



AL MASDAR المصدر

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Ash'ir and As'hal generate positive reviews



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DEWA SERVICES
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For generations to come



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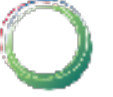


"The government of the future is a smart government with integrated and efficient technical systems. A smart government is so much faster in completing various kinds of transactions."



HH Mohammed bin Rashid Al Maktoum

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



Our Vision

A Sustainable World-Class Utility.

Our Mission

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

Our Values

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

Our Motto

For Generations to Come.



SAEED MOHAMMED AL TAYER

MD & CEO OF DEWA

DEWA works to achieve the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to improve government performance in all its aspects.

This is why DEWA has adopted an integrated strategy consistent with the National Innovation Strategy, to stimulate and apply creative ideas and proposals about renewable energy and sustainable water supply.

We want to have creativity as a key component within our organisation, and encourage creative ideas to improve the system to achieve the UAE Vision 2021, to make the UAE one of the best countries in the world by 2021.

We are also continuing our efforts to advance innovation and sustainable solutions in energy and water, and apply them across our operations and the services we offer to our partners and customers, to achieve our vision to become a sustainable world-class utility.

One of DEWA's innovative initiatives is the Mohammed bin Rashid Al Maktoum Solar

Park, which is one of the biggest planned parks of its kind in the region.

It will have a Research and Development Centre to promote research on renewable energy and energy efficiency technologies and innovations, to improve the competitive environment and the consolidation of our efforts to achieve a green economy.

The Centre aims to raise awareness about climate change and sustainable energy, as our nation strives to build a diversified economy based on knowledge, innovation and the employment of citizens in various areas, in addition to conserving natural resources and protecting the environment.

DEWA is contributing to the Smart Dubai initiative, which will make a massive improvement for all Dubai's residents and visitors by transforming Dubai into the smartest city in the world. We are doing this by launching smart systems that will improve people's way of life.

DEWA has launched three smart initiatives: connecting solar energy to houses and

buildings, smart applications with smart meters and grids for your home, and infrastructure and electric-vehicle charging stations.

These initiatives will contribute effectively to creating a smarter and better life for all residents of Dubai.

DEWA has also started work on its objective to support the initiative of HH Sheikh Mohammed bin Rashid Al Maktoum to promote happiness and satisfaction with government services through the Happiness Meter.

Achieving this will improve customer satisfaction with government organisations and their positive results will be reflected in the lives of the citizens and residents of the Emirate of Dubai.



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MD & CEO of DEWA

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

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Are balconies and windows safe?

As'hal and Ash'ir: DEWA launches two ground-breaking services



DEWA has launched two ground-breaking initiatives – As'hal and Ash'ir - that have been positively received by customers.

As'hal smart kiosks help visitors at DEWA's customer service centres learn about DEWA's smart app and smart services. As'hal, means 'Easier' in Arabic. "As'hal is part of a comprehensive plan DEWA adopts to enhance access to its services to reach all customers, wherever they are. The new service adds value to DEWA's services," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

As'hal kiosks are located at DEWA's headquarters in Zabeel, and its customer service centres in Al Wasl, Al Quoz, Al Hudaiba, Umm Ramool, and Burj Nahar. Visitors can learn about DEWA's smart app, how to download it, create an account, pay bills, and register for Green Bill and Dubai Smart Government's MyID service.

Staff give step-by-step instructions to visitors about how to use the app and its services and features, which enable customers to complete their transactions anytime, anywhere.

"DEWA has a comprehensive plan to support As'hal by choosing smart locations and hours of operation that are convenient for most customers," said Moza Al Akraf, acting CIO of DEWA.

Ash'ir (Arabic for 'to signal') service supports the speech- and hearing-impaired. It is a live video chat service using sign language so people with disabilities to communicate directly with DEWA call centre staff.

This service is available on DEWA's smart app on iOS and Android, which offers over 150 services and features round the clock.

"In line with our corporate social responsibility and our keenness

to reach all segments of society, DEWA is very keen to support people with special needs. We do our best to reach them through the most convenient ways for them as they are an integral part of the sustainable development of Dubai," said Al Tayer

DEWA, in collaboration with the Community Development Authority in Dubai, trained the first group of its customer service staff on using sign language to prepare them for the Ash'ir service to help the deaf and the speech-impaired.

Another group is currently undergoing training on live video chatting using sign language.

The two services highlight how DEWA is continuously-innovating on its services to be closer to its customers and provide the best standards of service possible.





Going Green

All DEWA customers to receive Green Bill by Q2 2015

Going green is not an option anymore. It is everyone's responsibility to support our environment. In today's connected world, switching from paper bills to green bills is one way of helping the planet by saving paper, which is produced from trees.

As a socially-responsible organisation that is working hard to achieve sustainable growth, DEWA has taken the pioneering step of introducing Green Bills for its customers.

Highly successful and welcomed warmly by customers, DEWA is now replacing paper bills altogether. By the end of the second quarter of 2015, DEWA customers will only receive Green Bills and paper bills will be phased out completely.

The move also supports DEWA's efforts to enhance its services, conserve the environment, and provide the opportunity for its customers to use electronic bills.

Currently, DEWA sends more than 550,000 electronic bills monthly to its customers. Following the launch of the Green Bill service in August 2012, a total of 256,080 customers, as of 26

October 2014, opted to receive the Green Bill and stop receiving paper bills.

DEWA is encouraging customers who haven't yet opted for the Green Bill yet to register or update their email addresses to avoid any inconvenience. Customers can easily register on DEWA's website (www.dewa.gov.ae), on its smart app, or by sending an SMS to 4488 (including customers' contract accounts and their email addresses).

New customers can also opt for the Green Bill when they fill out the 'Move-in' form.

Implementing the Green Bill system helps reduce carbon dioxide emissions by about 193.3 tonnes annually. Many federal and local government organisations in Dubai have already registered for the Green Bill. Some major private companies have also chosen to stop receiving paper bills.

To encourage its customers to register for the Green Bill and be part of its efforts to keep the environment, DEWA has launched a weekly raffle draw whereby customers registering for the Green Bill stand to win a Galaxy Note III.

One grand-prize winner will take home a Samsung smart TV.

DEWA eliminated 11,000 tonnes of carbon dioxide emissions in 2013 as a result of its customers conducting 3.3 million transactions online and through its smart app.

This is equivalent to the effect of planting 56,331 trees in an area about the size of 106 football fields.





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251-MIRDIF (JBR) (E&W SUB METER)
Post Box : 564, Dubai
D2954A 263.00 Residential Exp

Previous Month's Summary

الخدمة Service	المترددات السابقة Previous Invoice	المدفوعات حتى Payment Accounted Upto	التعديلات Adjustments
الكهرباء Electricity	73.60	0.00	0.00
المياه Water	78.67	0.00	0.00
الصرف الصحي Sewerage	9.35	0.00	0.00
التبريد Cooling	0.00	0.00	0.00
رسم السكن Housing Fee	0.00	0.00	0.00
المدفوعات المقدمة Advance Payments	0.00	0.00	0.00
TOTAL	161.62	0.00	0.00

Invoice for the Month of

February 2014

19/01/2014 to 17/02/2014

رقم العداد Meter No	القراءة السابقة Previous reading	القراءة الحالية Current reading	الاستهلاك Consumption
641469T	12,602	12,875	273
Water (IG)	09D0524	62,990	65,792
			2,802

بيانات الشهر السابق

رقم الحساب
Contract Account No.

رقم العميل
Business Partner No.

رقم العقار
Premise No.

رقم الفاتورة
Invoice No.

تاريخ الفاتورة
Invoice Date

100241488388

Feb 20, 2014

المبلغ
Amount

161.12

AED

62.79

17.75

4.00

0.00

84.54

98.07

16.81

2.00

0.00

116.88

14.01

0.00

0.00

14.01

215.43

376.55

14.01

215.43

376.55

14.01

215.43

376.55

Прощай

¡Adiós!

عزيزي العميل
الهيئة الكربونية لاستهلاكك هذا الشهر
كغم من انبعاثات غاز ثاني
أكسيد الكربون.

Dear valued customer
The carbon footprint for this
month's consumption is
kg CO₂ emissions.

Kg CO₂e

0-500
501-1250
1251-2000
2001+



خطوة خضراء
لنفس مستدامة
ساهم معنا للتخفيف من الاحتباس الحراري
سأفهم من استهلاك الكهرباء والمياه. لمعرفة
بالتفصيل من استهلاكك الموقع التالي:
المزيد يرجى زيارة الموقع التالي:

A GREEN STEP TOWARDS
A SUSTAINABLE TOMORROW
Help us fight global warming by reducing
your Electricity & Water consumption.
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تنبيه: التزامكم بالسداد وفق تاريخ الاستحقاق يضمن لكم استمرارية الخدمة
يرجى إخطار هذا الإشعار عند الدفع

February 2014
19/01/2014 to 17/02/2014

Current Month Charges

الخدمة Service	شريحة الاستهلاك Slab	الاستهلاك Consumption	التعرفة Rate	المبلغ Amount
الكهرباء Electricity	G	273	23	62.79
رسم الوقود Fuel Surcharge	Y			17.75
رسم العداد Meter Charge	O			4.00
رسوم أخرى Other Charges	R			0.00
TOTAL				84.54

الخدمة Service	المجموع Total
الكهرباء Electricity	273
رسم الوقود Fuel Surcharge	17.75
رسم العداد Meter Charge	4.00
رسوم أخرى Other Charges	0.00
TOTAL	294.75

الخدمة Service	المجموع Total
الكهرباء Electricity	273
رسم الوقود Fuel Surcharge	17.75
رسم العداد Meter Charge	4.00
رسوم أخرى Other Charges	0.00
TOTAL	294.75

الخدمة Service	المجموع Total
الكهرباء Electricity	273
رسم الوقود Fuel Surcharge	17.75
رسم العداد Meter Charge	4.00
رسوم أخرى Other Charges	0.00
TOTAL	294.75

الخدمة Service	المجموع Total
الكهرباء Electricity	273
رسم الوقود Fuel Surcharge	17.75
رسم العداد Meter Charge	4.00
رسوم أخرى Other Charges	0.00
TOTAL	294.75

GOODBYE

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Focus on Emiratisation and National identity



Emiratisation has been one of the key priorities of the UAE since the country's formation. The nation has spared no effort in securing rewarding job opportunities for Emiratis at the workplace with a focus on education and strengthening their skills.

DEWA has been a pioneer in promoting Emiratisation, making remarkable strides in accomplishing its goals by recruiting a large number of Emiratis across different departments.

Emiratisation at DEWA

DEWA has adopted a clear Emiratisation strategy to achieve the vision of

HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to promote Emiratisation, and support the objectives of the National Agenda in developing the capacity of national staff and the goal of the Vision 2021 to establish the UAE as one of the best nations in the world.

DEWA has achieved excellent results with Emirati nationals accounting for 81.42% in senior management. Emiratis make up 43.21% of middle management, while another 31.26% are currently working in non-supervisory positions.

DEWA Academy

DEWA has joined hands with the UK's Business & Technology Education Council, also known as BTEC, to launch the DEWA Academy to train and qualify young Emiratis academically and practically in various technical and professional areas covering production, transmission and distribution of energy and water.

DEWA is also providing scholarships for degrees in Electrical Engineering in collaboration with the Higher Colleges of Technology—Men's College and the 'Intilaq' programme at vari-

ous government and private universities. DEWA also provides scholarships for Electrical and Mechanical Engineering students in collaboration with the UAE University.

DEWA's scholarship

DEWA has assigned five Emirati engineers to Essen, Germany, for a month of training at RWE Technology, an RWE Group company that specialises in building power plants. This is the first initiative as part of a continuous and comprehensive programme by DEWA to develop the skills of its young Emirati employees. The training programme is one of several that DEWA has launched to sharpen the skills of its employees.

Career Fair

Through its participation in the Career Fair, DEWA seeks to engage with competent UAE Nationals to be part of the organisation's different departments. DEWA supports the youth in strengthening their technical and practical knowledge, thus enhancing their ability to compete in the labour market. The participation in the exhibition provides an opportunity to access the best talent and human resources, allowing them to choose from a wide range of administrative functions in DEWA.

DEWA is committed to offering job opportunities to UAE Nationals and offers attractive salaries, financial and in-kind benefits, training and other perks to help graduates fulfil their personal and professional goals.



DEWA services

Smart solutions for a modern life



DEWA constantly strives to develop smart solutions that simplify and accelerate all its transactions. DEWA has always led government organisations in adopting smart services since 2009. It started by launching its first app for smart phones and devices in 2010 while stepping up the pace to upgrade its services to meet the highest standards of smart solutions.

The app was downloaded more than 26,000 times in 2010 and 82,000 times in 2011, a sharp increase by 208.7% since launching. In 2012, the app was downloaded more than 124,000 times, accounting for a 51.44% increase over 2011, and over 206,000 times in 2013. This shows customers' constant use of smart services

with over 864,000 downloads to date, an increase of 65.92%.

DEWA has also launched its Google Glass app, designed to enable engineers to spot any failure across its plant network and send notifications to the Enterprise Resource Planning (SAP) system with detailed information about the location and a picture, which simplifies and speeds up work.

DEWA launched the eco-friendly Green Bill in August 2012 as part of an electronic billing system that emails bills to customers. As of 26 October 2014, 256,080 customers chose to receive the Green Bill and stop paper bills.

"DEWA has achieved 100% smart transformation in a record time of less than a year since HH Sheikh

Mohammed bin Rashid Al Maktoum launched the Smart Dubai initiative, which contributes to achieving a great leap in the services offered to customers and making Dubai the smartest city in the world. We are confident that this ambitious step will further manage the city's facilities and services through interconnected smart systems. All our efforts are in favour of promoting Dubai's sustainable development, the UAE national agenda and Dubai's leading position as international hub for finance, business, tourism, green economy and sustainability," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

Al Tayer added that DEWA has an electronic adoption score of 62%. This helped DEWA to rank first among government organisations in the Dubai Government Excellence Program 2013 after it scored 94.3% on its customer satisfaction index: an international record. It topped the Dubai Government eServices Quality Evaluation Report by Dubai Smart Government, in the category of organisations providing 50 eServices or less.

DEWA is keen on meeting all its stakeholders' needs and expectations on all levels. The new smart app offers services to customers, consultants, suppliers, job seek-



ers and government bodies. The app also includes the innovative 'Government Feedback,' a first-of-its-kind service available for the Roads and Transport Authority, Dubai Police, Dubai Municipality and Civil Defence to send comments and notifications to inform DEWA of any kind of concern across all its sites.

The app included nine services when it was first launched, but now it offers more than 150 services and features that enable customers to complete their transactions anytime, anywhere. Besides, they can submit their applications in a timely manner through their smart devices.

The updated app offers information, interactive and procedural services, and special features such as inspirational quotes by HH Sheikh Mohammed, bill enquiry and payment, pay for a friend, transaction history, service resumption, clearance certificates, updating customer information, registering for

green bill, submitting tenancy contract, slab tariff information, collective billing, moving to a new home, updating account details, government feedback, road work, and local purchases.

DEWA also added its bill-payment feature to its app on Samsung Galaxy Gear 2 smart watches shortly after the launch of the app on the Samsung Gear Manager, enabling customers to receive services easily and conveniently on all their favourite devices.

DEWA's smart app can be downloaded and installed on any smart device such as watches, Android-compatible navigation systems, devices that convert traditional TVs into smart ones (Android HDMI Stick) and Ouya home entertainment devices.

DEWA's app is native to operating systems and enables the use of the camera to launch the QR Code and take pictures to attach them to reports, Augmented Reality technology and GPS applications.

Adding to its innovative efforts, DEWA launched Ashal, a group of smart kiosks that introduce DEWA's smart app services to customers, particularly those who regularly visit its offices. Ashal kiosks are at DEWA's headquarters in Zabeel, and its customer service centres in Al Wasl, Al Quoz, Al Hudaiba, Umm Ramool, and Burj Nahar where staff members give step-by-step instructions to visi-

tors about how to download the app, create an account, pay bills and register for the Green Bill and the Dubai Smart Government's MyID service. All these features allow customers to complete transactions anytime, anywhere.

In 2013, estimated carbon dioxide emissions from customers visiting DEWA offices of about to be 11,000 tonnes have been avoided by completing 3.3 million transactions on DEWA's website and smart services. This equates to planting 56,331 trees in about 106 football pitches.

All DEWA services are available on its smart app that supports platforms such as Android and iOS and web application on (www.dewa.gov.ae). The app also supports Blackberry, Windows, Windows Phone, Samsung home entertainment devices, smart watches and Etisalat's eLife.



Dubai Supreme Council of Energy launches Emirates Energy Award 2014-15...



The Dubai Supreme Council of Energy has announced the Emirates Energy Award (EEA) 2014-15, held under the patronage of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. The Award's theme is For a Sustainable Future, and was announced during a press conference held at Armani Hotel Dubai, attended by HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council of Energy, and President of EEA.

"With prize money of AED 1 million, the Emirates Energy Award supports the Green Economy for Sustainable Development ini-

tiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum. Our role, at the Dubai Supreme Council of Energy, is to put these directives and initiatives into practice. This biennial award sheds light on the best practices and pioneering activities in the areas of energy efficiency, alternative energy, and sustainability," said Al Tayer.

He thanked HH Sheikh Mohammed bin Rashid Al Maktoum and HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Supreme Council of Energy, and Honorary President of the EEA, for their continuous support. Al Tayer explained that nomina-

tions for the award for projects implemented in the MENA region are open for organisations, individuals, and teams. There are seven categories: Energy Efficiency in the Public Sector, Energy Efficiency in the Private Sector, Large Energy Project, Small Energy Project, Education and Capacity Building, Young Professional Energy Award, and the Special Recognition Award. Each of the first six awards have Gold, Silver and Bronze categories. The deadline for applying for the EEA is 30 January 2015. Eligible projects must be in operation for at least one year.

...and begins roadshow to promote EEA 2014-2015 to the Middle East & North Africa



Representatives from the Dubai Supreme Council of Energy have commenced a roadshow to promote awareness about the EEA in the Middle East and North Africa region, starting with a press conference in Rabat, Morocco.

A large number of representatives from Moroccan media, universities, scientific research centres, and energy companies and organisations, participated in the conference.

Taher Diab, the Award's Secretary General, Naser Al Shaiba, Director of Environment, Health & Safety at the Supreme Council of

Energy, and Ali Al Suwaidi, Manager of Corporate Communications and Member of the Award's Marketing and Events Committee, addressed the press conference. They discussed the EEA, its objectives, categories, and nomination process, to encourage government and private organisations as well as how individuals can participate.

"We launched the EEA under the patronage of HH Sheikh Mohammed bin Rashid Al Maktoum. We want to raise awareness among individuals and organisations about the importance of preserv-

ing natural resources and protecting the environment," said HE Saeed Mohammed Al Tayar.

"The first EEA in 2013 saw strong participation from the UAE, and the Middle East and North Africa. We received over 100 applications and nominations from individuals, industrial and commercial companies, government organisations, and educational institutions. This shows the commitment to finding sustainable solutions for energy challenges in the region," said HE Ahmed Al Muhairabi, Secretary General of the Supreme Council of Energy.

DEWA Academy boosts Dubai's focus on Emiratisation



DEWA, in cooperation with the UK's Business and Technology Education Council (BTEC), has launched the DEWA Academy to train and qualify young Emiratis in various technical and professional subjects on the production, transmission and distribution of energy and water to strengthen Emiratisation. This meets the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to enhance Emiratisation.

"DEWA is one of the leading government organisations to launch various training programmes for Emirati students who want to

complete their studies on energy in the UAE or abroad," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

"DEWA has achieved excellent results in Emiratisation with UAE Nationals holding 81.42% of senior management positions in the second quarter of 2014, 43.21% in middle management, and 31.26% in non-supervisory positions."

The DEWA Academy started receiving students in the academic year for 2013-2014.

Graduates will receive their diplomas from BTEC, one of the

pioneering vocational-rehabilitation organisations in the world. DEWA has also entered into agreements with international companies such as RWE and First Solar to train Emirati staff in Europe and the US.

Partnering with First Solar, DEWA has sent 15 Emirati engineers on the Solar Energy Programme, launched in collaboration with Arizona State University. Following a two-day workshop in Dubai, they participated in a 15-day programme at Arizona State University. Eight engineers participated in the training, all of whom will join DEWA upon graduation.

DEWA opens SCADA centre at the Sustainable Building in Al Quoz



DEWA has launched the first phase of the Supervisory Control & Data Acquisition (SCADA) centre for water transmission at DEWA's Sustainable Building in Al Quoz. The supports the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to enhance Dubai's position as a global hub for business, finance, tourism and green economy, and is part of DEWA's strategy to adopt best practices for enhancing customer service standards.

The SCADA centre will regulate water supply and manage the water transmission network in Dubai, covering a distance of over 2,500km, as well as several pumping stations and reservoirs.

"We are committed to providing a safe and stable supply of electricity and water to the highest levels of quality. The new SCADA system is a clear demonstration of our firm commitment to take a leading position and ensure the highest levels of efficiency, reliability and excellence in our operations," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

The first phase of the SCADA centre enhances operational control of the water transmission network across Dubai. The network is efficiently- and fully-controlled round the clock by automated valves and pumps equipped with remotely operated engines.

This helps identify and isolate any faults in the shortest possi-

ble time and reduce wastage of water in the network.

The project adopts advanced technology including a backbone network of fibre optics to transmit digital information in addition to a wireless communications network that links more than 400 terminal controllers with the SCADA system enabling the measurement of various data in the network.

During the second phase, DEWA will provide an emergency control room in addition to a hydraulic management programme over the Internet, and will install a simulator system for training operating staff and engineers to manage the system at the highest levels of efficiency.

DEWA tenders phase II of Mohammed bin Rashid Al Maktoum Solar Park



DEWA has issued a tender for the second phase of the Mohammed bin Rashid Al Maktoum Solar Park, inviting qualified Independent Power Producer (IPP) developers to develop proposals for a 100MW photovoltaic plant.

The project supports the long-term Green Economy for Sustainable Development initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

The project also supports the Dubai Integrated Energy Strategy 2030 outlined by the Dubai Supreme Council of Energy to diversify the energy mix by 2030.

DEWA has already received 49 qualification documents for the qualification process, which was released last May.

Of these, 24 developers have now been short-listed for the second phase of the tender. The deadline for submitting the bids is 23 October 2014.

"We are committed to the vision of HH Sheikh Mohammed bin Rashid, to diversify the energy mix in Dubai," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

"By implementing the Dubai Integrated Energy Strategy 2030, DEWA is fulfilling the vision of our leadership for the sustaina-

ble development of Dubai," said Al Tayer.

Saeed Al Tayer has also expressed his satisfaction with the number of bids received for the project from a broad range of international developers.

The MD & CEO of DEWA has also noted that there has been considerably-wide international participation in this tender from around the world.

He added that this is clearly indicative of the interest by international investors to investing in such large projects like this that are being supported by the Government of Dubai.

DEWA holds Hassyan Clean Coal Power conference for phase I bidders



DEWA organised a conference for qualifying international developers who intend to bid for the Hassyan project that aims to produce 1,200 MW of electricity using clean coal.

The project underlines DEWA's efforts to meet Dubai's increasing demand for energy.

The project is one of the most important initiatives for Dubai Government and for DEWA. From 17 qualification documents received, 8 developers were qualified to submit their bids. The first phase of the project is planned to be operational by 2020.

HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, welcomed the over 100 delegates at the Jumeirah Creekside hotel. He commended the developers for choosing to participate in this important project, stressing the importance of their skills and expertise that will be the cornerstone of their partnership with DEWA to build and complete this promising project.

"The Hassyan project will produce electricity using clean coal based on the Independent Power Producer (IPP) model and is one of the first projects to adopt IPP.

DEWA is committed to continue its success stories by implementing this project. We are adopting the IPP model, as it will help achieve our aspirations," added Al Tayer.

DEWA will buy the electricity produced by the station and will also be the biggest partner in the project. During the conference, participants had the chance to interact and discuss with DEWA and its consultants who answered their technical, financial, legal, and other enquiries.

The closing date of the tender is end-November 2014.

DEWA extends deadline for M-Station expansion bids



DEWA has extended the deadline to receive bids for the expansion project for its M-Station power production and desalination plant by one month to 15 October 2014, at the request of major international companies.

The expansion supports DEWA's strategies and plans it has developed to meet the overall development needs for both electricity and water.

It is aligned to the Dubai Strategic Plan and the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

"The expansion includes new power generation units with a capacity of 600MW to be added to the current capacity of the station to eventually produce 2,660MW by 2018," explained HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

"This includes adding two gas turbines, a steam turbine, and a heat-recovery unit, which will increase the plant's thermal efficiency to 90%," said Al Tayer.

"This is considered one of the highest thermal efficiency rates in the world," added Al Tayer.

"M-Station is one of the main pillars that enable DEWA to provide

Dubai with a very reliable, efficient and high quality electricity and water supply, which contributed to Dubai's successful bid to host Expo 2020," he said.

"DEWA works tirelessly to enhance its total production capacity, which is currently 9,656 MW of electricity and 470 million imperial gallons of desalinated water per day," concluded Al Tayer.

DEWA smart initiatives and services on show at GITEX 2014



At GITEX Technology Week 2014 held in Dubai, one of the highlights was the smart services showcased by DEWA at the Smart Dubai Government pavilion. This supports the Smart Dubai initiative launched by HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

"DEWA's smart transformation will help build a better future for everyone by effective participating in achieving the vision of HH Sheikh Mohammed bin Rashid to achieve the satisfaction and happiness of the customers by making government services available to them round the clock,"

said HE Saeed Mohammed Al Tayeer, MD & CEO of DEWA.

DEWA highlighted its three initiatives: The first is to encourage households and building owners to install photovoltaic solar panels to generate electricity.

The second is deploying smart meters and applications that enable the customers to directly monitor their actual electricity and water consumption through their smart device or PC.

The third initiative includes the construction and establishment of the infrastructure for electric-vehicle charging stations.

"Our participation in GITEX 2014 connected with different segments of society to show them our latest smart initiatives and services to fulfil their daily and future needs and guarantee them full ease of use," said Moza Al Akraf, Acting CIO at DEWA.

Leaders of tomorrow

DEWA signs MoU with University of Dubai to train employees



Facilitating continuous learning and promoting the professional skills of Emirati employees is a key priority at DEWA.

As part of this commitment, DEWA has signed a Memorandum of Understanding (MoU) with the University of Dubai for a training programme for 30 of its Emirati staff who are assistant and deputy managers.

The training course is part of DEWA's Emerging Leaders Development Programme.

The MoU was signed at DEWA's headquarters, by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA and Dr. Eesa Bastaki, President of the University of Dubai.

According to the MoU, the University of Dubai will organise a training course for one year for a select group of 30 assistant and deputy managers.

One-on-one coaching will also be provided during the training course. "The programme supports the directives of HH Sheikh Mohammed bin Rashid Al Mak-

toum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to support people and develop their skills. His Highness has noted that government employees are the growth engines of Dubai's growth, fuelling the Emirate's development," said Al Tayer.

DEWA strengthens water and power infrastructure



DEWA continuously strengthens the water and electricity infrastructure in the Emirate of Dubai to meet the emerging requirements from a growing population and to meet the needs of infrastructure development.

Among its key developments, DEWA launched two 132/11kV substations in the second quarter of 2014, which are now fully operational. The first substation at Nad Al Hamar provides electricity to the infrastructure projects of the MERAAS Group. It has three transformers providing 50 MVA

each with a total capacity of 150 MVA. The second substation is at Jebel Ali Port wharf and meets the increasing electricity requirements of Dubai Ports. It has three transformers with a total capacity of 150 MVA. During the second quarter of this year, around 34 km of 132 kV cables were laid to connect these substations.

DEWA has also achieved substantial progress in its project to supply, extend, and launch a 600/900mm water-pipeline network in Palm Jumeirah. So far, 2,907 metres of the 3km project

have been laid. When completed, the AED 57.5 million project will raise water supply to meet increasing demand for water, and support current and future projects on the Palm. The project includes extending 600/900mm Glass Reinforced Epoxy main pipes along the trunk of the Palm through the tunnel until it reaches the crescent of the Palm. Work on the extension and launch of the networks is expected to be completed next October.

Al Tayer presents DEWA's roadmap for the future city



Meeting the requirements of our future generations is one of the pillars of sustainable development. This means, having to invest in conservation measures today and encourage people to rationalise the use of energy and water. This was the message of DEWA's participation at the 4th Future Cities Conference & Exhibition 2014, organised by Dubai Municipality in association with the Environmental Centre for Arab Towns and Informa Exhibitions alongside Cityscape Global.

"His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai has emphasised the importance of conserving our energy and water

resources, diversifying our energy mix, and promoting our role as a global hub for green economy and renewable energy," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, addressing the conference.

"DEWA has developed plans for the next ten years to increase its production capacity and develop transmission and distribution grids as well as auxiliary networks," Al Tayer added.

"DEWA is also seeking to implement the Dubai Integrated Energy Strategy 2030 launched by the Dubai Supreme Council of Energy to diversify the energy mix and reduce demand. Our efforts led to financial savings of AED 662 million by saving 1,012 GWh of energy and around 5 billion

gallons of water through 1,088 conservation campaigns."

"DEWA has also launched three new smart initiatives that will make Dubai a global role model, and will promote the sustainable development of Dubai," he added.

"DEWA has made unprecedented achievements, which place it at a global position as a role model in performance efficiency, reliability and services."

"DEWA will continue its relentless efforts to achieve the aspirations of our wise leadership by effectively contributing to Dubai's economic, social and civilised progress through a leading and vital role that goes beyond its traditional role," concluded Al Tayer.

DEWA increases energy output by 10%



Continuing its focus on building its infrastructure, DEWA recorded year-on-year increase in electricity generation to meet customers' needs for economic, social and domestic activities in Dubai during the second quarter of 2014.

"DEWA works to deliver the required electricity and water capacity along with an appropriate surplus to meeting customer satisfaction and promoting Du-

bai's vision. We are committed to the delivery of electricity and water services at world-class levels of reliability, efficiency, safety," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA. "Power generation reached 10,692 GWh in the second quarter of this year compared with 9,739 GWh during the same period of last year – a growth of about 10%."

"In terms of generation peak, it reached 6,845 MW in the second

quarter of 2014 compared with 6,340 MW in 2013, a growth of 8%. Also, the recorded requirement peak in Dubai reached 7,233MW compared to 6,857MW in 2013, a growth of 5.5%. DEWA's installed production capacity is now 9,656 MW," added Al Tayer.

"The demand for energy is for meeting the requirements of ambitious projects, carried out in different areas," said Al Tayer.

DEWA tops Dubai Government's eServices Quality Evaluation Report



DEWA has topped the Dubai Government eServices Quality Evaluation Report, by Dubai Smart Government (DSG), for entities providing 50 eServices or less. It shows DEWA's success in developing its services and commitment to make life easier for its customers, enhance the efficiency of its smart services, and build Dubai's position as a global hub for trade, finance, and tourism.

"This achievement confirms DEWA's success in its efforts to achieve excellence, and its efforts to upgrade its services to be on par with the highest international standards. It supports the vision of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, for Dubai to be the smartest city in the world, and provide seamless government services round the clock that are suitable for all customers, based on a clear understanding of their needs for a sustainable future, for generations to come," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

"DEWA adopts guidelines set by DSG for eService and website quality. We also adopt plans related to smart transformation. DEWA has successfully transformed all its services into smart services a year after Sheikh Mohammed bin Rashid Al Maktoum launched the Smart Dubai initiative," added Al Tayer.

The eService Quality Report covers 27 government bodies in Dubai: 141 eServices were evaluated against the highest international standards. DEWA achieved 95%, topping the '50 eServices or less' category, a rise of 6% against the previous evaluation. DEWA achieved 96% in transactional eServices, a rise of 8%, 94% in interactive eServices, and 96% in informational eServices.

"These results reflect DEWA's ongoing efforts to develop and improve its services, and its efforts to provide smart services using the latest innovations and technologies. DEWA provides advanced solutions that support its vision to upgrade its eServices and their adoption. This result complements previous achievements in information technology. DEWA has transformed all of its services for its customers, consultants, suppliers, job seekers, and government bodies to smart services," said Moza Al Akraf, Acting CIO at DEWA.

DEWA's smart app can be downloaded from the website (www.dewa.gov.ae/mobile) or major app stores. The app supports iOS, Android, BlackBerry, Windows, and Windows phone platforms. It also supports Samsung device operating systems for home entertainment, smart watches, and Etisalat's e-Life.

DEWA wins Stevie® Gold for Best Leadership Team in the world



In a global recognition of its leadership excellence, DEWA has won the Gold Stevie® at the 11th Annual International Business Awards for the Best Leadership Team worldwide. DEWA surpassed global competitors to demonstrate the efficiency and capability of UAE nationals and organisations to compete on a global level. The Stevie Awards Business award

ceremony will be held in October 2014 in Paris.

"We have learned from His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, that leadership combines thought, vision, wisdom, strong personality and aspiration to achieve great deeds. Through this new

achievement, the world bears testimony to the efficiency and professionalism of DEWA's leadership team, where over 80% of its members are UAE Nationals," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

"I would like to extend my gratitude and appreciation to HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Finance Minister of the UAE and President of DEWA, for his relentless support to all DEWA's activities and initiatives. I also thank and appreciate the Chairman and Board Members of DEWA for their efforts in supporting its development," added Al Tayer.

DEWA received this prestigious Award after its achievements were evaluated in two stages. At the first stage, 250 professional assessors evaluated DEWA, and it was qualified for the final stage. The final evaluation stage included eight of the best CEOs and business leaders in the world. DEWA received the highest scores to win the Gold Award.

"This is DEWA's first participation in the Stevie Awards Business Programme. This achievement reflects the great work of the leadership team," said Waleed Salman, EVP of Strategy & Business Development at DEWA.

Employees' initiatives save over AED 8 million during first quarter of 2014

Saluting staff for their dedication



At a special ceremony, DEWA honoured winners of its Special Act Awards for their useful ideas and initiatives that helped save over AED 8 million in the first quarter of 2014.

Winners in the Distinguished Employee and Ibda'a (Innovation) categories were also honoured during the ceremony attended by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA. A range of senior staff were also present, including Hussain Lootah, Executive Vice President of Transmission Power, Abdullah Al Hajri, Executive Vice President of Customer Services, Dr. Yousef Al Akraf, Executive Vice Presi-

dent of Business Support and Human Resources, Waleed Salman, Executive Vice President of Strategy and Business Development at DEWA.

Lootah presented Ahmed Anwer from the Transmission Power division, with the Special Act Award. This was for the successful implementation of his proposal 'Value re-engineering and combining two jobs,' which resulted in a cost saving of AED 4.76 million.

The Projects Transmission Department team was honoured for the considerable efforts it made to optimise the scope of consultancy services for the

132kV Cable Diversion for the Business Bay Extension, saving AED 2.24 million. The team included Raja Abdulrahman and Ganesh Subramanian.

The third team that was honoured worked on the replacement of insulators and fitting of the 132kV Awir-Hatta and accomplished the job without help of external consultants leading to savings of AED 1.2 million. The team from Transmission Power included Hussain Ebrahim Lootah, Khalifa Al Mehairi, Ahmad Alredha, Rafat Ibrahim, Renato Padilla, Ashraf Albawaleez, Mohamed Gharib, Tanveer Ahmed, Sreekandan Nair, Narayana

Samy, Alex Banjawan, and Mohammed Arif Uddin.

Lootah honoured the following Distinguished Employees: Mohamed Marzouki, as Distinguished Employee of DEWA, Rajesh Pillai and Saeeda Sharaf (Administration & Finance), Sabahath Mirza, in first place and Arseio Rodriguez, in second place, (Specialised Fields), Salim Basaad (Technical & Engineering), Shaikh Ahmed (Field Services), Halima Ghabish, Distinguished Female Employee, Magdy Ismail (Supervisory Jobs), Mohammed Jaafari, first place and Muhammad Asghar, second place, (Unknown Soldier) Maryam Belshalat, first place and Mariam AlHammadi, second place, (New Recruit) Nasser Ghuloom (UAE National category), and Cheryl Rebutio (Secretary).

The winners of the Ibda'a Initiative for the Innovative Idea category, Generation Division were: Tayeb Al Khaja, Muhammed Zulfiquer, Khaled Kuley, Mohammed Islam, Seyed Hoseyni, and

Muhammad Makki. The winner of the Innovative Employee category was Guna Sadayan from the Transmission Power Division.

DEWA has also honoured an additional 19 employees whose suggestions have been implemented at DEWA. These distinguished employees made their suggestions through the 'Tawasol' programme.

The employees are: Amal Al Suwaidi, Ameena Ajlan, Shuaa Aldarwish, and Maher Abdulla (Customer Service), Manoj Pariyanghat, Nabila Al Shamsi, and Tanvir Hussain (Distribution Power), Abdulrahman Yousuf and Maha Al Khaja (Finance), Abdulla Al Hammadi (Marketing & Corporate Communication), Ayesha Sarwashi (Information Technology), Fatima Al Hammadi, Hajar Alshehhi, Mahmoud Jaber, Mohammed Alabbadi, Ramadan Abou El Fetouh, and Shirleen Guevara (Power & Water Planning) and Mostafa Elmahdy and Richo Fernandez (Transmission Power).

Another 19 employees were honoured, who won at the Health & Safety Week 2013 competitions. The winners are: Mohammad Gani, Swamynathan Subramanian, and Rizwan Hussain (Health & Safety Competition), Fareed Elhadi, Kannan Narayana and Syed Rehaman (Health & Safety Talk Competition), Habib AlBalooshi, Ijaz Hussain, and Muhammad Khan (Health & Safety Talk Competition - Arabic, Hindi, and Urdu), Sheethal Pinto, Abdul Haleem Medattil, and Richard Tiatco (Poster Competition), Naufal Mon, Renjith Devarajan, and Shafiur Rehman (Hazard Identification Competition for Contractor Staff), and Rashid Bin Humaidan (Power Distribution Sector), Abdulla Alhajri (Customer Services), Yousef Jebriel (Power & Water Planning), and Hussain Lootah (Power Transmission) in the Distinguished DEWA Divisions and Departments category.





DEWA is Main Sponsor of Volunteer Emirates 2014 by Dubai Cares

Promoting a culture of volunteerism to achieving positive change is a core commitment at DEWA. To achieve this, DEWA is supporting Dubai Cares as the main sponsor of its second Volunteer Emirates initiative. This reflects the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to serve society and support community activities. Volunteer Emirates is a series of local initia-

tives launched last year by Dubai Cares offering UAE residents the opportunity to help their community and improve the learning environment of non-for-profit schools in the UAE.

DEWA sponsored the second Volunteer Emirates at Gulf Model School in Dubai to upgrade to its 32-year-old premises. DEWA employees and volunteers from the educational sector and the community took part in the maintenance work that included

painting murals and assembling school furniture to establish an ideal learning environment for students.

Dubai Cares has been supported by 1,189 volunteers to renovate and improve the learning environment in nine schools and kindergartens across the UAE. DEWA is planning to sponsor more social responsibility programmes in cooperation with Dubai Cares in the UAE.

Honouring the Elderly

DEWA marks International Day of Older Persons



As a mark of respect for the elderly who have made lasting contributions to the evolution of Dubai, DEWA hosted a lunch for a group of elderly Emirati citizens, at Al Fanar Restaurant, Dubai Festival City. DEWA hosted the lunch to mark the International Day of Older Persons on 1 October each year. This year's theme was 'Leaving no one behind: promoting a society for all.'

The lunch was attended by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, senior staff, and Dr. Salwa Al Suwaidi, Senior Specialist Registrar of Geriatrics, and Director of the Family Gathering Centre. Al Tayer personally honoured the elderly in observance of the occasion. During the event, participants listened to Emirati traditional and heritage poems and songs, in addition to other entertaining activities that

all the attendees enjoyed greatly. DEWA is committed to providing a package of services and facilities for senior citizens through Thukher cards from the Community Development Authority in Dubai. Benefits include providing valet parking and wheelchairs at all DEWA customer services centres, in addition to 50% discount on Activation of Supply (Move In) and Final Bill (Move Out) services as well as meter inspections.

DEWA commits to 'My Community... A City for Everyone' initiative



Dubai Electricity and Water Authority (DEWA) is committed to serving the community by sponsoring charities and charitable activities, and supporting the development, well-being, culture, and health of the society in line with its corporate social responsibility.

DEWA works to meet the needs of all segments of society, especially those with special needs, to achieve the sustainable development of Dubai, to create a better future for generations to come.

DEWA has sponsored the Princess Haya Award for Special Education since its inception. It supports initiatives to raise funds to help Autistic children, Rashid Paediatric Therapy Centre, and the Dubai Autism Centre.

DEWA sponsors the observation of World Down Syndrome Day,

and sponsors the annual closing activity of the Dubai Club for Special Sports, as well as supporting the Fezza Disabled International Championship.

DEWA sponsored the fourth Umrah campaign of the Khorfakkan Club for People with Disabilities, and the Emirates Association of the Visually Impaired, enabling 25 students to perform Umrah, each accompanied by a family member, in addition to a supervisor from the Association.

DEWA is keen on providing the best career opportunities for UAE nationals and developing their skills and capabilities through training programmes in the UAE and abroad, in collaboration with the best trainers and training centres. DEWA provides scholarships for students in most universities and

colleges in the UAE. These students are also provided jobs after they graduate in addition to monthly allowances during their course of study to encourage and motivate them to excel.

Currently, DEWA employs seven employees with special needs and provides the working atmosphere that suits them so that they feel they're integral part of society.

There are designated parking areas for staff and customers with special needs. There are also special restrooms, while all DEWA entrances and premises facilitate wheelchair movement.

MD & CEO of DEWA hosts Bechtel delegation



HE Saeed Mohammed Al Tayer, MD & CEO of DEWA, welcomed a delegation from Bechtel Corporation led by David Welch, Regional President for EMEA, and Shaun Kenny, President of Mining and Metals at Bechtel. This is one of a series of visits by international energy organisations to DEWA.

Al Tayer emphasised the importance of enhancing cooperation with DEWA's strategic partners in the energy

and infrastructure sectors. He outlined DEWA's efforts to build closer ties with its partners, and support projects that help the sustainable development of partnerships. These efforts adhere to the Dubai Strategic Plan, to achieve the highest levels of excellence in DEWA's services DEWA for its partners and customers.

Al Tayer briefed the delegation on DEWA's current and future projects,

its expansion plans in Dubai, and its infrastructure projects.

Bechtel showed its services in construction, infrastructure, and project management. The company also praised DEWA's successes to affirm Dubai's leading regional status and its role as a global hub for trade, finance, tourism, and green economy.

... & receives Al Futtaim Group delegation



Al Tayer, received a delegation from Al Futtaim Group comprising Dawood Bin Ozair, Senior Managing Director of Electronics, Engineering & Technologies, Fadi Chivi, GM of GMASCO, Venkata Raghavan, GM of Al Futtaim Technology, Yousif Ali Bin Zayed, Assistant GM of Business Development, and Charles Awad, Director

of Group Marketing Communications at Al Futtaim.

Al Futtaim Group's projects were discussed, including how DEWA is managing future demand for electricity and water. "We believe in the importance of working closely with organisations to raise the standard of our services. We

work with Al Futtaim and other partners to succeed in all our services and activities, to maintain Dubai's position as a global hub for trade, finance, tourism and green economy," said Al Tayer.

Al Futtaim thanked Al Tayer for the hospitality and the chance to build closer ties.

DEWA receives high-level Italian delegation



HE Saeed Mohammed Al Tayer, MD & CEO of DEWA received in his office, HE Giorgio Starace, Ambassador of Italy to the United Arab Emirates, accompanied by Umberto Bernardo, Deputy Head of Mission and Commercial Attaché at the Italian Embassy in Abu Dhabi.

This is one of a series of visits by diplomatic and trade missions in the UAE to DEWA to strengthen relations and discuss potential cooperation with regional and international organisations. The meeting was attended by Waleed Salman, Executive Vice President of Strategy and Business Development, and Ahmed Abdullah, Senior Manager of External Communications at DEWA.

Al Tayer welcomed the visiting delegation and highlighted

DEWA's latest projects and its achievements on a local and global level, and the active role it plays in promoting sustainable development in Dubai and the UAE by carrying out renewable energy projects, including the Hassyan Clean Coal Project and the Mohammed bin Rashid Al Maktoum Solar Park. He also discussed DEWA's smart projects that support the Smart Dubai initiative to transform Dubai into the smartest city in the world.

Al Tayer invited Italian energy and water companies to take advantage of the available opportunities in Dubai and the UAE, especially with the projects being carried out in the run-up to World Expo 2020 in Dubai.

The Italian ambassador discussed possible cooperation op-

portunities between DEWA and Italian companies in electricity generation, water desalination and renewable energy. Al Tayer noted cooperation opportunities available to companies and organisations that have the latest technologies, especially in the field of renewable energy such as solar energy.

Al Tayer invited Italian companies in the energy, water and environment sectors to participate in the next World Green Economy Summit that will be held in conjunction with the Water, Energy, Technology and Environment exhibition (WETEX 2015) from 21-23 April 2015.

The Italian delegation thanked Al Tayer for the warm reception, and the opportunity to discuss various aspects of mutual cooperation.

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



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

The Forum promoted the clean energy sector and related programmes, technologies, and investment opportunities to promote clean energy for sustainable development.

A large number of national and international organisations and experts from the clean and renewable energy fields are participating in the Forum, which took

place from 22—24 September 2014 at the Address Dubai Mall hotel.

DEWA released its first Sustainability Report at the forum. The report highlights many of DEWA's successes in performance through 10 action areas that cover economic development, environmental protection, stakeholders and community in the supply chain and operations, in addition to employees, customers, and other related areas.

"DEWA is making every effort, guided by the wisdom of our leadership, to protect our environment and save our resources by keeping pace with international changes and developments in different environmental fields

to achieve the environmental objectives of the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and to fulfil the promise of His Highness to host the best Expo the world has ever seen. DEWA is working hard to achieve this by focusing on preparing a distinguished infrastructure for energy that meets all the requirements of Dubai's sustainable development," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA in his keynote speech.

"Today, Dubai is a pioneer in all areas of development. This has been enhanced by winning the bid to host Expo 2020. At DEWA, we seek to achieve a host of objectives, at the top of which are

protecting the environment and its natural balance through a comprehensive and sustainable development for the benefit of future generations, enhancing the infrastructure and service utilities according to the highest international standards to meet the basic needs of citizens, residents, and businesses in the UAE,” said Al Tayer.

“These are in line with efforts to promote the economy of the UAE to become a pioneering global hub for trade, finance, green economy, and sustainability.”

“This Forum coincides with the start of the second project of the Mohammed bin Rashid Al Maktoum Solar Park which has a planned capacity of 100MW and the Hassyan Clean Coal Power Project that will generate 1,200MW. The two projects are carried out in partnership with the private sector based on the Independent Power Producer (IPP) model.”

“The Dubai Clean Energy Forum allows participants from all over the world, and especially from the GCC, to learn about our strategic developmental projects and Dubai’s programmes to manage increasing energy demand, taking into consideration environmental aspects, by adopting green solutions and technologies to deal with environmental and climate issues and to combat global warming and reduce carbon dioxide emissions and environmental pollution,” he added.

“At DEWA, we adopt a clear vision to become a sustainable world-class utility, where sustainability is an essential part of our vision and at the heart of our business strategy. It is included in everything we do and in the projects we implement. In this context, I am pleased to announce the launch of DEWA’s first Sustainability Report, which fulfils the wishes of our partners and stakeholders for more transparency and information about sustainability, and about DEWA’s performance and management of sustainability,” Al Tayer added.

“We are looking forward to continuous growth in business, DEWA intends to lead the way in sustainability and contribute to Dubai’s and the UAE’s strategy for sustainable development and green growth by aligning with the Dubai Integrated Energy Strategy 2030, the UAE Vision 2021, the National Agenda, and meeting the growth in demand that accompanies hosting Expo 2020 in Dubai.”

“Our achievements to date have underlined our ambitions, from which we show our commitment to the future by journeying towards excellence. We all work to achieve the sustainable development of our country. We are confident because of our achievements and we are optimistic about the future,” he concluded.

The Dubai Clean Energy Forum included comprehensive and detailed discussions and dialogue

that address the opportunities and challenges facing sustainable development.

It also discussed the best practices and mechanisms to plan and implement renewable energy projects on a large scale.

The Forum also drew a roadmap that will strengthen global efforts to raise the efficiency and reliability of clean energy and to develop action plans and partnership frameworks that support implementing future joint projects to serve the public interest.

The Forum addressed clean energy solutions, opportunities and new technologies, including investment opportunities for emerging markets, new models of partnership, and technological advancements in clean and renewable energy.

The Forum was attended by a number of officials, decision makers, experts, and specialists from government and private organisations from the UAE and abroad, in addition to energy service providers, technology and equipment developers, and a large number of representatives from conventional and renewable-energy companies.



The words of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, have always been the beacon that guides all our activities at DEWA's Women's Committee.

His Highness has observed that, "We have moved beyond the phase of empowering women. Indeed, we are empowering society itself through its women. We are empowering our economy by strengthening the role of women. We are advancing government services when women occupy leadership positions. We are launching development projects under the direction of women."

What Emirati women have achieved, and are continuing to achieve, is due to the vision of our leadership and the strategy of our country, which will not rest on its achievements, but will work harder to become a global leader, and a role model for others.

We are now in a post-empowerment phase, where women can empower society, and give a brighter image of UAE women, with their beliefs and humanitarian convictions that are derived from Islam and its teachings, and from Arab traditions and customs.

We are moving with determination to succeed. Failure is not an option.

Therefore, the Women's Committee has a central role to play. Through its vision, it aims to encourage and empower female employees at DEWA.

It has a clear mission to establish a common platform for positive interaction and communication to improve the quality of life and working environment of our female staff, so that they can also play their roles as partners, and thereby empower society in turn.

We are investing in a strategy that depends on the internal commitment of the committee's team by exerting all efforts to improve the self-confidence and development of women by value-added innovative programmes and initiatives.

Khawla Al Mehairi

Chairperson
DEWA Women's Committee

DEWA Women's Committee organises trip for female employees to Dubai Aquarium



DEWA Women's Committee organised a trip for female staff to go the Dubai Aquarium & Underwater Zoo at The Dubai Mall. This is one of the largest indoor aquariums in the world and as a result is a very popular tourist attraction in the Emirate.

The visit supports the Committee's efforts to establish a common platform to promote positive interaction and social cohesion among DEWA's female staff in a multicultural environment. Over 50 employees including members of the Women's Committee, took part in the tour.

"Our aim is to enhance women's

confidence and promotion by organising various programmes and creative activities that add educational and recreational value," said Khawla Al Mehairi, Chairperson of the DEWA Women's Committee.

"We are working to develop their capabilities and skills that will have a positive impact not only at DEWA but will also on the community by empowering women," she added.

"The Committee promotes social networking by strengthening the channels of communication. The recreational and educational trips we organise support in

building social relations among employees and also build their skills," said Fatimah Deemas, Vice Chairperson of the Committee.

Since the launch of the Committee, it has sought to promote women's issues through various activities, and raise awareness about achieving a good work-life balance.

The Committee seeks to promote equality in the workplace, and supports the role of women as well as empowers them through education and self-development.

DEWA Women's committee conducts lecture on common skin issues



The Women's committee at DEWA has conducted a lecture on skin concerns in women as a part of its CSR initiative to promote health and well-being across all cross-sections of the society.

The lecture was led by Dr. Anwar Al Hammadi, Consultant Dermatologist, who addressed common skin problems such as eczema and acne. He also highlighted potential killers, such as malignant melanomas.

Al Hammadi also discussed causes, symptoms, diagnosis and treatment, and shared his in-

sights on ways to maintain glowing and healthy skin given the harsh weather conditions and pollutants in the environment.

"DEWA Women's Committee has an unwavering commitment to raise awareness on key health problems. We organise such educational initiatives for our employees to have a better understanding of healthcare issues so they may be able to take action to prevent or detect them, both at home and in the larger community," commented Khawla Al Mehairi, Chairperson of the Women's Committee at DEWA.

"In a world where there is an increasing preoccupation with one's identity and self-worth, people who have skin disease often feel marginalised and isolated," said Al Mehairi.

"Through our educational sessions, we hope to encourage our employees, their families, and society at large to adopt good skincare habits and prevent skin diseases and issues," concluded Al Mehairi.



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Customer Services

Ameera Jalal Albalooshi

Interview with Ameera Jalal Albalooshi, Assistant Manager – Service Effectiveness, Customer Service Division – Customer Relations Department, at DEWA.

Kindly introduce yourself: what is your name, title, job responsibility, educational qualifications and your career at DEWA?

My name is Ameera Jalal Albalooshi and I am the Assistant Manager of Service Effectiveness at the Customer Relations department (CRD), which is a part of the Customer Service Division at DEWA. I joined CRD in October 2009 as Senior Executive of Service Effectiveness and since then I have taken on various responsibilities. CRD management noticed my eagerness to have broader and more sophisticated assignments and involved me in projects related to strategy, customer service and customer satisfaction, training, manpower and budget preparation. I was promoted as Assistant Manager of Service Effectiveness in March 2013.

CRD management continued to realise my strong sense of initiative and willingness to give extra time and effort and as a result I was trusted with more assignments relating not only to CRD but also to the Customer Service Division. After delivering excellent results, I was soon rewarded with several appreciation letters from Department and Division heads.

I also completed my undergraduate programme in Business and Quality Management in 2012. Currently I am

doing my Masters in Innovation and Change Management Programme at Hamdan bin Mohammed Smart University and expect to graduate in the Autumn of 2015.

My work involves documentation required for the internal and external audits for CRD, delegation of needs and tasks with companies and certification boards to obtain the certificates such as Investors in Excellence and Investor in People.

I am focused on establishing a quality-based culture of achievements and performance improvement through the 'Service Development Monitoring Sheet' and 'Customer Relations Department Dashboard' by developing quality practices for CRD.

I co-ordinate in preparing the Training Needs Analysis and its budget; manage and conduct Customer Satisfaction Surveys and follow up with the concerned parties to provide us with the reports and the final results.

I also conduct monthly Mystery Shopper Studies in co-ordination with the Business Support Division and conduct benchmarking and best practices studies for CRD - Service Effectiveness. I assisted in preparing the Manpower Budget and Training Budget for 2011. I work to raise employee awareness on EFQM and RADAR by conducting internal excellence awareness sessions and campaigns, and also address major gaps to management and help departments in setting improvement action plans.

How do you define the Service Effectiveness Unit?

The Service Effectiveness Unit is part of the Service Development Section and undertakes diverse activities. These include identifying customers' needs, priorities, opinion, and satisfaction through surveys, focus groups, open sessions, and direct feedback; preparing improvement reports based on the outcomes and setting recommendations after conducting the necessary brainstorming sessions and utilising the external Dubai Government Excellence Programme feedback reports. The Unit benchmarks and studies best practices for Customer Service related subjects, and conducts audit activities on customer services through systematic site visits, observations, and mystery shoppers to deliver excellence customer service standard.

We obtain and analyse customer feedback by conducting periodical Customer Satisfaction Studies to understand customer needs and expectations. The mystery shopper visits at the Customer Service Centres allow us to improve the overall Customer Service experience, and assure the efficiency and effectiveness of deployed and executed initiatives of CRD as well as prevention and corrective action plans.

How do you measure service effectiveness in the context of DEWA?

Success in service excellence is measured through various Key Perfor-

mance Indicators such as the Dubai Government Excellence Programme Customer Satisfaction Index, where DEWA ranked number-one across all Dubai government authorities, DEWA's Mystery Shopper Rating for Customer Service Centres and Customer Care Centres, and DEWA's Customer Satisfaction Index.

What are the focus areas further strengthening service effectiveness?

Our focus is to further strengthen a culture of Customer Service among employees as per the highest standards and support the Smart Dubai vision announced by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to establish our city as the smartest in the world.

What are the new customer service initiatives launched at DEWA?

As a member of the Service Improvement Team, I am involved in the implementation of three new initiatives: Video Chat Service (Ashi'r) for hearing disability customers using sign language; Real Integration with banks (Estareech) – a real-time integration of payment process with banks, and Smart Customer Service Centres (As'hal) which are a gateway to smart services supported by Smart Service Ambassadors to further strengthen our customers' use of smart services.

How do you keep the Service Effectiveness team motivated?

We focus on balancing the needs of individuals and keeping the team goals clear and achievable. I be-

lieve that keeping a team motivated involves many elements such as a clear objective that can be achieved and outlining the role of every team member in achieving the goal. I also place emphasis on celebrating the success and hard work of every individual and team, create friendly competition among team members, lead by example and inform the team of the changes and priorities, and listen to them actively because everyone loves to succeed.

Can you share with us a memorable moment from your career?

There are several memorable moments such as winning the Dubai Government Excellence Programme, ranking first in the category among all Dubai government organisations.

How do you maintain work-life balance? What are your hobbies?

To maintain work-life balance, I focus on my priorities, see my career as my friend, do not let work dictate my level of commitment, respect my time and take effort to spend time with family and friends. My hobbies are reading stories and enjoying tranquil landscapes and the sea.



Change Management

Iman Al Haiyari,
Awareness and Capacity Building,
Corporate Excellence department



Modern institutions are social systems that undergo the same condition as any other living organism; they grow, develop, progress, face challenges, struggle and adapt to new conditions. Change, a natural phenomenon that every institution goes through, is the movement from an undesirable factual situation to a favourable one, or the shift from the current balance point to the target one. However, institutions do not just change for the sake of change, they do so as part of a wider development process to interact with the new variables, requirements, necessities and opportunities imposed by work environments, especial-

ly in an age of increasing international competition and unlimited technological innovation.

There are different types of change. Some are planned or management drives the change. Others are interactive, where management anticipates and then prepares for the new reality. Nonetheless, some changes are imposed and management simply has to adapt to them. Change occurs across a wide variety of fields, according to the institution's needs and strategic orientations. Change takes place in the following areas:

Business areas and activities:
Here, change can be forming new

business interests or projects, merging certain activities, or cancelling ongoing businesses.

The human element: Change happens when an institution increases or decreases the size of its personnel by selection and appointment, or improves the staff skills through training and development programmes.

Material resources: As in changing machinery, upgrading the technological level or changing the type of raw materials.

Policy: Change happens when ongoing policies are modified or discontinued and new ones are introduced.

Methods and Procedures: to simplify methods, optimise performance or introduce new ones.

Organisational Structure: Change occurs here in the form of repartitioning, merging or creating new departments.

Change motives are the causes which lead to launching the change project initiatives. They are either internal such as:

- Change high ranking officials.
- Change the mission, vision or strategic objectives.
- Developing, improving or simplifying procedures, approaches or systems.
- Restructuring.
- Sourcing new systems or technologies.
- Improvement opportunities resulting from self- or external evaluations.

Or external, such as:

- Modifying rules and legislations.
- Mergers or separations.
- Change in government protocol in dealing with other departments.
- Increasing or decreasing financing.
- Open up to new perspectives of international cooperation or agreements.

Initially, change is often met with resistance, or even rejection, by affected individuals for multiple reasons, including:

Personality-related reasons:

- Fear of the unknown.
- Preference to stability.
- Selective and arbitrary understanding of what may happen.
- Anxiety and disorderly relations, habits and practices.
- Reasons related to the method of activating change:
- Availability of time and resources to adapt to changes.
- Respect individuals and skills.
- Authentic change factors.

Socially-related reasons

- Is change in line with the prevailing principles (convictions)?
- System coherence level.
- Benefits, rights and authority.
- The sacred nature of certain issues/ things.
- Rejection of the unfamiliar.

These are done by working to achieve specific goals within the framework of a clear vision shared by management, and relevant individuals to successfully achieve change. To do this, change management must consider the human element: studying behaviour and responses to change and progress requires the institution treat the subject with planning to stop change resistance and encourage acceptance.

Accomplishing change necessitates adequate preparation and the creation of the proper atmosphere for open communication with the staff members to help

them switch from the old situation to the new one confidently and conveniently. It is also essential to listen to opinions and suggestions, give assurance that change will not conflict with personal aspirations, gain support on all levels and explain the significance, benefits, goals and the valid reasons behind the change accurately and transparently. The institution should work to overcome resistance, develop staff abilities and skills to suit the new reality and engage in all stages of the process.

A strategy should consider all possible reactions including flat-out rejection of change, particularly during a transitional period. Leaders should create a special team to manage the transition.

Every effort should be made to achieve success and provide the change process with constant support and planning. Mechanisms and alternatives should be identified before implementing all plans. After implementation, change can be adopted if it's feasible by monitoring the results and promoting and sustaining them. A reward system can promote innovation and credit success in making change happen.

Change requires insight, imagination, innovation and capable management; it's important that each individuals' role and abilities are effective links in managing change to better individual and institutional performance.

Are balconies and windows safe?

Mansoor Ali
Manager H&S Training
Health & Safety section

Taking recent terrible tragedies into account, it is certain that children can fall out of a window which is open more than 10cm, even if a fly screen is present. As awareness let us share some safety aspects to be taken into consideration for windows and balconies:

REMEMBER AND FOLLOW

- Keep children away from open windows and balcony railings.
- Don't let children see you opening windows on high floors. This way they won't try to open them.
- Check that any railing uprights are close enough together so that a crawling infant cannot get through.
- Children must always be supervised at all times.
- Please make sure that none of your family, friends or guests are allowed to sit on the balcony wall or railings under any circumstances.

- If you have home help or a nanny, spend time educating her on safety precautions in and around the home.

- Never leave your children unattended in a room, especially if the room has a balcony or open window.

- Don't hold your baby and toddlers in your arms anywhere near the edge of your balcony- they can wriggle out of your grip in an instant.

- Always place cribs, beds and other furniture away from windows.

- Ensure that the access door is securely locked at all times and put the key where your child cannot possibly reach it.

- Make it a rule that older children may not entertain their visitors on the balcony if you are not at home.

- Make sure that there is nothing available to enable any child to climb up and hang over the wall or railings. Your balustrade

should have no horizontal or near-horizontal parts that would allow children to climb.

- Parents should be aware of furniture that is light enough for children to drag to the balcony edge and remove it.

- Educate everybody you know about balcony safety.

BE AWARE AND IMPLEMENT

- Balcony balustrades or railings should be at least 1 metre high.

- Make sure that doors to balconies are kept locked.

- Get a child lock fitted on your window and remove the key

- Have a clear guard secured to your balcony which is higher than the wall itself

- Secure a safety fence, or even a sheet of Perspex, firmly along open railings. Babies and small children can get through surprisingly small spaces.

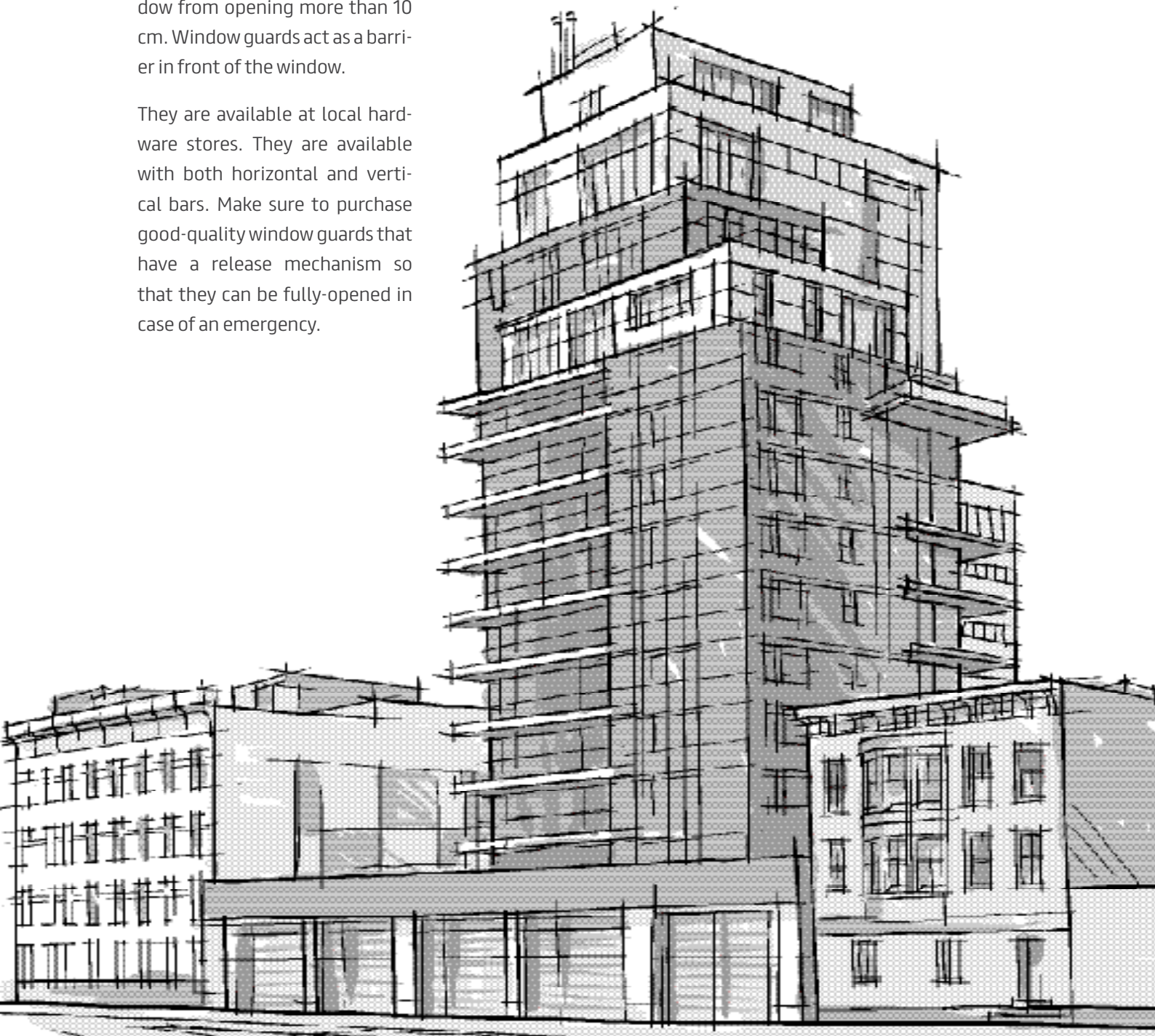


- Place a row of pot plants in window boxes on the inside of the wall or railing to prevent children from hanging over and adults from sitting on the wall.

- Furniture or other objects on balconies should be arranged away from railings.

- Use window guards and stops on windows above the first floor. Window stops prevent the window from opening more than 10 cm. Window guards act as a barrier in front of the window.

They are available at local hardware stores. They are available with both horizontal and vertical bars. Make sure to purchase good-quality window guards that have a release mechanism so that they can be fully-opened in case of an emergency.



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That's the Way I Think

Author: David Grant

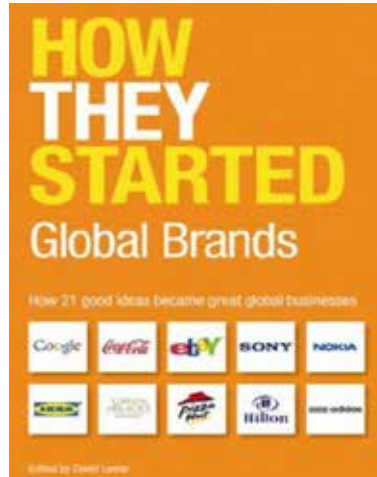
Language: Arabic and English

Pages: 148 pages

Availability: Sustainable Building Knowledge Centre

Book Description: This book explains the living conditions of people with dyslexia and/or dyspraxia and how these conditions affect their thinking, emotions and career performance in their post-study years.

The book offers invaluable insights into the world of dyslexic people, their family member and care givers, as well as their teachers and communities.



How They Started: Global Brands

Author: David Lester

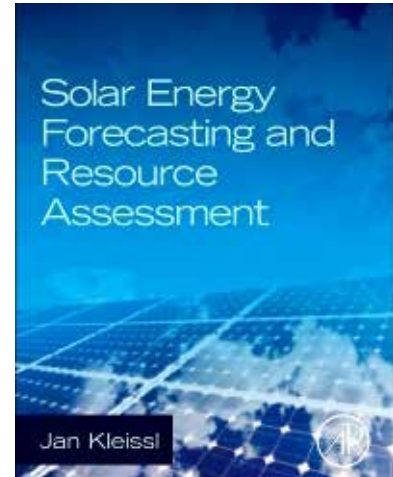
Language: English

Pages: 211 pages

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Book Description: Almost all of us dream of being successful entrepreneurs. But most of us do nothing with our ideas. But for those who not only dream but also dare and do, a world of opportunity awaits them.

This book is about 21 people who acted on their ideas, took the first steps to start their business and subsequently went on to turn them into global brands. From Adidas and Apple to Sony and Swatch, their founders were bold enough to take the first steps. How They Started: Global Brands follows the chronology of how it all began.



Solar Energy Forecasting and Resource Assessment

Author: Jan Kleissl

Language: English

Pages: 416 pages

Availability: Warsan Knowledge Centre

Book Description: Solar Energy Forecasting and Resource Assessment is a vital resource for solar energy professionals. This book provides in-depth insights into forecasting and assessing solar resources.

It helps achieve a thorough understanding of the sector from the world's most renowned experts. It demonstrates how to derive reliable data on solar resource availability and variability at specific locations to support accurate prediction of solar plant performance and financial analysis.



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