



# Al Masdar

Issue 54 / March 2015  
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## Dubai Government Achievement Exhibition 2015

Smart government, sustainability and best services showcased



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دبي الذكية  
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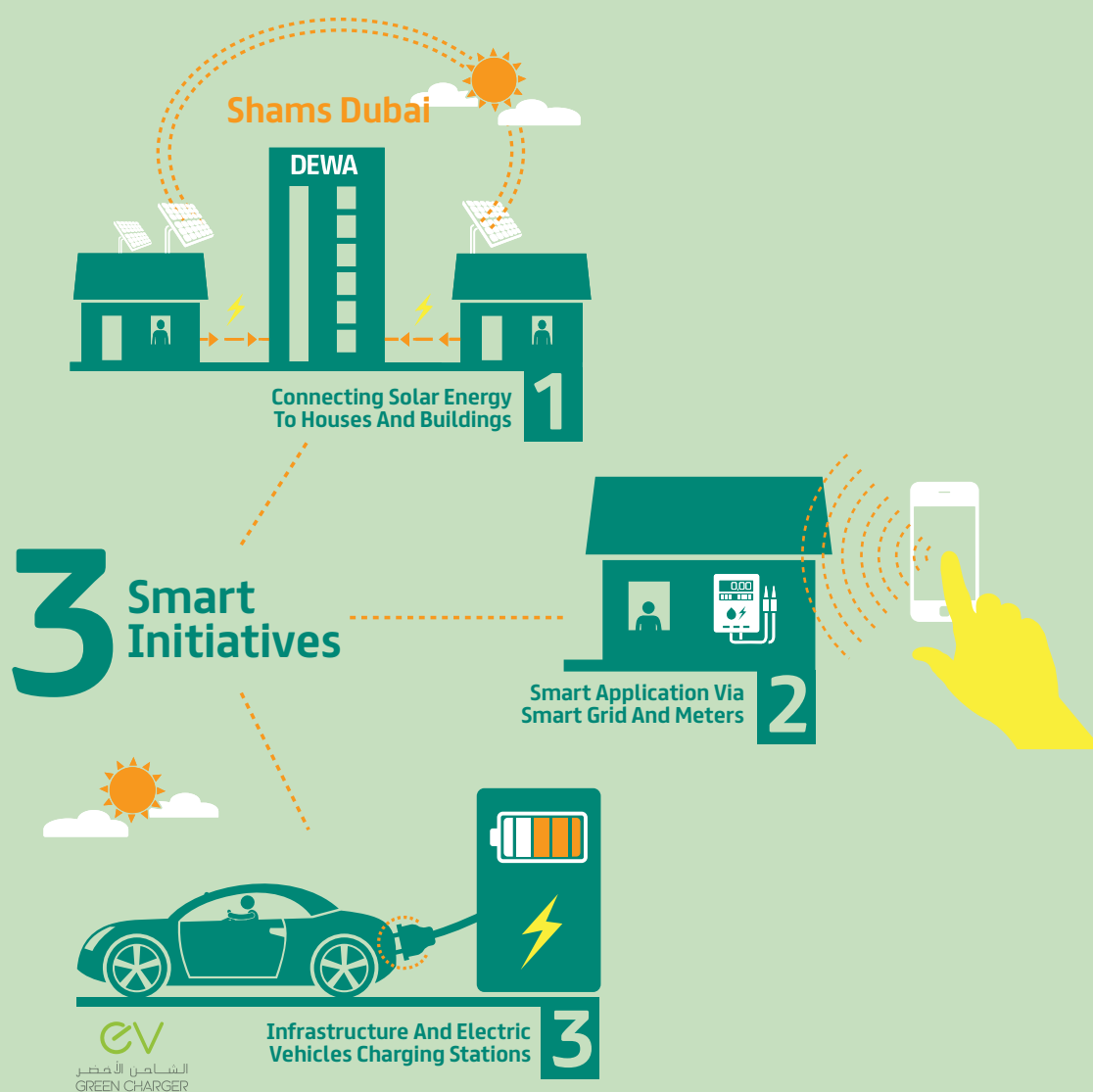
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"The government's job is to achieve happiness for people."



**HH Mohammed bin Rashid Al Maktoum**

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





## OUR VISION

A sustainable innovative 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 and sustainability

## OUR MOTTO

For generations to come

# MD & CEO MESSAGE



**SAEED MOHAMMED AL TAYER**  
MD & CEO OF DEWA

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, the Emirate is now at the forefront in development initiatives globally, and has earned international recognition for its successes in various sectors.

Dubai Plan 2021 has set a road map and includes several initiatives and development projects to boost economic growth, promote energy sustainability, and ensure a clean and safe environment with the aim of creating a happy community by meeting the needs of citizens and residents in the Emirate.

Led by the joint efforts of government organisations and private institutions to promote Dubai's vision, Dubai Electricity and Water Authority (DEWA) continues its tireless efforts to enhance the Emirate's prestigious status as a global hub for trade, finance, tourism, green economy, and sustainability through the launch of projects, initiatives and ambitious programmes.

To support the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum to boost sustainable development in the Emirate and the Dubai Integrated Energy Strategy 2030 to diversify the energy mix, we have increased the targets for the share of renewable energy within Dubai's total power output to 7% by 2020 and 15% by 2030.

DEWA has set promising future targets to boost production capacity at the Mohammed bin Rashid Al Maktoum Solar Park to 3,000MW by 2030. We have also established a research and development centre inside the Park, a solar-testing facility, an innovation centre, a university and a training centre.

DEWA has awarded Siemens a AED1.47 billion contract to expand Dubai's M-Station electricity and desalination plant, the largest and most advanced facility of its kind in the UAE.

The expansion covers the addition of new power generation units with a capacity of 700MW to boost total capacity to 2,760MW by 2018. DEWA has also shortlisted four companies from around the world to bid for the first phase of the Hassyan clean-coal power plant, which is based on the Independent Power Producer (IPP) model. The 1,200MW project is expected to be operational by 2020.

Of DEWA's projects and initiatives, the 2015 agenda includes the Shams Dubai initiative to connect solar energy to buildings. DEWA has also launched the first phase of the Green Charger initiative to build the infrastructure for electric vehicle charging stations in Dubai.

We have inaugurated the Mai Dubai bottled-drinking-water company, which constitutes a major pillar of DEWA's plans to diversify its investment portfolio and revenue streams.

We will continue to work to promote Dubai's position as a global model for energy efficiency, renewable energy, sustainability, innovation, creativity, and attracting investment opportunities in renewable energy and energy efficiency.



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## DUBAI GOVERNMENT ACHIEVEMENTS EXHIBITION 2015

**DEWA concludes its successful participation at the Dubai Government Achievements Exhibition 2015**



Dubai Electricity and Water Authority (DEWA) concluded its successful participation in the Dubai Government Achievements Exhibition 2015, which was organised by the Dubai Government Excellence Programme at the Dubai International Convention and Exhibition Centre under the theme 'Local Government and Global Achievements.' A large number of government representatives, participants and visitors visited DEWA's stand at the exhibition. Visitors reviewed DEWA's major achievements, which focus

on innovation as a key element in government work. They support the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and DEWA's strategy to enhance the global position, excellence and competitiveness of the UAE and Dubai.

HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, visited DEWA's stand on the first day of the exhibition. He was accompanied by HH Sheikh Hamdan bin Mohammed bin

Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, and HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai. HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, briefed His Highness on DEWA's latest smart services, initiatives and solutions, and its projects to support the Smart Dubai initiative, launched by His Highness to transform Dubai into the smartest city in the world and provide the best government services that make customers happier and more satisfied.



On the first day of the exhibition, DEWA's stand was visited by HE Sultan bin Saeed Al Mansouri, UAE Minister of Economy, HE Suhail Al Mazrouei, UAE Minister of Energy, HE Sheikh Ahmed bin Jassim Al Thani, Minister of Economy and Commerce of Qatar, HE Aziz Rabbah, Minister of Equipment, Transport and Logistics of Morocco, HRH Prince Saud bin Khalid al-Faisal, Deputy Governor of the General Investment Authority of Saudi Arabia, HE Major General Khamis Mattar Al Mazeina, Commander-in-Chief of Dubai Police, HE Abdullah Al Shaibani, Secretary General of the Dubai Executive Council, and HE Hussain Lootah, Director General of Dubai Municipality.

"DEWA is participating in the Dubai Government Achievements Exhibition for the third consecutive year to showcase its key initiatives that support the transformation towards smart government, as well as its projects to promote sustainability and provide the best government services round the clock. This is done by simple, seamless, easy-to-use, efficient and transparent procedures that meet the needs and expectations of customers and make them happier. Our efforts support the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and the Dubai Plan 2021 for the transformation into a full smart government, and achieve the sustainable development outlined in the UAE Vision 2021," said Al Tayer.

DEWA's stand at the exhibition attracted a large number of visitors where it demonstrated the best government services that contribute to achieving customer happiness and satisfaction. DEWA showcased its smart app, which provides over 150 services and features that meet the expectations and needs of all society, anytime, anywhere. It provides services for customers, consultants, suppliers, job seekers, scholarships, government organisations, social services, services for people with special needs, and augmented reality. The app provides different services such

as the nearest payment point, as well as DEWA news. The smart app is compatible with various platforms including Android, iOS and Blackberry. It is also accessible on various operating systems including Windows, Windows Phones, Samsung home entertainment systems, Etisalat's eLife and through its web application on [www.dewa.gov.ae](http://www.dewa.gov.ae).



DEWA also showcased Ash'ir and Ashal, two initiatives that have received a remarkable response from customers. The two services support DEWA's continuous efforts to launch innovative programmes that improve customer service, and develop government services to the highest international standards.

Ash'ir is a live-video chat service that enables hearing-impaired customers to communicate directly with DEWA's call centre staff using sign language. Ash'ir users can enter their information and account number and the call centre agents, who are trained in sign language, help them with electronic payments, Green Bill registration (implemented from first of April 2015), and identify the customer's location. The total number of DEWA's customers is 718,118. Around 83% of them, 605,860 are already registered to receive the Green Bill by e-mail.

Ashal kiosks enable visitors to get all the information about DEWA's smart app, from downloading the app, to creating an account, paying bills, and registering for the Green Bill, and the Dubai Smart Government's MyID service.

DEWA also showcased a model of the Mohammed bin Rashid Al Maktoum Solar Park, which DEWA is implementing. It is one of the largest new strategic renewable energy projects in the world. It is based on the independent power producer (IPP) model, with a planned total capacity of 1,000MW by 2019 and 3,000MW by 2030. The 13MW first phase became operational

in 2013, with the 200MW second phase operational by 2017. The Solar Park includes a Research and Development Centre (R&D), a solar-testing facility, an Innovation Centre, a university and a training centre. The Solar Park has two types of technology, photovoltaic (PV) and concentrated solar power (CSP).

DEWA's stand showcased its smart initiatives, including the first initiative, called Shams Dubai, which encourages building owners to install photovoltaic (PV) solar panels to generate electricity. The PV solar system will be connected to DEWA's grid. This encourages the use of renewable energy and increases its share in the energy mix. The second initiative includes smart applications that use smart meters and grids that contribute to fast-service connection, fast response, and rationalise energy use. DEWA will install 1,200,000 smart meters in the next five years. The third initiative is to establish the infrastructure to build 100 electric vehicle-charging stations (Green Charger) this year. DEWA has already established 16 Green Charger stations and will install 84 more stations this year.

# FEATURE STORIES

## A SMART LEAP TO A SUSTAINABLE FUTURE

**DEWA announces Shams Dubai to regulate generation of solar energy in buildings and connection to its grid**



HE Saeed Mohammed Al Tayar, MD & CEO of Dubai Electricity and Water Authority (DEWA) announced at a press conference held at Grand Hyatt hotel in Dubai on March 15, the start of DEWA's first smart initiative, Shams Dubai, to regulate the generation of solar energy in buildings and their connection to DEWA's grid. The move supports the Smart Dubai initiative and 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 in three years through 100 initiatives and 1,000 smart services that enhance the quality of life in the Emirate and achieve its sustainable development.

The press conference was attended by HE Ahmed Bin Byat, Member of the Higher Committee to transform Dubai into a Smart City, Chairman of the Executive Committee of the Smart Dubai initiative, Dr. Aisha Bin Bishr, Assistant Director-General of the Executive Office, Member of the Smart Dubai Executive Committee and Team Leader of the Smart City

Taskforce, HE Ahmed Buti Al Muhairbi, Secretary General of the Dubai Supreme Council of Energy, Abdul Aziz Abdulla Al Midfa, Chairman of the Middle East Solar Industry Association, senior officials from the Dubai Supreme Council of Energy, DEWA's Executive Vice Presidents, Vice Presidents, corporate representatives and members of the press.

Shams Dubai encourages tenants and building owners to install photovoltaic solar panels to generate electricity. DEWA will connect the system to its network.

The electricity will be used onsite and the surplus is exported to DEWA's grid. This encourages the use of renewable energy, increases its share in electricity production and diversifies the energy mix.

"To support 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 make Dubai the smartest city on earth, and make life easier through the efficient, integrated, seamless and sustainable use of resources, we have launched today the implementation phase of the first smart initiative, Shams Dubai. This is one of three initiatives we launched last year to significantly improve the services provided to partners and customers, and make Dubai the smartest city in the world during the next three years. This will enable the city's facilities and services to be managed using smart and connected systems that enhance living standards for all of Dubai's residents and visitors," said Al Tayer.

"Shams Dubai supports the Green Economy for Sustainable Development economic initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum, and implements Council Resolution Number 46 of 2014, issued by HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Dubai Executive Council, to enable customers to install photovoltaic panels to generate electricity from solar power in buildings, and connect them to DEWA's grid. This smart initiative also

supports the Dubai Plan 2021 and the Dubai Integrated Energy Strategy 2030, to develop sustainable energy projects in Dubai, by increasing the targets for renewable energy in the Emirate's energy mix to 7% by 2020 and 15% by 2030. DEWA supports the vision of our wise leadership, which outlines the roadmap for our work and initiatives to enhance the competitiveness of the UAE and Dubai. We are fully prepared to effectively and positively contribute to building Smart Dubai and add to the happiness of its citizens and residents," he added.

"Last week, we announced the first project under the first smart initiative, in collaboration with Dubai Airports, to supply Dubai World Central - Al Maktoum International Airport in Jebel Ali with solar energy. The first step in implementing the initiative was installing photovoltaic panels to produce 30kW of electricity there. Council resolution number 46 encourages the use of renewable energy and increases its share in power generation. This will, in turn, diversify Dubai's energy mix. It is a step forward on the road to sustainability. The resolution is an advance in establishing a culture of sustainability by encouraging customers to produce clean power and connect it to DEWA's grid. Customers can use the electricity they generate using photovoltaic panels. An offset between exported and imported electricity units is conducted and the customer account is settled based on this offset," added Al Tayer.

"Our aim is to transform Dubai into the smartest city in the world and make society happier by providing smart, instant and seamless services around the clock. Dubai has all the capabilities to reach pole position internationally, through creative and technological innovation, which is one of the fundamental enablers to ensure a stimulating, creative, and sustainable environment. We are confident that Shams Dubai will regulate the generation of solar energy in buildings and their connection to DEWA's grid. It should positively benefit Dubai and has the full support of government and private organisations. This also applies to DEWA's second initiative to install smart meters and networks that contribute to fast-service connection, fast response, and rationalise energy use, and also to our third initiative to establish the infrastructure to build 100 electric vehicle charging stations, called Green Charger, this year," concluded Al Tayer.

"This initiative launched by DEWA, the strategic partners of Smart Dubai initiative, brings us one step closer towards achieving the leading initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to make Dubai the smartest city in the world. We are determined to achieve this goal through a number of smart initiatives and programmes in the near future, in collaboration with our strategic partners in different sectors and fields," said Dr Bin Bishr.





## A GREEN MILESTONE

**DEWA's inauguration of Dubai's first electric vehicle charging station was an important step in making Dubai the world's smartest city and the rational and sustainable use of resources**

HHSheikh Ahmed bin Saeed Al Maktoum, Chairman of the Dubai Supreme Council of Energy, inaugurated the first electric vehicle charging station in Dubai on 25 February at Dubai Electricity and Water Authority's (DEWA's) main office.

The ceremony was attended by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of the Roads and Transport Authority (RTA), HE Ahmed Bin Byat, Chairman of the Board of Directors of Du, HE Ahmed Butti Al Muhairbi, Secretary General

of the Dubai Supreme Council of Energy, Abdullah Kalban, MD & CEO of Emirates Global Aluminium, Abdullah Abdel Kareem, Director General of the Department of Oil Affairs, Dr. Aisha Butti Bin Bishr, Assistant Director-General at the Executive Office of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, Ali Shahdoor, Deputy Chief Editor of Al Bayan, Sami Al Reyami, Editor-in-Chief of Emarat Al Youm, and senior officials from the Dubai Supreme Council of Energy and DEWA. The move 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 make Dubai the happiest city on earth by providing an efficient and seamless experience and making it the safest place for residents and visitors.

"By transforming Dubai into the smartest city in the world, we aim to make our society happier and provide smart, instant, and seamless services that are available anytime, anywhere. Dubai has all the elements to be a global leader in sustainability, competitiveness, and green economy," said Al Tayer.





"This station is an important step towards achieving the objectives of the sustainable smart city and transforming Dubai into the smartest city in the world. It also supports Dubai Plan 2021 and the Dubai Integrated Energy Strategy 2030 to establish Dubai as a global hub for trade, finance, tourism, and sustainability, and a global role model of the highest standards of energy efficiency. One of the main factors for the success of smart cities is providing a smart environment that rationally and sustainably uses resources in an innovative way by adopting state-of-the-art technologies. DEWA has developed a comprehensive strategy for smart grids. Currently, DEWA is implementing three main initiatives: These are connecting solar energy to houses and buildings (Shams-Dubai), smart applications through smart meters and grids, and the infrastructure for vehicle charging stations. DEWA has started implementing the electric vehicle charging station infrastructure initiative," added Al Tayer.

"This pioneering initiative will greatly support DEWA's efforts to reduce the carbon footprint, protect the environment, and drive Dubai's sustainable development forward. We are confident this project will have the

full support of Dubai residents, as well as government and private organisations," concluded Al Tayer.

"DEWA's inauguration of the first electric vehicle charging station in Dubai is a major step towards achieving the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and the directives of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, and Chairman of Dubai Executive Council, to make Dubai the smartest city in the world. This initiative supports the Smart City objectives of our strategy and will significantly improve the public's perception about this vehicle technology and encourage its uptake in Dubai. We are confident that inaugurating the station today will have a great impact on supporting efforts to make Dubai a smart city," said Dr. Bishr.

"The inauguration of the first electric vehicle charging station in Dubai is a momentous occasion for Dubai," said Stathis Stathis, Managing Director of AGMC. "We launched the BMW i8 hybrid sports car last year in Dubai and it has been well-received, so we look forward to continuing our dialogue with DEWA to assess the potential to sell the i3 in Dubai."

DEWA's third initiative includes building the infrastructure needed to introduce electric vehicles in the emirate by establishing 100 charging stations in 2015. DEWA is collaborating with a number of national and private organisations to implement this leading project. These include car manufacturers, national airports, shopping malls, petrol stations, Dubai Municipality, RTA, hotels, and owners and operators of parking lots in Dubai. DEWA is also working with real estate developers, including Emaar and Nakheel, to determine the most appropriate sites to set up electric vehicle charging stations across Dubai.

The first phase of the project includes installing 16 charging stations for public use. Each station can accommodate two vehicles at a time. Twelve stations have been installed at DEWA's centres, which can charge 24 vehicles simultaneously. These stations are at DEWA's head office, the Sustainable Building, Al Wasl, Al Hudaiba, Burj Nahar, Umm Ramool, and Jebel Ali. These stations have been installed and are ready for use. One station has been installed in Dubai Silicon Oasis with another due, and two more were installed at Dubai Design District.

During phase two of the project, 84 charging stations of different types will be installed across Dubai. These include fast, public, and home charging stations. They will be installed at Dubai Airports, Dubai Municipality, RTA and other locations such as shopping malls, petrol stations, hotels, and parking areas, among others. The project is scheduled to be completed this year.

DEWA will build three types of electric vehicle charging stations that are compatible with the latest international technologies used in electric vehicles. Fast charging stations that take 30 minutes will be available at petrol stations. The other two types include charging stations that take four hours, and six to eight hours, respectively. The setting up of the three types will be based on recommendations by the project's consultants.



## DEWA HONoured AT GOVERNMENT SUMMIT

### DEWA's smart app won the best m-Government Award in the environment category

HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, presented Dubai Electricity and Water Authority (DEWA) with the Best m-Government Service Award in the environment category, to HE Saeed Mohammed Al Tayer, MD & CEO

its smart services, and highlights its success, following the steps of our wise leadership, to adopt creativity, innovation and excellence to provide high-quality and efficient smart services. It also enhances our efforts to achieve our vision to become a sustainable world class utility, and make our customers happier," said Al Tayer.



of DEWA on 11 February. The award was announced on the third and final day of the Government Summit, which was held under the patronage of His Highness. The summit, under the theme 'Shaping Future Governments,' was sponsored by DEWA as a featured partner. Out of 411 submissions in the national, Arab, global, and university-student categories, 76 qualified for the final stage of the second Best m-Government Service Award. Participation focused on creativity and employing technology to serve the public.

"We are proud to be honoured by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai and win this prestigious award. Winning this award crowns DEWA's efforts in developing

"DEWA's nomination and winning the environment category is a testament to its success in utilising electronic and smart services to serve its environmental objectives. DEWA is one of the leading government organisations to support smart transformation and its role in promoting the well-being of society by preserving natural resources, reducing carbon dioxide emissions, and providing a healthy and ideal environment in which to live and work," he added.

"DEWA is looking forward to contributing to shaping a better future for everyone by effectively working to achieve the vision of our wise leadership to transform Dubai into the smartest city in the world. We also work to achieve the Dubai Plan 2021 to make Dubai a smart, integrated,

and connected city, which sustainably manages its resources. We do this by protecting our resources, and reducing the carbon footprint for a sustainable future, for generations to come," added Al Tayer.

"DEWA continues its excellence and creativity," said Moza Al Akraf, Acting CIO of DEWA. "This award embodies our aspirations and ongoing efforts to always be a leading utility. We do this by adopting the best and latest technologies, international best practices, and quality and excellence standards in our performance and initiatives to upgrade our services. DEWA works hard to reach all customers and meet their present and future requirements by providing our services, anytime, anywhere, and achieving their happiness and comfort."

Using DEWA's electronic and smart services helped eliminate 12,000 tonnes of carbon dioxide emissions in 2014 as a result of DEWA's customers conducting over 3.7 million transactions online and through the smart app. This amount is the equivalent to that of customers travelling to and from DEWA offices. This equates to planting 64,400 trees in an area equivalent to 121.5 football fields.

DEWA's smart app provides over 150 services and features that meet the expectations and needs of all segments of society, such as customers, consultants, suppliers, job seekers, government organisations, and people with special needs, anytime, anywhere. DEWA's smart app is compatible with various platforms including Android, iOS, and Blackberry. It is also accessible on various operating systems including Windows, Windows Phones, Samsung home entertainment systems, Etisalat's eLife and through its web application on [www.dewa.gov.ae](http://www.dewa.gov.ae)





## BAN KI-MOON GIVES SEAL OF APPROVAL TO DUBAI'S LOW CARBON DEVELOPMENT

HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Dubai Supreme Council of Energy, and the Secretary General of the United Nations Ban Ki-moon, reviewed the progress of the Dubai Carbon Centre of Excellence during the Government Summit, held in Dubai from 9-11 February.

HE Ban Ki-moon noted: "The Dubai Carbon Centre of Excellence has come a long way since its establishment in 2011. It gives me great pride to see how it has developed into an influential and integral part of the low-carbon and green economy movement in the UAE. Dubai Carbon is a prime example of a fit-for-purpose Public Private Partnership integrating competencies of different UN agencies under the leadership of the United Nations Development Programme and in close cooperation with the Dubai Supreme Council of Energy.



## MAI DUBAI ANOTHER PILLAR IN DEWA'S PORTFOLIO

**DEWA's inauguration of the Mai Dubai bottled drinking water company and factory was another step towards diversifying revenue streams by investing in new ventures**



HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of Dubai Electricity and Water Authority (DEWA), inaugurated the Mai Dubai bottled drinking-water company and factory on 23 February 2015. The plant is in Yalays on Al Qudra road in Dubai. The ceremony was attended by HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Dubai Supreme Council of Energy, HE Matar Humaid Al Tayer, Chairman of DEWA, HE Saeed Al Kindi, HE Mohammed Khalifa Al Habtoor, HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, HE Majid Al Shamsi, first vice chairman, Dubai Chamber, HE Hussain Lootah, Director General of

Dubai Municipality, HE Essa Al Maidoor, Director General of Dubai Health Authority, HE Helal Saeed Almarri, Director General of Dubai Department of Tourism and Commerce Marketing, and HE Ahmed Bin Humaidan, Director General of Dubai Smart Government. A number of government department directors, board members of DEWA plus board members, the CEO and management of Mai Dubai, as well as the media, attended the ceremony.

HH Sheikh Hamdan bin Rashid Al Maktoum and dignitaries toured the different areas of the factory afterwards and listened to a detailed explanation about the operations of the company's factory.

HH Sheikh Hamdan bin Rashid commended DEWA's efforts to meet the current and future demands of electricity and water according to the highest standards of reliability, efficiency and quality, and its commitment to enhancing Dubai's position as a role model in energy security, effectiveness and efficiency to meet all development requirements in the emirate.

Humaid Al Tayer welcomed their Highnesses and the attendees and thanked them on behalf of DEWA's Board members and staff. He expressed his gratitude to Their Highnesses for honouring the ceremony by inaugurating the Mai Dubai





bottled drinking water company. The DEWA chairman highlighted that this was another accomplishment for DEWA, and supports the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to make Dubai the happiest city on earth for residents and visitors, promote the well-being of people, and strengthen the infrastructure to ensure progress.

"DEWA's installed capacity is 9,656MW of electricity and 470 MIGD of desalinated water. The peak load for electricity is 7,233MW of electricity and 316 MIGD for desalinated water," said Al Tayer.

"This project is one of the main pillars of DEWA's plans to diversify revenue

streams by investing in new ventures. The plant uses the latest technologies and best global practices and quality standards in sterilisation and purification in the production and bottling of drinking water. This plant produces drinking water that has low sodium levels and a balanced range of minerals. It has already become a popular brand in the UAE within a short time," added Al Tayer.

Mai Dubai is an independent Limited Liability Company with 99 per cent of its shares owned by DEWA, ensuring that it adheres to the highest quality standards. Mai Dubai's team is led by local and international industry veterans in the production and bottling of drinking water.

Commercial production started in March 2014. The factory has received the FDA, HACCP, ISO22000 and Emirates Quality Mark (EQM) certifications. Mai Dubai has the latest technologies and plans to increase its production capacity by 400 per cent in the near future.

The production lines include small- and medium-size bottles of 1.5 litre, 500ml and 330ml capacity, as well as five-gallon bottles. The cup line is available in 200ml and 100ml.

The unique red colour in the corporate identity of Mai Dubai symbolises vigour, vividness, happiness and prosperity. The design of its bottles was inspired by Dubai's modern architecture.



## EMIRATES ENERGY AWARD

**A global platform to promote sustainability and energy efficiency**

Since its inception in 2009, the Dubai Supreme Council of Energy has committed itself to supporting the economic growth of Dubai by ensuring that the emirate has energy security, is efficient and sustainable, and is developing alternative and renewable energy sources that meet the requirements for future development as per the highest environmental standards.

In 2010, the Supreme Council of Energy implemented the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, by developing and launching the Dubai Integrated Energy Strategy 2030 to define the strategic direction of the Emirate of Dubai towards ensuring sustainable energy and improved efficiency in demand and diversification of the energy mix by 2030.

In order to achieve these strategic goals and strengthen Dubai's position as a global centre for clean and renewable energy, sustainability and the environment, the Supreme Council of Energy launched the Emirates Energy Award to honour the work and practices of companies, organisations and individuals working in the energy sector, creating a stimulating environment and integrated system that helps foster a culture of excellence and sustainability in this vital sector.

The Emirates Energy Award, which is organised once every two years, supports the UAE Vision 2021, and the long-term national Green Economy for Sustainable Development initiative, launched by HH Sheikh Mohammed bin Rashid Al Maktoum, to sustainably develop the UAE.

The award promotes the sustainable use of clean and renewable energy

sources and reduces dependence on traditional energy sources to reduce environmental pollution, encouraging businesses and people to take up sustainable development, and increasing awareness and promoting the conservation and preservation of energy resources and environmental protection. The award is also instrumental in supporting the economic and environmental development plans adopted by the UAE.

"We aim to highlight best practices in the area of energy efficiency and renewable energy. The award is one of the most significant initiatives undertaken by the Council to achieve sustainable development in Dubai and raise awareness among community members about the best use of energy and its importance in driving growth. The award highlights the best experiences and practices that have successfully conserved energy. The award recognises local and global efforts in all areas of energy and serves as a catalyst for scientific innovation and creative ideas," said Al Tayer.

"Our leadership at Dubai Government has comprehensive plans and integrated strategies for sustainable solutions in the field of energy. In line with the efforts of Dubai Government and the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, the Supreme Council of Energy has unveiled the Dubai Integrated Energy Strategy 2030 to reduce energy consumption by 30% by 2030, which emphasises the leadership's farsighted

initiatives to face future challenges in the energy sector," added Al Tayer.

The award honours the efforts of organisations and individuals in the areas of management and rationalisation of energy, and in promoting education and research. A global platform, the award brings winners together to celebrate their achievements, highlight their efforts and honour them for their remarkable successes in adopting best practices for energy management and conservation.

The Award Committee comprises experts in the management and assessment of international awards. The Awards includes the following categories: Gold, Silver and Bronze awards for Large and Small Energy Projects for Efficiency, Gold, Silver and Bronze awards for energy efficiency in the public sector, Gold, Silver and Bronze awards in education and capacity-building, Gold, Silver and Bronze awards in scientific research, Gold, Silver and Bronze awards for youth innovation, and a special award of Excellence.

The award ceremony coincides with World Energy Day celebrations, announced by HH Sheikh Mohammed bin Rashid Al Maktoum, and endorsed by representatives of 54 countries around the world as well as the representatives from the United Nations, the Arab League and the African Union on 22 October 2012. Organisations and individuals can participate in the Emirates Energy Award on its website [www.emiratesenergyaward.com](http://www.emiratesenergyaward.com)

جائزة الإمارات للطاقة  
EMIRATES ENERGY AWARD



# 34<sup>TH</sup> MEETING OF SUPREME COUNCIL OF ENERGY

Dubai Supreme Council of Energy reviews plans for positioning Dubai as global hub for green economy



HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Dubai Supreme Council of Energy, chaired the Supreme Council's 34<sup>th</sup> meeting where they reviewed plans for positioning Dubai as a global hub for green economy.

The meeting was attended by HE Saeed Mohammed Al Tayer, Vice Chairman of the Dubai Supreme Council of Energy, HE Ahmed Buti Al Muhairbi, Secretary General of the Dubai Supreme Council of Energy, and other Supreme Council members including, Abdulla Kalban, MD & CEO of Emirates Global Aluminium; Saif Al Falasi, Chief Executive Officer of ENOC, Abdullah Abdel Kareem, Director General of the Department of Oil Affairs, Salem bin Mesmar, Assistant Director General of the Dubai Municipality for Environment, Health and Safety, Waleed Salman, Vice Chairman of the Dubai Nuclear Energy Committee, Dr. Yousef Al Ali, CEO of Public Transport Agency at the Roads & Transport Authority (RTA), as well as representatives from Dubai Supply Authority.

"To achieve the Dubai Plan 2021 to make Dubai a smart, integrated and connected city that uses its resources sustainably and has a high-tech infrastructure that supports social and economic development to be on a par with the best cities in the world, the Supreme Council of Energy highlighted the Smart Dubai initiative by His Highness Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to make Dubai the smartest city in the world within three years by implementing 100 initiatives and 1,000 smart services to improve quality of life and achieve Dubai's sustainable development. We also reviewed the Dubai Integrated Energy Strategy 2030 and initiatives, innovations, green projects and mechanisms, such as green transportation, retrofitting buildings, as well as the Shams Dubai initiative to regulate connecting buildings' solar panels with DEWA's grid. The Supreme Council also reviewed plans for promoting the use of electric, hybrid and environmentally friendly cars in Dubai. DEWA's Green Charger initiative is building

100 charging stations this year – the first such initiative of its kind in the region," said Al Tayer.

"Members of the Supreme Council reviewed the UAE Water Aid initiative, which was launched by HH Sheikh Mohammed bin Rashid Al Maktoum, to promote social services and help countries get clean drinking water. This supports Decree No. 8 of 2015, to form the committee for the UAE Water Aid initiative, which includes DEWA, the Ministry of International Cooperation and Development, Emirates Red Crescent, United Arab Emirates University and Khalifa University. They reviewed details of a study to build a centre to grow the skills of UAE Nationals in sustainable energy, as well as research and development, in cooperation with DEWA under the umbrella of the Supreme Council and the United Nations Industrial Development Organization (UNIDO). This will support Dubai's vision to become a smart city with the best clean energy, energy-efficiency and water technologies," added Al Tayer.

## EARTH HOUR PROVES DUBAI CARES

**Dubai marked Earth Hour for the eighth consecutive year, and the strong public support highlighted the growing environmental awareness among Dubai residents**

On 28 March, Dubai Electricity and Water Authority (DEWA) achieved an impressive reduction in electricity use of 305 MWh and a reduction of 183 tonnes of carbon dioxide emissions during Earth Hour 2015 in Dubai. This is a decrease of 20% compared to last year, when DEWA recorded savings of 255 MWh of electricity and 153 tonnes of carbon dioxide emissions.

The Earth Hour event in Dubai was held under the patronage of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Dubai Executive Council, in partnership with the Dubai Supreme Council of Energy, the Emirates Wildlife Society in cooperation with the World Wide Fund for Nature, and Masat Property Management at Bay Avenue Park in the city's Business Bay.

The event was attended by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA and HE Major-General Mohammed Ahmed Al Marri, Director-General of the General Directorate for Residency and Foreigners Affairs in Dubai (GDRFA-Dubai), and HE Ahmed Buti Al Muhairbi, Secretary-General of the Dubai Supreme Council of Energy, and officials from the Dubai Supreme Council of Energy, DEWA, and government and private sector staff.

DEWA marked Earth Hour 2015 by displaying the world's largest infinity mirror, measuring seven square metres. Dubai, represented by DEWA, broke a new world record that was registered in the Guinness Book of Records. An infinity mirror is a set of mirrors that reflect an image back in a recursive manner, creating a series of smaller reflections that recede into an infinite distance. This



infinity mirror communicated DEWA's message that its efforts are infinite.

During Earth Hour, tourist attractions, government and private buildings, as well as residents across Dubai turned off their lights and unessential electric appliances for a full hour. This underlined the universal belief that combined efforts will significantly contribute to establishing a culture of energy conservation, preservation of natural resources and environmental protection.

"Dubai marks the annual Earth Hour event in line with the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and under the patronage of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and

Chairman of the Dubai Executive Council, to strengthen the leading role Dubai plays in supporting global efforts to reduce carbon dioxide and greenhouse gas emissions that cause global warming and climate change," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

"Dubai was the first Arab city to participate in Earth Hour in 2008. Since then, DEWA has managed to make significant savings and support Dubai's objectives to reduce the use of natural resources and achieve environmental sustainability. This has been aided by the cooperation of DEWA's partners and greater social awareness. During Earth Hour over the past seven years, DEWA managed to reduce electricity use by 1,291 MWh and saved 775 tonnes of carbon dioxide emissions," added Al Tayer.



“DEWA has achieved significant results in reducing electricity use over the past six years, saving 1,163 GWh of electricity and 5.4 billion imperial gallons of water. That is equivalent to AED752 million and more than 536,000 tonnes of carbon dioxide emissions.”

“The amount of savings achieved during Earth Hour combined with conservation campaigns reflects the strong environmental awareness among Dubai residents. It also underlines the



effectiveness of combined efforts to achieve our objectives to create a clean, healthy, and sustainable environment for the benefit of present and future generations,” concluded Al Tayer

“On behalf of our parent company DPG, we are proud to extend our support to this initiative for the second year running and to host this event at our flagship retail destination Bay Avenue,” said Arif Mubarak, Chief Executive Officer of MASAT, DPG’s dedicated portfolio management company. “Our involvement in this initiative reflects our commitment to promoting energy and water efficiency



not only on this evening, but on a daily basis. More importantly, initiatives such as these help us all to work towards a greener and sustainable economy.”

Hundreds of residents and visitors attended the Earth Day activities, which started at 5pm. These activities

included various entertainment and family activities including clowns, stilt-walking, flower displays, face painting, fun contests, souvenirs, heritage activities and a traditional food corner. Children also celebrated the first anniversary of DEWA’s conservation mascots, Noor and Hayat.

At 8:30pm, participants joined millions of people around the world in switching off lights to mark Earth Hour. The Earth Hour Walkathon then started where participants held candles and environmentally-friendly lanterns together. The Walkathon was led by Al Tayer and officials from the Dubai Supreme Council of Energy, DEWA, and government and private sector staff.

## DEWA TEAM RAISES UAE FLAG AT THE SOUTH POLE



at DEWA, who is responsible for DEWA's mission to Antarctica.

"DEWA encourages all initiatives that support its vision to become a sustainable innovative world-class utility, and its strategy to promote environmental awareness, protect natural resources, and reduce the carbon footprint. The team will gain deep insights on major issues that affect the entire world, such as climate change and energy consumption, as well as the Leadership on the Edge programme. The unique experiences they will go through will enhance their knowledge and insights, which they in turn will exchange with their colleagues, families, and friends," said Al Tayer.



Leaving behind sunshine, pleasant weather and the golden warm sands of Dubai, five Dubai Electricity and Water Authority (DEWA) employees have embarked on an expedition to one of the coldest and most isolated parts of the world. From the foot of the Andes mountains in Ushuaia, Argentina, at Earth's southernmost part, DEWA's staff joined the 2041 Antarctica Expedition to highlight the effects of global warming, climate change, and the need to protect the South Pole.

The mission is led by Robert Swan OBE, founder of 2041, which works to increase global awareness on the environmental importance of Antarctica. There, DEWA staff will raise the UAE flag. During DEWA's celebrations of the 43rd UAE National Day



last December, HE Lieutenant General Dhahi Khalfan Tamim, Deputy Chairman of Police and Public Security in Dubai, and HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, handed over the UAE flag that will be raised in Antarctica to Mohammed Al Shamsi, Senior Manager of Sustainability and Climate Change

Dozens of DEWA staff were interested in joining the expedition. Applications included writing articles and a two-minute video by each candidate explaining the reasons why he or she wanted to be part of the expedition and what they wanted to achieve after their return. Eventually four men and one woman were selected to take part in the two-week unique adventure. They are Abdulla Alhussam, Engineer, Taha Al Hamri, Specialist – Corporate Social Responsibility, Adel Al Tamimi, Senior Manager of IT Smart Technology and Business Intelligence, Nana Sherief Badawi, Senior Executive of Strategy Execution, and Boualem Belhadji, Senior Manager of Water Transmission Planning.



# HH MOHAMMED BIN RASHID AL MAKTOUM ATTENDS DEWA'S BRAINSTORMING SESSION

HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, attended a brainstorming session in January organised by DEWA at the Maha Desert Resort in Dubai.

The session encouraged the contribution and participation of DEWA staff in drawing and implementing its policies and resolutions. The session was also held in response to Sheikh Mohammed's vision of unlocking national talents and creative competencies in work and at production sites, besides in fields such as education. The event sought to probe ideas and observations of the employees which help DEWA in improving performance.

His Highness stopped for a while at each workshop for an insight into subjects under discussion.

The brainstorming activity featured five workshops tackling sustainability, smart city, innovation in customer service and happiness, research and development, and innovation.

Saeed Mohamed Al Tayer, Managing Director and CEO of DEWA, said the creativity lab was organised as part of DEWA's efforts to translate the directives of Sheikh Mohammed, which, he added, provided a roadmap for DEWA to undertake its responsibilities and duties in full, provide top class services to the customers and address challenges in the field.



## DEWA REVIEWS ITS STRATEGIC PLAN 2021

DEWA organised a workshop in March to discuss its Strategic Plan 2021 at the Grand Hyatt hotel in Dubai. HE Saeed Mohammed Al Tayer, MD & CEO of DEWA led the workshop, which was attended by DEWA's management.

Al Tayer welcomed the participants, noting that DEWA adopts the principles of a strategy-focused organisation and intends to achieve its vision to become a sustainable innovative world-class utility. "Strategic planning is one of the most important foundations of modern management. It plays a key role in improving the performance of an organisation and developing its work mechanisms to make the most efficient

use of our resources. Planning also helps to align resources with goals, to achieve quality, and the happiness of customers and stakeholders," he said.

"While we develop DEWA's Strategic Plan 2021, we take into account various factors. These include an expected future growth in demand, major development projects in Dubai, and local and federal initiatives such as the Green Economy for Sustainable Development, launched by HH Sheikh Mohammed bin Rashid Al Maktoum, to build a green economy and a sustainable environment in the UAE that supports long-term economic growth. We will also be considering the Dubai Plan

2021, to establish Dubai as a smart and sustainable city whose environmental elements are clean, healthy, and sustainable, and the Dubai Integrated Energy Strategy 2030, announced by the Dubai Supreme Council of Energy, to diversify the energy mix and reduce energy demand. We will also consider other external factors that may influence our strategy," added Al Tayer.

The workshop reviewed the outline of DEWA's Strategic Plan 2021 based on different inputs including its future priorities, its seven-year strategic plan, and the outcomes of the Creativity Lab for staff and partners. Other inputs include the brainstorming campaign to collect feedback and suggestions of customers and stakeholders, in addition to reviewing best international practices.

Sectors and individuals, winners of DEWA's Strategy Excellence programme, were honoured at the end of the workshop.



## DEWA LAUNCHES APP MASTER COMPETITION



DEWA has launched the App Master competition for university students to develop a smart entertaining application for seven-year-olds and older. DEWA aims to use the app to promote environmental awareness and a culture of energy and water conservation in society in an easy and enjoyable way.

"This App Master Competition supports marking 2015 the Year of Innovation, and spreading a culture of innovation as part of our strategy to support sustainable development. The competition also supports our strategy to enhance social development and raise awareness on rational consumption of energy and water resources, especially amongst the next generation," said

HE Saeed Mohammed Al Tayar, MD & CEO of DEWA.

"DEWA has a comprehensive strategy to motivate and implement creative ideas and suggestions. This strategy is based on leadership and innovation to enhance its vision to become a sustainable world class utility. DEWA adopts the latest studies, research, and creative suggestions in all its strategic planning to promote its leading position nationally and globally," added Al Tayar.

DEWA will honour the top five winners at a ceremony that will be held in June 2015. The first place winner will be awarded AED 50,000 and a chance for a job interview at DEWA. The second place winner will receive AED 30,000. The third place winner will receive AED 20,000, and the fourth and

fifth place winners will receive AED 10,000 each. Winning individuals and teams will receive prizes totalling AED 120,000.

A special committee at DEWA will evaluate the applications against a set of technical criteria it has developed. The apps have to be original or true works of the participant, not copyrighted or patented by any other party. The apps have to be free from any technical faults, easy to use by seven-year-olds and above. The apps have to support both iOS and Android operating systems. Participants have to send the source code to DEWA on a USB to PO Box 564 Dubai for evaluation.

Registration and more information is available on DEWA's website: [www.dewa.gov.ae](http://www.dewa.gov.ae)

# DEWA SIGNS MOU WITH RTA TO COLLABORATE ON DUBAI'S INFRASTRUCTURE DEVELOPMENTS

DEWA has signed a Memorandum of Understanding (MoU) with the Roads and Transport Authority (RTA) to enhance their existing strategic partnership. This includes coordinating work by DEWA and the RTA, to improve the operations, maintenance, and development of Dubai Metro and Dubai Tram: improving day-to-day safety of passengers, and minimising disruption of services.

The MoU was signed by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, and HE Mattar Al Tayer, Director General and Chairman of the Board of Executive Directors of RTA, with staff from both organisations present.

As per the MoU, the two organisations will work together on roadworks and maintenance, improvements to Dubai's



infrastructure including DEWA's network, facilitating the RTA's development and infrastructure projects. The MoU also includes developing current and future plans to establish shared systems to manage technical resources and material for these projects, and specifying the



service lines within the right of way. The two organisations will accelerate work on emergencies, make it easier to obtain NOCs for projects, work more closely on DEWA's service lines and infrastructure within the Metro and Tram railways' right of way.

## DEWA SIGNS MOU WITH DU TO ENHANCE INFRASTRUCTURE FOR SMART DUBAI

DEWA has signed a Memorandum of Understanding (MoU) with Emirates Integrated Telecommunications Company (du) to enhance cooperation in developing joint smart solutions to achieve the Smart Dubai initiative,

launch innovative initiatives that promote customer satisfaction, promote the latest payment solutions that make life easier for customers, and exchange knowledge and expertise in corporate social responsibility (CSR)

projects and initiatives.

The MoU was signed by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, and Osman Sultan, CEO of du. Senior officials of the two organisations were also present.





## DUBAI CARBON CENTRE OF EXCELLENCE AND AFC ENERGY SIGN MOU TO STUDY DEPLOYING HYDROGEN FUEL CELLS TO GENERATE ENERGY

Dubai Carbon Centre of Excellence (Dubai Carbon) signed an MoU with Britain's AFC Energy on May 9, to assess the potential for using hydrogen fuel cells to generate energy in Dubai. This supports the UAE's efforts to reduce carbon emissions. As per the MoU, Dubai Carbon will work with AFC to reduce carbon dioxide (CO<sub>2</sub>) emissions by using hydrogen fuel cells in a number of facilities. The two sides will investigate using AFC's hydrogen fuel cells in certain sites and projects that are under construction or which require temporary connections in Dubai, to generate a total of 300MW by 2020.

"We work to achieve the Green Economy for Sustainable Development initiative, the long-term national initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to build an economy that protects the environment and supports a diversified economy based on knowledge and innovation. It enhances the competitiveness of the UAE in global markets, especially in renewable energy, and green-economy products and technologies. We also work to achieve the UAE Vision 2021 and Dubai Plan 2021 to make Dubai sustainable with its resources," said HE Saeed Mohammed Al Tayer, Vice Chairman of the Dubai Supreme Council of Energy, and MD & CEO of Dubai Electricity and Water Authority (DEWA).



"The MoU between Dubai Carbon and AFC Energy supports the Dubai Integrated Energy Strategy 2030 to diversify Dubai's energy mix, promote the sustainable development of Dubai, make the emirate a role model in energy security and efficiency, and reduce energy demand by 30%. The MoU also supports Dubai's efforts to increase its use of sources of renewable and clean energy. It underlines Dubai's leading role, and vision to ensure secure, clean, and sustainable energy," added Al Tayer.

"We are delighted to sign this MoU between Dubai Carbon and AFC Energy

to evaluate the use of hydrogen fuel cell technology to generate electricity in Dubai. It is a clean and environmentally-friendly technology. This project supports Dubai's strategy to enhance its energy infrastructure, and build capabilities and innovation in energy management and efficiency," said Waleed Salman, Chairman of the Dubai Carbon Centre of Excellence.

AFC Energy is a British company listed in international markets. It is interested in investing in the region, especially Dubai, because of its growth and infrastructure that supports sustainability and a green economy. AFC has advanced technologies to use hydrogen in generating energy by using small generators at utilities and sites with temporary connections.

Dubai Carbon and AFC will assess the demand for commercial facilities in Dubai to use this advanced technology.



كربون دبي  
DUBAI CARBON

# DEWA LAUNCHES SIRB DRONE INITIATIVE TO PROVIDE MORE EFFICIENT AND SEAMLESS INFRASTRUCTURE SERVICES

HE Saeed Mohammed Al Tayer, MD and CEO of Dubai Electricity and Water Authority (DEWA) has launched the Sirb (Arabic for fleet) initiative at the DEWA 2021 strategy workshop, held at the Grand Hyatt hotel in Dubai. The move supports the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to develop the drone industry to serve humanity.

The initiative uses drone technology to support Dubai's infrastructure, and aids smart technologies in serving Dubai's residents. DEWA is making a significant improvement to government services by adopting innovative ways for government to effectively communicate with its customers. The UAE is one of the first countries in the world to use drones to provide government services.

"The Sirb initiative is aligned to the directives of our wise leadership to harness different technologies. We have instructed everyone in DEWA to make plans to implement this initiative. DEWA introduced the Creativity Lab experience in its strategy workshop 2014-2018. Work teams were formed to discuss opportunities for improvement and come up with creative solutions," headed.

"This initiative will greatly improve our operational efficiency by accelerating operations, increasing safety during regular network testing and maintenance, and accurately detecting failures. It will also help



in monitoring generation, in field surveys for new projects, and in new connections for buildings and facilities in Dubai. This will enhance the trust of our customers in DEWA's services and improve organisational competitiveness in terms of financial savings. The drones provide early detection by using thermal imaging for overhead power lines. This limits risks and reduces costs, enables a quick response and is very accurate, making it easier to make informed decisions. The drones use state-of-the-art upgradable technologies such as high-definition cameras that are equipped with night-vision and laser technologies, GPS sensors, and can measure pressure, height, magnetic fields, and use ultrasound scanning," concluded Al Tayer.

DEWA is also looking into expanding the scope of its drone use. In addition to locating equipment, DEWA is experimenting with technology to detect overhead line insulator failures that can cause power outages.

In addition to these uses, drones can monitor contractors and employees while extending power cables, and detect and search for covered or invisible sub-stations. They can also monitor distribution station buildings, power-station chimneys, locate malfunctions or give directions to a protective or security agency. Other uses include disseminating information about out-of-service sites for maintenance or to force power cuts, monitor smart devices in some stations for fire detection and monitor and control car parking for customers and staff.



## DEWA LAUNCHES MYDEWAIDEAS PORTAL TO ENCOURAGE STAFF TO SHARE CREATIVE IDEAS AND SUGGESTIONS

DEWA has launched the MyDEWAIdeas portal for its staff to promote creativity and innovation in the work place. DEWA recognises the role of staff ideas and suggestions in improving the work environment and enhancing the services provided to customers and partners. DEWA is the first organisation in the region to use HYPE Software, which allows staff to collaborate and vote on the best ideas submitted, similar to social media sites. The project was inaugurated by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, in a ceremony attended by DEWA's Executive Vice Presidents, Vice Presidents, and staff.

The project focuses on improving the work environment and enhancing communication among staff at all levels. It also facilitates studying and discussing their suggestions and ideas with all divisions and departments, including DEWA's management.

"MyDEWAIdeas is the first creativity programme within the Government of Dubai where employees are actively encouraged to vote and comment on other employees' ideas and to collaborate and share best practices. Our new software will enable us to capture all employee driven ideas within DEWA, providing a central repository to manage innovation, and ensure that we are continually improving as an organisation. One of the greatest assets within any organisation is its people. The most successful and innovative organisations recognise this, and at DEWA we are committed to giving our employees the tools and training they need to make DEWA not only the most



innovative government organisation in Dubai but also the most innovative utility provider in the world," said Al Tayer.

"MyDEWAIdeas is just the first initiative of many that we will launch this year. We will launch the DEWA Leadership Innovation Toolbox. Innovation and creativity are the cornerstone of our organisational approach. We strive to achieve the best results thanks to the best processes, practices, and experiences we develop and implement. Our efforts in this field have

led to DEWA winning several prestigious national and global awards," noted Al Tayer.

"The portal is a new step towards achieving DEWA's development plans to manage talents, and develop staff creativity and innovation. All suggestions and ideas will be taken into consideration. Feasible and constructive suggestions will be implemented and rewarded," said Dr. Yousef Ibrahim Al Akraf, Executive Vice President of Business Support and Human Resources at DEWA.

# DUBAI AIRPORTS SOLAR PROJECT AT DWC TO BE LINKED TO DEWA POWER GRID



Dubai Airports has partnered with DEWA to erect a solar array at Al Maktoum International at Dubai World Central (DWC) which helps limit the airport's carbon footprint and allows the power generated to be fed directly into the power grid.

By tapping the sun's strength, the 100-panel solar array aims to limit the power used by DWC's employee gate facility. The array, which is located on the roof of the building, has a capacity of 30KW and generates about 48.8 MWh of electricity per year, equal to about two-thirds of the power used by the building.

Feeding power into the DEWA power grid allows both Dubai Airports and DEWA to further reduce their reliance on power generated using fossil fuel.

"The solar array is just one of several projects across our airports aimed at

adopting ways to limit our environmental impact while safeguarding the significant economic and social contributions the aviation sector provides Dubai. Initiatives such as these take us a step closer to achieving that ambition," said Majed Al Joker, SVP of Operations DWC at Dubai Airports.

The project also forms part of a broader environmental drive outlined in the Dubai Integrated Energy Strategy 2030, to reduce the Emirate's reliance on fossil fuels.

"In line with the Green Economy for Sustainable Development and Smart Dubai initiatives launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and council resolution number 46 of 2014, issued by HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum,

Crown Prince of Dubai and Chairman of the Dubai Executive Council, enabling the installation of photovoltaic panels to produce solar power in buildings and their connection to the DEWA grid. DEWA has partnered with Dubai Airports to erect a solar panel array at Al Maktoum International at Dubai World Central with any surplus power to be exported directly into our power grid," said Waleed Salman, EVP of Strategy & Business Development at DEWA.

"We are pleased to implement the first smart initiative to connect solar power to buildings. This supports the Dubai Integrated Energy Strategy 2030 to diversify the energy mix and increase the share of renewable energy in Dubai's total power output to 7% by 2020 and 15% by 2030, and achieve our strategy of supporting sustainable energy projects in Dubai," added Salman.



# CSR ACTIVITIES

## A MATCH TRULY MADE IN HEAVEN

DEWA hosts 8<sup>th</sup> mass wedding for 37 couples



DEWA hosted its 8<sup>th</sup> mass wedding on February 26, known as Anwar Dubai, for its staff. The ceremony was held under the patronage and in the presence of HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of DEWA. The move is part of DEWA's commitment to support its staff by giving them peace of mind and a good start in life. 37 couples were married in a joyous and happy atmosphere at Zabeel Park in Dubai. HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum was received by DEWA's Board members.

The ceremony was also attended by HE Mattar Humaid Al Tayar, Chairman of DEWA, HE Saeed Al Kindi, HE Mohammed Khalifa Al Habtoor, Lt. General Mohammed Abdul Rahim Al Ali, Assistant Undersecretary of the Ministry of Defence, HE Majid Hamad Al Shamsi, HE Hilal Khalfan Bin Dhaher, HE Qassim Sultan, HE Essa Al Maidoor, Director General of Dubai Health Authority, HE Ahmad Al Matrooshi, Managing Director of Emaar Properties, HE Ali bin Abdullah Al Owais, Chairman of the Supervisory Bureau for Electricity & Water in Dubai, HE Ahmad Bin Shafar, CEO of Emirates Central Cooling Systems Corporation



(Empower), Salem Almoosa, DEWA staff, and a large number of guests.

Al Tayar started the ceremony by welcoming the attendance. The mass wedding also featured a number of folklore and traditional activities and dances, including Al Ayalah, Harbiya, Al Razfa, and Al Liwa. Congratulatory poems for the newlyweds were also read out.





# GALA DINNER 2015

DEWA highlights 87% score in social commitment at 6<sup>th</sup> gala dinner



DEWA has organised its 6<sup>th</sup> annual gala dinner, whose theme was “Be Proud... We are One Community”. This year’s event highlighted DEWA’s role as a socially-responsible organisation. It also supported DEWA’s commitment to strengthen

communications and dialogue among staff. The gala dinner, held at Madinat Jumeirah in Dubai, was attended by HE Mattar Humaid Al Tayer, Chairman of DEWA, HE Saeed Mohammed Al Tayer, MD & CEO

of DEWA, Board Members, HE Majed Hamad Al Shamsi, HE Saeed Khoory, CEO of Emirates National Oil Company (ENOC), Executive Vice Presidents, Vice Presidents, and 1,200 DEWA staff.



# VISITS

## MD & CEO OF DEWA RECEIVES CEO OF FIRST SOLAR



HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, received a delegation from First Solar at DEWA's headquarters, including Jim Hughes, CEO of First Solar, and Ahmed Nada, Vice President of Business Development for the Middle East. This is one of a series of meetings that DEWA conducts with international organisations. The meeting was also attended by Waleed Salman, Executive Vice President of Strategy and Business Development at DEWA.

Al Tayer welcomed the visiting delegation and stressed the importance of cooperation with partners in research and development and growing the renewable energy market. He added that DEWA is working to promote Dubai's position as a global hub for trade, finance, tourism and

sustainability, and serve as a global model for achieving the highest standards of energy efficiency and renewable energy. DEWA is working to increase the share of

renewable energy to achieve the Dubai Plan 2021 and the highest standards of excellence in DEWA's services for its partners and customers.





# MD & CEO OF DEWA RECEIVES DELEGATION FROM ÉLECTRICITÉ DE FRANCE



Dubai, UAE: 1 February 2015: HE Saeed Mohammed Al Tayer, MD & CEO of DEWA received a delegation from Électricité de France (EDF), the French electricity company. The delegation included Marina Hashim, Managing Director of EDF Middle East, and Alain Regnier, Manager of Business Development & Institutional Affairs, EDF International Development Division, Middle East and North Africa.

Al Tayer welcomed the visitors and gave an overview of the key projects DEWA is currently implementing in Dubai and the latest technologies and green initiatives that support the Dubai Integrated Energy Strategy 2030 to diversify the energy mix and reduce energy demand in Dubai by implementing international best practices in preserving natural resources.





# ENVIRONMENT

## DEWA CELEBRATES 18<sup>TH</sup> NATIONAL ENVIRONMENT DAY



DEWA marked the 18<sup>th</sup> National Environment Day on 4 February 2015. The National Environment Day was organised this year under the theme "Green Economy: Innovation and Sustainability." Marking National Environment Day supports DEWA's strategic objective to promote sustainability and spread environmental awareness. DEWA organised different activities to mark the occasion. DEWA's employees participated in the Car-Free Day initiative organised by Dubai Municipality for the 6th year to contribute to reducing carbon dioxide emissions and spread awareness about global warming. DEWA staff committed themselves to the initiative by using public transport to get to work.

DEWA's activities for National Environment Day included awareness activities and competitions to encourage environmentally friendly behaviour and reduce electricity and water use. DEWA also launched a campaign using SMS messages to raise public awareness about National Environment Day and encourage people to conserve natural resources. These complement DEWA's efforts and environmental initiatives to encourage society to adopt a responsible lifestyle to preserve the environment and contribute to spreading this culture throughout society.

"DEWA promotes and establishes sustainable environment as a key component for driving the comprehensive development of Dubai and the UAE. This is implemented through a well thought out awareness campaign to encourage its staff and customers to adopt sound environmental practices to save natural resources for generations to come. DEWA also develops partnerships with all society to develop environmental efforts through comprehensive awareness campaigns that spread a culture of the sensible use of electricity, water and environment protection," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

Al Tayer expressed his satisfaction with DEWA staff participation in the Car Free Day initiative. "I would like to thank Dubai

Municipality for this pioneering annual initiative to increase environmental awareness among society members and promote a culture of mass transportation in Dubai. I am pleased that the initiative met with an enthusiastic response from DEWA's employees. This reflects our commitment to support the 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, to make the UAE one of the leading countries in green economy and a global hub for exporting and re-exporting green products and technologies, while preserving a sustainable environment that supports economic growth in the long term. DEWA's efforts also align with the Dubai Plan 2021 to make Dubai a smart and sustainable city that is sustainable with its resources and whose environmental elements are clean, healthy, and sustainable. DEWA adopts the carbon reduction strategy, which was launched by the Supreme Council of Energy in Dubai and is implemented by Dubai government departments to reduce carbon emissions by 16% by 2021," added Al Tayer.

Al Tayer noted that sustainability is strongly embedded in DEWA's organisational culture. A survey conducted by Strategy and Business Development that included staff across all divisions and locations, revealed that there is a clear personal commitment from staff. The results of the survey, which was analysed by AWAKE consultancy, are very positive and above average compared with other global organisations. DEWA is the first organisation in the Middle East and North Africa to carry out this survey.

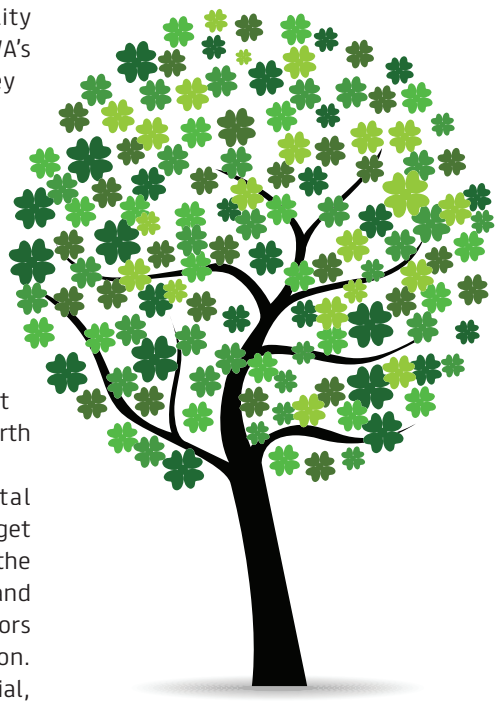
DEWA launches environmental programmes and initiatives that target all society to raise awareness about the importance of reducing electricity and water use, and encouraging all sectors to promote a culture of conservation. These include educational, residential,

commercial and industrial sectors as well as government departments. DEWA supports Dubai's transition towards renewable and alternative energy and provides support, information, and studies to develop regulations to protect the environment from the effects of urbanisation and population expansion.

DEWA has introduced the Green Bill, which is an electronic version of the traditional paper bill, which customers receive via e-mail. DEWA encourages customers to use its electronic services and learn about their benefits. By introducing this system, DEWA aims to preserve natural resources and promote customer satisfaction.

DEWA sponsors conferences, events and national activities that focus on the environment and highlight innovative solutions in green development.

DEWA's environmental efforts have led it to win many prestigious international awards. DEWA won the Globe of Honour for Environment from the British Safety Council for excellence in environment, in recognition of its excellence in environmental management, the third consecutive year.





# WOMEN'S COMMITTEE



There is no doubt that women have played a major role in different aspects of society. Today, Emirati women have a critical function - more than at any time - in the sustainable development movement that Dubai is witnessing. Women, with the total support of our wise leadership, has led DEWA to establish the Women's Committee to consolidate women professionally and personally, and create an interactive platform to discuss important subjects, events and exchange their experiences and ideas.

It was a very rewarding experience to meet with all our female employees at the newly launched Jalasat initiative. The ladies were delighted to have an open forum where they could discuss their ideas and put forward their requests without any restrictions. The discussions were wide and varied, ranging from the workplace, health, sports committees to Arabic classes, in addition to subjects related to strengthening and developing the work environment.

In closing, I would like to thank all DEWA women employees for their efforts in reinforcing the organisation's excellence. I am looking forward to their continued support in achieving the UAE leadership's vision to empower women in all walks to life.

**Khawla Al Mehairi**

Chairperson  
DEWA Women's Committee

# WOMEN'S COMMITTEE



real wealth of DEWA. DEWA Women's Committee achieves this goal through various incentives to enhance the role of female employees at the workplace, in addition to organising activities throughout the year and participating in activities relating to women in national and international forums," said Al Mehairi.

"DEWA adopts a clear recruitment policy that has increased the total number of female employees to 1,562 across all sectors and majors.

Emirati females form 76% of all female employees. There are 397 Emirati female employees working in engineering and technical fields, while 802 are in other sectors and management departments," added Al Mehairi.

"Organising Jalasat initiative is in line with our belief on the importance of strengthening communication between female employees and providing them with an interactive platform through which they can interact with their colleagues from different sectors and

departments to discuss all aspects of women's professional and personal development," said Deemas.

The discussion covered the possibilities of enhancing work environment, and suggestions on increasing the number of events and activities for women in various branches. The meeting included activities to enhance the capabilities of female employees, such as a sports team to participate in sporting events. They also suggested increasing the number of Arabic lessons for non-Arabic speakers.



# JALASAT

## DEWA Women's Committee organises panel discussion for female employees



In line with the strategy of DEWA to promote the welfare of all citizens and activating the channels of communication between staff members, DEWA Women's Committee organised a 'Jalasat' initiative to promote communication between top management and employees. The event, held at Raffles Dubai, highlighted the open-door policy at DEWA, whereby senior managers meet employees regularly and discuss various aspects of the working environment.

The meeting was attended by Khawla Al Mehairi, VP Marketing & Corporate Communications and Chairperson of the Women's Committee at DEWA, Fatima Deemas, Vice Chairperson of the Committee, and a number of departmental managers and Emirati female employees.

The meeting included a discussion between the Committee members and DEWA's female employees to build a common understanding on DEWA's current and future growth

opportunities by discussing the diverse aspects of different areas of work.

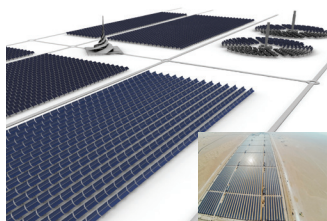
The Chairperson welcomed the attendance adding that the Committee makes every effort for empowering women in all fields. She said that the Committee ensures that its activities are aimed at enhancing the role of women at all levels to drive their active participation at all levels of DEWA and society.

"DEWA has adopted a clear strategy to strengthen the happiness of male and female employees, who are the



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

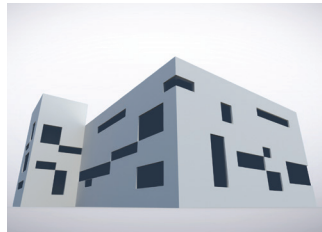
Generating 2,600 MW of Solar Power



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)

For generations to come



# SPOTLIGHT



**Faisal Abdulla Al Dashti**

**Title:**

Senior Manager –  
Information Security

**Department:**

Information Security

**Division:**

Information Technology  
Division

**Qualifications:**

Master of Information Security  
from Royal Holloway University  
of London

**Date of joining:**

21 March 2005

**WHAT ARE YOUR RESPONSIBILITIES AT YOUR CURRENT POST AT DEWA?**

My responsibility at DEWA is to establish and maintain its enterprise information security strategy and programs to ensure the protection of DEWA's assets. I also direct the Information Security department staff to identify, implement and monitor security controls to reduce the IT risks.

**HAVE YOU EVEN BEEN AWARDED BY THE DGEP? TELL US ABOUT THAT, IF NOT TELL US ABOUT YOUR AWARDS THAT YOU RECEIVED AT DEWA LEVEL OR EXTERNALLY, AND WHAT IS YOUR EXCELLENCE APPROACH?**

I was honoured to receive the DEWA distinguished employee award for the 2nd quarter in 2009 from Saeed Al Tayer, our MD & CEO, which gave me the positive energy to strive for more. I received several honours and awards such as appreciation from HE Shaikha Lubna Al Qassimi for my contributions in Tejari, Dubai Police, and Etisalat.

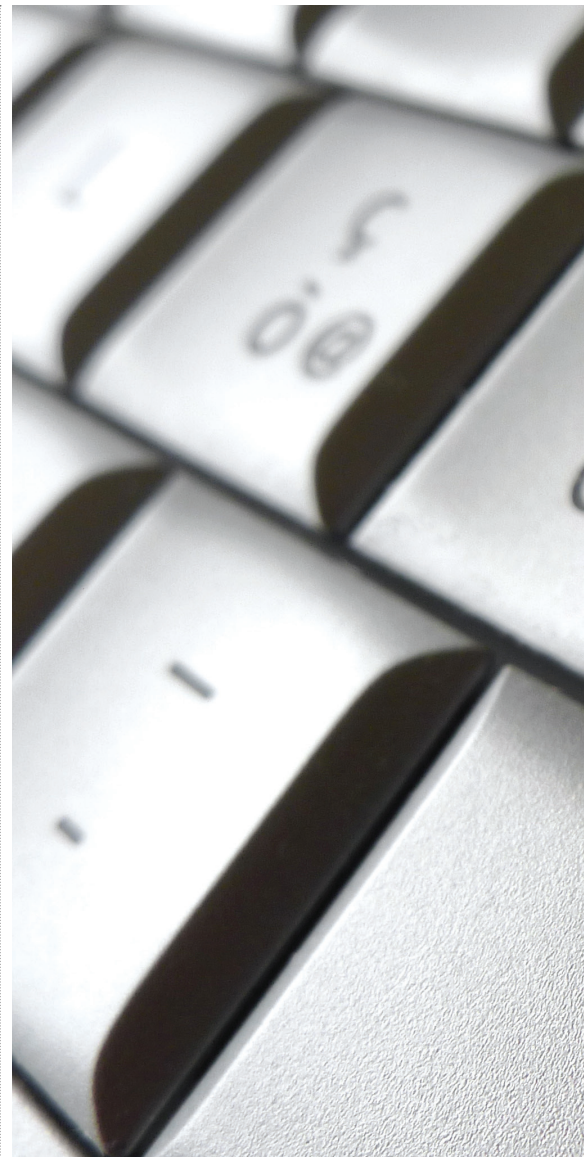
I listen to HH Sheikh Mohammed bin Rashid Al Maktoum's speeches always and I try to implement it in my day-to-day work. My favourite quote of His Highness is, "In the race for excellence there is no finish line."

**WHO IS YOUR PROFESSIONAL ROLE MODEL? AND PERSONAL IDOL?**

My professional role model is HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai and my personal idol is our prophet Mohammed, peace be upon him.

**HOW WOULD YOU DESCRIBE YOUR PROFESSIONAL EXPERIENCE AT DEWA?**

I would say my last decade in DEWA was characterised by my professional experience going beyond my day-to-day job. Working in DEWA and especially in the IT division is a pleasure, we believe in excellence as a workstyle and employees



are considered a foundation stone in our journey towards excellence.

**DO YOU FOLLOW ANY SAYINGS TO START YOUR DAY WITH?**

I don't have a specific one, but I believe in positive energy to overcome day to day challenges.

**CAN YOU TELL US MORE ABOUT DEWA'S SCHOLARSHIP AND HOW YOU BENEFITED FROM IT IN THE UK?**

First of all, I would like to thank Saeed Al Tayer for giving me all the support





and inspiration to achieve my degree in the UK, and also our CIO Moza AlAkraf who supported me before and during my studies. This degree opened for new horizons for me in Information Security by meeting the experts, benchmarking with international best practices and enriching my professional skills. Also, I am proud to be the first employee in DEWA to achieve this academic certification.

#### **ON A PERSONAL NOTE.... WHO IS FAISAL?**

A proud Son, Husband and Father. My family is the most important thing in my life and

I always make sure to balance between my work and my personal life. On a side note, we gather in my father's house in Jumeirah every Friday where I spend most of the time and where we talk about many topics.

#### **DO YOU HAVE ANY HOBBIES? PLEASE TELL US ABOUT IT.**

On weekdays I go jogging at the Al Safa park track where I sustain my lifestyle by renewing my energy and health. On weekends I go to my farm where I can see my horses, camels and spend good times there.

#### **YOU VISITED MANY COUNTRIES, WHICH COUNTRY YOU LOVE THE MOST?**

I love London, in the UK. I visit it often.

#### **FINALLY, WHAT WOULD BE YOUR ADVICE TO PEOPLE WHO WANT TO HAVE EXCELLENCE AS A THEME TO GUIDE THEM IN LIFE?**

Excellence is our leaders' approach in the UAE and we learned it from HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. I encourage everyone to adopt it to be number-one.



# HERITAGE

## AL TALLI



Al Talli is an arts and a crafts activity popular among women where hand-embroidered threads, woven from golden, silvered or other colourful fabrics, are used to decorate the sleeves, collars, dresses and pants of women's clothing.

## AL RAHAA



Al Rahaa is a windmill made of stone, usually flint or basalt. It has a specific design and is carved from flintstone with a disc that is nearly 10 cm thick and a diameter of about an arm's length. The windmill is semi-buried via a metal dowel to set the disk trays in place. It is used for grinding the grain that is often seen in traditional foods such as Harees, Aseeda and Khabees.

## PRODUCING AL KHOUS



The production of Al Khous, or wicker, is considered a traditional industry. Al Khous is a palm leaf collected and hand-woven into narrow or wide braids, depending on the item being produced. The leaves are interwoven with each other once they have been bleached white from exposure to the sun. In the past, the production of Al Khous was considered a necessity in life, with women in the UAE using the product in various forms.

## REBABA



The Rebaba is an antique musical instrument with one chord that is made from elements of the deserts such as timber, goatskin, or deer. The instrument is part of the Bedouin heritage and was mostly used by poets. It was considered a striking feature of gatherings among elders as it reflects the culture of the desert.

## AL KOTAF AND THE PRESERVATION OF DATES



After the harvesting season of dates, Emiratis used to place the crop atop of Al Mestah, a flat area of land with woven mats, and leave the crop to dry under the sun for two days. After the sun's exposure, the dates were cleaned and preserved in pots for later use.

## AL BARJEEL



The word Al Barjeel means 'circling air' and it is used to describe a tall, rectangular tower with long slits in the wall to allow air in from all directions. An Al Barjeel is placed on the roof of a room and works as a windtrap to stimulate air movement and cool the lower floors of a house. The structure used to be an architecturally distinctive feature of UAE homes where it was necessary to have at least one Barjeel in place.

## STORAGE AND COOLING WATER



To conserve water, a variety of pots were used for various purposes. Al Khars was a popular type of jar and Al hob was a larger pot designed for storing several gallons of cold water. The term Al Yahla describes a smaller jar for water use. Additionally, the Al Kharsh jars were made from pottery or burnt clay and used to store either cold water or dates. For the summer months, a spherical flask with a long neck, known as Al Kharwah was used to keep drinking water cool. The Al Kouz is a little crockery cup used to transport water from larger containers for immediate use.

## AL GARGOOR



Al Gargoor is a half circle cage or compartment used by fishermen with a narrowed inlet cone. They vary in size and thickness and are covered with a layer of zinc. It takes an average of two days to create one that is about one meter by a quarter of a meter long. The cage also consists of two layers to prevent the fish from accessing the bait once captured.

## FISHING



Fishing used to be the primary profession and source of income for Emiratis in the past. Fishermen would venture into the ocean to capture a variety of seafood and many would also dive for pearls. While the number of fishermen has decreased over the years, fishing and pearl diving remains a popular hobby and an important reference to cultural heritage among Emiratis.

## BEDOUIN AND CAMEL CARAVANS



The Bedouin people have acclimated to desert life during their movement from place to place in search of water and shelter. Their camel caravans were considered a bustling world of camels and movement as they travelled between valleys, palm oases, coastal villages and market towns. Caravan trade was the main source of income for the owners or tenants as their camels grazed in new places. Camels are the life force of the Bedouin and are considered a source of pride and power for a tribe.

## ARABIC PERFUME, OUD AND AL MARASH



In the past, Emirati women had a keen interest in fragrances for both inside and outside the home. Perfume is considered one of the most important requirements of the Emirati household and one of the features of welcoming guests and showing hospitality. Oud is extracted from the crust around the wood of the Oud tree and placed in a vase, sometimes for an entire year. Oud can be classified based on the stage of the tree it was extracted from and the quality. The Al Marash, used for sprinkling rose water, is a long-necked metal flask with a gap and stopper.

## AL MEKHRAFA



Al Mekhrafa is a round, handmade basket woven from Safeef palm leaves. It is used to collect dates and requires two people to carry it. The size of the Al Mekhrafa basket varies according to use and has a similar pattern to Al Jafeer – a cart used by women for storing fabric and tailoring equipment.



# EXCELLENCE

## DEWA WINS INSTITUTE OF RISK MANAGEMENT'S 'COMMITMENT TO LEARNING AND DEVELOPMENT' AWARD



DEWA has won the Commitment to Learning and Development award at the Global Risk Awards 2015, which is managed by The Institute of Risk Management (IRM) in the UK. The award

recognises DEWA's achievements in risk management and identification, and adopting global best practices. DEWA is the first organisation in the Middle East and Africa to win this prestigious award.

In competition with 200 entries from companies based in over 20 countries, DEWA was shortlisted in the category for Innovation in Technology for its ERM department's strategy to implement Integrated Real Time Risk Management using smart devices. This is aligned with Dubai's focus on both Innovation and SMART government programmes.

Waleed Salman, Executive Vice President of Strategy and Business Development at DEWA, received the award on behalf of HE Saeed Mohammed Al Tayer, MD & CEO of DEWA. Winners were announced at a glittering Awards ceremony. Nearly 400 risk leaders from around the world attended the event at the Hilton Park Lane in London on 19 February 2015. Kenneth Mckeown, Manager of Enterprise Risk Management at DEWA, also attended the Awards ceremony.

## DEWA TO BUILD FOURTH GENERATION OF GOVERNMENT EXCELLENCE SYSTEM

Dubai Electricity and Water Authority (DEWA) will build the fourth generation of government excellence system launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to achieve the directives of HH Sheikh

Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Dubai Executive Council.

The fourth generation of government excellence system aims to bring cutting-edge competencies to government service, and is based on the most advanced standards

to ensure that citizens and residents have access to the highest levels of service for their happiness and well being. It also aims to strengthen the overall competitiveness of the UAE by positioning it at the forefront in all global indicators.

"Through the adoption of the fourth generation of government excellence system, we intend to strengthen innovation and achieve the highest levels of satisfaction and happiness of the people. We will harness creativity and ensure excellence in our daily work to improve performance and efficiency to provide our services at the highest possible international standards and proceed to the advanced stages of excellence and leadership," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

# DEWA HONOURS ITS DISTINGUISHED AND CREATIVE EMPLOYEES

DEWA has conducted an award ceremony for its staff who demonstrated excellence in the third quarter of 2014 and the winners of its Ibdaa initiative. The ceremony was attended by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, Dr. Yousef Ibrahim Al Akraf, Executive Vice President of Business Support and Human Resources, and DEWA staff. Al Tayer honoured 15 employees in the Distinguished Employee Category, and 10 employees for Ibdaa. The move is part of DEWA's strategy to recognise distinguished employees and creative ideas.

Al Tayer commended the efforts of the distinguished staff and encouraged them to continue their efforts to be role models for their colleagues and peers.

"At DEWA, we are committed to honouring our distinguished staff. This supports the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai to recognise distinguished employees and commend their efforts. It also supports the Dubai Plan 2021 for Dubai to be a city of happy, creative, and empowered people. It complements DEWA's objectives to adopt creativity and honour distinguished staff, which in turn achieves job satisfaction and improves service performance," said Al Tayer.

"DEWA adopts the best international practices and human resource systems that provide a stimulating work environment, enhance staff performance, and drive excellence across all of DEWA. We are pleased to honour distinguished employees in several sectors: the team who won the Innovative Idea category, and the Innovative Employee category. We work



as one team to improve our services and achieve the happiness and satisfaction of our customers," said Al Akraf.

Al Tayer presented appreciation certificates to 15 winners in the Distinguished Employee category. They are: Shaban Abdel Gelil (Distinguished Employee - DEWA), Aysha Abid (Distinguished Employee - Administration & Finance), Maher Al Ejel and Naim Keilani (Distinguished Employee - Specialised Fields), Vijayan Ayappan and Mohamed Gharib (Distinguished Employee - Technical / Engineering), Mohammed Irshad (Distinguished Employee Field Services), Kaltham Al Mutawa and Hajar Salem Ali Al Mehri (Distinguished

Employee - Female), Mohamed Ghareeb (Distinguished Employee - Supervisory Jobs), Mohammed Sajid (Distinguished Employee - Unknown Soldier), Hend Almheiri (Distinguished Employee - New Recruit), Fatima Al Suboosi and Essa Alhashemi (Distinguished Employee - UAE National), and Naziya Maniar (Distinguished Employee - Secretary).

Al Tayer also honoured the Ibdaa initiative winners. The Innovative Idea team are: Abdulla Al Aghbari, Ameen Abu Alshawareb, Maryam Al Neaimi, Ahmad Shaban, Mahmoud Mazen, Muhannad Rizik, Jaffer Abdullah, Nadia Al Ali, Bashir Kothali. The Innovative Employee was Mohammad Yousef Al Rahmeh.



# ERGONOMICS

## ACHIEVE OPTIMUM EFFICIENCY BY CREATING AN ERGONOMIC WORKSTATION

### The Monitor

- ① Ensure that your chair is set up correctly as per the manufacturer's instructions and that you are seated at the correct height in relation to your workstation, use a height-adjustable monitor arm in conjunction with the chair.
- ② The computer monitor screen should be placed directly in front of you so that your body and neck are not twisted when viewing the screen.
- ③ Viewing distance: the screen should be at a comfortable horizontal distance for viewing which is usually at an arm's length (sit back in your chair and raise your arm and your fingertips should touch the screen).
- ④ Place the monitor at a comfortable viewing height which does not make the user tilt his or her head up or bend their neck down to see it. For a standard monitor, the top of the viewable part of the screen should be level with your eyes.
- ⑤ Screen image should be legible, flicker-free, stable and free from glare. It should also tilt and swivel easily to suit the user's needs. If your legs are not reaching the floor, use a footrest.





## The Laptop

- ① As with the monitor screen, the first step is to ensure your chair is set up correctly and is at the right height for the workstation.
- ② Use a laptop stand to raise the screen to an appropriate viewing height.
- ③ Use a separate ergonomic mouse and ergonomic keyboard on a suitable work surface.
- ④ The laptop screen should be placed directly in front and facing you, so that your body and neck are not twisted when looking at the screen.
- ⑤ Finally, the laptop should be at a comfortable horizontal distance for viewing, such as at arm's length. If your legs do not reach the floor, use a foot rest.



# SUSTAINABILITY

## IRRIGATION TIPS

### GENERAL WATERING

- Water before 8am or after 6pm and avoid watering on windy days.
- Water in several short sessions rather than one long one. For example, three ten-minute sessions spaced 30 minutes to an hour apart will allow your lawn to better absorb moisture than one straight 30 minute session.
- Only water when your lawn is thirsty. Over watering promotes shallow root growth making your lawn less hardy. (To determine if your lawn needs to be watered, simply walk across the grass. If you leave footprints, it's time to water.)
- Install moisture sensors in each irrigation zone (sunny, shady, etc.) to better determine irrigation needs.

### SPRINKLER SYSTEMS

Check sprinkler system valves periodically for leaks and keep the heads in good repair. Adjust the timer on automatic sprinklers according to seasonal water demands and weather conditions. Install a rain shutoff device on automatic sprinklers to eliminate unneeded applications. Make sure your sprinkler is placed so it only water the lawn, not the pavement. Avoid sprinklers that spray a fine mist, which increases evaporation.

### FACTS

As much as 30% of water can be lost to evaporation by watering the lawn during midday.

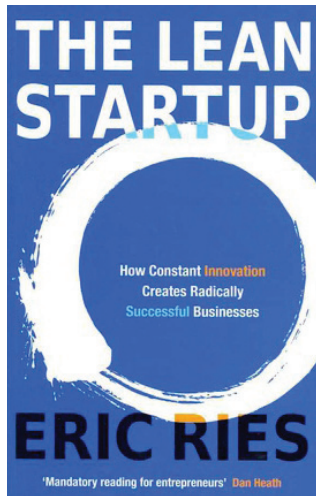








# KNOWLEDGE MANAGEMENT

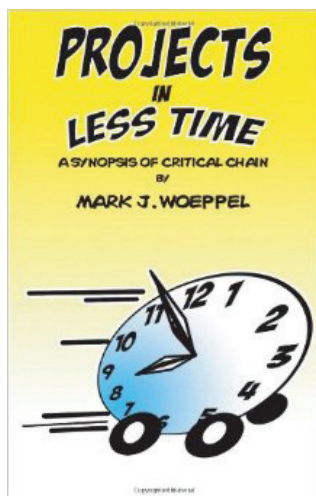


## The Lean Startup: How Constant Innovation Creates Radically Successful Businesses

**Author:** Eric Ries

**Subject:** Business, Economics

This book is a new approach to business that's being adopted around the world. It is changing the way companies are built and new products are launched. The book is about learning what your customers really want. It's about testing your vision continuously, adapting and adjusting before it's too late.



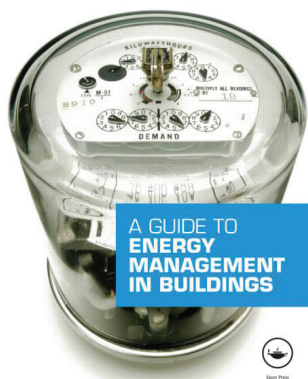
## Projects in Less Time: A Synopsis of Critical Chain

**Author:** Mark J Woepfel

**Subject:** Psychology, Project Management

This book explains the main ideas behind the breakthrough concept, Critical Chain Management. It provides an overview of the Critical Chain project management solution, an explanation of the main components and examples of organizations that have benefited from the methods defined within. By understanding this process readers will be able to improve their project management performance.

DOUGLAS J. HARRIS

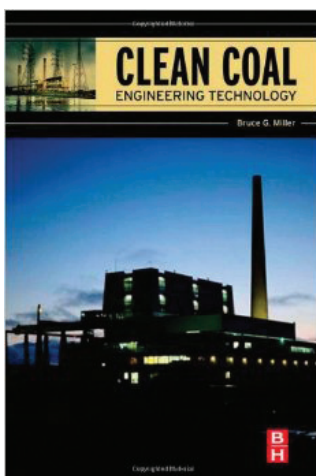


## A Guide to Energy Management in Buildings

**Author:** Douglas J. Harris

**Subject:** Technology, Engineering

The reduction of the energy consumption of existing buildings is as important as the design of new low-energy buildings. It is important to estimate energy use and to understand the range of interventions for reducing it and the methods for assessing the cost effectiveness of these measures. This comprehensive guide clearly and concisely covers this from a theoretical standpoint and provides practical, worked examples.



## Clean Coal Engineering Technology

**Author:** Bruce G. Miller

**Subject:** Environment

Concern over the effects of airborne pollution, greenhouse gases, and the impact of global warming has become a worldwide issue that transcends international boundaries, politics, and social responsibility. "Clean Coal Engineering Technology" describes a new generation of energy processes that sharply reduce air emissions and other pollutants from coal-burning power plants.



## Facebook Marketing: Leveraging Facebook's Features for Your Marketing Campaigns

**Author:** Brian Carter & Justin Levy

**Subject:** Business, Marketing

This book will help you plan a programme, execute it, measure it, and optimize it. Two world-class social media marketers show you how to make the most of Facebook's most valuable new business features - including Facebook Messages, Deals, Places, Credits, Connect, mobile apps. This covers everything from advertising and analytics to promotion and privacy.



# PERSONAL BACKUP AND **RECOVERY**

Data loss can happen due any number of reasons, such as hardware failures, file deletion, and malware infections. So, backing up your data is one of the most important things you can do to recover lost data.





## WHAT TO BACKUP AND WHEN

You can back up any type of data you think is important to you. This includes documents, pictures, and videos. You can also back up the operating system you are using and your programmes.

It's also important to back-up your data periodically. Some solutions, such as Apple's Time Machine, and Microsoft's Windows Backup and Restore allows you to create a simple and automatic backup schedule.

## HOW TO BACKUP

Data back-up can be done by saving your data on media devices such as DVDs, flash drives, or external hard drives. However, the disadvantage of this method is that the devices can be lost or damaged, which can lead to the loss of your data.

The best way to back-up your data is via cloud based storage. This method allows you to store your data safely without the risk of physical damage.

## TIPS FOR PERSONAL BACK-UP AND RECOVERY

- Back-up your data periodically by using automatic data back-up solutions
- Personal back-up enables you to restore your data if you lose them. Do it when you change your device.
- Make sure you are using cloud-based storage from a well-known solution provider.
- Make sure the cloud storage solution you are using encrypts your data and supports strong authentication.
- The most reliable method to back-up your data is using a combination of physical media and cloud storage solutions.





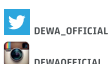
# Be Connected

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Our Motto: For generations to come شعارنا: لأجيالنا القادمة



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