



# AL MASDARالمصدر

PUBLISHED BY DUBAI ELECTRICITY & WATER AUTHORITY | Issue 45 - October 2012



- ▶ World Energy Forum 2012 – Dubai's latest achievement
- ▶ Supreme Council of Energy participates in Rio +20 Earth Summit

DEWA leads Dubai  
e-Government Quality Services

*Mohammed Bin Rashid Al Maktoum*

His Highness visits DEWA and  
views the Mohammed Bin Rashid  
Al Maktoum Solar Park Model



EXPO 2020  
DUBAI, UAE  
CANDIDATE CITY





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

The visit of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to Dubai Electricity and Water Authority has inspired us to renew our efforts to achieve excellence to achieve our ultimate goals.

His Highness has looked at DEWA's achievements and expressed his satisfaction. Also, he has praised DEWA's staff, which places a real responsibility on us to continue to meet his expectations, as we must deliver further successes and excellence. We are accustomed to such challenges and will definitely live up to His highness's expectations, while looking to the future with hope and determination. We are fully-resolved to spare no effort for the sake of our beloved country and to be worthy of His Highness's praise.

DEWA has always played a vital role in achieving Dubai's unprecedented economic growth and helped promote its position as a global hub for finance, business and tourism. In a world where hosting of high-profile events has become crucial, Dubai's excellence and advances in different fields has been the key factor in its selection from other major global cities to host the highly-important World Energy Forum 2012. Therefore, we are absolutely determined to make this global event a remarkable success to meet the aspirations and directives of our visionary leadership.

Success and excellence are the culmination of relentless effort, dedication, and transparency. This has always been, and will remain, our way of life. In this regard, we undertake and promise our leadership to spare no effort to develop Dubai's welfare and prosperity.

Therefore, I call upon everyone to intensify and focus your efforts to live up to the expectations and aspirations of our visionary leader.

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

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Quote of His Highness Sheikh Mohammed bin Rashid Al Maktoum



Today we are in a unique place.

The United Arab Emirates is the country of the future. We come together to build this future and make history happen. I assure you these efforts will not stall and will continue on with full speed. We have proven to the world how capable we are in turning risks into opportunities.



*His Highness Sheikh Mohammed bin Rashid Al Maktoum*

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

## HH Sheikh Mohammed bin Rashid Al Maktoum visits DEWA



■ HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, accompanied by Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Dubai Deputy Ruler, has made an inspection visit to Dubai Electricity and Water Authority (DEWA). On arrival at DEWA's headquarters, Sheikh Mohammed was welcomed by HE Saeed Mohammed Al Tayer, Managing Director and Chief Executive Officer of DEWA and Vice Chairman of Dubai Supreme Council of Energy and a number of department heads.

### First Stop...Customer Service Department

Sheikh Mohammed began his visit with a tour of the various sections and departments of the Authority, including Information Desk, Bills Collection Section, Ladies Section and other services DEWA provides for its customers. HH Sheikh Mohammed Bin Rashid Al Maktoum was satisfied with the quality of services and ease-of-processing transactions, directing the need for providing ultimate comfort and respect when dealing with clients.

HE Saeed Mohammed Al Tayer stated that the Information Desk in DEWA has handled 100,000 customer transactions during August.

HH Sheikh Mohammed bin Rashid Al Maktoum expressed satisfaction with the

no-barriers staff-to-client relationships, stressing that providing the highest standards of convenience, respect and civilized treatment to clients is an employee's duty and is a client's right.

### Initiatives and projects

HH Sheikh Mohammed bin Rashid Al Maktoum also reviewed DEWA's initiatives to fulfill the UAE's green economy vision and aims to achieve sustainable development represented in rationalizing consumption in water and electricity sectors, preserving their resources and protecting the environment through models, maps and images displayed in the upper corridors of DEWA's building. Al Tayer said that DEWA's strategy goes in line with a well-studied and prepared plan to achieve sustainable de-

velopment through the use of renewable sources of energy in producing electricity.

HH Sheikh Mohammed bin Rashid Al Maktoum along with the Dubai Deputy Ruler, Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Director General of the Government of Dubai Media Office Ahmed Abdullah Al Sheikh, Dubai Director of Protocol and Hospitality Khalifa Saeed Suleiman and other DEWA department heads, watched a documentary highlighting DEWA's initiatives, including M-Station, a AED 10-billion desalination and power plant project that will have a production capacity of 140 million gallons of desalinated water and 2,000 megawatts of electricity.

His Highness also reviewed the model of Sheikh Mohammed bin Rashid Al Mak-

toum Solar Park, to be built in Seih Al Dahal in Dubai that will have a 1,000MW capacity on completion, and will be one of the biggest solar parks in the region. The project will comprise an innovation, research and study center and a technical institute to assist students and researchers on education and developing the components of this huge project.

His Highness also reviewed the AED 75 million first green government building built by DEWA using solar energy according to the highest international standards for green buildings, and an area of 340,000 square feet. The building utilizes solar energy to generate 600 kW of electricity. The cost of the project is estimated to AED 75 million.

### DEWA's benchmarking process and its results

The MD & CEO of DEWA explained its corporate benchmarking and results exceed those in similar organizations in advanced nations. His Excellency gave examples on network losses estimated at 4% compared to 5% in the best 10 power and water utilities in Europe. Customer minutes lost was less than six minutes, compared to 16 minutes in the best 10 utilities in Europe in ad-

dition to DEWA's results in fuel efficiency. Al Tayer said that 74% of senior leadership positions at DEWA are held by UAE nationals, of which 41% of them are holding executive and supervisory roles and 34% of UAE employees are holding non-supervisory roles. The demonstration also included DEWA's special initiatives to diversify income, and contribution in establishing engineering consultancy with a share of 50% of the capital and increasing the efficiency of using available resources and establishment of companies such as Empower and a water bottling plant.

### Corporate Social Responsibility Initiatives...

Al Tayer explained the future vision of DEWA is to be 'a sustainable world-class utility,' including support for generations to come and protection of the environment, continuity of resources, and sustainable development: enhancing DEWA's excellence worldwide in all operations, continuous interest for corporate responsibility concept through its Women's Committee, Takaful Scheme, Talent

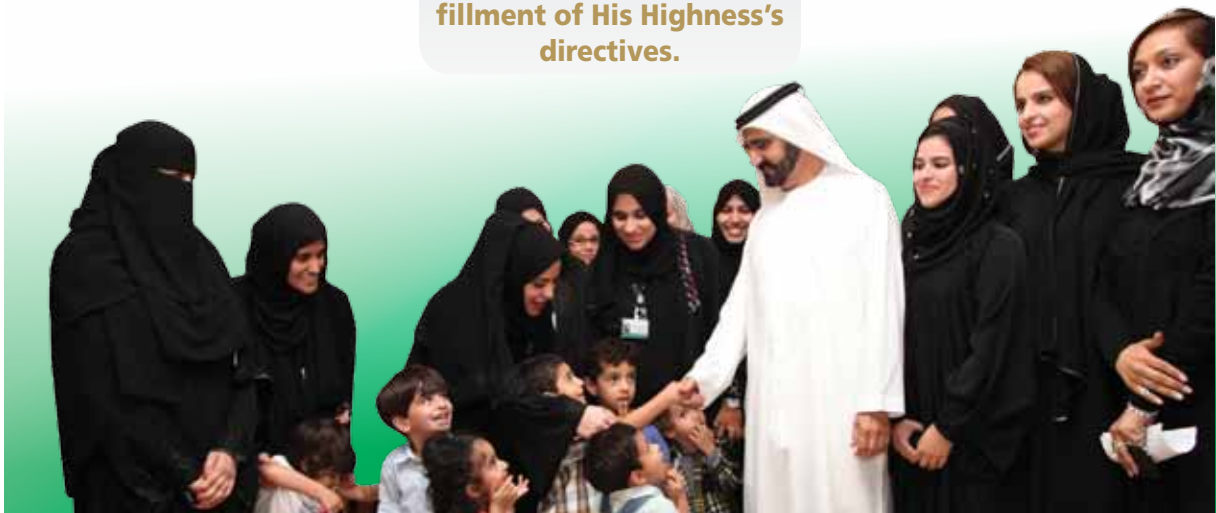
Scheme, Tawasol Suggestions Scheme, Excellence Rewards Program and Employees Recognition, Trust "Theqa" Fund, Employees' Children Child Care Centre, amongst others.

### World Energy Forum 2012

On the World Energy Forum 2012 (WEF), which will be organized during 22 - 24 of this October, Khawla Al Mehairi, VP-Marketing & Corporate Communications said, "For the first time, the World Energy Forum will be held outside the headquarters of the United Nations, in Dubai where a large number of head of states, governments officials, energy and environment ministers, experts and energy companies under the theme of "A Forum for Water Leaders" to exchange visions and policies related to energy to provide safe and sustainable energy for all nations.

On the conclusion of the visit, HE Saeed Mohammad Al Tayer expressed deep happiness and appreciation for the visit by HH Sheikh Mohammed bin Rashid Al Maktoum, which will form a transformational point due to His Highness's kind directives that are regarded as an incentive to DEWA for more excellence and advancement.

**The visit of His Highness will form a turning point for DEWA's work in fulfillment of His Highness's directives.**





## COVER STORY

Photographs from the visit by HH Sheikh Mohammed







# WORLD ENERGY FORUM 2012

## DUBAI'S NEW ACHIEVEMENT



■ Every day, Dubai is adding a new achievement to its record by attracting big events, conferences and forums from around the world. Today, Dubai is steadily striving to make its unique mark on new important issues including Sustainability, Energy and Development, by hosting the World Energy Forum 2012, which represents a major event for many head of states, ministers, researchers and economists.

### The Press Conference

HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of The Supreme Council of Energy for Dubai announced, in a press conference held on 19 July this year, that the World Energy Forum 2012 in Dubai confirms the United Arab Emirates' leadership and people's commitment to continuing to establish the foundations for the all-round economic and social development of its communities to accomplish sustainable development. This is so that the UAE will

become one of the foremost nations in the world, based on the UAE Vision 2021 and the nation's seven strategic priorities that guide planners and decision-makers to work towards the well-being of its people and residents. His Highness wished the continuation of these activities to achieve the prospects of the UAE making it one of the leading countries worldwide to support Dubai's efforts to host the EXPO 2020.

The Press Conference was also attended by HE Sheikha Lubna Al Qasimi, Minister

for Foreign Trade, HE Mohammed bin Dha'en al Hamli, Minister of Energy, Dr. Harold Hyun-Suk Oh, Chairman of the World Energy Forum, and Dr. Elissar Sarrouh, UN Resident Coordinator and UNDP Resident Representative in the UAE, to announce the preparations Dubai is undertaking to host the World Energy Forum 2012, which is to be held on 22—24 October 2012 at the Dubai International Convention and Exhibition Centre with the theme of *A Forum for World Leaders* for the first time outside





2012



UN headquarters in New York. The press conference was attended by large number of ambassadors, the media and public and private sector officials. The speakers highlighted the key issues and topics to be discussed at the Forum, especially as it coincides with the UN naming 2012 as the *International Year of Sustainable Energy*.

This press conference is held to recognize the ongoing efforts in Dubai as the Emirate began preparations a while ago to organize this event after it has been selected to host the Forum. After the conference, the Executive Committee and the supporting teams held many meetings to discuss the necessary preparations for WEF.

**The press conference was attended by large number of ambassadors, the media and public and private sector officials**

### Discussions and Papers for the Forum

In preparation for the landmark World Energy Forum 2012 in the UAE and Dubai, discussions raised to talk about related issues at local, regional and international levels, especially the environment. A number of experts were ready to discuss and enrich these issues, which found a wide space for itself through different audio and

visual media. The Forum's Marketing Media Committee proactively prepared for the WEF's agenda by publishing a wide range of topics and scientific papers in local newspapers. In the following pages, we will highlight these discussions and writings and the most important discussed issues.

### UAE's Sustainable Development Experience started 40 years ago

The UAE experience in sustainable development was not just a response for new environment necessities; however, it started before that. It started with the establishment of the UAE 40 years ago through ambitious economic and social





development plans set by the founding fathers and the environment was taken into consideration. This provided a leading advantage on the sustainable development map and these practices were harnessed to be a role model for the region and worldwide. HH the Late Sheikh Zayed bin Sultan Al Nahyan was one of the few world leaders to receive certification and recognition for their efforts to preserve the environment, including the Environment and Development Man Award 1993.

### UAE Vision 2012

This experience has been developing to reflect the UAE Vision 2012 inspired by the national work program launched by HH Sheikh Khalifa Bin Zayed Al Nahyan, President of the UAE, that highlights the importance of developing the national economy into a model where development is based on knowledge and innovation and contribute in providing distinguished work opportunities for the UAE

national and maintain its natural and environment resources, and enhances the competitive economic position in the international markets.

### UAE Green Development Strategies

In line with UAE vision 2021, the strategy of the UAE Government is based on seven priorities to achieve social and economical welfare to its people. These priorities to include competitive knowledge economy, high standard sustainable environment, integrated infrastructure, healthcare system, safe society, fair judicial system and leading position, advanced educational system and a conservative and consolidated society.

The key objective of this strategy is build eco-friendly economy and an environment that supports its economy, as the UAE is striving to establish itself as an international hub and a successful model for sustainability through an environmentally-friendly economy

that enhances its competitiveness and growth and maintains its environment for generations to come through its ambitious vision. Therefore, this initiative was launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, under the title UAE Green Development Strategy and Green Economy for Sustainable Development, calling for preparation for a new era of advancement in the UAE. His Highness has outlined the basic features of this strategy in six categories, covering various aspects of economical, social and environmental life including Green Energy, Green investment, Green Cities, Climate Change, Green Life, and Green Technology.

The Green City approach is concerned with developing urban planning policies to maintain the environment and to promote the eco-efficiency of the buildings and houses, and encourage sustainable transport to improve the quality of air in cities. The



Climate Change path will concentrate on drafting more policies and programs aiming at reducing the emissions of carbon from all sources and to enhance the capacity of various eco-systems to accommodate with the climate change effects including the application of modern means and systems to reduce the emissions of the carbon such as the Dubai Metro, which is considered one the key mass transportation systems that uses clean energy, electric dhow and using solar energy in operating parking charges systems in the Emirate of Dubai since 1997, and public transport buses, which are equipped with the most advanced engines which conform with EU standards. Another example is Emirates Airline, which is proud to operate the Airbus A380 – one of the most advanced and environmentally-efficient aircraft.

### **Water Security - Challenges for Development**

The preliminary sessions before the

WEF have discussed the issue of water as one of the most vital elements for development projects. They concluded that the concept of Water Security, which is related to the availability of water in certain countries from its respective renewable or non-renewable resources. This is not limited to figures specifying the water share per capita per annum only, but is based on the sustainability of water resources. Any state can achieve water security only when the consumption of water resources is equivalent with the ability of these resources to be renewed. At this point, the water gap is removed and sustainability can be achieved.

It's known that the Middle East is the poorest region for water resources for many reasons, which has led to its leaders and officials calling for serious steps to be taken to encounter this situation. Therefore, HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of

UAE and Ruler of Dubai, launched the long-term initiative *Green Economy for Sustainable Development*, including Green Life, which consists of a set of policies and programs aiming at saving water, electricity and natural resources consumption, in addition to recycling commercial or individual waste. This discipline contains environment awareness and education through educational sectors or through media to promote the audience interaction with all green economy initiatives.

It's worth mentioning also that preserving water (and other natural resources) is not the responsibility of the government alone. It's the responsibility of all of us and should be tackled at all levels, starting from the individual level to regional and international cooperation between governments, nations and organizations, private organizations, In terms of consumption rates according to sectors, we can see



that the agricultural uses represents the largest share and surpluses the total consumption of water by 50%. In other hand, the domestic uses represent 15% and the remaining is distributed over industrial, touristic and recreational uses.

#### **Other key topics to be discussed at WEF 2012**

It's expected that WEF will discuss the latest updates on topics related to energy, environment and sustainability and it will form a serious efforts to confront international challenges in

this regard. In addition to discussing possible opportunities through the attendance of more than 20 head of states, and a large number of prime ministers, ministers, researchers and specialists in the field of sustainable energy and development.

## **World Energy Forum 2012 Success prospects and Event Details**

The Supreme Council of Energy has played a major role in hosting the World Energy Forum 2012. However, a big name has made these efforts possible, as these efforts would not be successful without Dubai's support for this forum including the collective efforts of a number of elite government and private entities and most importantly the Green development approach that featured its strategic plans and vision.

Dubai's Supreme Council of Energy, as the authority that oversees the energy

sector in Dubai, signed a memorandum of understanding with World Energy Forum 2012 in January 2012 after Dubai was selected to host the Forum to lead the collective efforts to host the forum successfully after a fierce competition from the largest international cities. Naturally, the council is not working alone, however, it considers common grounds for the whole state, and achieves success through maximum utilization from all emirates' capabilities in finding harmony and working for joint objectives.

#### **Why Dubai?**

The Emirate of Dubai did not promote itself to host the World Energy Forum 2012, however, the board of directors of the World Energy Forum, a non-profitable organization based in New York city working on the global promotion for the future of sustainable energy, selected the Emirate of Dubai to host the forum after a competition with several major cities worldwide including, Bombay, India, and Shanghai, China. This is international recognition of Dubai's leading position,



especially as this the event will witness the participation of more than 20 heads of states, prime ministers, 40 ministers, and 200 leading companies in the field of energy. This Forum also will form a new turning point towards an integrated strategy adopted by the world on the energy solutions through tangible initiatives or through establishing platforms to promote awareness on sustainability and its importance.

Dubai's selection to host the Forum was due several factors including the geographical and strategic location of Dubai, and its leading position for finance, businesses, commerce and tourism in addition to the political stability the UAE. Furthermore, the basis for choosing Dubai resulted from its commitment to find a sustainable future for nationals and for expatriates who have launched many organizations and achieving energy-related initiatives and sustainable development that contributed to drawing a sustainable future for the generation to come. In 2006, Abu Dhabi Future Energy Company (Masdar) was established in support of the Abu Dhabi Emirate Strategic Plan 2030 and in 2009, the UAE succeeded in attracting world attention for hosting the International Renewable Energy Agency to support the UN program on Climate Change. In the same year, the Supreme Council of Energy was established to regulate the energy sector in Dubai and to adopt an integrated and sustainable strategy for the energy sector. In addition, the Dubai Carbon Center of Excellence was established in 2009 as a joint venture between the public and private sectors. We should also refer to

the effective contributions of DEWA in enhancing the efficiency and saving the energy consumption, especially it's aiming to be a sustainable world-class utility as per the benchmarking with similar entities around the world.

In addition, the UAE adopts several environment initiatives and most importantly the Masdar initiative, and the initiative of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, represented in the launch of the Zayed International Environment Award, and the launch by His Highness of an initiative for Green Building, as well as the initiatives by other departments and entities from the Government of Dubai, including the RTA, Dubai Municipality and DUBAL. It is noteworthy that Dubai is striving, by hosting the World Energy Forum, to promote its initiative to achieve efficient energy in correlation with the Green Economy for Sustainable Development initiative.

### Prospects & Objectives

WEF will discuss issues related to energy and its sustainability through a number of prospects as follows: energy policies, intellectual excellence in the field of energy, traditional and renewable energy, oil and gas, coal, nuclear energy, sustainable energy and development, water and civil development, public health,

**Dubai is striving, by hosting the World Energy Forum, to promote its initiative to achieve efficient energy**

energy security, justice, energy and water, woman and sustainable development, innovators debate, financing energy projects coincide with the First African Women Summit derived from a vision for sustainable future.

Attendees will discuss international debates related to energy affairs through supporting the political will, research and technological advancement in sustainable energy aspects and building capabilities, cadres, increasing awareness and launching campaigns for safe sustainable energy for the benefit of all nations and to create international platforms for sustainable energy.

The Forum will represent a platform for participants to discuss their ideas and basic issues influencing the energy sector and sustainable development all over the world.

### A World Day for Energy

During his meeting with Prof. Harold Hyun-Suk Oh, President of the World Energy Forum, HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, gave his blessing to an initiative to mark the 22nd October as World Energy Day. His Highness issued his directives to the Supreme Council of Energy to approve this initiative and include it in the Forum Agenda. *World Energy Day* will be launched from Dubai and will be approved by the United Nations and will be celebrated every year as in World Environment Day. This day will enhance the awareness worldwide on energy issues, political decision-making and the international support to generate

energy for the benefit of all countries and societies.

On the World Energy Forum 2012 in Dubai, 22nd of October 2012, head of states will ratify the launch of the Energy Day to be celebrated by all countries and nations at local and international social and cultural levels, in schools and universities worldwide. This will promote the debate on issues related to energy and encourage thinking about innovative solutions.

This initiative will enhance the efforts and commitments of government and decision makers to draw a road map to establish a sustainable energy system, that all people and countries can benefit from, and promote a new global system on energy supporting world economy and contribute to launching an international initiative towards a clean, safe and sustainable energy for all.

WEF will coordinate the World Energy Day's agenda and the annual meeting of the WEF will be held on the same week. Also awards will be distributed to people and organizations for their efforts in this field.

### Forum Agenda

Day one of the event will witness the announcement of the World Energy Day in addition to head of states' debates and discussions. Afterwards, session will be held to discuss national and international issues in the field of energy. The activities of the first day will be finalized with a dinner banquet hosted by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

Day two will witness the participation of energy and environment leaders in

**World Energy Day will be launched from Dubai and will be approved by the United Nations and will be celebrated every year as in World Environment Day**

discussions on oil, natural gas, coal, nuclear energy, solar energy, wind energy, hydroelectric energy, bio fuel, water, civil development, architecture, energy, water, health and climate change.

Under the patronage of HRH Haya bint Al Hussein, Wife of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, the First Ladies Conference will be held on day two to discuss key issues related to energy and water and its relation to women and the role of women in sustainable development in addition to full hospitality program.

The African Energy Summit will be held by leaders of African head of states and ministers of energy and environment, to highlight key issues related to water, energy and sustainable development for Africa's nations.

Day Three will witness discussions and debates of business leaders worldwide followed by sessions discussing finance issues related to energy sector and building capabilities. Sessions will be held concentrating on a sustainable future vision. In addition, sessions will be held for debate between ladies and students. The activities of this day will be finalized with the closing session, closing ceremony and distribution of awards.

### International Energy Awards Program

WEF will present awards to honor winners in the International Editing Contest on

Energy 2012, which attracted a great attention from 70 countries with more than 500 registered entries including international energy awards. WEF presents the international energy award for individuals, organizations and government entities as an award for exerted efforts in the field of energy, environment, and sustainable development. These awards are presented to winners in recognition for their efforts in providing safe energy for all and these awards are divided into four categories: Technology Innovation Award, Humanitarian Award, Best Practices Award, and the Environmental Award.

The Technology Innovation Award is given to individuals or organizations that have been directly responsible for, or have, significantly contributed to the development of the new technologies in the field of energy. The achievement recognized must have happened within five years preceding the conferment of the award.

The Humanitarian Award is given to individuals or organizations that have significantly impacted the lives of people and communities through instituting innovative and effective programs or projects on sustainable, clean and safe energy. The achievement recognized must have been performed within the five-year period preceding the conferment of the award.

The Best Practices Award is given to individuals or organizations that have made significant contributions or

achievements to the energy sector and society as a whole through practices of outstanding management techniques, work processes, products and services. The achievement recognized must have been performed within the five-year period preceding the conferment of the award.

The Environmental Award is given to individuals or organizations that significantly contributed to the protection of nature and ecosystems, promoting sustainability and/or influencing environmental policies and striving for environmental justice. The achievement recognized must have been performed within the five-year period preceding the conferment of the award.

### Thanks to Sponsors

In the last days before the WEF, where organizers are putting the last touch in preparing for this big event, we would like to extend our appreciation for lead sponsors such as Dubal, Emaratech, ADNOC, RTA, du, IPIC, Wasl, Dubai Silicon Oasis, Dubai Chamber, Emaar, Emirates Nuclear Energy Corporation, Dubai Supply Authority, DEWA, Dubai Supreme Council of Energy, Masdar, Dubai Municipality, Nakheel, Dubai Police, in addition to the Department of Tourism and Commercial Marketing, the Investment Corporation of Dubai, BMW, Saeed & Mohammad Al Nabodah Holding, Dubai Media Incorporated, CNBC, and other sponsors such as Dubai Duty Free, Dubai World Trade Center, Arab Radio Network, and co-sponsors such as Siemens, Dana Gas, Al Shafar Investment LLC, and associate sponsors such as Dubai Investment, Enoc, DUCAB, Enpark, and Dragon Oil.

## World Energy Forum 2012 supports the Dubai EXPO 2020 bid

■ The Higher Organising Committee of the World Energy Forum 2012 (WEF) has announced its support for the Dubai Expo 2020 bid under the theme 'Connecting Minds, Creating the Future.' The forum, hosted for the first time outside the United Nations headquarters in New York City, will be held at the Dubai International Convention and Exhibition Centre from the 22—24 October 2012 under the theme, 'A Forum for World Leaders.'

"The WEF 2012 represents a great opportunity to support the Dubai 2020 Expo bid, especially with the common themes of clean energy and water, transportation and logistics, and economic development. The forum will discuss a proposed energy sustainability road map benefiting all nations and promoting a new culture for sustainability of global energy, which supports the world economy and all member states of the United Nations; providing a joint international platform towards a cleaner and safer energy supply for humanity," said HE Saeed

Mohammed Al Tayer, Vice Chairman of The Supreme Council of Energy and Vice Chairman of the WEF 2012 Higher Organising Committee.

In November 2011, the UAE submitted its official bid to host Expo 2020 to the International Exhibitions Bureau (BIE) in Paris to compete for the world event scheduled between 4 January and 30 June 2020. The UAE is proposing to host the six-month exhibition at a 438-hectares plot to be built southwest the city of Dubai, adjacent to Dubai World Central, which will host the new Al Maktoum International Airport.



**إكسبو 2020**  
**دبي، الإمارات العربية المتحدة**  
**DUBAI, UNITED ARAB EMIRATES**

CANDIDATE CITY مدينة مرشحة





**Stressing on the effective role of the UAE as an international hub for sustainability efforts**

## **Supreme Council of Energy joins UAE official delegation to Rio+20 Earth Summit in Rio de Janeiro**

■ The Rio+20 Earth Summit (UN Sustainability Development Conference) was held on 20-22 June at Rio de Janeiro City in Brazil, and has attained exceptional importance since it was held twenty years after the historical Earth Summit in Rio back in 1992. Rio +20 is also an opportunity to envisage the world we want in 20 years, as described in the UN official website. It is a historical opportunity to identify the paths leading to a sustainable future with more work opportunities, clean energy, more security and appropriate level of living for all.





**The Summit was attended by a large number of head of states and high rank officials.**

Due to its extraordinary importance, a large number of head of states and presidents attended this Summit in addition to thousands of attendees from the private sector, non-governmental organizations and other groups making this Summit one of the largest international gatherings of its kind. The Summit was also attended by more than 100,000 representatives from governments, media, businessmen and non-governmental organizations who support its 21st Century Agenda. This Agenda aims at achieving a sustainable future and to agree on possible ways for preventing poverty and enhancing social justice to protect the environment in light of

the increasing global population. The Summit discussed seven key and sensitive issues including energy, careers, food, cities, oceans and disasters.

#### **Positive Participation...**

Based on this fact and in light of this huge global gathering, the Supreme Council of Energy participated in this Summit, headed by HE Saeed Mohammed Al Tayer, Vice Chairman of the SCE, joining the official delegation of the UAE headed by the Ministry of Foreign Affairs. The delegation included representatives from the Ministry of Foreign Affairs and a large number of representatives of ministries, and governmental organizations operating in the energy sector such as Masdar, IRENA, and Dubai's Supreme Council of Energy.

Celebrating the 20th anniversary for the launching of the UN Environment and Development Conference in 1992 and the 10<sup>th</sup> anniversary for the



launch of the International Sustainable Development Summit in Johannesburg in 2002, the participation of the UAE's delegation in this Summit had several objectives representing the pivotal role played by the UAE as an international hub for sustainability efforts in addition to promoting the UAE as a major contributor to the Rio+20 Declaration and Green Economy and achieving the sustainable development objectives.

"The participation of the Dubai Supreme Council of Energy with the official UAE delegation in the Rio+20 Earth Summit and its accompanying exhibition falls in line with the 'Green Economy For Sustainable Development' initiative announced

by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai, which aims to build an environmentally-friendly economy in the UAE. Rio+20 Earth Summit focuses mainly on Green Economy, which includes renewable energy sources, clean means of transport and Green buildings. This also promotes international efforts to preserve the environment in the UAE and curb carbon emissions as part of a strategy to strengthen the UAE role in the field of sustainable development and protection of the environment," said HE Saeed Mohammed Al Tayer, Vice Chairman of the SCE.

Al Tayer said, "The UAE in general and Dubai in particular had a strong track record in sustainable development, and a good testimony to this is hosting World Energy Forum 2012 in October in Dubai, which is a new addition and high value to strengthen the position of the UAE and Dubai in the march of energy as a global hub of energy economies and a remarkable centre for energy studies and research. This highlights the UAE's at-

titude towards fossil fuel issues, clean and efficient alternative sources of energy, addressing climate challenges to achieve a sustainable future for all."

The WEF will be attended by a large number of global heads of state, policymakers, decision-makers and experts. The forum will discuss issues ranging from the diversification of energy and water resources to further optimization of natural resources, as well as global warming and the need for increased environmental awareness programmes to achieve sustainability for coming generations. The Forum will also discuss the roadmap to lay the foundations of a system of energy sustainability for the benefit of all countries and nations of the world. It will also promote a new global energy system to support global economy and social development in all the



**RIO+20**  
United Nations  
Conference on  
Sustainable  
Development

**The UAE delegation included representatives from the Ministry of Foreign Affairs, and government bodies working in energy, such as Masdar, IRENA, and Dubai's Supreme Council of Energy.**

UN member states. Furthermore, it will launch a global drive towards a cleaner and more secure and sustainable energy available to everyone for all the human kind," Al Tayer added.

## Seven key topics...

When preliminary sessions took place from June 13-20, Rio+20 focused on seven important topics that tackled employment, creating job opportunities, as well as addressing the issues of energy, food, cities, water, oceans, and disasters that occur all over the world. The Summit also focused on two main themes: the green economy in the context of sustainable development and the need to eradicate poverty; and the institutional frameworks needed to promote sustainable development.





The Summit was a significant platform for environmental issues, and discussed the solutions for many environmental issues worldwide (as per the conference agenda published on the UN's website) especially in light of transforming into green economies to eradicate poverty, and addressed the issues of protecting oceans and prevent ecology depletion and consumption caused by excess fishing. In similar efforts, the Summit noted the importance of enhancing forests management to provide a set of benefits especially the removal of forests by 50% in 2030 without stressing on endeavors to improve our methods to maintain our water resources and making cities a suitable place for living within expanding the scope of using renewable energy resources.

### Closing notes

Despite the limited success achieved by this Summit, however no one can deny the remarkable success achieved by brining the attention of the world to the environment and sustainability issues through enhancing the public awareness to prevent these international issues and challenges, since the environmental considerations should not be attended by scientists and policymakers alone but they should be an international concern and governments worldwide must place the environmental issues at the top of their priorities in light of their efforts to achieve economical and social development.

## Water and Power The most important concerns of the future

Some scientists from 15 countries called for a better political response to provide water and power to overcome the challenge of securing food for a world where the number of its population will reach 9 billion people withing 30 years.

This call is intended to combine efforts aiming to focus the interest of world leaders on the matters that are considered vital, including the expected shortage of water and power supplies, which should be addressed as a global issue.

The statement issued by those scientists said that a lot pressures on the available supplies of water and power have become obvious in many countries and regions, while some more pressures are still expected.

Fossil Fuel, nuclear energy, hydroelectricity still provide the biggest share of world energy. These sources of energy depend greatly on water in cooling, operating steam

turbines or generating electricity directly. Also, huge quantities of energy are used to pump, desalinate and transmit water. The statement warns "without considering water and energy together, there will be shortage in both of them."

According to this statement, politicians have to go ahead with policies that integrate and combine both water and energy and stress the need for conservation, efficiency and collaboration among countries. The world is also in need of strong determination to face disasters that arise out of the huge waves of tsunami, earthquakes, and rising sea levels. "Disasters will definitely occur," says Michael Clige from the American Academy of Sciences. The increase of world population, currently seven billion people, is mainly in coastal areas that are subject to disasters. Therefore, it is a must to plan ways to prevent such disasters.



## WEF 2012 Higher Organizing Committee reviews work in progress



■ The Higher Organizing Committee of the World Energy Forum 2012 (WEF), formed by HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of The Supreme Council of Energy (SCE) 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, held its fourth meeting at the headquarters of the Dubai Electricity and Water Authority. WEF 2012 will be hosted by Dubai in the World Trade Center from the 22—24 October 2012 at Dubai International Convention and Exhibition Centre under the theme, A Forum For World Leaders.

HE Mohammed bin Dha'en Al Hamli, UAE Minister of Energy headed the meeting in the presence of HE Saeed Mohammed Al Tayer, Vice Chairman of The SCE and Vice Chairman of the Higher Organizing Committee, Major General Khamis Mattar Al Mazeina, Deputy Commander-in-Chief of Dubai Police, HE Khaled bin Sulayem, Director General of the Department of Tourism and Commerce Marketing, Mohammed Obeid Al Mulla, member of the RTA board, on behalf of HE Matar Mohammed Al Tayer, Chairman of the Board and CEO of the RTA, Nejib Zaafrani, CEO and Secretary General of the SCE, other members of the Committee and Khawla Al Mehairi, Coordinator of the Committee and Vice Chairman of the Media and Hospitality Committee.

The meeting discussed the forum's agenda, the progress of the subcommittees, the editorial plan, advertising campaign, hosting arrangements, in addition to the progress achieved by the various services committees, all in an effort to prepare for the Forum, which solidifies the UAE's role as a global hub for capital, trade, research, renewable energy and sustainability. The meeting also touched on the ongoing coordination with the Forum's office in New York.

After the meeting concluded, HE Saeed Mohammed Al Tayer, Vice Chairman of The SCE and Vice Chairman of the Higher Organizing Committee said, "Our meeting addressed the initiative that was blessed by His Highness Sheikh Mohammed bin Rashid

Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai during a meeting with Dr. Hyun-Suk Oh, Chairman and founder of WEF, dubbing 22 October an annual World Energy Day. This initiative was also adopted by the Supreme Council of Energy, and entered into the Forum's agenda. The initiative, which will be launched in the presence of a big number of presidents, will highlight and reinforce government- and decision-makers' commitments to putting in place a road map for sustainability that benefits all nations, and promotes a new paradigm that underpins a strong world economy and contributes to starting a movement towards safer cleaner and more sustainable energy for all.

## Executive Committee holds fourth meeting



### WEF 2012 meeting on plans for organizing and managing the Forum

■ The Executive Committee of the World Energy Forum 2012 (WEF) has held its fourth meeting at the headquarters of Dubai Electricity and Water Authority. The meeting was chaired by HE Saeed Mohammed Al Tayer, Vice Chairman of The Dubai Supreme Council of Energy (DSCE) and Chairman of the High Committee for WEF 2012 Dubai, in the presence of Nejib Zaafrani, CEO and Secretary General of The DSCE, Dr. Yousef Al Akraf, Khawla Al Mehairi, and other members of the Committee and other sub-committees to discuss preparations for WEF, which will be hosted by Dubai from 22nd to 24th of October 2012 at Dubai World Trade Centre under the theme, 'A Forum For World Leaders.'

During the meeting, the progress of the sub-committees was reviewed. The committee discussed the media plan, key messages and the logistical services related to preparations for the Forum that will strengthen the position of Dubai as a global hub for finance, business, trade, research,

renewable energy and sustainability. This high-level international energy conference will seek to establish a platform for a sustainable energy system and promote discussions and facilitate a global movement for a more affordable, cleaner, safer, and sustainable energy for all.

This is the first time this high-profile event is being held outside New York. Dubai was selected to host this event after fierce competition from other international venues and cities, which is a significant achievement for the United Arab Emirates.



## The Supreme Council of Energy reviews completion of phase one of Dubai Integrated Gas Strategy 2030 at 18th meeting



■ HH Sheikh Ahmed Bin Saeed Al Maktoum, Chairman of the Supreme Council of Energy (SCE), chaired the Council's 18th board meeting yesterday at its new headquarters at Dubai Petroleum. HE Saeed Mohammed Al Tayer, Vice Chairman of the Council, and Nejib Zafrani, Secretary General and CEO, also attended the meeting with fellow council board members.

"Responding to the increasing energy demands placed on the Emirate of Dubai, the Council is successfully managing the ongoing implementation of the Dubai Integrated Gas Strategy 2030, which falls within the wider framework of the Dubai Integrated Energy Strategy 2030," said Al Tayer.

"The Council discussed the implementation of the first phase of the Dubai Integrated Gas Strategy," His Excellency added.

Dubai Municipality, a member of the SCE, presented its ongoing energy-efficiency drive, which has delivered notable electricity and water savings and a reduction in carbon emissions, and plans to utilize solar power to light public spaces and parks and also heat water. Dubai Municipality aims to cut its water and electricity consumption by 20 per cent in the next five years.

The board also reviewed the Council's visit to Brazil in June, led by Al Tayer,

to attend the Rio+20 Earth Summit as part of a UAE delegation chaired by HE Sheikha Lubna Bint Khalid Al Qasimi, Minister of Foreign Trade.

During the visit, the SCE presented its progress on ongoing demand abatement and supply-side strategies, and the Council's position on implementing renewable energy initiatives. The meeting also reviewed preparations for the World Energy Forum 2012, which will take place in Dubai between 22-24 this October.

# Dubai's Energy Efficiency Initiatives Take Centre Stage at Supreme Council Meeting



■ HE Saeed Mohammed Al Tayer, Vice Chairman of the Dubai Supreme Council of Energy (DSCE), chaired the Council's 17th meeting at the headquarters of the Dubai Electricity and Water Authority (DEWA). Present at the meeting were Nejb Zaafrani, Secretary General and CEO of the DSCE and representatives from the Council's member organizations.

The board of the DSCE reviewed the successful ongoing implementation of energy efficiency initiatives in Dubai, including public-awareness campaigns encouraging the responsible use of electricity and water and to reduce waste.

The meeting also discussed the progress of workshops held with local government departments to discuss energy efficiency and conservation and other initiatives driven by the implementation of the Dubai Integrated Energy Strategy, which is targeting a 30 per cent reduction in energy demand in Dubai by 2030.

Dubai Aluminium Company Ltd (Dubal), a member of the Council, presented to the board on its 2010-2011 energy optimisation programme, which has achieved substantial energy savings, reduced carbon dioxide emissions, a solar power pilot project, and various synergies with DEWA.

"These energy-efficiency initiatives are integral to the realisation of a green economy and must take centre stage. Although there has been an increase of electricity and water customers in Dubai, we have recorded a clear overall reduction in demand as a result of our demand management

system, operational efficiency and awareness campaigns," said HE Saeed Mohammed Al Tayer, Vice Chairman of DSCE.

The DSCE board also discussed areas of collaboration with the United States' government and private entities following the Council's successful visit to the US in April, 2012.

The Council board members were also briefed about preparations for the World Energy Forum taking place in Dubai this year from 22-24 October. It is the first time this prestigious gathering of global energy decision-makers is being held outside of New York.

## The Emirates Group and Dubai Carbon Centre join forces to reduce carbon emissions



■ Dubai Carbon Center of Excellence (DCCE) and Emirates Group have co-signed a Memorandum of Understanding with DCCE, as part a joint framework for developing low-carbon activities for the Group's ground operations in Dubai. The MoU between DCCE and the Emirates Group was attended by HE Saeed Mohammed Al Tayer, Vice Chairman of the Dubai Supreme Council of Energy (DSCE), and signed by Tim Clark, President of Emirates Airline and Waleed Salman, Chairman of the DCCE.

"The MoU will serve as a framework agreement towards developing low-carbon activities. The Dubai Carbon Center of Excellence will provide its expertise on carbon to support Emirates. A number of projects are being explored as part of the MoU; including energy-efficient lighting for Emirates Group accommodation buildings, solar hot-water systems and waste-to-energy technologies. This initiative will support efforts across

the nation to protect its environment by reducing carbon emissions through a mechanism for carbon trading internationally within the European Union Carbon Trading Programme," added Al Tayer.

"The Emirates Group is committed to pursuing resource efficiencies in all its activities and this agreement will allow us to examine, in greater depth, potential Dubai-based emission reduction projects at our commercial and

residential sites, across various facets of our operations," said Tim Clark.

"The Emirates Group plays an active role in our emirate's economy and is already an international role model for environmentally-efficient operations with 25% less than the international standard. It is a truly visionary step for its management to undertake such efforts to further improve their environmental performance and shows a true commitment to Dubai's sustainable growth," said Waleed Salman, Chairman of DCCE.

Emirates is already one of the most environmentally-efficient airlines in the world, with a fuel efficiency 22.5% better than the International Air Transport Association (IATA) global fleet average and CO2 emissions 18.1% better than the IATA average (per passenger kilometer).



## Vice Chairman of the DSCE meets the Turkish Consul General in Dubai

HE Saeed Mohammed Al Tayer, Vice Chairman of the Dubai Supreme Council of Energy, received Her Excellency Mrs. Elif Comoglu Ulgen, Turkish Consul General, who was heading a delegation from the Consulate. This meeting was at-

tended by Dr. Yousef Al Akraf, Chairman of the Logistics Committee of the World Energy Forum 2012, and Khawla Al Mehairi, Vice Chairman of the Media Committee of the Forum.

His Excellency welcomed the Turkish Consul General in Dubai and stressed the importance of coordination and collabora-



tion of between the United Arab Emirates and Turkey. Also His Excellency highlighted the two sides pursuit to strengthen the mutual relationships and promote collaboration in the field of energy to higher levels. "This meeting is a good opportunity for the two sides to share expertise, especially in the fields of trade, tourism and energy which will promote Dubai's position

as a global hub for finance, business and tourism."

Al Tayer briefed Her Excellency on the 15th WETEX, which will be organized next year. WETEX has become one of the greatest exhibitions hosted by Dubai.

"WETEX has made itself an ideal global platform for showcasing and discussing vital matters, including water, energy, preserving natural resources and sustainable development. We call for companies to participate in the next WETEX 2013, which will be held in conjunction with Dubai Global Energy Forum (DGEF) 2013," he said.

## Dubai Supreme Council of Energy Reviews Preparations for the Emirates Energy Awards 2012-2013

HE Saeed Mohammed Al Tayer, Vice Chairman of the Dubai Supreme Council of Energy and President of the Emirates Energy Award 2012-2013, chaired

a meeting at Dubai Electricity and Water Authority's headquarters. The meeting included representatives from the award's executive, technical and marketing committees.

The award recognizes efforts undertaken by the private and public sectors in the field of energy efficiency and related projects, as well as programs that incentivize research and education in the field. Emirates Energy Award is a national plat-



form that celebrates achievers in the field of energy management and conservation and recognizes notable initiatives in all energy sub-sectors.

"The Award is also in line with the UAE 2021 Vision and the Green Economy for Sustainable Development initiative launched by His Highness and aims to empower various sectors and individuals by raising awareness about energy and resource conservation efforts. Energy

is the driving force behind sustainable development, which makes the study of cleaner energy an important step in environmental conservation," said HE Saeed Mohammed Al Tayer.

The award recognizes achievements in six categories: The gold and silver awards for Energy Conservation in the private and public sectors, the gold and silver awards for large-scale energy projects, the gold and silver awards for small energy projects and the gold and silver awards for the education and research, in addition to a special award for excellence.

## French Ambassador to the UAE and French Consul General in Dubai visit Supreme Council of Energy for Dubai

HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council of Energy for Dubai (SCE), has met with HE Alain Azouaou, the Ambassador of France to the UAE, and Eric Giraud-Telme, the French Consul General in Dubai, attended by DEWA staff including Dr. Yousef Al Akraf, EVP of Business Support, Khawla Al Mehairi, VP of Marketing and Corporate Communications, and Ahmed Abdullah, Deputy Senior Manager of External Communications.

Al Tayer welcomed Azouaou, and the bilateral talks tackled the SCE and its work; focusing on the Dubai Integrated Energy Strategy 2030 and Dubai's energy-diversification plans in progress and discussed the Council's efforts to enhance collaboration and coordination with the Republic of France at the highest levels.

Multilevel bilateral relations constituted a key discussion area during the meeting, with a particular focus on strengthening collaboration between French

energy corporations and the SCE.

Al Tayer explained Dubai's preparations to host the World Energy Forum 2012 in October, extending the SCE's invitation to host a high level French delegation. The French Ambassador thanked Al Tayer for extending this invitation to attend and participate in the World Energy Forum, stressing France's keen interest in WEF 2012 and confirming the attendance of a high-level French delegation to represent his country.



## DEWA's Information Technology Division recognised for pioneering achievements



■ HE Saeed Mohammed Al Tayer, MD & CEO of Dubai Electricity and Water Authority (DEWA) has recognised and praised the achievements of the Information Technology Division (ITD) for its work on e-services and the successful implementation of the SAP enterprise resource planning at DEWA. The MD & CEO personally thanked Marwan Bin Haider, CIO and VP—ITD and other members of ITD at DEWA headquarters for their dedication and hard work on DEWA's SAP e-transformation project.

"This recognition serves as token of appreciation for ITD's contribution and as an expectation of greater successes with future phases of SAP's implementation. With the onset of increased interactivity and connectivity and the increasing importance of enterprise resource planning for public utilities around the world, our Information Technology Division has proven its capability and achievements for the world to see. Today, our customers have the widest-possible reach to access our services through a variety of mobile devices," said Al Tayer.

"DEWA's success means Dubai's success, and on behalf of everyone at ITD, we are all very proud of the accolades of our achievements and results and we aim to deliver even more in the future

to provide the very best e-services and advanced information and communications architecture for DEWA. Our work keeps DEWA running, which in turn keeps Dubai running. We take our work very seriously and will continue to do so," said Bin Haider.

DEWA's ITD has received a series of accolades, including winning first place in e-Services for the third year in row from Dubai e-Government, the Governments Application Award 2011 from the Government Digital Media Forum, the e-Services Excellence Award in the 16th GCC Middle East e-Government and e-Services excellence Award in 2011 and IT Department of the Year 2010 in the Middle East at the Arab ACN Technology Awards.

The IT division has received these awards for a wide range of pioneering work on

**MD & CEO of DEWA praises culture of innovation of e-service delivery to customers and stakeholders**

developing the latest applications to support the burgeoning growth of mobile devices available in today's market. To date, it has developed eight mobile devices applications compatible such as the iPad, iPhone, Blackberry, Android, Windows 7 mobile phones, Samsung Smart TVs, and Windows Surface. These applications include the features like DEWA's latest news, billing enquiries, bill payments, office location details, and sending e-complaints. These applications have been downloaded over 100,000 times and are available in all international stores.



## DEWA celebrates employee and customer service Excellence Awards

■ The Dubai Electricity and Water Authority (DEWA) has recently honoured 19 of its distinguished employees during the first quarter of 2012. The ceremony, which took place at DEWA's headquarters in Dubai, was attended by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, with other top management attending. This award ceremony is a part of DEWA's efforts to develop and encourage its employees to maintain their efforts to improve productivity and efficiency to deliver the best possible services, thereby promoting and enhancing DEWA's image both locally and internationally.

Al Tayer congratulated the distinguished employees for their success and contributions to DEWA, saying that, "This ceremony comes in line with DEWA's policy and strategic plan, which emphasizes and consolidates our culture of excellence; by honouring distinguished employees who excel at delivering on their job responsibilities.

The management appreciates employees' efforts and I am sure they will continue to elevate DEWA's status and achieve excellence in all fields and at all levels."

"We continuously encourage our distinguished employees along with all DEWA's staff to maximise their efforts to encourage innovation and creativity, as well as

elevating corporate performance in Dubai in particular and the UAE as a whole. We spare no time or effort to provide our staff with all the requirements that can motivate them to work and achieve much more success," said Dr. Yousef Al Akraf, VP of Human Resources at DEWA.

The award-winners of DEWA Excellence Awards (category of individuals) included Keith Suarez, Category of Distinguished Employee in Administration and Finance; Ahmad Nawaz, Category of Distinguished Employee in Specialized Fields; Kanaly Pareed and Mohammed Ali Gharib, Category of Distinguished Employee in Technical and Engineering; and Davis Alappatt Joseph, Category of Distinguished Employee in Field Services.

More winners included Alia Salem Al Suwaidi, Category of Distinguished Female Employee, Nadia Ahmad Al Ali, Category of Distinguished Employee in Supervisory Jobs; Saleem Mohammed, Category of Distinguished Employee in Secretarial Jobs, Fatima Ali Khamis Al Jasmi, Category of Distinguished UAE National Employee; Mohammed Saeed Alharmoul, Category of Distinguished Employee for New Employees; Punnaprathodi Kunhikoya and Eijaz Hussain, Category of Distinguished Unknown Soldier; and Maitha Juma Alkandi, Category of Distinguished Creative Employee.

Al Tayer also rewarded the winners of the Category of Customer Service including Asma Jasim Al Abdullah, Category of Best Cashier; Shamma Al Tamimi, Category of Best Cash Supervisor; Asma Ahmad Ahli, Category of Best Front line staff; Fatma Ali, Category of Best Front line Supervisor; Nafisah Awad, Category of Best Customer Care Agent; and Saud Juma, Category of Best Customer Care Supervisor.



Al Tayer honoring Shamma Al Tamimi, Category of Best Cash Supervisor



Al Tayer honoring Asma Jasim Al Abdullah, Category of Best Cashier



Al Tayer honoring Saleem Mohammed, Category of Distinguished Employee in Secretarial Jobs

# DEWA football team wins the second Oil and Gas Championship



Dubai Electricity and Water Authority (DEWA), in accordance with Dubai's strategic plan to boost the vital role of sports in Dubai, has won the second Oil and Gas Football Championship. DEWA's Marketing and Corporate Communications Division originally sponsored the event and the winning team was honoured by HE Saeed Mohammed Al Tayer, MD & CEO DEWA, who was attended by Khawla Al Mehairi, VP of Market-

ing & Corporate Communications, Dr. Yousef Al Akraf, VP of Human Resources and other managers.

"The participation at these events fits with DEWA's social responsibility to support activities like this that have a positive effect on our society. Our involvement as a responsible corporate citizen is not limited to our operations, but also extends to our playing an active role in social development by encouraging both customers and

our employees to continue giving back to society," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

The final match was held at GEMS Wellington International School with DEWA's team claiming a notable victory against the Lukoil football team. DEWA's team members, which represented its different divisions and departments, expressed their delight in winning this championship.

## ● MD & CEO of Dubai Electricity and Water Authority outlines Solar Park at MENA Renewable Energy Forum



With a good number of energy experts in attendance, HE Saeed Mohammed Al Tayar, MD and CEO of Dubai Electricity and Water Authority (DEWA), announced in his speech at the MENA Renewable Energy Forum, which is being held at Grosvenor House Hotel in Dubai, Dubai's ongoing plans to build the Sheikh Mohammed bin Rashid Al Maktoum Solar Park, which will have a 1,000MW capacity by 2030, and, upon completion, will be one of the biggest solar parks in the region, and possibly beyond. This will make a substantial contribution to Dubai's future energy needs. The first phase of 13 MW solar PV plant will be in operation before end of year 2013.

"His Highness Sheikh Mohammed bin Rashid Al Maktoum announced in January 2012 the launch of a long-term national initiative to build a green economy in the UAE entitled, "Green Economy for Sustainable Development," which seeks to enhance the country's competitiveness and sustainability of its development, and preserve its environment

for generations to come," said Al Tayar. "The Supreme Council of Energy of Dubai was formed as a formal governing body and seeks to ensure sustainable energy resources for the Emirate of Dubai. In 2010, the Council developed Dubai's Integrated Energy Strategy 2030, and started implementation in January 2011, said His Excellency.

"By 2030, Dubai's average energy growth is projected to be in the range of 4-5% per annum and our target under the Dubai Integrated Energy Strategy 2030, is to reduce energy consumption by 30% through the implementation of enhanced energy-efficient initiatives and, by the same token, to significantly reduce the emissions of carbon dioxide. Currently, the combined power generation and desalinated water production in Dubai are most-efficiently produced using natural gas and LNG as the primary fuel (99%), and supplemented by liquid fuel and diesel oil as a secondary fuel (1%). As per the Dubai Integrated Energy Strategy, by 2030 Dubai will have diversified its fuel mix by adding

new energy sources such as 12% from clean coal, 5% from renewable energy including solar power, 12% from nuclear power and 71% from gas," added Al Tayar.

"In addition, we have identified that distributed rooftop solar power sources can make a practical contribution to Dubai's power needs in the order of 20% or around 2,500MW by 2030. Technical, commercial and legal frameworks are currently being put in place to facilitate the integration of solar power. Small scale applications of solar are in use in Dubai, such as in commercial and industrial buildings, street lights and so forth. Recently, DEWA has constructed a building where over 25% of its electricity needs are managed by solar energy."

Al Tayar concluded that, "We at DEWA share the same goals as the rest of the world to secure a diverse and sustainable energy supply, through the integration of renewable energy into our energy mix, rationalization of consumption and reduction of our carbon footprint."



## ● DEWA management reviews strategic plans for 2012-2016



Dubai Electricity and Water Authority's (DEWA) Management Team, led by HE Saeed Mohammed Al Tayar, MD & CEO of DEWA, has met to discuss the divisions' strategic plans prepared to fulfill DEWA's strategy. During the meeting, 14 business units presented their strategic plans to Al Tayar, covering strategic objectives, key performance indicators and key initiatives planned for implementation over the coming years in line with DEWA's Corporate

Strategic Plan for 2012-2016.

"This year, we have built and focused our strategic projects around five main strategic programmes derived directly from our five key strategic themes on our strategy map: focusing on Corporate Sustainability, Demand Side Management, Energy Diversification and Operational Efficiency, Customer Satisfaction and Brand Image and Organisation Capabilities and Resources.

"This meeting comes as part of our stan-

dard practice of strategic planning and execution and we are happy and excited about the positive prospects of completing our identified planned projects," added Waleed Salman, Executive Vice President of Strategy and Business Development at DEWA. DEWA follows a five year strategic plan that is updated every year to ensure swift response to all market dynamics to reliably serve a customer base of more than 600,000 accounts in the Emirate of Dubai.

## ● DEWA hosts lectures by Sheikh Mohammed Abdurrahman Al Oraifi



On the occasion of the Holy Month of Ramadan, Dubai Electricity and Water Authority (DEWA) hosted a series of religious lectures delivered by Sheikh Mohammed Abdurrahman Al Oraifi at its headquarters. The lectures were attended by a number of EVPs, senior officials and staff.

These lectures, which are part of DEWA's initiatives and social responsibility, aim

to maintain national identity and social cohesion and promote awareness of Islamic values related to the Holy Month of Ramadan, as well as strengthening the spirit of solidarity, intimacy and tolerance amongst all staff.

During his lectures, organized by the Internal Communications Department in collaboration with DEWA Women's Committee, Sheikh Al Oraifi covered

topics including the secrets of Ramadan, advice for women who are fasting, and several religious topics such as approaching Allah, being good to your parents, and advocating against injustice.

At the end of the lectures, HE Saeed Mohammed Al Tayar, MD & CEO of DEWA, thanked Sheikh Al Oraifi for his contribution and efforts.

## The First Half of 2012

# Customer service at DEWA receives more than 809,000 phone calls and up to 41,172 e-mails

■ Dubai Electricity and Water Authority (DEWA) announced the number of calls received by their Customer Services during the first half of 2012. The number of calls exceeded 809,000; with 382,000 calls answered by DEWA call centre employees and 427,000 calls answered through an IVR system which has proven successful since its launch in the first of quarter of 2011.

The Customer Services department at DEWA also received up to 41,172 emails to its' dedicated address [customercare@dewa.gov.ae](mailto:customercare@dewa.gov.ae), emails from customers included queries and requests for additional services.

DEWA has always prioritised its customer care department, as it is the main platform for providing immediate customer satisfaction. The customer care department is easily accessible

and spread throughout the Emirate of Dubai.

DEWA's customer care headquarter is located in Al Ramool and operates for 24 hours, on weekends and during public holidays to receive all customer calls at different times on their emergency number 991 and their billing information number +971 04-6019999 and for complaints or grievances customers

can reach DEWA call centre on +971 4-6019888.

"DEWA is working on enhancing its electricity and water services to an excellent level. The customer care department is a core and strategic operation for achieving such success and is always working toward expressing DEWA's message and call for customer satisfaction. This highlights DEWA's contribution to Dubai's vision in one key area of the organisation," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

"Call centre employees at DEWA received what nears to 223,000 calls on the DEWA customer care emergency line during the first half of 2012 which equals 1,228 phone calls per day. The centre also received up to 158,000 calls to their billing line which equals 869 calls per day. The numbers which were announced in July 2012 also indicate the quality of the calls arriving at 92.17% quality," said Amal Al Suwaidi, VP Customer Relations at DEWA.



Amal Al Suwaidi  
Vice President, Customer Relations

"The Customer Care department at DEWA includes 115 Local employees who have all been certified and trained in customer service, in addition to a number of employees of different nationalities who speak Arabic, English, Hindi, French, Urdu, Farsi and most recently Chinese. This diverse group merely indicates DEWA's dedication to catering to its customers at all levels," added Al Suwaidi.

The customer care centre at DEWA does not only rely on a telephone service but there are several methods of communication available including FAX (+971 4-6019995) and email ([customercare@dewa.gov.ae](mailto:customercare@dewa.gov.ae)).

For more information on DEWA's customer services please call +971 4-6019999 or visit [www.dewa.gov.ae](http://www.dewa.gov.ae)



# DEWA launches Customer Care and Emergency Call Centre awareness campaign



■ In line with its corporate strategy to be a sustainable world-class utility, Dubai Electricity and Water Authority (DEWA) has recently launched an awareness campaign about its sophisticated Customer Care and Emergency Call Centre, established to support DEWA's commitment to high levels of customer satisfaction. According to DEWA, customers can call the Customer Care Centre on 04 601 9999 for billing and other enquiries, while the 991 number of the Emergency Call centre should be called only in cases of emergencies related to electricity and water.

DEWA has also rolled out a marketing campaign to educate the public about the centre and its related services. Currently, all customer relations materials have these two numbers included in them. DEWA will also disseminate the information through broadcast emails to its customer base.

Billing services are available through the Customer Care Centre's number including Know your outstanding bill, Receive statement through email or fax, Know about your last payment, Follow-up on registered requests, Follow-up or query on final bill requests, Follow-up all other requests, and Register customer service complaints.

The enquiries services available on the Customer Care Centre's number include DEWA services and procedures, How to register with DEWA, How to change or update your address, clearance certificate, the final bill procedure, several modes of payment, DEWA online services, How to make high/low consumption complaints, and payment of Dubai Municipality fees.

Electricity services available on the Emergency Call centre number include No power, Partial power failure, Electricity fluctuation, Electric shock, Fuse burning, Spark at electric meter, Fire case, Meter burned, Information about damaged cables, Request for shut down for inter-

nal electric job, Information about temporary electricity supply for condolence & wedding ceremony tents, Restore or Refix interlock after maintenance work, Electricity reconnection, Wire burning or smoke, and Other services.

Water services available on the Emergency Call centre number include No water supply, Low water pressure, Water leak at/before the meter, Water pipe broken, Breakage in water main lines, smelly water/muddy water, Meter counter not working, Request for shut down for internal plumbing, Main line damaged by contractor, Restore/refix interlock after maintenance work, Water reconnection, Maintenance work, and other services.



## DEWA promotes 'Serving you more with e-Convenience'



**The campaign encourages customers to utilise e-services and offer them prizes during GITEX 2012**

■ As part of its strategic plan and in line with Dubai's eGovernment strategy and efforts to raise the utilisation level of electronic services, DEWA showcased its adoption of latest customer-oriented technologies themed 'Serving you more with e-Convenience' to encourage customers to use its e-Services, during the last edition of GITEX 2012," one of the three largest annual computer and consumer electronics trade shows globally, which took place in Dubai in this October of this year at Dubai World Trade Centre.

"The 'Serving you more with e-Convenience' campaign is part of DEWA's strategic initiatives and efforts to enhance levels of customer service, convenience, and satisfaction through implementation of latest electronic and online technological solutions. Our participation in GITEX 2012 will provide us the opportunity to meet our customers and update them with the latest e-

Services, including learning about the best practices of other Government Departments," said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

"DEWA is committed to protect the environment and our e-Services will not only help customers save time, effort, and money but also save the environment by reducing CO<sub>2</sub> emissions as a result of smaller number

of customer visits to the customer service centres," Al Tayer added.

Highlighting DEWA's role as a world-class, customer-centric and technologically-adept utility, the campaign will enable customers to win attractive prizes by paying their bills through DEWA's website ([www.dewa.gov.ae](http://www.dewa.gov.ae)) or through making the mobile phone e-service (mPay). The range of e-services' eligibility for

# DEWA leads Dubai e-Government Quality Services



**World-class utility ranked first among all government bodies for the sixth consecutive year**

winning prizes include bill payment, activation of supply (move-in) and final bill (move-out) requests.

"As part of our continuous efforts to ensure satisfaction by providing e-services of world standards, offering reliability, and efficiency, DEWA has adopted the latest technological advancements in the various areas of our operations. The IT Division has contributed immensely to make the current e-Service initiative successful and beneficial to our customers," said Marwan Bin Haider VP and CIO of the IT Department.

The draws to win prizes under 'Serving you more with e-Convenience' will start from the second day of GITEX for three consecutive days. Terms and conditions restrict eligibility; customers, who have utilised e-services only, between the 1st August and 11th October 2012, are entitled to participate.

■ Demonstrating its successful and excellent e-Service offerings as a world-class sustainable utility, DEWA has recently won first place in the annual Dubai e-Government Quality Services Assessment for the sixth consecutive year. This achievement was announced based on the e-Services 2011/2012 assessment report by the Dubai e-Government.

DEWA won the category of government bodies offering 'less than 50' e-Services. The report included assessments of DEWA's e-Services, which reflected positively on the solid and stable performance of DEWA's systems, e-Service connections, requirements, and time of response.

"Our number one priority at DEWA through implementation of the latest e-Service offerings is to leverage the most advanced and innovative channels of communications with our consumers. We have always supported the Dubai e-Government initiatives to encourage consumers to use these quality services; that offer higher reliability and satisfaction levels by saving consumers time

rather than waiting at customer service centres, which clearly describe why DEWA is leading the way in the number of e-service transactions compared to other government bodies based on the e-Government report of 2012," said Marwan Bin Haider, CIO and VP of the IT Department at DEWA.

In addition, DEWA effectively contributes to saving the environment through offering unique e-Services minimizing consumer visits to customer service centres and in return, reduces CO<sub>2</sub> emissions estimated at 7,071 tons in 2011 by customers, making 2.1 million electronic transactions, equalling 35,357 new green trees covering 67 football fields.



## Fahed Al Felasi..

### Story Writing Talent at DEWA

■ Although he has only been working with DEWA for less than a year, his talent has advanced Fahad Al Felasi, Senior Legal Advisor at DEWA, to be our guest for this issue.

#### Can you tell us about any story collections?

I was born in Dubai and graduated from the Law Faculty of Cairo University, Egypt. I worked as a lawyer for three years and then I worked with the government. I have a total experience of 15 years in the public and private law firms and now I've been working with DEWA for one year.

#### How your talent was discovered and developed, and have you published

At the beginning, I was encouraged by my father who assisted me to develop my talent. Since my childhood, my father used to take me to the library every Friday. Also, I used to buy child magazines, although I was unable to read them and I was just viewing the images and paintings.

I started to write short stories since the second grade and I received a special attention from my English teacher, who was asking me to read my stories to other schoolmates, who

laughed and enjoyed them because of my sarcastic style.

After that, I stopped writing for a long time until I traveled to Egypt where the cultural environment is rich and this helped me to revive my talent. When I travelled back to the UAE, I regained my love of writing and published my first short story collection called, 'Lost Hearts' in early 2003 comprising 15 stories.

In each story, I stressed two things; entertainment and morals; so that





every story contains knowledge that benefits the reader in encountering different conditions of life.

All copies of the first edition were sold in 18 months and I had to publish a second edition. I'm working now on another collection of stories titled 'Men Kidnapper' which was already published in 'Gulf Girl' magazine few years ago.

#### **Do you have any plans to translate your work?**

Yes, I'm planning to do this, but finding a specialized literary translator is not an easy task. Up to this moment, I didn't find a suitable translator; however, I will be in touch soon with two translators.

#### **What is your preferred style and language in writing**

#### **My first short story collection called, 'Lost Hearts' in early 2003**

#### **your stories? Do you like to write about certain subjects or issues?**

Usually, I write in Standard Arabic, since it's the common language of all Arabs and I avoid mentioning places so that readers cannot locate the places where the events of the story are happening.

In general, I write about topics that concern people and I concentrate on their constant changing requirements; therefore I maintain communication with readers through social network sites.

#### **Do you plan to write a novel?**

Yes, five years ago I have started to write a novel which I expect to finish this year. The novel discusses humanitarian aspects and related the international financial crisis. I'm planning to publish this novel in English. Also I've been working on a historical novel for the last two years that focuses on the relationship between culture and politics and depicts real figures from history.

#### **Besides short story writing, do you have other plans?**

Yes, I wrote several episodes on the subject of reading in the Arab World and I'm planning to produce them for television. These episodes discuss the benefits of reading and it's expected to be completed by 2014.



**Did you receive any previous awards from DEWA or other entities, and what is your opinion about recognizing creative employees in the workplace?**

Frankly, I'm not interested in participation in contests or other events. What I care about most is the moral recognition received from the audience. As for the received awards, I would like to express my appreciation for the recognition by DEWA although I'm a new employee. Also I would like to express my appreciation for recognizing its employees participating in the Talent Exhibition and I'm confident to say that DEWA has the credit in recognizing all talents.

**How do you find your relationship between work and writing?**

I like my work, but it's rigid compared to literary writing, which is rich with

**Talented people  
need a high  
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to achieve success.  
Personally**

senses and feelings, since writing overwhelms the rigidity of my professional life.

**Sometimes, professional life can impact talent and vice versa, what is your advice for other talented employees?**

I think that time management is so important to develop talent and achieve success. The work time shall be for work and the free time must be organized. In most cases, talented people need a high degree of discipline to achieve success.

Personally, I apply several techniques to do that, by following all updates in the field of time management to save effort and time.

**When is your favorite time for writing, and do you have certain rituals?**

Inspiration for writing may come at any time, however, my favorite time for writing is at night due to its special charm and serenity where I can sail through with thoughts and ideas. I advise all writers to have a special corner or room for writing and a closet for books, references and necessary tools.

**Are you planning to work on your talent on full time basis?**

I can't say at this point, but if it happened, it will be difficult for me, because I enjoy my work and it would not be an easy decision.

## DEWA Women's Committee puts spotlight on its achievements in women's empowerment



The Women's Committee of Dubai Electricity and Water Authority (DEWA) hosted a ceremony to announce the second sitting of its new members yesterday, attended by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, and also to highlight the committee's significant achievements in empowering ladies in the workplace, and supporting their role in building a much more active society. "Our visionary leadership has always been committed to strengthening the role of women and female employees by providing them with adequate support. The nation has been focused on sharpening their skills by providing the appropriate educational, training, and professional environment to further strengthen our country's continued progress. Thanks to the ground-breaking efforts that have been introduced several years ago, women today are active and strategic partners in the sustainable development process," said Al Tayer.

"To help achieve this, DEWA launched its own Women's Committee in 2010 as part of its relentless pursuit to strengthen Emirati women, empower their role at all levels and fields, and meet DEWA's social obligations to support the many facets of society today. The Committee shares insights and experience, thus boosting awareness amongst ladies in the workplace on various issues that affect us all," HE concluded.

Dr. Mona Al Bahar, Member of the Federal National Council and Assistant Director General for Care and Community Services at the Dubai Foundation for Women and Children, stressed the fact that the UAE's leadership is keen to empower Emirati women socially, educationally, culturally, healthily and occupationally through a comprehensive and integrated approach that can effectively push forward the march of urban development in the UAE. She also praised DEWA's efforts to highlight the achievements made by all the ladies who work there in different fields and who excel in their work and set good examples to follow.

"The laws of the federal government clearly support the rights of ladies in the workplace, to succeed in their jobs and facilitate all possible means for that success to take place on a continuous level," said Khawla Al Mehairi, Chairperson of the Women's Committee at DEWA.

Al Mehairi also expressed her gratitude for the support provided by the leadership for the women and the initiatives of the committee, Al Mehairi said the Committee is keen to improve its activities and fulfill expectations in accordance with the strategic vision of DEWA.

"Our leaders have encouraged us by providing the support and creating the potential to overcome the challenges women face, especially those of us in the workplace. What we see in front of us is the reality of an increased role for women at work and in society. We see how women have become increasingly-important participants in economic and social development," said Al Mehairi.

Stressing the importance of encouraging women to work in all sectors, Al Mehairi pointed out that the UAE has the highest percentage of women graduates in the GCC and the highest level of women in the workplace as well," Al Mehairi said.

Currently, the total number of female employees at DEWA both nationals and expatriates is 981, with their scopes of work ranging across all sectors and departments. This number constitutes a percentage total of 11% of all staff recruited by DEWA. Emirati employees account for 77% of the total female workforce, while 48% of women make up the total number of the Emirati workforce. There are also 200 Emirati female employees working in DEWA's technical branches and 556 in administrative sectors. The ceremony included a range of activities including presenting awards to partners from government organizations that contributed to the committee's success.





## Ahmad Obaid Rashid Maleeh

### A date with creativity.. every day

■ He grew up with his hobby since childhood, and grew with it till he found a place to embrace him and his talent together. How beautiful to find enough room for talent for the workplace. In his case, creativity will be on an appointment with work every morning.

This especially applies to Ahmad Obaid Rashid Maleeh, Assistant Site Engineer, Civil Projects and Engineering, DEWA who talked to us about the evolution of his hobby and its challenges until he joined DEWA and participated in its Talent Exhibition.

#### How your talent was started and evolved?

My talent in Carpentry was started at the age of five after I saw a Planer; a tool used for shaping wood, and bought some of them as toys. Then, I used it to shape wood and artistic engraving, also wood joinery without nails to make different

forms and tools as in olden days. I enjoy this work and feel comfortable and happy whenever I practice it and I was able to realise my capabilities.

As for the challenges, I had no chance to have a tutor to guide me through my hobby, therefore I had to teach myself through trial and error, and using the Internet and English books, as there are few books in Arabic about this subject. In addition, there are many risks concerning the use of these tools and I had to learn how to use them safely. Also it was hard to obtain a certain kind of wood for my work and finally I found a shop in Dubai that was able to help

me with all of my needs.

All these difficulties did not prevent me from performing this talent, however, I kept trying and challenging difficulties. As time passed, I developed my experience and tools. I established a workshop at my home with a cost of AED 50,000. Some tools were not available in the local market and I had to purchase some tools from outside the country. Sometimes, I had to save up for some time to buy certain tools because they are so expensive.

My talent is in its early stages and I'm working alone without any assistance. However, I'm planning to start my own business in this field in the near future.

#### When did you start woodworking and how much time you spend on it every day?

There is no specified time to exercise



this. It depends on my mood without any planning. However, usually I work for one to two hours a day. Sometimes, I have to consider the time, especially at late hour of night due to the loud noise of machines. I can say that my work requires time and patience.

### **When did you join work at DEWA and how did it influence your hobby?**

I joined work at DEWA in 2010 when I received a phone call from one of my friends inviting me to join DEWA after the launching of an initiative to hire 300 national employees. I was carrying number 300 back then. Joining DEWA helped me to develop my talent from a financial aspect and it allowed me to expand my private workshop. Most importantly, my work environment supports my talent.

I was appointed to the Civil Engineering and Projects Department in DEWA, which is responsible for the maintenance of DEWA's premises and providing some supplies such as cabinets and others. The Department consists of several sections including a Carpentry Workshop, next to which I perform my duties and sometimes I give hand to

workers and provide guidance and tips on completing the required work properly.

### **Do you display your works at exhibitions?**

The only exhibition I have participated in is the Talent Exhibitions held by DEWA in 2010 to encourage the creations and innovations of its talented employees. This participation and the reward gave me a real boost. I was encouraged by the reaction of the visitors who were impressed with the items on display, including a board with DEWA's name on it and several wooden plates. As for the following year, I had no new works to display and may be one day I will hold my own exhibition.

### **What would you prefer most, the Office or the workshop uniform?**

The official clothes are mandatory in the office, however, I prefer to wear the workshop uniform where I can be free of formalities and concentrate my thinking for innovation through shaping of wood.



While at work, I try to balance between my existence in the workshop and the office.

### **What are your future plans?**

I want to develop my own workshop and to open an educational section to provide knowledge for amateurs to avoid the difficulties I have encountered and I plan to work full time on my workshop as I'm considering making small boats, which require a special knowledge.

### **What would you say to talented people?**

My advice to all youth is to enjoy their works no matter how small or simple they are. Fun and work when combined together can make the impossible; otherwise the work will be boring with no horizon or spirit.

## DEWA's MD and CEO receives the Consul General of Japan for Dubai

As part of the visits made by the diplomatic missions and consulates in Dubai to Dubai Electricity and Water Authority (DEWA), HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, received HE



Matsunaga Daisuke, the Consul General of Japan for Dubai at DEWA's headquarters to discuss the existing and future collaboration between the two and to stress the strong relationship between Dubai and Japan.

At the beginning of the visit, Al Tayer welcomed the Japanese Consul General, ex-

plaining to him DEWA's business, activities and continuous progress. His Excellency also emphasized the fact DEWA is keen to strengthen collaboration and coordination with Japan at the highest levels.

Al Tayer also stressed the importance of mutual collaboration between DEWA and Japanese companies in the energy sector

to provide broader opportunities, share expertise and make the best use of Japanese experience.

The Japanese Consul General elaborated on ways of promoting collaboration with DEWA

and following up the Japanese companies existing in Dubai.

At the end of the meeting, the Japanese delegation thanked Al Tayer for providing them with such an opportunity and briefing them on DEWA's projects and plans as well as the concern to foster collaboration with the Japanese companies.

## GM of Qatar's QEWC visits DEWA

HE Saeed Mohammad Al Tayer, MD & CEO of Dubai Electricity and Water Authority (DEWA), today received HE Fahad Al Mohannadi, General Manager of the Qatar General Electricity and Water Corporation (QEWC), who visited DEWA to discuss the bilateral relations and share best experiences and practices with DEWA, which has achieved a global reputation for applying the best standards in the field of corporate excellence and quality.

The meeting was attended by a number of senior staff from DEWA including, Hussein Lootah, EVP of Transmission Power, Dr. Yousuf Al Akraf, EVP of Business Support, Rashid Humaidan, EVP of Distribution Power, Yusef Jebriel, EVP of Power and Water Planning and Waleed Salman, EVP of Strategy and Business Development.



His Excellency stressed the importance of maintaining close ties and cooperation by sharing experiences between DEWA and QEWC. Al Tayer also praised the existing strong ties between the two utilities and the ongoing exchange of information to date.

Al Tayer affirmed DEWA's intention to maintain this productive relationship with QEWC on all levels and the importance of continuing the exchange of best practices and expertise for the benefit of both parties. He also noted that DEWA has implemented a strategy plan designed

to promote and support the vision of the Government of Dubai by applying best practices and sharing expertise, experience and insights on state-of-the-art systems, especially in the field of customer care, and is focused on raising the level of satisfaction of all its stakeholders, by enhancing the delivery of its excellent services.

At the end of the visit, the General Manager of Qatar Electricity and Water praised DEWA's achievements and plans, hoping to continue cooperation and exchange of information with DEWA and QEWC.



## DEWA receives Saudi Electricity Company delegation

The Dubai Electricity and Water Authority (DEWA) received a delegation from the Saudi Electricity Company (SEC) at the main headquarters in Dubai. The DEWA team at the meeting included Marwan Salem bin



Haider, CIO and VP—IT, Ahmed Hasan, Senior Manager for Metering Services, and Obaid Al Falasi, Sr. Manager of Connection Services. The SEC delegation was headed by Fahad Ibrahim Alzamil, Head of Customer Service. The visit intended to learn about DEWA's expertise in the SAP international programme for Enterprise Resource Planning (ERP), which measures, integrates and automates all DEWA's operations to deliver top-quality services for customers, employees and partners.

During the visit, DEWA presented the project's stages of implementation, and discussed new connection services as well as billing practices. The DEWA team highlighted the past ten years' track record in operations, systems, improving employee capabilities and productivity levels. This project at DEWA aims to create an enduring model for utility services, not just in the region but equal the best global standards.

The presentation also highlighted that the system will not just standardise, integrate and automate, but will also enable DEWA to provide better services to its customers, employees and business partners by enabling

end-to-end integration of business processes, providing standardisation, flexibility and adaptability; providing Integrated Reporting Flexibility, ensuring better operational control, ensuring better decision support for managers and executives, ensuring accuracy, completeness and consistency in processes, improving efficiency and customer satisfaction.

Towards the end of the visit, both parties thanked each other for their efforts to raise the standards in their respective markets. The SEC delegation particularly recognised DEWA's expertise in adopting the latest global practices and continuous improvements in customer service offerings. To maintain a focus and dedicated effort in each of the business areas where SAP is being implemented, DEWA is driving the program in four projects. These are DARAHEM for Finance & Accounts, BARQ for New Connections, MAWAD for Procurement and KAWADER for Human Resources.

## General Directorate of Residency and Foreigners Affairs delegates visit DEWA

In a joint effort to boost the exchange of expertise among government departments, Marwan Bin Haider, VP-CIO of IT Division in Dubai Electricity and Water Authority (DEWA), has welcomed a delegation from the "General Directorate of Residency and Foreigners Affairs" (GDRFA) led by Lieutenant Colonel Khalid Nasser Abdul Razzaq, Assistant Director General of Electronic Services. The visit aimed at sharing expertise between the two departments and closely highlighted DEWA's pioneer achievements in the field of eServices.

During the visit, DEWA provided a detailed presentation on the work practices, their methods of application, and the evaluation and development methods that DEWA implements. Additionally, the presentation highlighted the latest achievements that accord

with its vision to become a sustainable world-class utility.

Moreover, the delegation praised DEWA's unprecedented achievements and firm commitment to adopt the best international practices, and expressed their admiration of its relentless efforts to incessantly upgrade its services.

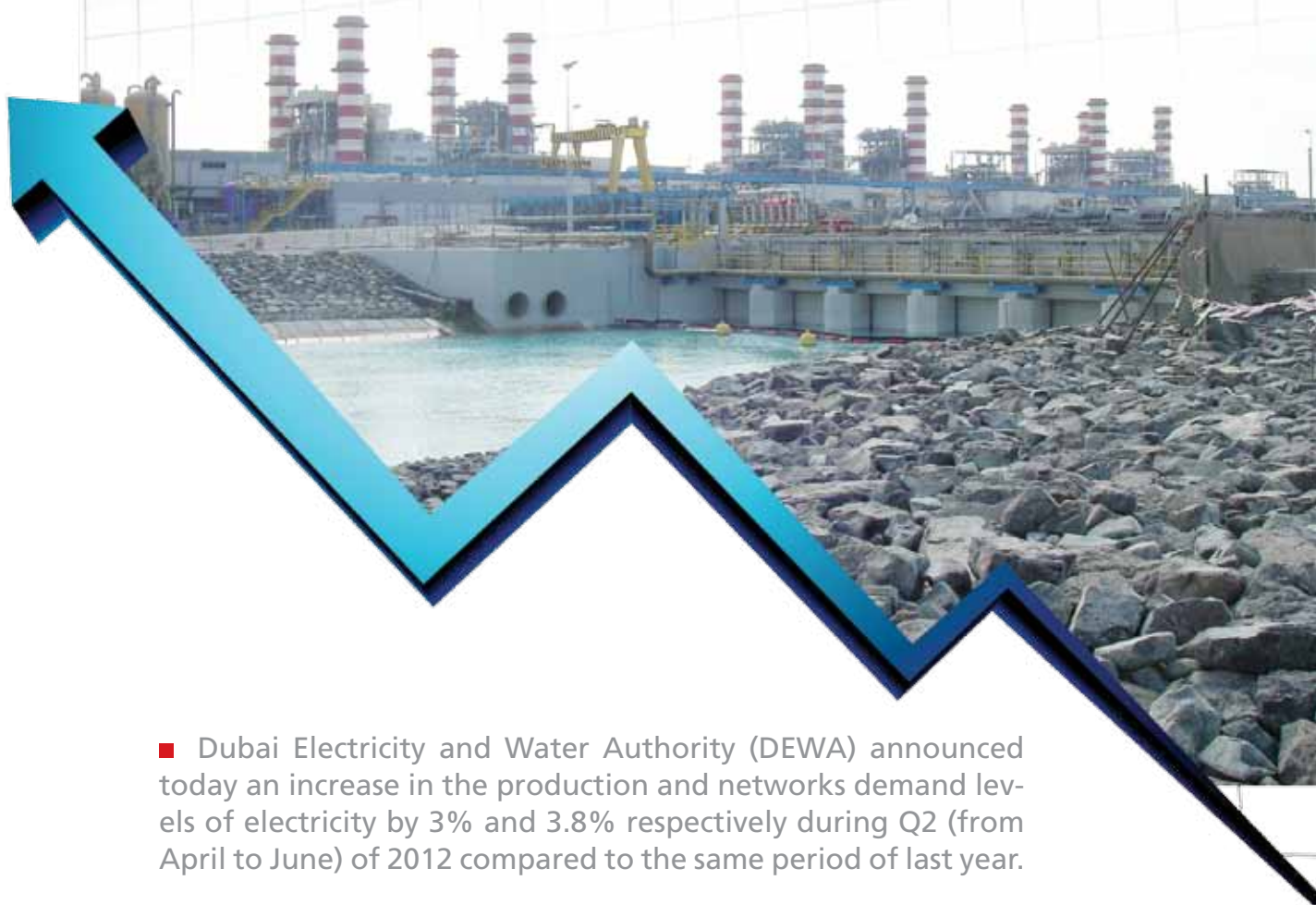
The meeting also shed light on the applications of smart phones and devices and their role in delivering the best reliable services to achieve optimum levels of customer satisfaction.

"DEWA has always been keen to share expertise with different local and global organizations to keep abreast of all the latest developments in the field of IT while aiming to provide top-quality services for residential and business sectors," said Marwan Bin Haider, DEWA's VP and CIO of IT Division.



## DEWA announces increase in electricity production and network demand levels in Q2 2012

**In comparison with same period of 2011, 3% and 3.8% increase in electricity production and networks demand respectively**



■ Dubai Electricity and Water Authority (DEWA) announced today an increase in the production and networks demand levels of electricity by 3% and 3.8% respectively during Q2 (from April to June) of 2012 compared to the same period of last year.

The electricity production levels have reached 9,605 GW/Hour compared to 9,329 GW/Hour of last year's same period. As for the electricity peak demand, it reached a total of 6,165 MW compared to 5,941 MW in 2011.

"The year 2012 witnessed an in-

crease in the number of new electricity meters by the end of June to 616,492 compared with 588,998 with an increase of 4.66% compared to last year, while construction works are underway in 26 main substations with a 132 KV capacity covering all areas of Dubai."

As for the number of water meters, the increase was from 517,813 to 545,180 with a percentage of 5.28%. During Q2 of this year, DEWA laid 21,312 km of 22 inch water pipes, in addition to laying 66,773 Km of the same pipes for distribution networks," said Al Tayer.

# DEWA enhances network reliability with completion of 14 substations during H1 of 2012

**Total projects valued at AED 2.7 billion**

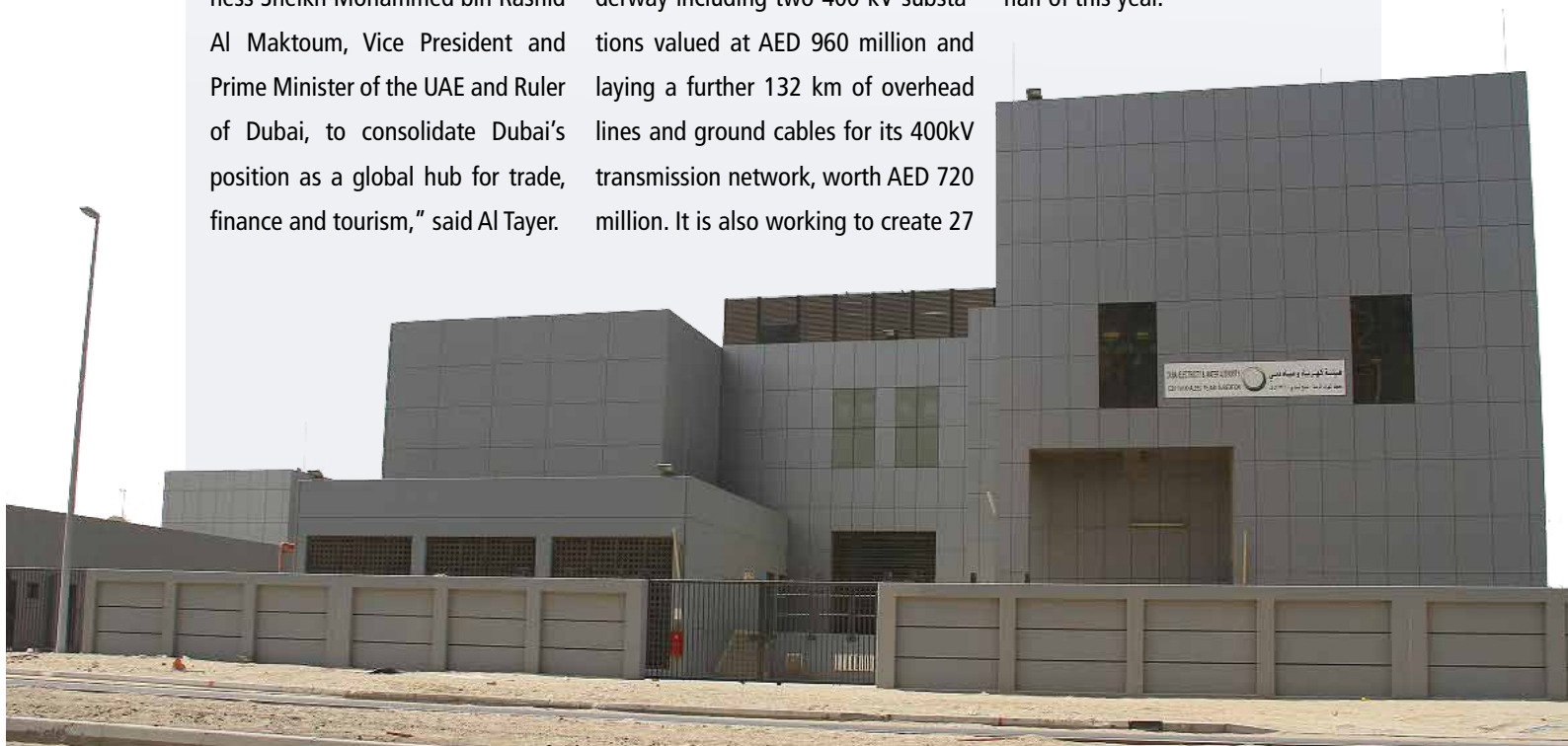
■ HE Saeed Mohammed Al Tayer, MD and CEO of DEWA has announced that DEWA has successfully completed two 400 kV substations at a total cost of AED 900 million in the first half of this year, where one was built in the same period last year. DEWA has also completed construction of 12 of the 132 kV substations, valued at AED 1.8 billion, where seven were built during the same period last year. These are part of DEWA's strategy to enhance its transmission network.

"DEWA is working to improve the efficiency and reliability of its networks to support the completion of key projects, specifically those for infrastructure, to meet growing demand for its services. Our efforts accord with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to consolidate Dubai's position as a global hub for trade, finance and tourism," said Al Tayer.

"DEWA has also awarded a new contract to enhance the reliability and effectiveness of its high-voltage transmission network through the use of the most modern global technologies, such as Static Var Compensators."

DEWA has other ongoing projects underway including two 400 kV substations valued at AED 960 million and laying a further 132 km of overhead lines and ground cables for its 400kV transmission network, worth AED 720 million. It is also working to create 27

more 132 kV substations at a projected cost of AED 1.5 billion with the laying of an additional 340 km of 132 kv cables, valued at AED 1.6 billion. Another 400 kV substation is due to go live along with 10 more 132 kV substations in the second half of this year.





# The Emirates Energy Award

*For A Sustainable Future*



Under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai, the Supreme Council of Energy is organizing the Emirates Energy Award to recognize individuals, teams and organizations who have demonstrated pioneering efforts in energy management and clean technology.

The Emirates Energy Award takes place every two years to foster energy conservation and clean technology through a scheme that recognizes and shares the best implemented practices that demonstrate innovative, cost effective and exemplary measures.

**You can now be a part of this global platform in energy management and conservation.**

Applications are open for the following award categories until 20 January, 2013:

1. Energy-Efficiency Gold and Silver Award for the Public Sector
2. Energy-Efficiency Gold and Silver Award for the Private Sector
3. Large Energy Project Gold and Silver Award
4. Small Energy Project Gold and Silver Award
5. Education and Research Gold and Silver Award
6. Young Professional Energy Award

**For more information on applications, please visit our website on [www.emiratesenergyaward.com](http://www.emiratesenergyaward.com)**

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