



# AL MASDAR

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## UAE ranks 1st regionally & 4th globally for getting electricity



- 8 Hamdan bin Mohammed positive collective efforts make miracles  
**DEWA wins Best App Award at the Hamdan bin Mohammed Smart Government Programme**
- 10 DEWA marks 43rd National Day celebrations to salute the Spirit of the Union

For generations to come



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## MOHAMMED BIN RASHID AL MAKTOUM SOLAR PARK CLEAN ENERGY FOR A SUSTAINABLE FUTURE

Generating 2,600 MW of Solar Power



Solar Innovation Centre



Research & Development Centre



University & Training Centre



The Mohammed bin Rashid Al Maktoum Solar Park was announced in January 2012 in line with the vision and directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai, to enhance the sustainable development of Dubai. It also supports the Dubai Integrated Energy Strategy 2030, to diversify Dubai's energy sources and increase the share of renewable energy in the Emirate.

Dubai Electricity and Water Authority (DEWA) is constructing the Solar Park, which is one of the largest renewable-energy projects in the region with a planned production capacity of 2,600 MW on completion in 2030, including:

- The Solar Power project of 2,600MW by 2030
  - First Phase: 13MW launched on 22 October 2013
  - Second Phase: 200MW will be launched in April 2017
- Research and Development (R&D) Centre with a solar testing facility
- Innovation Centre
- University and Training Centre

For more details, please visit [www.dewa.gov.ae](http://www.dewa.gov.ae)

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EXPO 2020

DUBAI, UNITED ARAB EMIRATES







"Our national identity is integrally linked to the Arabic language, which serves as an effective medium to express our values, culture and heritage. Promoting the language will enable our future generations to connect with our roots, society and values more effectively."



**HH Mohammed bin Rashid Al Maktoum**

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





## Our Vision

A Sustainable World-Class Utility.

## Our Mission

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

## Our Values

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

## Our Motto

For Generations to Come.





## SAEED MOHAMMED AL TAYER

MD & CEO OF DEWA

Led by the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to establish the city as a smart, innovative and creative global hub of the future, and our commitment to be a sustainable world-class utility, DEWA accomplished a milestone year of impressive achievements in 2014.

We rolled out several ground-breaking initiatives that support the Smart Dubai initiative of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, with the objective of making Dubai the smartest city in the world, and also placed the highest emphasis on promoting creativity, innovation, and the happiness and creativity of the citizens and residents of the Emirate of Dubai.

The Creativity Labs that we organised have been extremely productive, to say the least.

They enabled us to make strategies for the future with the formation of a range of innovative ideas suggested by our staff members.

We also aggressively pursued our goal to support the long-term economic Green Economy for Sustainable Development initiative, the sustainable development of Dubai and worked towards achieving the goals of the Dubai Integrated Energy Strategy 2030 to rationalise energy consumption, diversify renewable energy sources and conserve our natural resources.

The launch of the second phase of the Mohammed bin Rashid Al Maktoum Solar Park, the extension of M-Station, and the tendering for the Hassyan Clean Coal project are examples of our continued efforts to further diversify the energy sources.

In fact, it is a matter of pride that the UAE, led by DEWA, has been ranked in first place in the Middle East and fourth world-wide for getting electricity for the second consecutive year in the World Bank's Doing Business Report.

This year, we will work even harder to achieve our goal of becoming number one in the world.

In 2015, we are focusing on supporting the pillars of the Dubai Plan 2021 to establish Dubai as

a city of happy, creative and empowered people, and contribute to building the fundamentals for a smart and sustainable city.

We are committed to offering pioneering and excellent government services by continuously improving our performance on the Happiness Meter, announced by HH Sheikh Mohammed bin Rashid Al Maktoum to enhance the happiness of the people.

We will continue our efforts to instill the pillars of Social Responsibility that we have established in previous years, so that we can achieve the happiness and prosperity of all branches of society.

This year, we will work even harder to achieve our goal of being ranked as number one world-wide.



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8

COVER PAGE ■



Hamdan bin Mohammed: positive collective efforts make miracles  
**DEWA wins Best App Award at the Hamdan bin Mohammed Smart Government Programme**

10

FEATURES ■



**DEWA marks 43rd National Day celebrations to salute the Spirit of the Union**

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

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14

FEATURE STORIES ■



**DEWA marks World Energy Day on 22 October to promote energy sustainability**

18

SUPREME COUNCIL OF ENERGY ■



**Dubai Supreme Council of Energy and Dubai Petroleum celebrate UAE Flag Day**

21

News ■



**DEWA organises Business Excellence Conference**

32

CSR ■



**DEWA celebrates 350 new Muslim converts**

42

SPOTLIGHT ■



**Climate Change & Sustainability  
Mohammed Al Shamsi**

50

Technology ■



**DEWA's Smart App**

# Hamdan bin Mohammed: positive collective efforts make miracles **DEWA wins Best App Award at the Hamdan bin Mohammed Smart Government Programme**



In an unprecedented event in the history of human civilisation, global statistics reveal that urban population has exceeded its rural counterpart, which is considered a major turning point in the urbanisation of human society, particularly in Asia, the Middle East and North Africa. Based on this fact, many countries around the world have started focusing on sustainable urban development more than ever before, realising that the future of mankind undoubtedly lies in the city, which, in turn, will contribute to ensuring a life for future generations with less poverty and more security and convenience.

Cities today urgently need to keep pace with accelerating de-

velopments in Information Technology, manage the growing concerns related to global energy security and the aspirations of countries and cities to build sustainable national economies without fear of the future depletion of earth's energy resources. This is why several cities have started their transformation process to becoming entirely smart cities by upgrading their infrastructure and public services and adopting alternative energy resources and sustainable development, in an effort to achieve the welfare and stability of their peoples and secure abundance for future generations. To achieve this, Dubai has emerged as a model for development in the Middle East and one of the

world's most promising projects of building a smart city, adopting the latest international standards in sustainability.

Dubai and the UAE host various major, regional and international conferences and exhibitions in energy and sustainable development. They also sponsor leading awards and competitions which promote their vision including the World Future Energy Summit in Abu Dhabi; the Water, Energy, Technology, and Environment Exhibition (WETEX); the Emirates Energy Award, organised by Dubai Supreme Council of Energy and several other related events.

Dubai today fully-embodies the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice



President and Prime Minister of the UAE and Ruler of Dubai, to transform into the smartest city in the world.

To this effect, Dubai's strategy has been launched featuring six main pillars and 100 initiatives on transport, communications, infrastructure, electricity, economic services and urban planning, in addition to the transition of 1,000 government services into smart ones within three years through the concerted efforts of all of Dubai Government's organisations.

The first and most prestigious public service recognition award, the Hamdan bin Mohammed Smart Government Award complements Dubai's smart transformation. The Award has been launched within a comprehensive programme that aims to lay the foundations for Dubai's smart government by developing government work and implementing the smart government initiative, in response to the directives of

HH Sheikh Mohammed bin Rashid Al Maktoum.

Recognising initiatives, leaders, individuals and teams according to their related categories, the Hamdan bin Mohammed Smart Government Award was organised earlier this year. Under the theme 'City Builders,' the Award adopts new ways of providing the proper work environment for government organisations to boost cooperation by finding new, innovative solutions and initiatives for shared services amongst each other.

The Award also seeks to create new government services for all segments of society. DEWA won the 'Best Partnership with the Public' Award category.

HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, reaffirms that developing new fundamental services requires positive thinking that overcomes challenges, enhances joint ef-

forts between government entities and gives the public the chance to be part of these efforts. His Highness also points out that individual efforts can achieve excellence but collective efforts achieve miracles because each government entity gains the power of a dedicated team of government entities. The Hamdan bin Mohammed Smart Government Award emphasises the essential role of creative teamwork and innovation in providing the services which guarantee the happiness and welfare of all Dubai residents.

Dubai is confidently and steadily moving forward towards becoming the world's smartest city, and World Expo 2020 will make a superior chance for Dubai and the UAE to lead the region in smart transformation and work with industry leaders from major global corporations and international governments to develop and innovators for creating new technologies and services for other Smart Cities all over the world.



# DEWA marks 43rd National Day celebrations to salute the Spirit of the Union

DEWA has organised a range of activities at its headquarters in Zabeel East, at its Sustainable Building in Al Quoz, Al Hudaiba Centre, Warsan, and at the Jebel Ali Power Station.

In the presence of HH Sheikh Mansour bin Mohammed bin Rashid Al Maktoum, President of the Dubai International Marine Club, HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, and

HE Lieutenant General Dhahi Khalfan Tamim, Deputy Chairman of Police and Public Security in Dubai, inaugurated DEWA's range of celebrations.

The event was attended by Executive Vice Presidents, Vice Presidents, managers, staff, and representatives from the public and private sectors in Dubai, customers and visitors.

"Our leadership has taken this young country to be on par with developed countries and to achieve the first place in all fields. We take pride in our union, and the achievements and efforts by the founding fathers to establish its existence. We ask God to guide our steps and repay our debt to this generous country," said Al Tayer, in his opening address.





HE Lieutenant General Dhahi Khalfan Tamim gave a lecture on 'Enhancing the National Identity of Citizens and Residents.'

In the lecture, Tamim spoke about the components of National Identity that included eight elements: Land, Religion, Language, Civilisation, History, Culture, Goals, and Destiny.

Al Tayer handed to Mohamed Al Shamsi, Senior Manager of Sustainability and Climate Change at DEWA, a UAE National Flag to raise in Antarctica.

Al Shamsi is heading DEWA's mission to Antarctica as part of the Leadership on the Edge programme in March.

The National Day celebration was highlighted by a visual presentation of the late Sheikh Zayed bin Sultan Al Nahyan (May God rest his soul in peace), and poetry reading by Rashid Sharar, Musabbeh Al Kaabi, and Rashed Al Ghufli and a traditional show by school children.

All buildings and branches of DEWA were draped in the colours of the UAE National Flag and all departments put up electronic display screens to reflect the spirit of the occasion.

DEWA also organised field visits to neighbourhoods covering 400 houses to promote social networking with various segments of society.

DEWA officials visited a number

of organisations and government departments to promote social interaction and sent gifts. They exchanged congratulatory greetings with other officials and employees.

One of DEWA's efforts to promote national culture in the UAE society was an online social media quiz, called, 'Share with us your festivities.'

The public were invited to take a commemorative photograph during their celebrations.

### Second Day of Celebrations

The second day celebrations included staff standing to form the number 43. Other activities included a parade by the Al Khayalla band of Dubai Police, an exhibition of old photos, and a live performance by the Al Harbiya band.

A number of divers from DEWA staff raised the UAE flag on the seabed of the Arabian Gulf, off Jumeirah beach.

DEWA organised a workshop on Arabic calligraphy for its staff to strengthen UAE National Identity and the Arabic language.

In conjunction with DEWA's celebrations of the 43rd UAE National Day, employee Meera Rashid Ahmed Al Ali, from the office of Internal Audit at DEWA, dedicated her first literary work, a collection of Nabati poems titled Diwan Al Hadmalah, to Al Tayer.

The book includes different Na-

bati poems on topics related to the UAE's heritage.

### National Day activities in DEWA's branches

DEWA organised a series of national and heritage activities at its Sustainable Building in Al Quoz in the presence of Abdulla Obaidullah, Executive Vice President of Water and Civil, Vice Presidents, and staff, as well as DEWA's nursery children.

The celebrations at Al Hudaiba were attended by Marwan Al Sabbagh, Acting Executive Vice President of Transmission Power, Vice Presidents, and a large number of DEWA staff.

Nasser Lootah, Executive Vice President of Generation, Vice Presidents and a large number of employees, took part in the celebrations at the Jebel Ali Power Station.

### Flag Day Celebration

Earlier in November, DEWA also marked the UAE Flag Day, as per the directives of HH Sheikh Mohammed bin Rashid Al Maktoum to celebrate the day of HH Sheikh Khalifa bin Zayed Al Nahyan's accession as President.

A flag-raising ceremony was held at DEWA headquarters in the presence of Al Tayer and staff members. Flags were also raised at DEWA's offices and buildings in Jebel Ali, Hudaiba, Warsan, and Al Quoz, in the presence of DEWA officials and customers.

"Flag Day is an important occasion, which reflects the unity of the sons and daughters of Zayed. On this memorable occasion, we renew our promise of loyalty to our nation and our leadership, and confirm our commitment to do our best for the development and progress of our country under the flag of our union," said Al Tayer.

The celebration included a lecture by Major Abdulaziz Al Abdullah from Dubai Police.

The lecture was entitled 'Respecting the Flag.'

Awareness sessions were also held on the story of the UAE flag,

its colours and what they represent, as well as different types of flags, as well as the Oath to the Flag.

UAE National Flags were distributed to employees and visitors, and DEWA offices were decorated with flags.

The Flag Day activities continued until the 43rd UAE National Day to celebrate the Union of the United Arab Emirates.

"The National Day reminds us of our glorious history and how the UAE has evolved to be at the forefront in all fields, thanks to its wise leadership," said Dr. Yousef Al Akraf, Executive Vice

President of Business Support and Human Resources.

"The National Day celebrations underline our achievements and the dedication of our leadership, which is what inspires us to excel in all fields," said Waleed Salman, Executive Vice President of Strategy and Business Development at DEWA.

"The UAE National Day gives us the spirit of determination, perseverance and hard work to continue the process of development to ensure the prosperity of all citizens and residents," said Nasser Lootah, Executive Vice President of Generation at DEWA.







"The UAE National Day is a great occasion for us to express our devotion and gratitude to our wise leadership, who have established our nation as one of the best countries in the world," said Abdullah Al Hajri, Executive Vice President of Customer Services at DEWA.

"The UAE National Day reminds us of the need to continue the hard work and dedicated efforts to preserve our gains and enhance the prestige enjoyed by the UAE in various parts of the world," said Hussain Lootah, Executive Vice President of Transmission at DEWA.

"Our wise leadership has established the nation as a global hub and achieved several

milestone accomplishments that strengthen our pride," said Rashid bin Humaidan, Executive Vice President of Distribution Power at DEWA.

"43 years have passed and the sons of this nation, with their relentless determination, steer the course for future prosperity with confidence to make the UAE a shining star and we will continue to build on these inspiring achievements," said Khawla Al Mehairi, VP Marketing & Corporate Communications at DEWA.

"If we compare the UAE now with four decades ago, we will feel pride in our remarkable achievements. Each year, our country is making more progress and enhancing its reputation," said Jas-

sim Rajab, Financial Controller at DEWA.

"The UAE upholds a cosmopolitan community and promotes harmony among the multicultural population led by the visionary leadership of the UAE. We all work to achieve the same goal, which is to set an example of peaceful coexistence, tolerance and peace," said Yousef Jebril, the Executive Vice President of Power & Water Planning at DEWA.

# DEWA marks World Energy Day on 22 October

Underlines global thought leadership of Dubai and DEWA in promoting energy sustainability



DEWA marked World Energy Day on 22 October 2014 to show global thought leadership by Dubai and DEWA in promoting energy sustainability and building a secure energy future for generations to come.

Announced by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, World Energy Day was endorsed by 54 countries as well as representatives of the United Nations, Arab League and the African Union, through the Dubai Declaration, on 22 October 2012. The day was approved as World Energy Day to remind the world about the importance of energy, its role in our lives, and its positive impact in all aspects of social and economic development as well as the welfare of people.

The objectives of World Energy Day included developing mechanisms and frameworks; exchanging experiences among countries across the world to achieve the common good of mankind. It also promoted responsible and rational use of fossil fuels in the global economy and encourage transition towards safe and appropriate transition towards renewable energy resources.

"HH Sheikh Mohammed bin Rashid Al Maktoum approved World Energy Day to support the UAE Vision 2021 to make the UAE one of the best countries in the world in all sectors, including energy and sustainability, by 2021," said HE Saeed Mohammed Al Tayer, Vice Chairman of the Dubai Supreme Council of Energy, and MD & CEO of DEWA.

"It is significant how the lack of both energy and sustainable development can limit the progress of people and economies and prevent sustainable growth. On the other hand, sustainable energy initiatives can bring about remarkable value to our communities in the long-run. We at DEWA believe that committed action is imperative for a brighter and safer present and sustainable future and we constantly work not to only secure electricity and water to every person in the Emirate, but also to launch ground-breaking projects such as the Mohammed Bin Rashid Al Maktoum Solar Park."

DEWA marked World Energy Day with various activities and programmes to raise awareness about the importance of energy conservation, rational use, and



using sustainable energy to enhance development. DEWA organised a number of interactive workshops for its stakeholders and partners at its Sustainable Building in Al Quoz. The initiative highlighted the importance of providing safe, reliable, sustainable, and affordable energy for everyone. It also emphasised the need to develop national energy policies with global perspectives in sustainability, which address current and future challenges that face the energy sector.

As part of the celebrations, DEWA organised an awareness programme to promote the rational use of electricity and water in the Emirate. The activities at Mirdif City Centre from 23-25 October 2014, were part of its efforts to raise awareness on conserving natural resources, and encourage responsible use of electricity and water by government and private organisations, and other segments of society in Dubai.

DEWA also organised a specialised workshop on the efficient use of

electricity and water in the workplace, and its impact in reducing organisations' expenses, saving the environment, and supporting Dubai's vision and its sustainable development. The workshop focused on public staff with participation from businesses as well.

A range of activities and interactive competitions were organised for visitors to Mirdif City Centre, who learned tips on best practices to reduce electricity and water consumption at home and in the office. DEWA also distributed green ribbons to thousands of visitors as part of the world Green Ribbon Initiative, to promote environmental responsibility among all segments of society and engage them in Dubai's efforts to save natural resources.

DEWA also launched a marketing campaign in the local media to promote World Energy Day and encourage the public to interact with its conservation programmes and initiatives.

DEWA also organised the Sustainable Office workshop, to promote efficient use of energy and water, in collaboration with Emirates Wildlife Society - Worldwide Fund for Nature (EWS-WWF). The interactive workshop, the first-of-its-kind in the region, targeted DEWA's stakeholders, partners, energy developers and suppliers, other utilities, and developers of the residential and hospitality sectors in the region.

World Energy Day supports the policies that increase energy efficiency across various sectors. This included increasing efficiency of transportation networks, industrial processes, buildings, and the electricity grid. It also sought to increase energy efficiency and sustainability in urban and regional planning.

DEWA supports sustainable development of Dubai via initiatives in energy, lowering power and water use below world averages, and is committed to rationalising natural resources.



## DEWA's smart showcase at GITEX 2014



As the region's largest information technology exhibition, GITEX Technology Week brings together the world's foremost tech-innovations and business leaders, underlining Dubai's status as a hub for the knowledge economy.

With Dubai committed to being the smartest city in the world, led by the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, both the public and private sectors are increasingly focusing on the adoption of smart technologies.

GITEX Technology Week 2014 is the perfect platform for DEWA to highlight its thought leadership in launching smart initiatives and services. DEWA's stand, which displayed its three smart initiatives, also won great acclaim from visiting dignitaries.

HH Sheikh Mansour bin Mohammed bin Rashid Al Maktoum, President of Dubai International Marine Club, and HE Suhail Mohammed Al Mazrouei, Minister of Energy, toured DEWA's stand and were briefed on DEWA's smart services.

His Highness was briefed about the Ash'ir service. DEWA launched this as part of its corporate social responsibility to society as a whole, including people with disabilities.

He praised DEWA's three smart initiatives and emphasised the importance of improving the reliability of renewable energy and enhancing its use because of its vital role in increasing energy efficiency and supporting sustainable development.

Al Mazrouei commended DEWA's sustainable solutions and achievements by expanding the use of solar power

DEWA's stand at GITEX also attracted a large number of visitors. DEWA's three smart initiatives were praised by local and international visitors, and emphasised Dubai's leadership in smart services and advanced infrastructure.

DEWA's three initiatives, connecting solar power to houses and buildings, smart applications through smart meters and grids, and the construction of the infrastructure and charging stations for electric vehicles, have set new criteria for sustainability, governance, and smart infrastructure. The initiatives will help make Dubai one of the smartest cities in the world.

"The high praise our initiatives received at GITEX is a testament to DEWA's excellence in its smart transformation and our successful contribution to the development of new international criteria that





will make a real difference in the way smart cities are built,” said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

“DEWA has adopted an integrated strategy, and designed innovative plans and frameworks for ongoing improvement in administrative, operational, and service processes. This has enabled us to achieve 100% smart transformation less than a year after the Smart Dubai initiative was announced. This also contributed to DEWA achieving first place among government organisations in the Dubai Government Excellence Programme 2013 with a customer satisfaction index of 94.3%, which is the highest in the world,” added Al Tayer.

He said that adopting smart services helps in saving the environment, which is one of the main objectives of DEWA. In 2013, DEWA’s customers conducted 3.3 million transactions on its website and smart app.

This helped eliminate the emission of 11,000 tonnes of carbon dioxide that could have resulted from customers travelling to and from DEWA offices. This equates to planting 56,331 trees in an area equivalent to 106 football fields.

“We’ve seen a strong response from visitors to our smart services

and initiatives, which is a strong indication of the confidence of our customers in our innovative services to meet their needs. DEWA’s participation at GITEX 2014 emphasised our commitment to ongoing communication with our customers and the public to update them about the latest smart services and initiatives across all modern technological platforms,” said Moza Al Akraf, Acting CIO of DEWA.

DEWA first adopted smart technologies in 2009. This resulted in launching many of its services through its smart app, completing its smart transformation.

DEWA’s services are available through its app, which supports iOS, Android, BlackBerry, Windows, and Windows Phone platforms.

It also supports Samsung home entertainment systems, smart watches, and Etisalat’s eLife. DEWA’s services are also available on its web application ([dewa.gov.ae](http://dewa.gov.ae)).

DEWA has also launched its smart app for Google Glass, which improves internal procedures by enabling technicians to detect any faults in stations and substations, and send notifications to DEWA’s Enterprise Resource Planning System from SAP.

At GITEX, DEWA also rewarded customers who conducted their transactions using its smart app through draws held every day.

Customers qualified to enter the daily raffle draws to win smart and other valuable prizes, by conducting certain services using the smart app, between 20 July and 9 October 2014.

Selected services include Final Bill request, Green Bill registration, Move In service, Pay for a friend, and activating the mobile-payment Auto-Pay feature on the website [www.dewa.gov.ae](http://www.dewa.gov.ae)

Customers who pay their electricity and water bills in full for three consecutive months using the smart app, between 1 August 2014 and 31 January 2015, will qualify for the grand prize raffle draw in February 2015.



# Dubai Supreme Council of Energy and Dubai Petroleum celebrate UAE Flag Day...



The Dubai Supreme Council of Energy and Dubai Petroleum celebrated UAE Flag Day, in conjunction with all ministries, departments, and government organisations in the UAE. HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, called for the celebration of Flag Day on 3 November each year, the day HH Sheikh Khalifa bin Zayed Al Nahyan became President of the UAE.

HE Ahmed Butti Al Muhairbi, Secretary General of the Supreme Council of Energy, Abdulaziz Janahi, Director of External Affairs at Dubai Petroleum, Dr. Omar Shams, Director of Human Resources at Dubai Petroleum, and directors and executives from both organisations raised the UAE flag at 12pm on 3 November, 2014 at the Supreme Council of

Energy headquarters in Dubai.

"Flag Day is an important occasion for all of us. The flag is a symbol of belonging and loyalty, and represents our unity and strength. It is part of our identity and belonging to this generous nation. Today, we also celebrate the accession of HH Sheikh Khalifa bin Zayed Al Nahyan. We express our allegiance to this nation and our pride in belonging to this land. We commit to do our best to achieve the development of the UAE in line with the words of HH Sheikh Mohammed bin Rashid Al Maktoum who said, 'The UAE flag represents the unity of our determination, will and potential. It also represents the unity of our homeland and our shared vision and future and it unifies our hearts to adore our homeland and mobilises our energy and resources to build the

future of our nation,'" said HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council of Energy.

"The progress of nations depends on several elements, including cohesion between the leader and the people. Today, we reap the fruits of what HH the late Sheikh Zayed bin Sultan Al Nahyan, may God rest his soul, had planted, from belonging to this land, hard work and working towards a brighter future," said Al Muhairbi.

A number of activities marked Flag Day at the Supreme Council of Energy. These included lectures to staff about the UAE flag, its colours, and the different kinds of flags. The offices were decorated with UAE flags and flags were distributed to employees.



## ... and meets French Minister of Ecology, Sustainable Development and Energy



A delegation from the Dubai Supreme Council of Energy and Dubai Electricity and Water Authority (DEWA) headed by HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council of Energy, MD & CEO of DEWA and Chairman of the World Green Economy Summit (WGES), visited Paris and met Mme Ségolène Royal, Minister of Ecology, Sustainable Development and Energy.

The meeting was attended by Waleed Salman, Vice Chairman of the WGES 2015, Dr. Yousef Al Akraf, Chairman of the Sales and Logistic Committee of the Water, Energy, Technology, and Environment Exhibition (WETEX 2015), Abdulnasser Abbas, Senior Director of Treasury at

DEWA, and Ahmed Abdullah, Senior Manager of External Communications at DEWA.

Al Tayer thanked Royal for the warm welcome, and briefed her on the Green Economy Report, which was launched during The Road To Paris – The World Summit of Regions for Climate (R20 Summit). He gave her a copy of the Report, which is one of the key outcomes of the WGES 2014. Al Tayer also presented the strategies of the Supreme Council of Energy and DEWA as well as a number of mega projects by DEWA including the M-Station Expansion Project, the Independent Power Producer (IPP) project at Hassyan to produce electricity using clean coal technology, and the

Mohammed bin Rashid Al Maktoum Solar Park. Al Tayer also explored the initiatives and investment opportunities in Dubai, inviting French companies to participate in them. The French expressed interest and willingness to participate in these projects.

Al Tayer invited also the French to participate in the World Green Economy Summit (WGES) to be held in April in conjunction with the WETEX 2015.

## DEWA offers scholarships for RIT Dubai students



DEWA will offer scholarships for Emirati students at Rochester Institute of Technology (RIT) Dubai as part of its corporate social responsibility to support Emiratisation by building the talent and skills of UAE Nationals.

DEWA's initiative will enable UAE national students to obtain full scholarships for the Bachelor's Degree programme in Electrical or Mechanical Engineering.

RIT's graduate and post-graduate programmes are approved by the Commission for Academic Accreditation of the Ministry of Higher Education and Scientific Research in the UAE.

"This initiative supports the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice

President and Prime Minister of the UAE and Ruler of Dubai, to support and develop national talent, and complements the 7-year National Agenda.

It also drives our strategy to promoting Emiratisation and developing a national cadre who can undertake specialised jobs at government departments. The scholarships for UAE national students will have a positive impact on enhancing their confidence, academic performance and all-round excellence," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

"DEWA's scholarship programme is an important commitment to nurturing our talent and preparing them for rewarding careers.

This is part of an integrated strategy that includes a focus on promoting Emiratisation, providing scholarships, supporting students on academic studies abroad and shaping our national talent. DEWA provides promising career opportunities for national students that is in line with our commitment to Emiratisation," said Dr. Yousef Al Akraf, Executive Vice President of Business Support & Human Resources at DEWA.

The partnership with RIT signals the commencement of a long-term initiative by DEWA to stimulate demand for quality higher learning among UAE Nationals.





## DEWA organises Business Excellence Conference



DEWA organised the Business Excellence Conference 2014 under the theme Sustainable Excellence. The conference underlines DEWA's commitment to promote business excellence, and supports its vision to become a sustainable world-class utility.

More than 400 DEWA employees, representatives from government and private organisations in Dubai, DEWA's partners, suppliers, contractors, and stakeholders attended the conference.

"The Business Excellence Conference was organised in line with the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, outlining a roadmap that guides our work, initiatives, and developmental projects

to achieve the Dubai Strategic Plan 2020. This aims to enhance the leading position of Dubai at the regional level as well as its competitiveness globally. It also supports the National Agenda, and the UAE Vision 2021 to transform the UAE into one of the best countries in the world by 2021. The event also underlines the position and competitiveness of Dubai as a global hub for trade, finance, tourism, and sustainability," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, in his keynote speech.

"Organising the conference underscores DEWA's commitment to enhance the foundations of sustainable excellence by providing a positive work environment that enhances personal and institutional efficiency by adopting international best practices in all our operations, exchanging

best practices, and promoting a culture of business excellence among DEWA's staff, partners, suppliers, contractors and other stakeholders. Through this, we encourage them to effectively participate in the sustainable excellence of DEWA," added Al Tayer.

"DEWA implements the highest international standards in terms of quality and excellence. We focus on business excellence as a culture rooted in all our sectors and operations. We aim to organise this event annually to shed light on the distinguished projects in the government and private sectors, and to support and strengthen the role of our employees in our path towards sustainable excellence," said Dr. Yousef Al Akraf, Executive Vice President of Business Support and Human Resources at DEWA.

## DEWA organises Dubai Clean Energy Forum and launches its first Sustainability Report



DEWA has organised the Dubai Clean Energy Forum with support from the Dubai Supreme Council of Energy, and in partnership with MEED. The Forum also supports the national long-term Green Economy for Sustainable Development initiative, launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

DEWA also released its first Sustainability Report at the Forum, which is now available on DEWA's website. It highlights DEWA's successes in performance through 10 action areas that cover economic development, environmental protection, stakeholders and community in the supply chain and operations, in addition to employees, customers, and other related areas. "DEWA is making every effort,

guided by the wisdom of our leadership, to protect our environment and save our resources by keeping pace with international changes and developments in different environmental fields. To fulfil the promise of His Highness to host the best Expo the world has ever seen, DEWA is working hard by focusing on preparing a distinguished infrastructure for energy that meets all the requirements of Dubai's sustainable development," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA in his keynote speech.

"The Forum coincided with the start of the second project of the Mohammed bin Rashid Al Maktoum Solar Park which has a planned capacity of 2,600\* megawatt (MW) and the Hassyan Clean Coal Power Project that will generate 1,200 MW. The Dubai Clean Energy Forum enables partici-

pants to learn about our strategic developmental projects and Dubai's programmes to manage increasing energy demand," added Al Tayer.

"DEWA's first Sustainability Report fulfils the wishes of our partners and stakeholders for more transparency and information about sustainability, and about DEWA's performance and management of sustainability," Al Tayer added.

The Dubai Clean Energy Forum included comprehensive and detailed discussions and dialogue that addressed the opportunities and challenges for sustainable development. It also discussed the best practices and mechanisms to plan and implement renewable energy projects on a large scale.



## DEWA signs MoU with IEEE for knowledge sharing and joint research



DEWA has signed a Memorandum of Understanding (MoU) with the Institute of Electrical and Electronics Engineers (IEEE) to exchange knowledge and expertise, and promote collaboration in training programmes and joint activities in Research and Development (R&D) in renewable energy, and raise awareness about environmental sustainability.

The move supports the National Innovation Strategy, launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to make the UAE one of the most innovative countries in the world within 7 years.

The MoU also supports DEWA's vision to enhance the sustainability of energy supplies, and encourage innovative initiatives in the R&D programme.

HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, and Dr. Roberto de Marca, President of IEEE, signed the MoU.

As per the MoU, DEWA will support the educational initiatives and programmes which the IEEE student branches organise in various UAE universities.

The two sides will collaborate in smart-grid initiatives, and enhance networking with IEEE's specialised technical groups to develop innovative solutions that improve operational efficiency.

"To achieve its vision to become a sustainable world-class utility, DEWA is committed to continuous collaboration with specialist institutions, to exchange knowledge, expertise, and best practices. We implement joint initiatives to improve organisational performance, develop services,

and support our efforts to conserve natural resources. By signing this MoU with IEEE, we look forward to enhancing our efforts to develop National capabilities in the UAE and prepare the next generation of engineers and technicians by providing them with a platform that supports creativity and innovation," said Al Tayer.

"IEEE is the world's largest professional organisation dedicated to advancing technology for the benefit of humanity. Our joint collaboration with DEWA to organise training programmes and activities for the awareness of energy and water sustainability, in particular the advancement of smart grid technology as well as environmental conservation is one of the numerous examples of how we are fulfilling our organisation's mission around the world," said Dr. de Marca.

## DEWA signs MoU with ABB to connect pilot solar power project to grid

DEWA has signed a Memorandum of Understanding (MoU) with ABB, a global leader in power and automation technologies, to develop a pilot solar power project at ABB's premises with a grid-connected rooftop 277kW photovoltaic (PV) system.

The MoU supports the Smart Dubai initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to transform Dubai into the smartest city in the world, and DEWA's initiatives to connect electricity produced from solar power to its grid.

The MoU was signed by HE Saeed Mohammed Al Tayer, MD & CEO

of DEWA, and Carlos Poñe, CEO of ABB in the United Arab Emirates.

Under the MoU, the pilot project will connect to DEWA's grid through a low-voltage distribution board at ABB, and will be used as a learning tool for the deployment of solar PV rooftop installations in Dubai.

"We are pleased to collaborate with ABB in this project, which will help in developing renewable-energy resources, and support DEWA's vision to become a sustainable world-class utility. It also demonstrates how government and private organisations can work together to enhance Dubai's sustainable development, and establish its position

as a global hub for trade, finance, tourism, and green economy," said Al Tayer.

"ABB is delighted to sign this strategic agreement to install a solar rooftop at its facility in Al Quoz in Dubai. We look forward to working together with DEWA to help to develop the solar industry in the Emirate and for our installation to also be a showcase in the region, proving the benefits of renewable technologies and how they can be integrated seamlessly into the existing electrical grid. We also share DEWA's vision that Dubai will be a world-class smart city and we firmly believe for this to happen it also needs to be energy-efficient," said Poñe.





## DEWA presents Best Consumer Awards 2014

DEWA has launched its Best Consumer Award for the 11<sup>th</sup> consecutive year to encourage residents of Dubai to be effective participants in the sustainable development of the Emirate.

The award complements DEWA's efforts to protect the environment, reduce consumption of natural resources, and supports its vision to become a sustainable world-class utility.

To qualify for the award, customers have to achieve at least 10% reduction in their electricity and water consumption from January to December 2014, compared to the previous year. Consumers who achieve the highest savings in electricity and water will receive cash prizes, in addition to appreciation certificates from DEWA. A total of AED 39,000 will

be distributed among the 13 winners. The first prize winner, who achieves the highest saving, receives AED 10,000, the second receives AED 5,000, and the third receives AED 4,000. The remaining ten participants receive AED 2,000 each.

"The award supports the Green Economy for Sustainable Development initiative launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to promote the sustainable development of Dubai. It also supports the Dubai Integrated Energy Strategy 2030, to reduce energy consumption by 30% by 2030. The award is part of DEWA's efforts to raise awareness among all segments of society about the importance of rational consump-

tion, and preserving natural resources," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

Participation in the award is open to residents in Dubai. They can register online on DEWA's website [www.dewa.gov.ae](http://www.dewa.gov.ae) under eSociety, or DEWA's smart app under the conservation menu, and then Best Consumer Award.

The Awareness and Conservation team checks customers' use of electricity and water when compared against the previous year.

DEWA organises the annual Best Consumer Award to raise awareness about the importance of reducing electricity and water use, and encourage residential consumers to reduce their consumption of these resources by following certain tips and measures.



## DEWA signs MoU with IBM and both host Smart Cities seminar



In another initiative to strengthen Dubai's Smart City vision, DEWA joined hands with IBM to organise an interactive seminar about the unique initiative. The seminar was the first in a series of interactive smart seminars DEWA is organising about smart grids, energy-and-water-side management, and other aspects related to building, operating and managing the infrastructure of a smart city.

The seminar was attended by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, and Amr Refaat, General Manager, IBM Middle East & Pakistan. Staff members of DEWA and IBM as well as organisations that work on the development and management of smart cities, and sustainable development programmes attended the seminar. It discussed mechanisms for building and operating the infrastructure for smart cities, transformation in

smart grids, and managing the transmission and distribution of electricity and water.

At the seminar, DEWA and IBM also signed a Memorandum of Understanding (MoU) to collaborate on smart grid technologies, innovation centres, research & development programmes, industry knowledge-sharing, as well as benchmarking and training best practices.

"DEWA is conducting these seminars to work more closely with its partners and stakeholders to support our contribution to the Smart Dubai initiative, which was launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to transform Dubai into the smartest city in the world within three years. DEWA has launched three promising smart initiatives. They are: Using solar power in hous-



es and buildings, Smart apps through smart meters and grids, and building the infrastructure and charging stations for electric vehicles. These initiatives will effectively help to create a smarter future for all residents of Dubai," said Al Tayer in his keynote speech.

"Within the energy and utilities sector, organisations are today looking for smarter digital tools that can help them to automate, monitor and optimise the flow of services to the public.

DEWA has already made rapid advancements in developing such initiatives. Through this latest MoU, IBM looks forward to deepening its cooperation with DEWA to help realise the full potential of its services while maintaining the most efficient day-to-day operations possible," said Amr Refaat, General Manager, IBM Middle East & Pakistan.



# AUD and IBM launch the Centre of Excellence for Smarter Logistics



The American University in Dubai (AUD) and IBM has launched the Centre of Excellence for Smarter Logistics in Dubai, under the patronage of HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, at a ceremony held in AUD campus.

The ceremony was attended by HE Robert Waller, Consul General of the United States of America in Dubai, Nasir Abbasi, Foreign Commercial Attaché in the US Consulate in Dubai, Dr. Jihad Nader, Provost and Chief Academic Officer of AUD, Dr. Naguib Attia, CTO of IBM Middle East and Africa, in addition to officials from the government and private sectors, academics, and DEWA.

The Centre of Excellence for Smarter Logistics includes a number of specialists in logistics from the government and private sectors. It works as a central point of convergence for logistics studies that promote innovation.

It also supports the Emirate's efforts to host Expo 2020.

"This initiative supports the National Innovation Strategy, launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to make the UAE one of the most innovative countries in the world. It also enhances Dubai's position as a global hub for trade, finance, tourism, knowledge, and green economy," said Al Tayer.

"This Centre will create a central point for logistics studies that promote creativity and innovation, in preparation for hosting Expo 2020 in Dubai under the theme 'Connecting Minds, Creating the Future,'" added Al Tayer.

Al Tayer noted that DEWA signed an MoU with IBM in October 2014 to enhance collaboration in smart grids, innovation centres, research and development, experience and industry-knowl-

edge exchange, benchmarking, and organising shared training programmes and activities to help achieve the common goal, which in turn, serve the public good.

"The AUD/IBM Centre of Excellence for Smarter Logistics is a major step forward that will bring more relevance to our academic programmes. Students across different majors will have expanded opportunities to apply their critical thinking and research skills in a real-life environment through internships," said Dr. Nader.

"In line with the UAE National Innovation Strategy, our mission is to create a community-based centre of business knowledge and innovation that serves as a regional think tank focusing on building smarter logistics for smarter cities," said Amr Refaat, General Manager, IBM Middle East and Pakistan.

## DEWA endorses 3<sup>rd</sup> Global IWPP Summit



DEWA has endorsed the 3<sup>rd</sup> Annual Global Independent Water and Power Plants Summit, organised by Fleming Gulf Conferences at Habtoor Grand Beach & Resort hotel, Dubai. The summit built closer ties between investors, service providers and government, to manage rising demand for energy and deliver effective infrastructure projects via partnerships between the public and private sectors.

The summit had representatives from Saudi Arabia's Water & Electricity Company, Kuwait's Ministry of Electricity & Water, and the UAE, Qatar, Oman, Jordan, Korea, Japan, China, USA, India, Sri Lanka, and Europe.

Speakers included HE Dr. Matar Al Neyadi, Undersecretary of the UAE Ministry of Energy, HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, HE Mohammed Bin Jarsh, Managing Director of Abu Dhabi Water & Electricity Company, HE Dr. Rashid Al Leem, Chairman of Sharjah Electricity and Water Authority, and included a presentation from the Regulation and Supervision Bureau of Abu Dhabi.

"The 3<sup>rd</sup> Global IWPP Summit, endorsed by DEWA, is aligned to the vision of HH Sheikh Moham-

med bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to diversify the energy mix in Dubai, and implement the Dubai Integrated Energy Strategy 2030. DEWA encourages energy partnerships based on the Independent Power Producer model, like the Mohammed bin Rashid Al Maktoum Solar Park, and the Hassyan Clean-Coal Power Plant," said Al Tayer.

"DEWA's endorsement is aligned with our ongoing efforts to promote sustainable development in Dubai and the UAE, by launching projects and environmental initiatives, and sponsoring events that enhance Dubai's position in sustainability and smart infrastructure, regionally and globally," said Al Tayer.

## DEWA awards AED 108 million water transmission network contract

DEWA has awarded an AED 108 million contract to supply, extend and launch a 16km main water distribution network between Jebel Ali and Al Quoz. The project supports DEWA's strategy to meet the electricity and water requirements for the sustainable development of Dubai and to achieve the Emirate's strategic growth plan.

"DEWA is focused on further enhancing the efficiency and capacity of infrastructure to generate, transmit and distribute elec-

tricity and water to secure the increasing needs of customers, developers, and other business sectors, to help enhance the sustainable development of Dubai," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

"The project includes extending the 1,200 mm Glass Reinforced Epoxy (GRE) water transmission pipeline by a further 16km from Jebel Ali along Al Khail Road to the main pumping station in Al Quoz. It also includes a remote

control and monitoring system to enhance transmission capacity between Jebel Ali and the main pumping stations in Al Quoz. The project includes connecting the main transmission lines in different locations to increase water flow, ensure continuous supply, and increase pressure to meet increasing demand in those areas according to approved plans," added Al Tayer.

Al Tayer said that the project will be completed within 24 months.



## DEWA organises 17<sup>th</sup> WETEX in April 2015



DEWA is organising the 17<sup>th</sup> Water, Energy, Technology, and Environment Exhibition (WETEX) 2015, under the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and under the patronage of HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance, and President of DEWA.

WETEX 2015's theme will be 'At the Forefront of Sustainability' and will take place on 21–23 April 2015 at the Dubai International Convention and Exhibition Centre, where it will show the latest technologies in water, electricity, energy, environment, oil and gas, environment, and green development. International experts from across the world will discuss a wide range of technologies, and ideas.

"The success of WETEX emphasises Dubai's commitment to green economy and sustainable development. WETEX supports the Dubai Strategic Plan 2021, which reinforces Dubai's regional leading position, supports its global com-

petitiveness, and maintains its position as a global hub for trade, finance, tourism, and green economy," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

DEWA organises WETEX under the umbrella of Green Week.

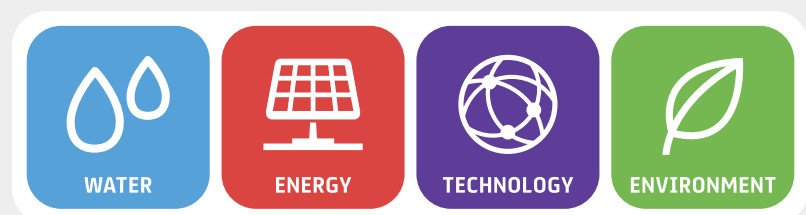
"WETEX has established its profile as one of the leading specialised exhibitions in the world. We anticipate that WETEX 2015 will be exceptional, especially as it is being held for the second year under the umbrella of Green Week, and coincides with the World Green Economy Summit. Over three days, WETEX will cover a wide range of sectors and topics. The exhibition has become a key meeting point for international experts and specialists in energy, water, and green economy," added Al Tayer.

WETEX 2015 will showcase the latest technologies, equipment, products and services in the wa-

ter, energy and environmental technology sectors. The exhibition addresses key issues related to rapid developments and challenges in electricity, water, environment, and oil & gas, and identifying the best solutions and practices to tackle environmental challenges.

WETEX 2015 provides a unique platform for businesses to view advanced technologies in water, energy and environmental fields.

The 16<sup>th</sup> WETEX was held last April, with participation from 1,500 exhibitors from 40 countries. During Green Week, WETEX attracted nearly 20,000 visitors from 65 countries, highlighting the significance of the exhibition as an ideal platform to discuss sustainability and draw a roadmap for a greener economy.



# DEWA wins Strategic Web Award at Pan Arab Excellence Award

Focused on being smart and connected, DEWA has won the Strategic Web Award in the Governmental Organisations Category from the Pan-Arab Excellence Award Academy. The Awards honour Arab government organisations that innovate, and implement professional and international standards, and enhance productive opportunities by encouraging creativity.

"DEWA launched its first website in 1998 as part of its efforts to provide easier and more accessible services to the highest international standards. DEWA continuously updates and enhances the quality of its services to improve effectiveness and efficiency, and provide them to its customers anytime, anywhere to achieve their comfort. At DEWA, we follow the steps of our prudent leadership in adopting in-

novation and excellence to provide high-quality services. This, in turn, supports its vision to become a sustainable world-class utility, meets the aspirations of our wise leadership, and achieve customer satisfaction," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

"The Strategic Web Award is a testament to DEWA's ongoing efforts to provide the best services to its customers easily and efficiently. DEWA applies the best and latest technologies to achieve its objective to satisfy all its customers. DEWA has applied the best and latest standards to raise the efficiency of services so they are easier to use and meet the needs and requirements of customers," said Moza Al Akraf, Acting CIO of DEWA.

DEWA's website meets usability and accessibility standards.

It features life-events that are linked to users' daily needs and requirements.

This classification makes it easier for users to get direct services and goes beyond just browsing the site for information.

The website adopts advanced levels of services as integrated packages, is available in English and Arabic and meets accessibility standards to help people with special needs; providing alternative texts for photos and links, and changing font size.

Within the Smart Government initiative, (dewa.gov.ae) website, applications provide services on smart phones and other devices.

DEWA is keen to develop its services to meet the current and future needs of its customers.





## UAE ranks 1<sup>st</sup> regionally & 4<sup>th</sup> globally for getting electricity



For the second consecutive year, the UAE, represented by DEWA, has been ranked first in the Middle East and North Africa, and fourth globally for getting electricity, according to the World Bank's Doing Business 2015 report.

HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, dedicated the achievement to HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai.

"The ranking confirms our nation's track record of achievements in various fields and underlines its competitiveness and excellence compared to many developed countries around the world. At DEWA, we adhere to the directives of His Highness Sheikh Mohammed bin Rashid Al Mak-

toum, to improve government services, make our citizens and residents happier, and more satisfied with our services. Our aim is to contribute to the excellence of the UAE and enhance its competitiveness, in our efforts to achieve the UAE Vision 2021," said Al Tayer.

"The status the UAE has reached at the global level is the result of the concerted efforts of local and federal work teams, who work as one industrious unit to achieve a single goal, which is the development of our country and happiness of its people. Our success reflects the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, who observed that, "We in the UAE share one direction, one vision and one goal. We all work for the interest of our country. Excellence has become an ap-

proach and a way of life for us," added Al Tayer.

DEWA's strategy is to provide efficient and reliable services by using the latest technologies and highest standards to raise the efficiency of its services.

DEWA has transformed all its services into smart services less than a year after launching the Smart Dubai initiative, to improve government services and transform Dubai into the smartest city in the world, by managing all utilities and services through smart and connected systems.

This will improve the quality of life for citizens and residents, and reflects positively on the global competitiveness of the UAE.

# DEWA celebrates 350 new Muslim converts



DEWA, in collaboration with the Department of Islamic Affairs & Charitable Activities Department in Dubai, has organised a celebratory lunch for 350 people who recently converted to Islam.

"In line with our vision to become a sustainable world class-utility and commitment to support National identity and achieve the vision of our leadership, DEWA enhances corporate social responsibility through development initiatives and programmes for all segments of society, including new Muslims, to achieve the vision of Dubai Government for society. This celebration is

one of many social events DEWA organises round the year to support the social development of Dubai," said HH Saeed Mohammed Al Tayer, MD & CEO of DEWA.

Jassim Rajab, Financial Controller at DEWA, congratulated the guests on their decision to choose Islam. He commended the role that Dubai's Islamic organisations play in educating foreign expatriates about the tolerant teachings of Islam and presenting its true image.

"DEWA attaches great importance to its corporate social responsibility. That's why we

support and sponsor many distinguished events in Dubai to strengthen our social communications, especially with new Muslims, and help educate them about the teachings of Islam, as they are part of the fabric of the UAE's society," said Khawla Al Mehairi, Vice President of Marketing and Corporate Communications at DEWA.

Each participant received an electronic device that included a speaking Holy Qur'an for non-Arabic-speaking Muslims, which has the readings of the Holy Qur'an and translations in Tagalog, Mandarin and Amharic.







# MD & CEO receives French delegation



HE Saeed Mohammed Al Tayer, MD & CEO of Dubai Electricity and Water Authority (DEWA), received at his office, a high-level French delegation headed by Anne-Marie Idrac, Special Representative of the French Minister of Foreign Affairs and International Development for Economic Affairs. The delegation included Majdi Abed, the Consul-General of France in Dubai, Jean-Claude Daupeyroux, Head of the Economic Department at the French Embassy, and François Sporrer, Trade Commissioner in the UAE and Qatar.

The meeting was attended by Waleed Salman, Executive Vice President of Strategy and Business Development, Dr. Yousef Al Akraf, Executive Vice President of Business Support and Human Resources, and Ahmed Abdullah, Senior Manager of External Communications at DEWA. The meeting discussed bilateral relations in

different areas, and measures to strengthen cooperation between DEWA and French power companies. The two sides also expressed the desire to enhance and develop bilateral relations and increase development and investment opportunities between the two countries.

Al Tayer highlighted DEWA's major projects and initiatives, which are based on the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. He talked about the expansion of M-Station, details of the Hassyan Clean-Coal Power Plant, the Mohammed bin Rashid Al Maktoum Solar Park, and DEWA's smart initiatives, particularly smart grids and smart meters. Al Tayer invited French officials and companies to take part in these projects since France has a well-established en-



ergy sector. The French side expressed interest and willingness to take part in DEWA's projects.

Al Tayer extended an invitation to the delegation to participate in the World Green Economy Summit 2015, which will be held in conjunction with the Water, Energy, Technology, and Environment Exhibition (WETEX) 2015.

The MD & CEO also invited French companies to explore more investment opportunities in Dubai, and to take part in WETEX 2015.

Idrac highlighted France's interest in building closer ties with Dubai, especially in energy.

At the end of the visit, the French thanked Al Tayer for the hospitality and expressed its appreciation for DEWA's continuous support to enhance cooperation.



## DEWA welcomes delegation from Japan Bank for International Cooperation

HE Saeed Mohammed Al Tayar, MD & CEO of DEWA received a delegation from the Japan Bank for International Cooperation. The visit built closer ties, and discussed DEWA's projects and investment opportunities.

The Japanese delegation included Masayuki Yutani, Deputy Director, Division 3 (Project Finance in MENA) – Power & Water Finance Department, Infrastructure and Environment Finance Group, Kohei Toyoda, Director – Division 3 (Project Finance in MENA), Power & Water Finance Department, Infrastructure and Environment Finance Group, Naoki Tamaki, Chief Representative, Representative Office in Dubai, Shun Hanagata, Representative, Representative

Office in Dubai, and Haitham Al Zughaibi, Division 3, Power and Water Finance Investment, Infrastructure Finance Group.

Al Tayar showed DEWA's activities, projects, and achievements, and underlined the ongoing development of DEWA's services to support its vision to be a sustainable world class utility. He provided an overview of DEWA's investment projects, especially in energy and water, emphasising promising opportunities in Dubai in water, energy, and green technologies for sustainable development.

Al Tayar briefed the delegation about two leading projects that will use the Independent Power Producer model. These are the

Mohammed bin Rashid Al Maktoum Solar Park, and the clean coal project which will produce 1,200 MW.

These projects support the Dubai Integrated Energy Strategy 2030 to diversify the energy mix.

The Japanese delegation briefed Al Tayar about opportunities that the Japan Bank for International Cooperation provides in energy, water, as well as green solutions and technologies.

Afterwards, the delegation thanked Al Tayar and DEWA's officials for the warm welcome and discussing cooperation between DEWA and Japan Bank.

## MD & CEO receives Siemens Energy delegation



HE Saeed Mohammed Al Tayar, MD & CEO of Dubai Electricity and Water Authority (DEWA), received a delegation from Siemens Energy, headed by Dr Roland Fischer, Chief Executive Officer, Fossil Power Generation Division at

Siemens AG, Dietmar Siersdorfer, CEO of Siemens Middle East, and Karim Amin, Global CEO of Oil & Gas at Siemens.

Al Tayar welcomed the delegation and emphasised the importance of enhancing collaboration

with Siemens, highlighting that the meeting strengthens existing cooperation between both organisations.

The delegation provided an overview of Siemens' services in Dubai and the UAE, and underlined the importance of Dubai for Siemens Energy. They presented the company's profile of reliable, efficient and advanced technologies for generating power from fossil fuels, especially gas using gas turbines and renewable-energy resources.

## DEWA commences 5<sup>th</sup> Neighbourhood Campaign to promote smart services



DEWA has launched its Neighbourhood Campaign for the fifth consecutive year. The campaign promotes DEWA's smart services and smart app, especially the Ash'ir service, which is dedicated to serving speech- and hearing-impaired customers. The campaign, which was launched in conjunction with GITEX Technology Week 2014, is part of DEWA's strategy to promote its Corporate Social Responsibility to all segments of society, including people with special needs. DEWA's efforts complement the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to transform Dubai into the smartest city in the world. They also support the directives of His Highness to provide quality government services according to the highest international standards to make life better for Dubai.

Ash'ir is a live video chat service for customers to communicate directly with DEWA's customer service team using sign language. DEWA is the first government organisation in the UAE to provide this service for the speech-and-hearing-impaired. Ashal provides smart centres that educate DEWA's customers and visitors about the services available through the smart app.

A team from Marketing & Corporate Communications and IT, with assistance from Dubai Police's General Department of Organisations Protective Security and Emergency, make weekly visits to residential neighbourhoods in Dubai using a specially-designed bus to encourage more customers to download and use the smart app. They also provide residents with conservation tips and register them for the Green Bill. This year's campaign aims to pro-

mote DEWA's new smart services including Ash'ir.

"The campaign is supports the "My community...a city for everyone" initiative, launched by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Dubai Executive Council, to transform Dubai into a disability-friendly city by 2020. Led by our vision to be a sustainable world-class utility, DEWA continues to support such projects and initiatives and works closely with everyone to achieve Dubai's vision for social and health care while enhancing sustainable development," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

Al Tayer was happy with DEWA's participation in GITEX this year where DEWA showcased its updated smart app and highlighted the Ash'ir and Ashal services.



## ... and promotes Conservation Award in 160 educational institutions



A delegation from DEWA visited 160 educational institutions in Dubai to promote the Conservation Award, which DEWA organises in partnership with the Knowledge and Human Development Authority (KHDA) for the 10th consecutive year under the theme 'For a better tomorrow.'

The award supports DEWA's efforts to save natural resources, reduce the carbon footprint of Dubai, and encourage individuals and organisations to adopt best practices in energy and water conservation.

The visits included a number of lectures, interactive workshops, activities, and competitions to establish a culture of responsible use by students, and encourage them to participate in the award, which creates a competitive environment among educational institutions and encourages them

to adopt world-class best environmental practices.

The Conservation Award honours the best practices that reduce electricity and water use and reduce waste.

The award targets the government and private educational institutions of Dubai, including nurseries, kindergartens, primary and secondary schools, universities and colleges, adult-education centres, and centres for people with special needs, to raise environmental awareness and support DEWA's efforts to support the sustainable development of Dubai.

DEWA has called upon all government and private educational institutions and students to participate in the award's categories. To participate, applicants have to visit DEWA's website ([www.dewa.gov.ae](http://www.dewa.gov.ae)) and fill out the applica-

tion according to their category. The categories are Educational Institutions, Residential Consumer, and the Outstanding Conservation Team Category.

"We work continuously to enhance awareness initiatives and programmes that encourage all segments of society to adopt positive practices that reduce waste. We aim to instil a culture of responsible consumption among students and children visiting their educational institutions. These positive practices will grow with them and positively contribute to the protection of the environment," said Amal Koshak, Senior Manager of Marketing Communications at DEWA.

DEWA and KHDA will honour the Conservation Award winners who manage to achieve the highest savings, at a special ceremony in May 2015.



DEWA Women's Committee participated in the fourth Arab Women Leadership Forum held under the patronage of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and HH Sheikha Manal bint Mohammed bin Rashid Al Maktoum, President of Dubai Women's Establishment and wife of HH Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Presidential Affairs.

The Forum was a strong declaration of the commitment of the UAE leadership to strengthen the skills and talents of women and nurture them to undertake senior leadership roles across all sectors of the society. The role of women in driving economic competitiveness was the key message of the Forum.

It inspired all of us, and we will continue to focus on initiatives that will support both DEWA's female staff in the workplace and the community.

We are inspired by HH Sheikh Mohammed bin Rashid Al Maktoum: "I have great con-

fidence in Emirati women and deep faith in their capacities. Their achievements speak for themselves and dissipate any possible doubt in this regard. We recognise the greatness of women, both at work and at home."

We need to enable women to overcome any barriers that they face, which was the message at the Women's Forum Global Meeting in Deuville, France, where I was fortunate to share our experiences with others.

In 2014, DEWA Women's Committee set targets to engage and empower women. We organised workshops and seminars on topics and brought experts to share with us their experience and expertise on self-development, professional growth and personal wellness. We also took part in other social initiatives and our own programmes. One being Breast Cancer Awareness Day in October with Pink Caravan.

Such initiatives differentiate the DEWA Women's Committee in our vision to promote the welfare of our ladies, while also supporting the community. In the New Year, we will continue to promote the values of innovation, creativity, talent development and community welfare and thus contribute to the nation's all-round competitiveness.

I look forward to your support and dedication so that we can make strong contributions to achieving the UAE's leadership vision to empower women in all walks of life.

**Khawla Al Mehairi**  
Chairperson  
DEWA Women's Committee



## DEWA sponsors 4<sup>th</sup> Arab Women Leadership Forum



DEWA has sponsored the 4th Arab Women Leadership Forum, under the patronage of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and HH Sheikha Manal bint Mohammed bin Rashid Al Maktoum, President of Dubai Women's Establishment and wife of HH Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Presidential Affairs.

Themed 'Towards Global Competitiveness,' the forum showed the relationship between women's participation in economic growth and frameworks in developed countries that advance women in the workplace. DEWA's support as gold sponsor supports its social responsibility and policy to sponsor such events.

"Our sponsorship of the forum reflects with DEWA's strategy to

support the sustainable development of Dubai, and the wise directives of our prudent leadership. As a national body, DEWA attaches great importance to its corporate social responsibility. This is reflected positively in its performance to achieve the best results, and achieve the vision of Dubai to create a better future, for generations to come," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

Khawla Al Mehairi, VP of Marketing and Corporate Communications, Chairperson of DEWA's Women's Committee, took part in a panel on Workplaces that Work: Conducive Policies on Female Retention on the second day. The panel included Deborah Gillis, President and CEO of Catalyst, and Khaled Al Khudair, Founder of GloWork. It was moderated by Wesley Schwalje, Chief Operating Officer of Tahseen Consulting.

Al Mehairi noted the UAE's efforts to empower women and its post-empowerment phase is a model regionally and globally for achievements by Emirati women, and their role in how Emirati society is evolving.

"DEWA plays a key role in empowering working women. This is reflected in its practices and strategies. A total of 1,460 women work in DEWA in all departments and operations, and 76% of the total female workforce are Emiratis. 336 currently work in technical and engineering positions, while 771 work in other roles. There are 248 female employees in senior managerial positions," she said.

DEWA's stand at the 4th Arab Women Leadership Forum educate visitors about energy and water conservation, and how women can play their part in saving energy and water.

# DEWA organises breast cancer awareness day for female employees

DEWA's Women's Committee organised an open day for its female staff about breast cancer. The event was organised in collaboration with the Pink Caravan, to encourage women to conduct regular screenings for early detection and treatment of the disease. Over 70 female employees at DEWA were screened during the full-day event. The activity supports DEWA's vision to become a sustainable world-class utility, and its social role in empowering working women in society, business, culture, and healthcare.

Activities during the day also included a lecture by the Pink Caravan team. Participants received educational leaflets and brochures about the disease, its causes, and how to conduct periodic examinations.

"This initiative supports DEWA's corporate social responsibility strategy to establish health education among all segments of society to promote knowledge and social consciousness about breast cancer to avoid the disease and its complications, and reflects our support for this noble cause. The initiative also supports DEWA's vision to support and empower women in the workforce and enhance their roles and effective participation in all fields through education, self-development, and health education to achieve social and health stability of the family and society," said Khawla Al Mehairi, Chairperson of the DEWA Women's Committee.

"DEWA's Women's Committee is keen to strengthen ties with government and private organ-

isations which support children and families. We also support communication and collaboration with private social and cultural organisations, to enhance the Committee's contribution to society, and its role as a supporter of women," added Al Mehairi.

"Since its inception, the Women's Committee has participated effectively in various activities that spread awareness about breast cancer," said Al Mehairi.

"We have collaborated with the Pink Caravan to support and educate female employees at DEWA, correct their misconceptions about breast cancer, closely communicate with them, and highlight the importance of early detection," said Fatima Deemas, Vice Chairman of the DEWA Women's Committee.





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

As part of Dubai Electricity and Water Authority's Green Week Initiative

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## Climate Change & Sustainability Mohammed Al Shamsi

new field to work in. I joined the Strategy and Business Development division at DEWA, where I was working as a Senior Analyst in Research and Development. I was therefore exposed to many new business opportunities related to sustainability. My interest in the topic grew and I eventually created the Climate Change & Sustainability unit, which eventually grew into a department.

I have been fortunate enough to work for DEWA for 4 years.

### Could you explain about your role as Climate Change & Sustainability Senior Manager?

My department is responsible for adopting the climate change mitigation and adaptation strategies in line with national and international regulations, emission reduction strategies, emission trading and CDMs. We are also engaged in international climate change negotiations. We manage DEWA's Corporate Sustainability Programme, which involves embedding sustainability objectives into DEWA's overarching strategy in order for DEWA to achieve its vision of becoming a sustaina-

ble world-class utility. Also, we seek investment opportunities and coordinates with other international organisations and maintaining longstanding relationships.

### What is DEWA's vision on sustainability?

At DEWA, we know that burning fossil fuels and desalinating water has an impact on the environment and diminishes resources for future generations. DEWA wants to become a sustainable world-class utility and is going to the basics of sustainability: economy, environment and society. These need to be balanced with ensuring that business goes on as a vital pillar of Dubai. We also need to lead by example by making sure that we reduce emissions, improve our efficiency, and contribute to society by providing sustainable Emiratisation with skilled UAE nationals fully-capable of managing complex technical and engineering work, and conducting research and development on solar energy and energy efficiency in generating and delivering electricity and water to Dubai.

### How do DEWA's operations complement the UAE's efforts to promote sustainable development and minimise carbon footprint?

### Tell us about yourself, and how long have you been working with DEWA. Why did you choose to work with DEWA?

I pursued a career in DEWA because I wanted to build my career in an organisation that would develop my skills by providing a challenging and exciting



Under the umbrella of Dubai Supreme Council of Energy ,DEWA is working with other government entities in Dubai to achieve 16% reduction in carbon dioxide emissions by 2020. DEWA is leading this drive to take on at least 50% of this target by improving the efficiency of its power stations, introducing and increasing solar energy supplies and encouraging the reduction of energy demand with a range of community outreach programmes and working closely with nurseries, schools and universities to encourage everyone to conserve energy and water, for generations to come.

A good example of DEWA's initiatives is its support for sustainable transport and its efforts to catalyse the growth to the electric vehicle market here in Dubai. Electric vehicles require charging stations around the Emirate and DEWA is constructing these to provide the infrastructure these vehicles need to make them a success.

### **What are the key climate change mitigation strategies that you have rolled out in DEWA?**

I've already mentioned our efforts on energy efficiency and demand side management, but another important aspect of managing climate change is our work with the Dubai Supreme Council of Energy and its member companies, for carbon abatement and demand side management. We work closely with the

Ministry of Environment & Water to ensure that we are reducing our impact on the environment and with the Ministry of Foreign Affairs. We participate and work with the Ministry on international climate change negotiations to ensure that we are conforming to international protocols on climate change. By finding out how others are reducing emissions, solving problems and overcoming other challenges, we can learn, share our experiences and work together on ways to reduce emissions and protect the environment.

### **What are the key factors to be considered and adopted by the public and other businesses in promoting sustainability in the UAE?**

People and businesses think about saving money or lowering costs in the short-term, where implementing sustainable practices, resources and materials can save even more money in the long-term. Sustainable practices are also good business practices.

### **You are leading a DEWA team to Antarctica in 2015. Can you give us details about the trip? Why is DEWA organising it and what are your objectives?**

A suggestion came in place to send DEWA's employees on a scientific expedition to Antarctica to learn more about the impact of climate change. DEWA is travelling with 2041.

We have selected a team from a pool of outstanding volunteers, which has been supported by a competition to assess their knowledge and interest in the topic. This will be supported by a marketing campaign in DEWA to raise awareness on climate change.

The team on the expedition will become climate change champions, raising awareness on the issue of climate change, sharing their experiences, and transferring the knowledge they gained on the expedition to DEWA employees and the public.

### **Apart from work, what are your hobbies? How do you relax?**

I love quad-biking in the desert and enjoying kayaking in the sea, when I have the time! Every week, I play a game of football and during the summer I play volleyball on the beach.

Of course, whenever possible I love to camp in the desert, but I also enjoy travelling to see historical sites, such as the castles of England, the pyramids of Egypt, the sites of Rome and museums on all subjects and sciences.



# DEWA strengthens National Identity by marking World Arabic Language Day

In line with celebrations to mark World Arabic Language Day on 18 December 2014, instituted by UNESCO in 2012, DEWA joined in the global celebration with a particular focus on strengthening the UAE National Identity.

"In marking the World Arabic Language Day, we are inspired by the words of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, who said, 'Our national identity is integrally linked to the Arabic language, which serves as an effective medium to express our values, culture and heritage. Promoting our mother tongue will enable our future generations to connect with our roots, society and values more effectively,'" said HE Saeed Mohammed Al Tayar, MD & CEO of DEWA.

"Through the celebrations, we are further contributing to building our National Identity, and adding to the civic pride of our nation. Across DEWA, we have

undertaken several initiatives to promote Arabic," he added.

World Arabic Language Day highlights the global importance of Arabic. The Day salutes the contribution of Arabic writers, scientists and artists to universal culture.

World Arabic Language Day is that, according to UNESCO, "The works of Averroës, Ibn Khaldun and Naguib Mahfouz are among the most profound of the human spirit and it is in Arabic that they deliver their full power. This love and fascination for the language – expressed for example in calligraphy and poetry, so dear to the Arab culture – is a crucible from which the greatest cultures have emerged."

With a heritage of over 2,000 years, Arabic is celebrated by the UAE leadership with a number of initiatives. HH Sheikh Mohammed bin Rashid Al Maktoum has also unveiled a strategy to make the UAE a global centre of excellence for the Arabic language.

To promote Arabic, His Highness also announced the setting up of an Arabic Language Charter and the formation of an international committee of experts to promote Arabic as the language of science and technology.







### Power of innovation

## Irrigation

Necessity is the mother of all invention. Now imagine this scenario: a desert community swept by sand storms and simmering summer heat. How do the people find food? How will they cultivate essentials? How will they tend to palm trees, fruit orchards and homestead vegetable gardens?

While trade gained momentum and new modes of transportation were invented, transporting essentials from elsewhere became easier. But before that, people in the region relied on occasional rains for water for agriculture.

That is where we salute the innovation of our forefathers. They continued to pursue their agrarian practices using highly-imaginative methods of irrigation.

At a time when drip irrigation and sprinklers were unheard of, by using imagination, they resorted

to harvested water and irrigated their homestead farms.

Today, the UAE's agrarian heritage is exemplified in the efficient falaj irrigation system perfected in the oases of Al Ain, and also used by other communities.

The falaj brings water from mountain aquifers through an intricate network of watercourses, called ghayl. These narrow canals assured water flow to gardens tended by family members.

The falaj irrigation system encouraged the efficient use of water. Rationalising the supply to crops, our forefathers conserved water, a very scarce resource, and used it wisely to cultivate them.

The falaj is today regarded as a marvel in agricultural irrigation practices, and today, several advanced versions of this system are used around the world.

There were other irrigation practices prevalent in the region. There are historic records of well-like shafts, called qanats, which conserved and provided reliable water supplies in the Arab world.

Our forefathers also used water harvesting techniques such as storing rainwater in mud tanks. They also dug wells to source clean water for drinking. There were several community wells to help everyone.

Our forefathers' irrigation experiments teach us is that an imaginative mind can overcome obstacles and, more importantly, that water is a scarce resource and must be rationalised.

Agriculture uses a significant part of water in the region today. The emphasis that was once placed in rational water use today serves as an inspiration for us all.









# Business Excellence Events & Activities

### By Business Excellence

The Business Excellence department launched business excellence competitions in the 4th quarter of 2014, with the objective of building awareness about business excellence, establish a culture of excellence among employees and achieving DEWA's vision to become a sustainable world-class utility.

The activities started on the 21<sup>st</sup> of October 2014, with the League of Excellence, held at DEWA's Head Office, with the participation of two highly-competitive teams - the Lions and Falcons - in order to demonstrate their knowledge of business excellence.

DEWA's management attended the competition, which ended with the Lions clinching victory by only two points over the Falcons.

#### The Lions team members were:

1. Raad Nassar (team leader)
2. Ahmad Ibrahim Hassan
3. Ola Mustafa Hilweh

#### The Falcons team members were:

1. Mohammed Milhem (team leader)
2. Mariam Al Hashimi
3. Deeba Sokomaran

Business Excellence department also held a talk competition on the 18<sup>th</sup> of November 2014. Five teams competed in presenting excellence management initiatives which have since been implemented across various sectors at DEWA. Winners were determined

based on the results of the evaluation by the jury according to specific criteria.

#### The winners were:

**First place:** The team from Generation division for their Unidirectional Data Transfer Apparatus initiative.

**Second place:** The team from Transmission Power for their Self-Evaluation of the Energy Sector initiative.

This was followed by a "Role-play Competition on the 8<sup>th</sup> of December 2014 where six teams competed to prove who is the best at designing and directing a role-play to encourage creativity among employees".

The first place winner was the





Power and Water Planning and Water division's team entry entitled 'What will happen if.'

Second place went to the team from Transmission Power for their presentation on 'Creation of Excellence.'

Third place jointly went to the Distribution Power division's team for 'Encourage Excellence' and Transmission Power's team for 'Creativity starts from a belief.'

Business Excellence concluded these events on 17<sup>th</sup> of December 2014 with a ceremony where ten participants from DEWA presented their success stories at the Dubai Government Excellence Program in categories such as, organisational excellence, management, administration, and creativity.

Participation in these competitions was the result of the coordination and collaboration between DEWA's divisions and Business Excellence to identify suitable candidates according to a specific previously-announced mechanism. This mechanism has been endorsed by DEWA's leadership.

All of the activities included amusing competitions and prizes for the winners and gifts for attendees.

Business Excellence will continue to organise these events in parallel with DEWA's current and future growth development plans.



# DEWA's Smart App

### By Smart Services

DEWA offers a wide array of services via its smart application in both the Arabic and the English languages. These services cater to customers, suppliers, consultants, job seekers, the public sector, and people with special needs. It also enables customers to view and pay their bills, view conservation tips and videos, activate the water and electricity supply when moving into a new home, in addition to enabling them to locate customer service centres and the most convenient and nearby payment channels.

**DEWA smart app can be downloaded via [dewa.ae](http://dewa.ae) web app or from smart phone and devices app stores. Download time: 30 Seconds.**





### • Register for Green Bill

This service enables customers to help save the environment by registering for Green Bill and discontinuing paper bills.

### • Best Consumer Award

This service gives customers the chance to apply for the DEWA Best Customer Award

### • Billing Complaint

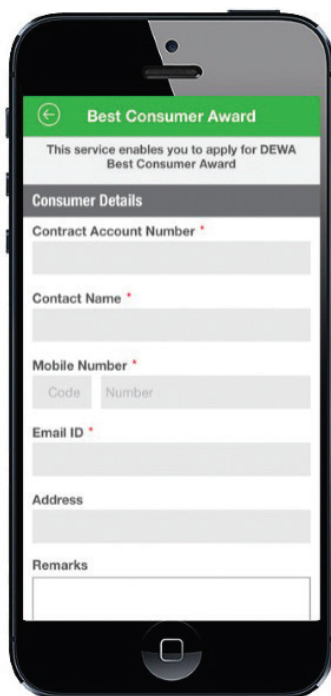
This service enables customers to submit High/Low/No Consumption complaints.

### • Interruption Services

This service enables customers to view the list of power interruptions in their neighbourhood.

### • Apply for Scholarship

This service enables users to



The image shows a smartphone screen with a green header bar containing a back arrow and the text 'Best Consumer Award'. Below the header, a message states: 'This service enables you to apply for DEWA Best Consumer Award'. The form is titled 'Consumer Details' and includes the following fields: 'Contract Account Number \*', 'Contact Name \*', 'Mobile Number \*' (with sub-fields for 'Code' and 'Number'), 'Email ID \*', 'Address', and 'Remarks'.

apply for various academic programmes offered by DEWA via its scholarship programme.

### • Submit Feedback

This feature enables customers to evaluate DEWA's Smart Services, and their feedback is used for improvement.

### • Ash'ir

This service caters to DEWA's customers with hearing impairment, which enables them to communicate with DEWA using sign language.

### • DEWA Windows 8 Application

DEWA's Windows 8 Application provides the following functionalities.

### • Bill Enquiry

This service enables customers to view DEWA bills.

### • Pay for Friend

This service enables customers to view and pay their friend's bills.

### • Move In

This service enables customers to activate electricity and water services when they move in to a new home.

### • Move Out

This service enables customers to request the final bill when

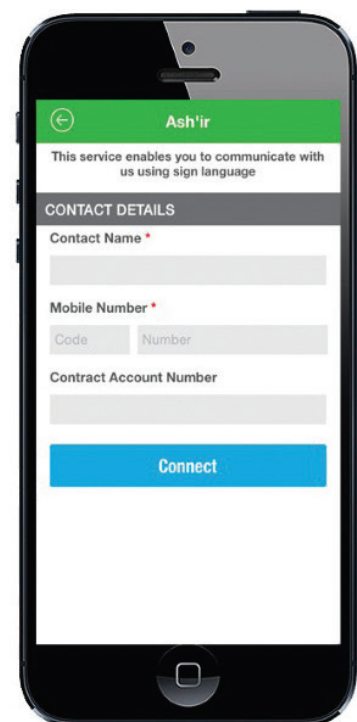
they move out from their existing premise.

### • Change Premise Type

This service enables customers to change the premise type from residential to commercial or vice versa.

### • Request Temp Connection

This service enables customers to request temporary electricity connections for weddings or funerals.



The image shows a smartphone screen with a green header bar containing a back arrow and the text 'Ash'ir'. Below the header, a message states: 'This service enables you to communicate with us using sign language'. The form is titled 'CONTACT DETAILS' and includes the following fields: 'Contact Name \*', 'Mobile Number \*' (with sub-fields for 'Code' and 'Number'), and 'Contract Account Number'. A blue 'Connect' button is located at the bottom of the form.

# Are you stressed ?

Fatma Almheiri  
Health and Safety



We generally use the word 'stress' when we feel that everything seems to have become too much. We are overloaded and wonder whether we really can cope with the pressures placed upon us. It is identified by the Stress Management Society as pressure exerted over an identified area.

Stress can be measured in a spectrum where a certain amount of stress will push you to strive and move forward but excess stress can cause breakage and collapse.

### Stimulation

Stress is all about stimulation. When faced with stressful situations, our bodies become naturally-stimulated in order to 'fight or flight' the situation. When faced with a challenge or a threat, your body activates resources to protect you to either get away as fast as you can, or fight.

Our fight-or-flight response is our body's nervous system reacting to a stressful event. Our body

produces larger quantities of the chemicals cortisol, adrenaline and noradrenaline, which trigger a higher heart rate, heightened muscle preparedness, sweating, and alertness.

All these factors help us protect ourselves in a dangerous or challenging situation.

Non-essential body functions slow down, such as our digestive and immune systems, when we are in fight-or-flight response mode. All resources can then be concentrated on rapid breathing,





## How to deal with stress

Excessive stress can harm your body functions. Therefore it is important to control stress and here are some pointers on how to deal with stress.

## Exercise

Exercise has been proven to have a beneficial effect on a person's mental and physical state. For many people exercise is an extremely effective stress buster.

## Division of labour

Try to delegate your responsibilities at work, or share them. If you make yourself indispensable the likelihood of your feeling highly stressed is significantly greater.

## Assertiveness

Don't say yes to everything. If you can't do something well, or if something is not your responsibility, try to seek ways of not agreeing to do them.

## Alcohol and drugs

Alcohol and drugs will not help you manage your stress better. Either stop consuming them completely, or cut down.

## Caffeine

If your consumption of coffee and other drinks which contain caffeine is high, cut down.

## Nutrition

Eat plenty of fruit and vegetables. Make sure you have a healthy and balanced diet.

## Time

Make sure you set aside some time each day just for yourself. Use that time to organise your life, relax, and pursue your own interests.

## Breathing

There are some effective breathing techniques that will slow down your system and help you relax.

## Talk

Talk to your family, friends, work colleagues and your boss. Express your thoughts and worries.

## Seek professional help

If stress is affecting the way you function; go and see your doctor. Heightened stress for prolonged periods can be bad for your physical and mental health.

## Relaxation techniques

Meditation, massage, or yoga have been known to greatly help people with stress.





# Did you Know ?

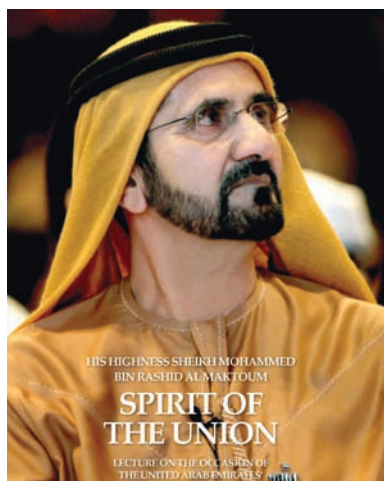
- DEWA was formed in 1 January, 1992
- The late Sheikh Maktoum bin Rashid Al Maktoum issued the decree to set up DEWA.
- DEWA was formed by the merger of Dubai Electricity Company (DEC) and Dubai Water Department (DWD)
- The two bodies operated independently of each other since their inception in 1959, following a decree by the late Sheikh Rashid bin Saeed Al Maktoum
- The two organisations were an example of the vision and foresight of the late HH Sheikh Rashid bin Saeed Al Maktoum to ensure a reliable and adequate supply of electricity and water to the people of Dubai
- The first phase of DEC's development occurred from 1961 to 1972
- The first power station under DEC generated electricity from diesel
- To meet growing demand, a gas turbine powered electricity station was set up in Jebel Ali, which became the main source of power supply for the city.
- DWD's mission was to deliver water to the public
- Today, with a world-class production and distribution network for electricity and water, DEWA has about 10,000 employees







The books featured here are available for loan from DEWA Knowledge Centres. Knowledge Centres are located in DEWA offices at Al Quoz (The Sustainable Building), Al Warsan and Al Qusais. For further information or assistance please email us at [knowledge.centre@dewa.gov.ae](mailto:knowledge.centre@dewa.gov.ae)



### Spirit of the Union

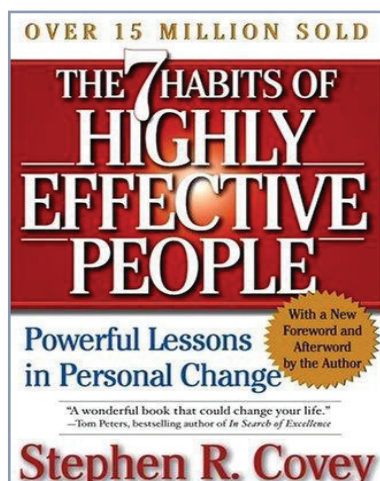
**Author:** HH Sheikh Mohammed bin Rashid Al Maktoum

**Language:** English

**Pages:** 72 pages

**Availability:** Sustainable Building

**Book Description:** This book talks about an important era in the history of the UAE as narrated by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, in a unique lecture he delivered in December 2011 on the occasion of the country's 40th National Day. The book presents a valuable and in-depth view into the historical narration by His Highness, who witnessed pivotal moments on the way to realising his dream for the state, some 40 years ago, through his companionship with the late Sheikh Zayed bin Sultan Al Nahyan and the late Sheikh Rashid bin Saeed Al Maktoum.



### The 7 habits of highly-effective people

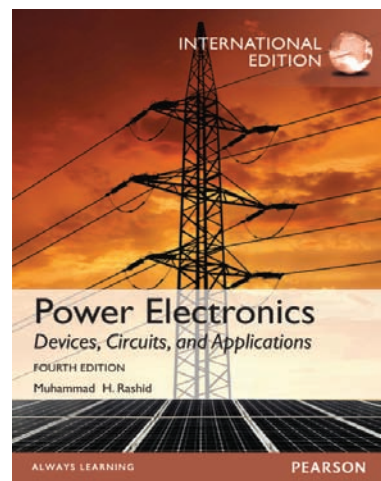
**Author:** Stephen R. Covey

**Language:** English

**Pages:** 372 pages

**Availability:** Al Qusais

**Book Description:** This book is recognised as one of the most influential books ever written. In this seminal work, Stephen R. Covey presents a holistic, integrated, principle-centred approach for solving personal and professional problems. With penetrating insights and pointed anecdotes, Covey reveals a step-by-step pathway for living with fairness, integrity, honesty and human dignity - principles that give us the security to adapt to change, and the wisdom and power to take advantage of the opportunities that change creates. Translated into 34 languages and with phenomenal sales, the book has been the key to the success for legions of business leaders and individuals the world over.



### Power Electronics: Devices, Circuits, and Applications.

**Author:** Muhammad H. Rashid

**Language:** English

**Pages:** 1,032 pages

**Availability:** Warsan Knowledge Centre

**Book Description:** A handbook that is ideal for junior or senior undergraduate students in Electrical and Electronic Engineering.

It covers the basics of emerging areas in power electronics and a broad range of topics such as power switching devices, conversion methods, analysis and techniques, and applications. Its unique approach is in covering the characteristics of semiconductor devices first, and then discussing the applications of these devices for power conversions. Four main applications are included: flexible AC transmissions (FACTS), static switches, power supplies, DC drives, and AC drives.



# Be Connected



رؤيتنا: مؤسسة مستدامة على مستوى عالمي Our Vision: A Sustainable World-Class Utility

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