the regional efforts to boost the standards of energy efficiency in the MENA region by launching several major regional initiatives.

The Emirates Energy Award (EEA), launched by the Dubai Supreme Council of Energy (DSCE), comes on top as a way of realising the 'Green Economy for Sustainable Development' initiative, announced by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to enhance the sustainability and efficiency of traditional energy resources, and promote the adoption of clean and renewable energy to achieve sustainable development based on a green economy.

The Emirates Energy Award plays a key role in supporting Dubai's stature as an international hub for energy efficiency, renewable energy, sustainability and protection of the environment. The Award was inspired by the words of HH Sheikh Mohammed bin Rashid Al Maktoum: "We realise that preserving our energy resources will be one of the big challenges on the road to achieve sustainable development, which cannot be achieved unless all



His Highness Sheikh Ahmed bin Saeed Al Maktoum with the Emirates Energy Award team

the segments of society adopt the principles of energy rationalisation. The future generations will be biggest winners of these achievements, as well as the best people to evaluate what we will have realised in this field."

Within the framework of the Council's efforts to promote innovation and scientific research in the field of energy efficiency, the Council held an award ceremony to honour the winning projects and give out awards amounting to USD 1 million in total. The ceremony was attended by HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Dubai Supreme Council of Energy and Honorary President of the Emirates Energy Award, HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council of Energy, MD and CEO of Dubai Electricity and Water Authority (DEWA), and President of the EEA, HE Ahmed Butti Al Muhairbi, Secretary General of the Council, DEWA's Board Members and senior officials of private and public institutions, several experts, specialists, representatives of energy companies and the media.

Sheikh Ahmed bin Saeed Al Maktoum, accompanied by Al Tayer, and Al Muhairbi, honoured the winners of the different categories as follows:

Large Energy Project: The Gold Award was presented to the Morocco-based NAREVA Holding, the Shams Power Company (United Arab Emirates) was honoured with the Silver Award, while the Bronze award was given to the Roads & Transport Authority (RTA).

Small Energy Project: The Gold Award was given to the Emirates Integrated Telecommunications Company 'du' (United Arab Emirates), the Dubai Chamber of Commerce & Industry was honoured with the Silver Award, while the Bronze award was given to Empower Company (United Arab Emirates).

Energy Efficiency for Public Sector: The Gold Award was given to Masdar (United Arab Emirates); RTA was honoured with the Silver Award (United Arab Emirates),

while the Bronze award was given to RasGas (State of Qatar).

Energy Efficiency for Private Sector: The Gold Award was given to Al-Futtaim Group Real Estate (United Arab Emirates), the Arab Contractors Company was honoured with the Silver Award (Egypt), while the Bronze award was given to ABB/ Al-Khaleej Sugar Company (United Arab Emirates).

Education Energy Award: The Gold Award was given to the Friends of Environment Society (Jordan), Dr. Hanan Talib was honoured with the Silver Award (United Arab Emirates), while the Bronze award was given to HSBC Bank (United Arab Emirates).

Research & Development Award: The Gold Award was given to Ayman Adnan Almaitah (Jordan), the University of Bahrain was honoured with the Silver Award (Kingdom of Bahrain), while the Bronze award was given to the Nitrate Production System (Hashemite Kingdom of Jordan).

Young Professional Energy Award: The Gold Award was given to Abdul Aziz Al Obaidli (United



His Highness award Emirates Transport with a special recognition award for the use of clean transportation fuels



HSBC Bank was given the bronze award for education energy



Dr. Hanan Talib was honoured with the silver award for education energy

Arab Emirates); Mahmoud Shatel (Hashemite Kingdom of Jordan) was honoured with the Silver Award, while the Bronze award was given to Aisha Ali, Aya Abu Hani and Noora Rashed Al Kaizi (United Arab Emirates).

A Special Recognition Award was awarded to the organisations that succeeded in reducing energy consumption, including: Saudi Aramco (Kingdom of Saudi Arabia), Hamdan Bin Mohammed Bin Rashid Sports Complex, Dubai Investment Park (United Arab Emirates), Sheikh Zayed Housing Programme, Emirates Transport, for the use of clean transportation fuels, Dubai Silicon Oasis, and Drydocks World (United Arab Emirates).

The ceremony also honoured the sponsors who supported of the award: DEWA, the strategic sponsor and Dubai Aluminium Company (DUBAL), Dubai Petroleum Establishment and Dragon Oil: the Gold Sponsors.

Following the award ceremony, Al Tayer thanked all partners, sponsors, and people who contributed to the success of this prestigious award.

Al Tayer congratulated the winners and called on all involved in the energy sector to play a vital role in strengthening the cooperation to achieve the highest levels efficiency energy. He explained that the Award's Executive Committee, in cooperation with all concerned parties and international organisations, is currently working on expanding the geographical scope of the award worldwide.

World Energy Day- A new chapter in the sustainable energy agenda



The Dubai Declaration of Energy for All was announced by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, on 22 October, to be celebrated every year as World Energy Day to further reaffirm the importance of sustainable energy.

The World Energy Day initiative was signed by representatives from 54 countries, in addition to the United Nations, the Arab League and the African Union.

World Energy Day is an annual celebration for people worldwide through activities and events aimed at raising awareness on the importance

of energy conservation and rational consumption as well as leveraging sustainable energy in the development process.

An integrated Strategy

The Dubai Integrated Energy Strategy 2030 aims to the Emirate's energy needs through four major sources: natural gas (71%), nuclear energy and clean coal (24%) and solar energy (5%).

DEWA is committed to strengthening awareness among all segments of society on the importance of sustainable and safe energy for the benefit of all countries and people worldwide. The initiative will definitely strengthen the UAE's position as a global

leader in renewable and clean energy industry.

These objectives fit in perfectly with the goals of the World Energy Day to provide safe, sustainable and cost-effective energy as well as develop localised energy policies.

Other goals include: promoting responsible policies for the implementation and development of mechanisms and frameworks, sharing experiences and knowledge between countries to enhance human resources development and achieve the common good of humanity, boost the relentless pursuit towards sensible and rational use of fossil fuels for



the global economy, and encourage the safe and reasonable transformation to renewable energy resources.

Energy efficiency

Marking World Energy Day is aimed at raising awareness on the importance of energy, spreading knowledge about environmental sustainability among all segments of society, leveraging policies that seek to increase energy efficiency by expanding infrastructures including energy-efficient transport networks and communications, as well as industrial, commercial, residential and electricity networks, and increasing the integration of energy efficiency and sustainability measures

in urban and regional planning. Statistics show that nearly 1.3 billion out of some 7 billion people globally do not have access to electricity. This, in turn, poses a challenge that must be addressed through constructive cooperation between all developed and developing countries.

The State of Energy Report in Dubai

"In line with Dubai's keen commitment to develop strategic plans and frameworks to achieve energy security and efficiency, the Dubai Supreme Council of Energy, in partnership with the United Nations Development Programme (UNDP) and

the Dubai Carbon Centre of Excellence (Dubai Carbon), has unveiled the first edition of the 'State of the Energy Report: Dubai 2014' and 20,000 copies were distributed to serve as necessary global reference for best practices in the energy sector," said Al Tayer.



DEWA's Ranking Supports Dubai's bid for EXPO 2020

Dubai placed first in the region for availability and growth of electricity and water networks

The United Arab Emirates has been ranked first for the quality of infrastructure according to the Global Competitiveness Report 2013-2014. Also, the Emirate of Dubai is first in the region for the second time according to a study conducted on infrastructure by Mercer Consultants because of its state-of-the-art infrastructure topped by electricity grids and water networks. In this context, Dubai Electricity and Water Authority (DEWA), representing the UAE, made a new global achievement when it was ranked in the fourth place at the global level and the first place in the Middle East and North of Africa region in ease of getting

electricity according to the Doing Business Report 2014 published recently by World Bank.

"These achievements are 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. DEWA contributes effectively to supporting Dubai's EXPO 2020 bid by implementing The Dubai Integrated Energy Strategy 2030 as well as its own Strategic Plan and the other relevant plans," said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

"As part of DEWA's continuous efforts to achieve the vision of our wise leadership, to promote Dubai's leading position in the region and at global level, to strengthen its role as a global hub for economy, finance and tourism, and in line with its vision to become 'A Sustainable World-Class Utility', DEWA has a surplus of electricity and water production capacity at present. This capacity is being enhanced in accordance to the public demand and relevant transmission and distribution grids. DEWA can provide electricity and water services to the Exhibition in addition to

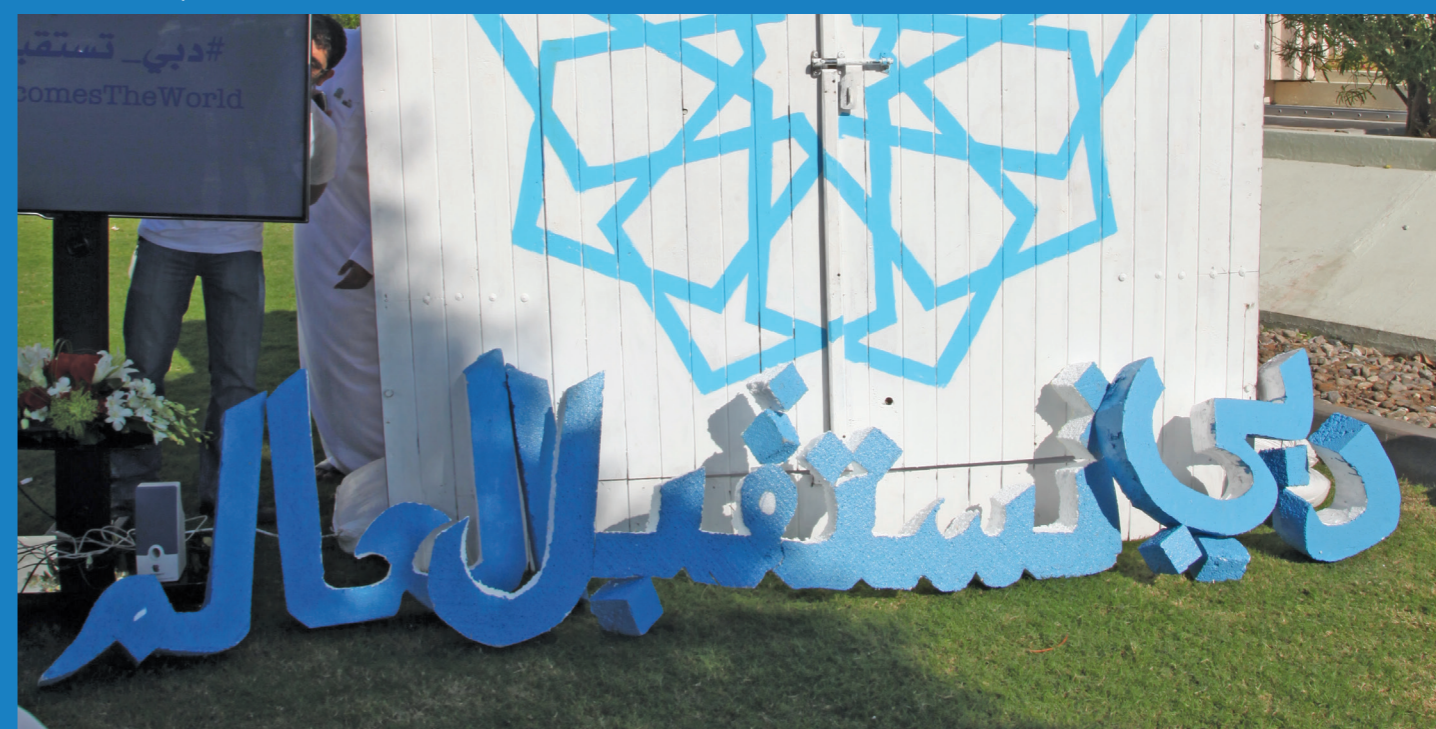


the expected growth and the requirements of developers in Dubai. DEWA also emphasises its full capability to meet all the requirements of the Exhibition at all times and at the highest global levels of efficiency, reliability and availability. DEWA will also collaborate with all the competent authorities to meet

all the requirements for the success of this high-profile global event and to promote Dubai's well-deserved global position," said His Excellency.

"We spare no efforts to achieve Dubai's goals of development and support preparations for hosting EXPO 2020. In coming days, we

will develop some strategic plans to support preparations for hosting this high-profile event and to achieve the theme of EXPO bid "Connecting Minds Creating The Future" to promote sustainability, creativity and innovation of all the participants of this global event," added Al Tayer.



DEWA organises special events for UAE's 42nd National Day



Dubai Electricity and Water Authority (DEWA) has celebrated the UAE's 42nd National Day with a variety of national and traditional events with the participation of DEWA's employees, partners, and customers in line with the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President, and Prime Minister of the UAE, Ruler of Dubai to enhance national identity.

DEWA's special tent was set up at the headquarters in Zabeel East, Jebel Ali Power Station, the Sustainable Building in Al Quoz, DEWA's office at Al Hudaiba, and Warsan for over a week.

DEWA adorned its buildings and customer service offices with the colours of the UAE flag, unified the display of all electronic screens, and distributed brochures including photos

and important information and events from the Union's history, in addition to congratulating DEWA's partners and customers via text messages and messages on its monthly bills.

DEWA's Marketing and Corporate Communications Division organised a number of visits to the offices of local media to enhance closer ties, and congratulate members of the press.



DEWA also organised field trips to 170 homes since the beginning of November with the aim of enhancing closer ties with all segments of society and offering advice and guidelines regarding the best ways of using water and energy resources being a responsible organisation that contributes to protecting the country's precious natural resources and boosting its endeavours to achieve sustainable development. Marketing & Corporate Communications also

distributed 10-metre long UAE flags, pins and scarves that carry the logos of the 42nd National Day there. This was greatly appreciated in the neighbourhood, and saw over 50 homes hoisting these flags to promote this occasion. This campaign is now being extended to other areas.

Motivated by its keenness on consolidating the UAE's national culture, DEWA's Public Relations & Media Department launched the National Day Contest

via Al Bayan Newspaper and DEWA's official Twitter page @DEWA_Official. DEWA also honoured the local media outlets in appreciation of their role in supporting national initiatives and activities. The official celebration for National Day was held and DEWA welcomed everyone who joined the festivities on this important occasion.



DEWA offers customers smart solutions for a sustainable future



Our Smart Services and eServices do not only serve you better but also conserve the environment and pave the way for a greener & sustainable tomorrow for generations to come.

Dubai Electricity and Water Authority (DEWA), is offering its customers smart solutions for a sustainable future, through its website and smartphone apps, a service it has been providing since 2010 on a 24-7 basis. This is to support the 'Smart Government' initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai, to provide government services on mobile phones and smart phones.

"DEWA is providing uninterrupted and stable energy and water supplies in fulfilment of His Highness Sheikh Mohammed bin Rashid Al Maktoum's directives to ensure that we are delivering the best services to our customers. At the same time, we are also enhancing our corporate performance and productivity, and as raising customer satisfaction in line with our vision to become a sustainable world-class utility. DEWA is

making a real contribution to Dubai's social, economic and environmental development," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

DEWA has come a long way in transforming government engagement with customers, by adopting the latest technologies that have contributed to enhancing service efficiencies and customer satisfaction.

"DEWA has launched numerous campaigns and initiatives to raise awareness about its e-services, including the recently-launched 'Green Bill' campaign, which is an electronic version of the usual paper bill sent to our customers via email, as part of our efforts to preserve natural resources and protect the environment. Today, 73,909 people have already registered to receive the Green Bill," added Al Tayer.

"DEWA is always keen to be a leader in adopting the latest solutions and technologies, to provide smart services round-the-clock," said Marwan Salem Bin Haider, CIO and VP of IT at DEWA.

The smart solutions adopted by DEWA have contributed significantly to enhancing the quality of services provided to its clients, and preserving natural resources to achieve sustainability.

DEWA's apps provide a wide range of services, such as the latest DEWA news, enquiries about billing, and the option of allowing customers to pay their bills online using the mPay and ePay services. Customers can also share pictures, notes, and lodge complaints, while searching for the location and opening hours of customer service centres nearest to them, using Google Maps.

DEWA to expand capacity of largest power production and water desalination plant in the UAE



Dubai Electricity and Water Authority (DEWA) has plans to expand its M-Station in Jebel Ali, which is the largest power production and water desalination plant in the UAE. The expansion will add 400 MW of electricity to the total capacity of the station.

The total cost of M-Station exceeds AED 10 billion, and has a capacity of 2,060 MW of electricity, and 140 million imperial gallons of desalinated water per day. The plant is equipped with state-of-the-art technologies to operate at the highest levels of availability, efficiency, and reliability.

The expansion plan is in line with DEWA's efforts to increase the installed capacity to meet the requirements of the ambitious economic and urban projects in the Emirate, and to fulfil the directives of HH Sheikh

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

"The expansion includes new substations with a capacity of 400 MW, increasing the installed capacity of the station to 2,460 MW, upon completion of the expansion in 2018. M Station has cutting-edge and eco-friendly technologies for generating power, which will increase the fuel efficiency to 90%, minimise harmful emissions, and reduce nitrogen emissions to 25 parts per million," added Al Tayer.

HE Saeed Mohammed Al Tayer, MD and CEO of DEWA highlighted that M-Station is a result of careful planning and persistent efforts it provides to enhance the general productive capacity of DEWA, which currently stands at an approximate 9,646 MW of electricity, and 470 million gal-

lons of desalinated water per day, to meet the current demand in the Emirate of Dubai. This includes potential future expansions and economic development, to secure the supply of electricity

and water, ensuring sustainability in the long run.

"DEWA succeeded in enhancing fuel efficiency by 84-90%, while improving efficiency production by over 26% between 2007-2012, as a result of implementing the latest technologies in electricity production and water desalination. This is a testament to our commitment to work hard with our partners and the community to reduce energy demand in Dubai by 30% by 2030, in line with the Dubai Integrated Energy Strategy," added Al Tayer.

The expansion phase of M-Station will include adding one bi-fuel gas turbine, one steam turbine, and one heat recovery unit, which will increase the thermal efficiency of the station after the expansion to 90%, and is billed to be one of the highest rates of thermal efficiency in the world.

DEWA issues request for tenders for Dubai's new Clean Coal Power Plant



Dubai Electricity and Water Authority (DEWA) has issued a request for tenders for the new clean coal power plant, as part of its efforts to diversify Dubai's energy mix, and use new sources to generate electricity. This will produce 12% of Dubai's total power output, according to the Dubai Integrated Energy Strategy 2030, formulated by the Dubai Supreme Council of Energy.

HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, stated that this will be the first plant of its kind in the region to use clean coal technology and that the project will contribute significantly to alternate sources of energy.

Al Tayer also explained that the plant's total production capacity will reach 1,200MW, which will be carried out in two 600MW

phases, with the first phase to be completed by 2020, and the second by 2021.

Al Tayer referred to the Dubai Integrated Energy Strategy 2030 as a key factor in securing and diversifying Dubai's energy sources to include 12% from clean coal, 12% from nuclear energy, 5% from solar power, and 71% from natural gas.

DEWA awards AED 14 million main water SCADA System project

DEWA has awarded the contract for a project to commission and supply a main SCADA system for water to remotely control all data and monitor the main water network in Dubai. Led by its vision to become a sustainable world-class utility, DEWA is effectively contributing to the process of social, economic and environmental development in the Emirate of Dubai by providing uninterrupted and stable supplies of electricity and water in line with the vision of the Emirate.

"DEWA is moving forward with the implementation its critical projects. This project's key objective is to enhance and increase operational efficiency by monitoring the main water network around the clock and control the entire network through automatic valves or through direct orders from operators from the Monitoring Room. This contributes to the isolation of leakages in the shortest possible time to

reduce unaccounted-for water losses in the main transmission network. This project will enhance the efficiency of the water transmission network, increase reliability and secure uninterrupted and stable water supplies to different areas of Dubai at all times," said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

DEWA on schedule for Dubai's first hydrogeology report

The work on Dubai Electricity and Water Authority's (DEWA's) first commissioned hydrogeology report, is on track for delivery. An international consultancy firm was hired to determine existing ground water aquifers through an integrated scientific study that examines the possibility of storing drinking water in naturally-occurring underground spaces. By injecting water into the aquifers, the supply could be used at a later date to extract water when there is increased demand within the network.

This leading project comes as part of an overall water network plan which is an important contribution to enhancing Dubai's leading position as an economic, financial, and tourist destination, by providing a reliable infrastructure to meet various requirements of Dubai's development process, in accordance with the strategic plan, in addition to increasing the strategic reserve of water in the Emirate.

"The first phase of this report includes gathering information from various geological

studies of the wells in Dubai, as well as collecting samples from wells. In order to move to the second phase, we are currently working with consultants who have outstanding experience in groundwater, both in the region and internationally. The first phase is expected to be accomplished by the end of this year," said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

"DEWA works according to a strategic long-term plan, taking into consideration supply and demand," added Al Tayer.

DEWA offers 17 Convenient Modes of Payment

Dubai Electricity and Water Authority (DEWA) is actively contributing to the social, economic, and environmental development of the Emirate by offering uninterrupted and stable supply of water and electricity, led by its vision to become a sustainable world-class utility, and as part of its efforts to achieve Dubai's sustainable growth.

Aiming at taking the quality and speed of its services to the next level, and in line with its values and strategy to serve as a customer-oriented organisation, DEWA places the highest emphasis on customer satisfaction, and consistently seeks to meet customer needs by working on innovative ways to elevate service levels based on the highest standards of efficiency and reliability. DEWA closely monitors the latest international developments in customer service, to further improve its services.

DEWA has launched several initiatives and campaigns and adopted the most advanced technological solutions to com-

plete all customer-related transactions. This has also enabled DEWA to be in line with Dubai Government's focus on adopting the latest technology-driven services, achieve a breakthrough in e-services to satisfy its partners and customers, and fulfil Dubai's vision of scaling up the quality and speed of the services of its government departments.

To make its transactions much easier, DEWA has launched its newest customer eServices through its website, and through smart phones and devices, which made it the first government body in the UAE to develop applications for all leading smart phones and devices.

DEWA's applications include several services and features that enable customers to keep update with DEWA's news, learn more about its latest activities, watch the video gallery, use the bill enquiry and electronic payment service (ePay and mPay services), send photos and comments to the customer service centre, learn about the working hours

of the customer service offices, and locate the nearest payment centre using Google Maps.

"Adopting a balanced and effective electronic infrastructure is part of DEWA's strategy of promoting the process of electronic transformation initiated by Dubai Government. DEWA has made it a top priority to embrace the latest technological advances and introduce them to our electronic transactions, so they complement the goals set by Dubai's strategic plan to achieve sustainable development. These technologies and solutions provide comfort and speed, enabling our customers to benefit from the services we offer. Besides, they reduce operational costs, which will have a positive impact on DEWA's way of doing business, and the speed and efficiency of the services we offer," said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.



ePay



mPay



Direct Debit

Etisalat
Payment MachinesENOC/
EPPCOEmirates Post
Offices

DEWA rolls out Green Procurement Programme

Dubai Electricity and Water Authority (DEWA), has launched a new eco-friendly initiative under the theme 'Green Procurement Programme' to further promote the use of green technological solutions and sustainable energy to preserve the environment, and benefit the community economically and socially.

The Programme aims to promote the purchase of green materials from authorised suppliers who provide sustainable and eco-friendly supplies. Through the programme, DEWA aims to reduce waste, promote recycling, and encourage stakeholders to rationalise the use of various

materials, to avoid a negative impact on the environment.

"Led by our vision to become a sustainable world-class utility, we are committed to implementing an integrated strategy for conserving our precious natural resources for generations to come. We adopt the highest environmental standards across our various activities and operations. DEWA works in line with the vision of Dubai Government to promote green initiatives. The Green Procurement Programme will help to reduce the use of natural resources, promote recycled materials, minimise waste, and

raise awareness on conservation. This will contribute to reduce expenses on the long run, and further position DEWA as an international model in the field of sustainability and environment," said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

The programme implements the highest international quality standards in accordance with the ISO 14001 Environmental Management System (EMS). The programme aims to follow these standards when buying, recycling, and using materials.

DEWA launches Move-in, Move-Out service

Dubai Electricity and Water Authority (DEWA) has launched a new electronic service to allow its customers to register new accounts and finalise their settlement through DEWA's website. The new e-service will enable new customers to register, and pay their deposit amount if they are moving in, as well as request for the final settlement and return of deposit amount when moving out.

The launch of this new service is part of DEWA's strategy to provide easier and more convenient ser-

vices to the highest international standards. DEWA encourages its customers to adopt electronic services to save time and efforts by completing transactions online. The new service is designed specifically to enhance the ease of dealing with the Authority, and it does not require customers to visit the customer service centres to complete their transactions, except for collecting their deposit cheque.

"In line with the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President

and Prime Minister of the UAE, Ruler of Dubai, to establish a full electronic system to complete government transactions, we are committed to improving customer satisfaction levels by offering them new ways to complete their transactions that enhance their comfort, and ensure fast and efficient completion of transactions. The new electronic services reflect our industry leadership in bringing the latest solutions to upgrade our operations, and save the time and efforts of our customers," said Al Tayer.

DEWA rolls out Smart Government initiative

Dubai Electricity and Water Authority (DEWA) is undertaking initiatives to overcome all difficulties and enhance communications with its customers in line with international standards to achieve the highest possible levels of customer satisfaction, based on the Smart Government initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President, and Prime Minister of the UAE, Ruler of Dubai, to provide 24-7 government services, and build on HH Sheikh Mohammed's quote from his book, *Flashes of Inspirations*, "our vision of the government is not a separate entity from the people, but a part of them," DEWA is also investing in its staff to increase employee productivity, where it adopts international best practices to improve the quality of services provided to all customers, while working towards localising all positions.

To achieve these goals of the Smart Government initiative, DEWA formed a number of working teams incorporating Emirati talent, including IT experts, qualified programmers, developers, graphic designers, information security experts, auditors, and analysts, to achieve the vision of HH Sheikh Mohammed bin Rashid Al Maktoum.



DEWA is keen to keep up-to-date with the latest developments in the field of technology, training, and development programmes. Through technical workshops, and conferences, DEWA encourages vocational training and self-development.

Led by its vision to become a sustainable world-class utility, DEWA underlines the consistency and alignment of its strategy with that of Dubai's Government. DEWA contributes to the economic, social, and environmental development of Dubai, by providing stable and uninterrupted supplies of electricity and water to achieve Dubai's vision.

"In fulfilment to the initiative of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, in which His Highness announced that 2013 will be a year of

Emiratisation, DEWA is working to strengthen Emiratisation in the public sector, enabling Emiratis to handle specialised jobs in different fields. Having formed IT teams to activate the Smart Government initiative, we are committed to attracting and recruiting qualified Emiratis, to further optimise the efficiency of our overall performance, increase productivity, and provide high-quality services to our customers," said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

"We are keen to achieve a quantum leap in providing high quality and efficient services to our customers. We have formed IT teams to innovate a group of smart applications and solutions to further facilitate the access of our smart services to customers," said Marwan Bin Haidar, CIO and Vice President of IT at DEWA.

DEWA's 'Best Consumer Award' records overwhelming participation



The 10th 'Best Consumer Award' organised by Dubai Electricity and Water Authority (DEWA) is recording overwhelming participation from the residents of Dubai. Over 1,000 customers have already registered for the Award, which had recorded savings of 9.15 million KW/h

electricity, 49.35 million gallons water and 5,491 tonnes carbon emissions, equivalent to AED 5.25 million last year.

The rational use of electricity and water can be achieved easily by implementing simple tips such as using LED bulbs and eco-friendly home appliances,

and turning off the lights when not at home. DEWA's official website provides useful tips for reducing electricity and water consumption.

DEWA offers awards totalling AED 39,000 for 13 winners, with a grand prize of AED 10,000 for the winner who achieves the highest savings in monthly consumption.

DEWA residential customers can enter the 'Best Consumer Award' by registering online at DEWA's website www.dewa.gov.ae or Facebook page. The deadline for entries is 31 January 2014.

DEWA opens new nursery in Warsan

Dubai Electricity and Water Authority (DEWA) has launched a new nursery at its Warsan branch. The project aims to meet the overwhelming demand of employees who desire to enrol their children in DEWA 'nurseries. The new nursery can accommodate 40 children and is 446.5 sqm. in size.

DEWA is committed to supporting a system of nurseries across the organisation, to further empower

its female staff and support them to achieve the proper balance between their professional and personal lives. DEWA supports the national children care project which was launched in 2008 by HH Sheikha Manal bint Mohammed bin Rashid Al Maktoum, President of Dubai Women Establishment, wife of HH Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Presidential Affairs of the UAE.

DEWA inaugurated its first nursery at its headquarters in 2010 in line with international standards in terms of fittings and teaching methods.

DEWA headquarters' nursery spans 332 sq. m. and can accommodate 32 children; while the Sustainable Building nursery is 445 sq. m. in size and accommodates 48 children. Together, the DEWA nurseries can accommodate a total of 120 children, at any given time.

DEWA showcases latest Smart Services at GITEX 2013

Dubai Electricity and Water Authority (DEWA) has presented its latest smart services at GITEX 2013 in the Dubai World Trade Centre as part of the Smart Government initiative adopted by the Government of Dubai.

DEWA announced the launch of its new smartphone and tablet application, which features new services and features such as Move-In and Move-Out, requests for final settlements, requests for temporary connections for weddings and events, water and electricity distribution locations services, and quotes from HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, in his memoirs 'Flashes of Thoughts' and 'My Vision,' whose wise words are a benchmark for DEWA. The application will also include links to His Highness's official website, Facebook, Twitter, and Instagram pages.

DEWA also presented the latest application for the Samsung Galaxy Gear Smart Watch, Smart

Cars, and the new 'Ouya' gaming console, making it the first government organisation to launch an application that also works on a home gaming console. In line with DEWA's commitment to maintain its presence across all types of platforms and devices, the new range of services allows customers to complete their transactions, pay their bills, follows the latest news from DEWA, as well as many other services, in the convenience of their own homes.

"In line with our commitment to activate the 'Smart Government' initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai, DEWA works within an integrated strategy to become a leader in providing smart services via smartphones and devices, enabling our customers to access most of DEWA's services any time, and anywhere. DEWA has provided creative solutions in the world of smart applications since 2010,

enabling customers to complete transactions, submit forms, suggestions, and complaints via their smartphone or portable device. DEWA is providing an opportunity for its customers to test the new applications at DEWA's stand during GITEX," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

"DEWA will showcase its latest applications that run on most smart phones and devices at its 'smart' stand at GITEX 2013. DEWA's customers and visitors can try the new applications, which have been developed to include new features, such as locating the nearest service centres, using the highly sought-after Augmented Reality technology, the monthly bill viewing plan, in addition to 150 new features to achieve DEWA's goal of providing its customers with the easiest and fastest solutions to complete their transactions," said Marwan Bin Haider, Vice President of IT and CIO of DEWA.



DEWA wins first place in CISCO Systems' Best Global Practices Award



Dubai Electricity and Water Authority (DEWA) has won the Best Global Practices Award from Cisco Systems, for its having the best ranking for its system quality and network security. DEWA has passed a series of assessments, auditing and monitoring by Cisco.

DEWA is the first government department to have won this global certification and accreditation in the region. This achievement is part of DEWA's efforts to establish an effective and stable electronic infrastructure and adopt the most cutting-edge technologies and solutions in different e-processes to support the strategy of the UAE government.

"Winning this award is a continuation and crowning of our relentless efforts to provide the best practices in line with the initiative of m-government, launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. Through this initiative, His Highness announced that we have moved beyond the stage of e-government by providing government services on mobile phones and devices to provide easy access to these services - anywhere and any time. In this regard, DEWA has established an effective electronic infrastructure to promote the

progress of e-transformation, adopt e-services, streamline transaction procedures and provide high-efficiency and quality in the field of customer services," said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

"DEWA's success adds to the success of the Emirate of Dubai. This achievement is another success by DEWA to optimise and enhance its services. We are always keen to be at the forefront by implementing the latest and most state-of-the-art technologies to achieve Dubai's vision by providing world-class services," said Marwan Bin Haider, CIO and VP of IT at DEWA.

DEWA wins 5 star rating in health and safety from British Safety Council

Dubai Electricity and Water Authority (DEWA) has won a 5 star rating in health and safety from the British Safety Council for 2013 in recognition of its commitment to excellence and leadership.

DEWA won the rating in addition to receiving the Sword of Honour from 2007 to 2012, which is awarded only to institutions of excellence around the world recognising their efforts in maintaining the highest standards of health and safety in the work environment. DEWA was the only service-based organisation to win the prestigious award in the Middle East and North Africa.

"Our newest achievement is a result of adopting best international standards in the field of health and safety, as part of our strategy to promote a culture of maintaining health and safety standards,

and providing a healthy work environment for DEWA's employees, contractors, and customers," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

"We have won the 5 star rating from 2002; underlining the success of our efforts and initiatives in the fields of health and safety. We look forward to achieving more honours, and to work to the highest levels of performance and improvement, continuously developing the work environment," added Al Tayer.

"It is in our best interest in DEWA to save life and property. We can achieve this only by following the highest international standards and best practices, and following up on performance improvement. This requires total knowledge of the risks surrounding the

work environment and taking all safety precautions to accomplish our safety goals to avoid injury and accidents, and save lives and property. We ensure the safety standards by designing and implementing a modern risk management plan," said Dr. Yousef Al Akraf, EVP of Business Support and VP of Human Resources.



DEWA wins three Hamdan bin Mohammed Programme for Smart Government Services



The winners of the Hamdan bin Mohammed Award for Smart Government were announced today in the presence of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Dubai Executive Council.

Dubai Electricity and Water Authority (DEWA) won three awards including, Best Government Service via Mobile Phone, Best Service Centre Manager, and Best Service Star amidst strong competition from other government organisations. Hana Al Bloushi of DEWA won Best Customer Service Manager Award, while Shaikha Al Emadi won the Best Service Star.

The first and most prestigious award designed to honour best government services in the Emirate of Dubai, it was launched as a programme to enhance government performance in fulfillment of the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to manage the transformation to smart government.

"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, DEWA has put in place a balanced and effective electronic infrastructure as part of our strategy to promote electronic transformation of ser-

vices initiated by Dubai Government. We provide 24/7 services by simplifying our processes, and enhancing our efficiency and reliability to ensure high living standards for people living in the UAE in line with the UAE Vision 2021," said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

"DEWA has made it a top priority to embrace the latest technological advances and introduce our customers to our electronic transactions. These technologies and solutions provide comfort and speed, enabling our customers to benefit from the services we offer. Besides, they reduce operational costs, which will have a positive impact on DEWA's way of doing business, and the speed and efficiency of the services we offer," added Al Tayer.

"We took the initiative of introducing the latest services and smart solutions to suit our customers' needs and meet their demands in a proper and quick manner. DEWA is committed to offering the best and fastest services in the most secure way. We always ensure that our smart services and solutions conform to the highest safety standards," said Marwan Bin Haider, Vice President of IT and CIO at DEWA.

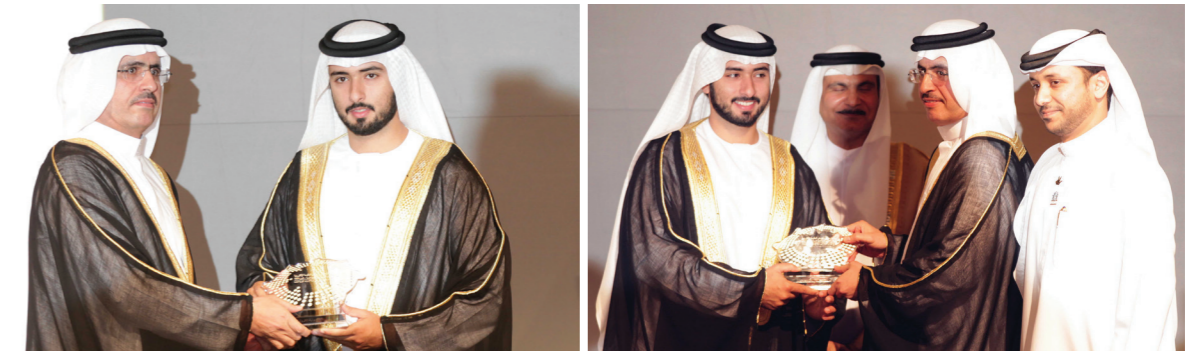
The award aims to support Government organisations' efforts to enhance their performance and achieve continuous improve-

ment in their public services. It also honours individuals and teams who have contributed in enhancing government performance, and promotes mutual cooperation between all government sectors to achieve the common goal of being a smart government.

DEWA recently announced the launch of its new smartphone and tablet applications, which has new services and features such as Move-In and Move-Out, requests for final settlements, requests for temporary connections for weddings and events, water and electricity distribution locations services, and links to His Highness Sheikh Mohammed bin Rashid Al Maktoum's official website, Facebook, Twitter, and Instagram pages.

DEWA's leading applications include several services and features that enable customers to keep up to date with DEWA's news, learn more about its latest activities, watch the video gallery, use the bill enquiry and electronic payment service (ePay and mPay services), send photos and comments to the customer service centre, learn about the working hours of the customer service offices, and locate the nearest payment centre using Google Maps, as well as many others. DEWA also provides 17 different ways to pay bills to its customers.

DEWA wins Best Government Electronic Gate award and Best Smartphone Application award



HE Saeed Mohammed Al Tayer, MD and CEO of DEWA received from HH Sheikh Majed bin Mohammed bin Rashid Al Maktoum, Chairman of the Dubai Culture & Arts Authority the Best Government Electronic Gate, and the Best Smartphone Application awards during the 3rd GCC eGovernment Award ceremony organised under the patronage of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai, on the 11th of December 2013 at the InterContinental, Festival City, Dubai where DEWA represented the UAE.

Winning this awards motivates DEWA to improve its services, and compete with other government entities to enhance the international reputation of Dubai, which is achieved through the provision of innovative services contributes to enhancing living standards amongst residents of the Emirate of Dubai.

"In line with the Smart Government initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai, to provide smart government services on smart phones and tablets, in order to achieve customer satisfaction, and enhance corporate performance, and provide the best possible services to our customers in

line with our vision to become a world-class sustainable utility, DEWA is effectively contributing to the social, economic, and environmental development of Dubai by providing uninterrupted supplies of electricity and water," said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

"DEWA has made significant progress in its efforts to transform from e-Government to Smart Government, by adopting the latest technologies that have contributed to enhancing service efficiencies and achieve customer satisfaction. DEWA has been providing its e-services through its website and smart phones applications since 2010 to make it easy for its customers to reach the smart services 24/7," added Al Tayer.

"Winning these prestigious awards is an evidence of our commitment to stay in a leading position by adopting best solutions, and electronic services, so we are committed to improving our services in a form that meets our expectations, and satisfaction of our customers," said Marwan Bin Haider, Vice President of IT and CIO of DEWA.

"DEWA was and still in a leading position in attracting and using latest technical standards in the process of implementing smart services, which will raise the effi-

ciency," added Bin Haider.

DEWA launched an updated version of its electronic gate in 2012, where services were classified based on (life-events) services which relates to the daily needs and requirements of each customer individually, which contributed to the transformation from the traditional method in the provision of services, to a more creative methods allowing customers to access services simpler and faster.

DEWA added in the new version of its application more than 150 new services, also DEWA has been the leader in including its new application quotes from HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai, as well as links to his social media sites such as Facebook, Twitter, and Instagram making it possible to learn from his wise vision.

DEWA began to develop its strategy for smart services since 2009 which resulted the launch of various smart phones applications since the beginning of 2010, in this contest DEWA launched its first applications for iPhone, iPad, BlackBerry, Android, Windows Phone 7, BlackBerry Book, Samsung Smart TV, Windows 8, Windows Phone 8, BlackBerry Z10, and BlackBerry Q10.

DEWA enters 'Hall of Fame for Investors in Excellence'

Dubai Electricity and Water Authority (DEWA) has been entered into the Hall of Fame for Investors in Excellence by the British Investors in Excellence organisation, for companies that accomplish advanced results in the field of organisational excellence. DEWA added another achievement to its portfolio of international recognition by being by being recertified for its Investors in Excellence certificate in recognition of its operational efficiencies.

"Led by its vision to become a sustainable world-class utility, DEWA implements the highest quality and excellence standards to further improve its services. Our efforts have enabled us to win several international awards in the field of organisational excellence and standards of service. At DEWA, we believe that information, ideas, and innovation plays a key role in drawing and executing our strategies and initiatives, which in turn allows us to remain at the forefront of the industry, locally and globally," said HE Saeed



Mohammed Al Tayar, MD and CEO of DEWA.

"This achievement underlines DEWA's success in implementing the highest international standards of organisational excellence across administrative, operational, and service levels. DEWA is effectively contributing to the social, economic, and environmental development of Dubai by providing uninterrupted supplies of electricity and water at the highest levels of availability, efficiency, and reliability," concluded Al Tayar.

"Having adopted the highest quality standards, we continue to invest and provide all possible support to promote

a culture of excellence among DEWA employees to further optimize our services," said Dr. Yousef Al Akraf, Executive Vice President of Business Support and Human Resources.

DEWA continuously supports the vision of Dubai Government and its strategic plans, which aim to achieve sustainable development in Dubai, and promote the Emirate as a global hub for finance, business, and tourism. DEWA has achieved several international accomplishments which promoted the global position of Dubai in several vital fields.

DEWA & Dubai Health Authority host lecture on Middle East Respiratory Syndrome virus



Dubai Electricity and Water Authority (DEWA), in collaboration with the Dubai Health Authority (DHA), presented a lecture on the corona virus known as the Middle East Respiratory Syndrome (MERS) virus, to inform DEWA staff about it, and further promote the overall health and welfare of DEWA's women employees.

The lecture was delivered by Dr. Sawsan Al Nahhas, and Dr. Riyadh Khan, and covered the symptoms caused by the virus as well as ways to prevent infection, particularly in the wake of several cases occurring across the GCC region. "DEWA consistently launches health and social initiatives to promote awareness amongst DEWA's staff on the importance

of maintaining good health and prevention against diseases. DEWA also organises several awareness programmes and initiatives covering various subjects, to further empower employees in various fields," said Khawla Al Mehairi, Vice President of Marketing & Corporate Communications at DEWA.

Minister of Energy Visits DEWA



HE Suhail Al Mazroui, Minister of Energy, and HE Matar Al Niyadi, Undersecretary at the Energy Ministry, have visited Dubai Electricity and Water Authority (DEWA) and were received by HE Saeed Mohammed Al Tayer, Vice Chairman of the Dubai Supreme Council of Energy and MD and CEO of DEWA, and HE Ahmed Butti Al Muhairbi, Secretary General of the Supreme Council, and EVPs

and other senior officials from DEWA.

At the outset, Al Tayer welcomed the guests by referring to the directives of the visionary leadership of HH Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, and HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

Al Tayer also reflected on the efforts made by the UAE's leaders to achieve the UAE Vision 2021, to promote the UAE's position on both a regional and international level, and to transform it into one of the best countries of the world by 2021.

Afterwards, the minister emphasised that everyone has the team spirit so that the UAE will

attain the highest global ranking. Also, the minister shed light on the pioneering achievements made by the UAE, especially the m-Government Initiative, which provides government services on mobile phones to give easy access to customers everywhere.

"In line with the leadership's vision and approach to enhance energy efficiency and promote the global standing of the UAE, the Ministry of Energy adopts an integrated and unified federal strategy and cooperates with all UAE organisations. It is important for national and federal organisations to collaborate and launch new outreach initiatives to raise awareness of all segments of society on the importance of conservation. It is also necessary also to highlight the importance of saving energy, diversify energy sources and activate the role of all UAE nationals and residents to support these initiatives, as well as combining efforts with the Ministry of Education and all its relevant departments to instill and promote a culture of conservation among all segments of society," said Al Mazroui.

The Minister of Energy highlighted continuous efforts to

host EXPO 2020 and the need to combine efforts to increase the UAE's chances to win this global high-profile event. Al Mazroui also praised Dubai Electricity and Water Authority as a successful example to follow, as it provides world-class services of electricity and water.

Al Tayer illustrated the responsibilities of the Supreme Council, chaired by HH Sheikh Ahmed bin Saeed Al Maktoum. The Vice Chairman of the Supreme Council reviewed the initiatives for energy efficiency and management. He also reviewed the roadmap that shows the progress of the Dubai Integrated Energy Strategy 2030, and reduction in demand for energy by implementing best global practices in the field of resource conservation and promoting the best practices and initiatives launched by the Supreme Council. All these efforts are meant to achieve sustainable development and disseminate awareness among all segments of society on the best use of energy and its importance to develop communities. Al Tayer

also shed light on the role of the Supreme Council to develop the workplace through important initiatives to ensure uninterrupted supplies of energy, water and fuel.

During the visit, there was a presentation on DEWA and its vision to become a sustainable world-class utility and its strategy to focus on enhancing creative initiatives, successful investments and development projects. The presentation also shed light on the the most important awards that DEWA received and how this helped the UAE to attain the fourth global place and the first in Middle East and Africa in terms of getting electricity, according to the World Bank's Doing Business Report 2014.

At the end of the visit, Al Tayer thanked the Minister of Energy and the Undersecretary for the visit and stressed the necessity for combining all efforts to achieve the vision of the UAE's Leadership to promote sustainable development and realise the UAE Vision.

DEWA receives delegation from Dubai Police to strengthen collaboration and exchange expertise



The Marketing and Corporate Communications Division of Dubai Electricity and Water Authority (DEWA) has received a delegation from Dubai Police at its headquarters in Zabeel East, as part of its efforts to further strengthen collaboration with all government organisations.

The visit reinforces the existing close ties work between the two organisations, in accordance with the vision and strategy of Dubai Government, in addition to reviewing the tactics, adopted technologies, and administrative operations of DEWA's Marketing and Corporate Communications, one of the most dynamic divisions across Dubai Government's organisations.

Khawla Al Mehairi, VP of Marketing and Corporate Communications, Fatma Aslam, Manager of Sustainable Consumption, Sultan Al Zaabi, Project Manager of Conservation, Outreach and Engagement, Mohammed Binde-

maithan, Assistant Manager of Planning and Special Projects, and Yousuf Al Qaseer, Senior Executive of Quality and Excellence, received the delegation, which included Captain Ahmed Al Haj, Lieutenant Saeed Al Katbi, Lieutenant Issa Al Suwaidi, Fadi Nabil, and Corporal Jebreel Yousuf.

Khawla Al Mehairi provided an overview on the division and gave a presentation to the delegation about DEWA's vision, mission, and corporate values, as well as the organisational chart for the division and its channels for conventional and digital corporate and marketing communications, both internally and externally. The presentation also shed light on tactics and mechanisms for organising local and international events.

"The Marketing and Corporate Communications Division contributes effectively to building the brand equity of DEWA at both

local and international levels, by raising awareness and driving the positive participation of concerned parties. We consistently establish interactive communication channels with all community segments, and launch integrated frameworks, and sustainable and eco-friendly initiatives to contribute to the community, environment and growth of Dubai," Khawla Al Mehairi, VP Marketing and Corporate Communications.

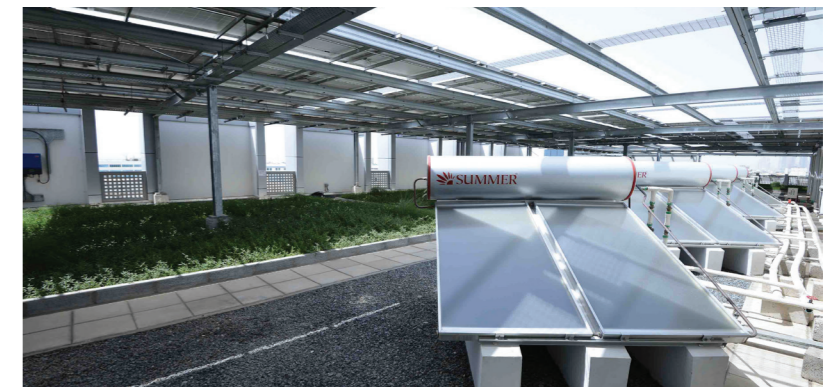
The delegation expressed their admiration of the division's achievements in the areas of public relations, media, marketing, and internal and external communications. They also praised the success of the division in communicating effectively and efficiently with various concerned parties, including community, government, customers, employees, and strategic partners.

DEWA adopts energy saving practices to meet green building standards and specifications

Dubai Electricity and Water Authority (DEWA) has replaced 5,200 lighting units with new cutting-edge and highly-efficient lighting systems across its premises, including power stations, substations and offices, at a total cost of AED 5 million. This supports the Green Economy for Sustainable Development initiative announced by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai and perfectly complements DEWA's continuous efforts to reduce energy demand by adopting the best energy-saving practices and meeting green building standards and specifications.

Since 2011, DEWA has built all its new premises to meet green building standards and specifications approved in the Emirate. One of its most impressive achievements has been the Sustainable Building, located in Al Quoz, which is the first public sector green building in the UAE and the world's largest government building 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.

DEWA has implemented extensive studies at a number of its



customer care centres and private offices, including its Head Office, Al Hudaiba, Al Wasl, Burj Nahar, Umm Ramool, and the Administrative Building at (L) and (G) stations in Jebel Ali Power Station; carrying out the amendments required to comply with green buildings guidelines and standards. The cost of making these amendments is approximately AED 16 million, which will be budgeted for 2014.

"We at DEWA spare no effort in encouraging efficient energy consumption by enhancing awareness on the importance of adopting responsible energy and water consumption. This is based on the Dubai Integrated Energy Strategy 2030, which aims to reduce demand for electricity and water through the rationalisation of consumption in the Emirate to achieve long-term sustainable development and protect the environment. This also supports our corporate values and our vision to become a sustain-

able world-class utility. These are the reasons why our exercises are an integral part of our continuous efforts to preserve our valuable natural resources, for generations to come," said Al Tayer, MD & CEO of DEWA.

"DEWA is now providing an electricity and water consumption efficiency review service across its customers' buildings, which involves checking the lighting, air conditioning and water systems, to promote conservation practices and maximise consumption efficiency, by advising on recommendations on lowering consumption," added Al Tayer.

"In the second phase, DEWA will monitor the electricity and water consumption of the buildings that have been reviewed to ensure that consumers follow the recommended procedures for consumption efficiency," concluded Al Tayer.



At the end of 2013, the Women's Committee at the Dubai Electricity and Water Authority (DEWA) will have completed its fourth year, during which it has completed many myriad tasks to empower women and develop their roles on both institutional and social levels. Over the years, the Committee has left a significant imprint on women from all backgrounds.

The launch of the Committee reflects the support of the UAE's visionary leadership, which places the highest emphasis on providing all the necessary facilities to boost women's contribution in the advancement, development, and empowerment, of our nation. Women are primary contributors to sustainable development in the UAE, where they are able to hone in on their abilities and skills. We are the happiest women in the world, and the whole world testifies to that.

In line with the vision of our leadership, the Women's Committee was launched in 2010 to embody the vision of His Highness Sheikh Mohamed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to empower working women by establishing a shared platform for positive interaction that promotes their role at work and in society at large.

The launch also came in line with DEWA's strategy to enable women at both, professional and social levels, and serve as an interactive platform for all

female employees, where they can engage in stimulating conversation and share their experiences, expertise, and knowledge, with each other. The Committee provides employees with the opportunity to host events that are aimed at elevating women's role in the society, in turn increasing their contributions and participation across all national and international events.

DEWA has played an integral role in empowering women. The total number of female employees at DEWA is 1,060, spanning all departments and specialisations.

As the chairperson of the Women's Committee, and in cooperation with its thirteen members, we work collectively on expanding the Committee's scope of interests; supporting its foremost position by implementing and realising DEWA's strategies; and assigning tasks to all members based on their specialisations. Additionally, the Committee communicates periodically with all female employees by conducting surveys related to their satisfaction with the Committee's work after every event. We constantly review the results of the surveys with upper management, and discuss the methods of incorporating the suitable ideas into our future plans. The female employees' opinions are undoubtedly leads us towards achieving the goals the Committee set out to accomplish.

Over the past four years, we set our goals and worked hard to achieve them by organising events and several distinctive training programmes, which covered all professional and managerial fields that act as points of interest for our women employees. The Women's Committee at DEWA works with committees across other various government entities, to enable all of the women of the Emirate to lead the way to the future.

Khawla Al Mehairi

Chairperson
DEWA's Women's Committee

'Abayaty' initiative provides clothing for 3,000 underprivileged families



The Women's Committee of Dubai Electricity and Water Authority (DEWA) launched a social initiative, Abayaty, in collaboration with Human Appeal International (HAI) aimed to serve society, support underprivileged families, and enhance social and volunteer work. The Abayaty initiative has succeeded in providing clothing for 3,000 underprivileged families.

As part of the initiative, DEWA Women's Committee members collected unneeded abayas and packaged them for delivery to under privileged families

through HAI, who was in direct contact with the beneficiaries.

The Committee dedicated special locations for collecting abayas including DEWA headquarters, and its offices in Warsan, Jebel Ali, and the new sustainable building in Al Quoz. DEWA's female employees provided boxes and plastic bags to collect abayas from donors, and volunteered to expedite the process.

"The initiative is in line with DEWA's strategy and responsibility toward the community to support charitable activities and promote social cohesion. Supporting the

underprivileged segment is a national and religious responsibility. We aim to promote social balance in the community and contribute to the wellbeing of underprivileged families," said Khawla Al Mehairi, Chairperson of Women's Committee.

"Through the Abayaty initiative, we collected unneeded abayas and donated them for underprivileged families during the Holy Month of Ramadan, as it is the month of charity," said Fatima Deemas, Vice-Chairperson of DEWA's Women's Committee.

Women's Committee organises Ladies Etiquette workshop



Dubai Electricity and Water Authority (DEWA)'s Women's Committee organised an educational workshop on women's etiquette, presented by Mohammed Al Marzouqi, an expert on etiquette, social behaviour, and international protocol. This took place at DEWA's Sustainable Building in Al Quoz.

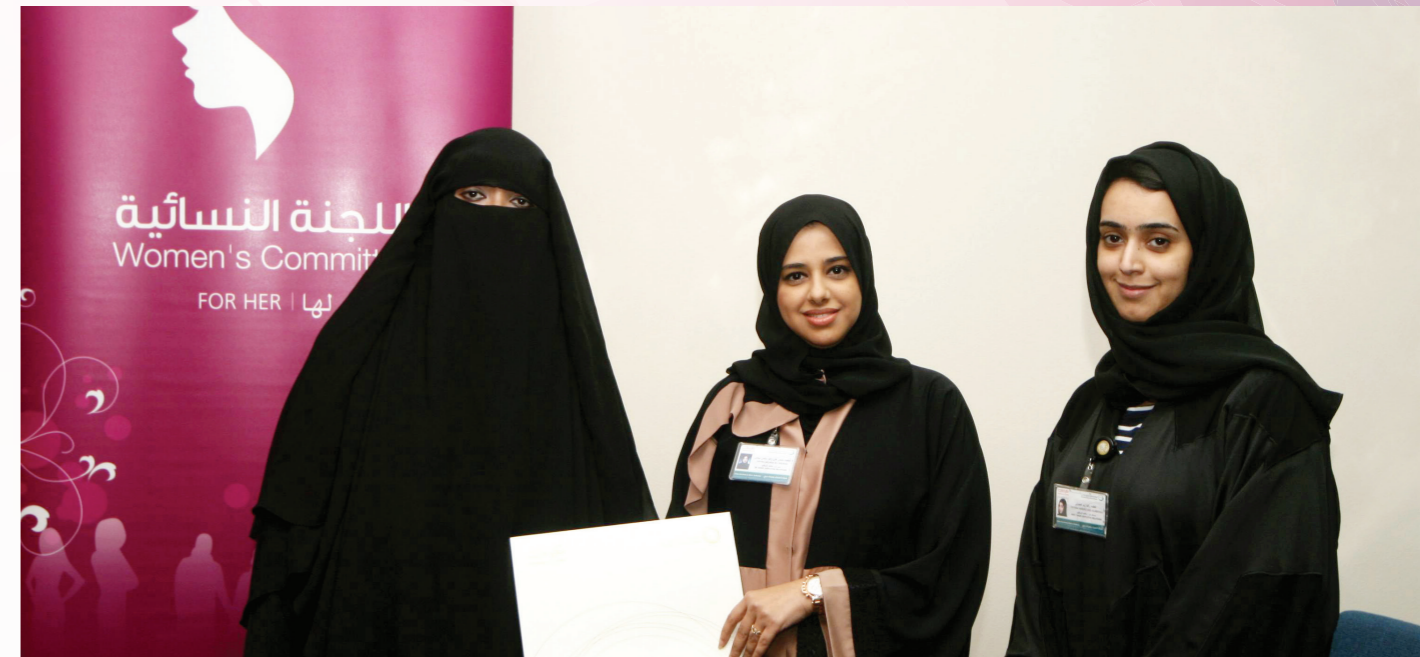
The workshop is part of DEWA's annual training and development plan for its employees, to create a positive work environ-

ment, and enhance employee skills. The workshop, which was held over three days, saw attendance from female employees across various sectors in DEWA. During the course of the workshop, the ladies discussed the definition of women's etiquette and its roots in Arab culture. Al Marzouqi presented a detailed brief on the history of etiquette, fashion, social visits, protocol, and dining etiquette, among other subjects.

The workshop included table etiquette, buffet preparations, and how to organise corporate dinners, as well as an open discussion between the presenter and DEWA's employees.

At the end of the workshop, Al Marzouqi thanked DEWA's Women's Committee for organising this workshop, and delivered a certificate of attendance to all participants.

Dubai's Women's Committee host various activities to mark 'International Day for Elimination of Violence against Women'



The Women's Committee of Dubai Electricity and Water Authority (DEWA) has organised a series of initiatives and symposiums as part of its participation in activities to mark the International Day for the Elimination of Violence against Women. The Committee's move is led by its social responsibility and pioneering role in supporting national and international initiatives that aim to empower women and enhance social development.

DEWA's Women's Committee organised an educational seminar at DEWA's headquarters in Zabeel East, attended by a number of DEWA female employees and other government representatives.

Amna Al Mutawa, Case Director at the Dubai Foundation for Women and Children (DFWAC), delivered an awareness lecture on violence against women. She underlined its causes and the means to encourage individuals, public and private institutions, and public welfare institutions to raise awareness amongst the general public about eliminating violence against women and its negative consequences on social development.

"Our visionary leadership places the highest emphasis on empowering women and enhancing their contributions to the society. The UAE's legislations and policies guarantee women's rights and offer them better living standards, which make the country an international role model in the field of empowering

women," said Khawla Al Mehairi, Chairperson of DEWA's Women's Committee.

"The initiative by the Women's Committee is in line with DEWA's commitment to support women and boost their participation in the family, and social and economic development, in addition to consolidating family values and providing an appropriate environment," added Al Mehairi.

Al Mehairi emphasised the Committee's commitment to finding proper solutions to women's problems and obstacles, and praised the support provided by DEWA's higher management to achieve the Committee's vision and goals.

Ambitions with no borders

Hamad Jassim



About Hamad Jassim

Hamad is an ambitious, optimistic young Emirati. He graduated with honours from the Faculty of Electrical Engineering, the UAE University. He joined the National Space and Aeronautics Agency (NASA) as a scientific research fellow, and trained for more than seven months in several international companies including Germany's GLOBALFOUNDRIES, the world's largest manufacturer of semiconductors, and Technobothnia Research Centre in Finland, where he was selected as the best intern. Hamad won the

Hamdan bin Rashid Al Maktoum Award for Distinguished Academic Performance twice in 2003 and 2010. He also admires voluntary work and social service. Today, he works as an engineer at the Substations Emergency & Cable Department at DEWA.

When did you join DEWA, What are your daily tasks?

I joined the DEWA on 12 September 2011. My field work includes dealing with customer complaints and fixing electrical malfunctions related to the 33-11-6.6 kilovolt distribution

networks round the clock, by making and optimal use of the available resources according to specific goals and timeframes. My work includes, for example, repairing electrical cable, restoring electricity to customers by connecting portable electrical generators, repairing and replacing transformers and substations. Additionally, I calculate and analyse performance indicators for distribution maintenance management (Dubai).



You have recently won an award from the Dubai Government Excellence Programme, could you tell us more about its impact on your personality?

No words can describe my feelings when His Excellency Saeed Mohammed Al Tayer, MD and CEO of DEWA, personally informed me of the win, or when I received the Excellence Shield from my father figure and source of inspiration His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, who said to me: "This is just the beginning. Be strong. We need you." These words became my guiding beacon and interminable source for positive energy. Winning the award increased my responsibilities towards my homeland reinforcing my commitment to return countless favours and move forward in the process of distinction and giving. We will not prolong the talk about our already spectacular achievements; rather, we will work harder and multiply our efforts to move closer to achieve our vision which will put us at the forefront of all the cities of the world.

What are your personal and professional ambitions?

My ambitions are big and boundless. I always say that my ambitions stem from those of my country's, which are unlimited. I will not restrict my ambitions to words, I'd rather keep them absolute in my heart and mind: absolute, but set to be achieved within certain timeframes.

Who is your role model at work and in life in general?

My role model, father figure, and source of inspiration is the late Sheikh Zayed bin Sultan Al Nahyan. Whenever I face difficulties or challenges, I go through the history of my country: how it was 41 years ago, and how it is now thanks to his vision, determination, and will. Only then, great difficulties become trivial, and challenges become especially fun.

What are your hobbies?

I like poetry, and adore beautiful words. Besides, I love diving which takes you into another world of beauty and incites you to reflect on God's creation.

How do you set up the daily plan for administrative work?

I Define clear major goals every month with the aim of achieving and improving administrative work. I distribute these goals over the month's four weeks as sub-goals, which I fulfil within the week's five days. Then I review what I achieved at the end of every day to correct or adjust the plan of the next day.

Would you give us a piece of advice which you follow and want to share through Al Masdar Magazine?

Whether you think you can or cannot, you're right.

We would like to know about a wish that you seek to realise in your career?

I wish I can contribute more efficiently and effectively to DEWA's vision of becoming a sustainable world-class utility that offers the best electricity and water services to its customers. This cannot be achieved without qualified and educated groups of people. This is why we're here.