



AL MASDAR المصدّر

PUBLICATION OF DUBAI ELECTRICITY & WATER AUTHORITY ■ Issue 41 - September 2011

Al Tayer

Sustainable energy is the drive of economy

Conservation Award

saves forty-one million KW and 500 million gallons of water

DEWA honors 46 of its distinguished employees who won excellence awards and employees' recognition programme

DEWA wins

4

International awards



How can coal be liquefied? Why?

Dubai heads for eco-friendly energy

Oil and gas prospecting companies for the first time in WETEX 2012



أرسل بريد إلكتروني
ecomercare@dewa.gov.ae



الخدمات الإلكترونية
https://e-services.dewa.gov.ae



هاتف كهرباء ومياه دبي
www.dewa.gov.ae

04 6019999



www.dewa.gov.ae

Dubai Electricity and Water Authority has its unique traditions and activities, which are taken from the words and quotes of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. H.H. has always stressed the importance of serving the society, and working relentlessly to reach the highest levels of distinction in all fields.

Serving the society does not only mean delivering the most superior electricity and water services, but it also includes participating in social activities, which are held on different occasions under various themes aiming to serve society with all its different segments. Therefore, DEWA's strategy includes participation in various social activities in two ways; the first one is monetary sponsorship, and the second one is carrying out the intended activity or taking part with teams in charge.

Social care system comprises communication with social mobilization of different segments of society including social, cultural and educational issues, which serve the society. This can include Ramadan Multaqa, which is held every Ramadan under the sponsorship of His Highness Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum, Chairman of Mohammed bin Rashid Al Maktoum Foundation. This Multaqa comprises educational and entertainment events aiming to inspire values and good manners that each good man should have to be a good model and an example to follow.

There are also social activities, which DEWA performs including outreach and informative campaigns regarding environmental issues, conserving our natural resources, cut down our electricity and water consumption, and enhance and instill the values of conservation into our children. Specialized teams carry out these activities through lectures, brochures, booklets, leaflets, or quizzes and competitions, for which valuable prizes are dedicated.

We highlight the importance of such activities, which attract a lot of people and achieve good results, while emphasizing the continuity of such sponsorships and activities so as to serve the whole society.



Saeed Mohammed Al Tayer

MD & CEO of DEWA



Contents



Our Dear Readers, This magazine was a result of your contribution, and meant to be available for you. Therefore we welcome further suggestions and valuable thoughts, by which we can then achieve our aim, of open dialogue and easy communication. We thank you for your continuous efforts, and cooperation, with our sincere best wishes to you.

Editor in Chief

Saeed Mohammed Al Tayer
DEWA MD& CEO

Editing Team

Arif Abdul Karim Julfar
Mahmoud Mohammed Abdel Moaty
Khulood Khalid Al Ali
Fatma Salim Al Shamsi
Shahla Ahmad bin Sulaiman
Ribal Dayekh
Mabel Rasquinha
Gehad Abdelkadir Elsayed
Shiraz K Patel

Design and Layout



Al Sada consultancy Media
and Promotional Services
Tel.: 04- 2964254 Fax: 04- 2964194

Dubai Electricity and Water Authority
Main Office - P.O.Box: 564
Tel.: 04- 324 4444
Direct: 04- 307 2633
Fax: 04- 324 8111
Email: media@dewa.gov.ae
Website: www.dewa.gov.ae



**Mohammed bin Rashid
honors 315 of youth leaders**

6



14

How can coal be liquefied? Why?



24

Eng. Abdullah Al Hajri
31% of UAE nationals' consumption of water lies
within the limits of the free 10.000 gallons.

الخلافا



**For the first time in WETEX 2012,
prospecting and excavating oil
and gas companies**

10



36

**DEWA garners two categories
of the "Emirates Women's Award"**



26

**Dubai Electricity and water
Authority wins four regional and international awards**



30

Yahya Alzafin:
**We face work challenges with teamwork and full
readiness to serve customers.**



28

DEWA honors 46 of its distinguished employees



48

**Saving more than 41 million KW/HR of power and 500
million gallons of water**



"We possess rich heritage and cultural legacy that forms our national identity, in which we take great pride. We are neither newcomers to history nor strangers from human civilization. We are the owners of the part of the world for thousands of years, as well as the providers of enlightenment and guidance for all humanity. Therefore, we must instill this spirit into our children to enable them to cope with this age confidently and optimistically while being proud of themselves and their national identity."

"In April 2007 while declaring the Federal Government's Strategy"



"Our youth receive the care and attention of their leaders and government. Our country invests in youth who are the pillars of development. Further, our national economy is safe and sound as it is built upon solid ground and according to a long-term and broad vision. For our judicious leadership, our government and our people, education is a matter of national priority."

"While receiving the graduates of Leaders Preparation Programme"



"Development, whose foundations we are laying today through the comprehensive plan of the Ministry, ensures securing the needs of developing regions including health, education, housing, roads and water all over the UAE. I call upon all the citizens and concerned authorities in the Federal government and local Governments to participate in the march of urban development and shape development throughout the two coming decades."

"While looking at the plan of Ministry of Works"





Pay Online, Win & Save the Environment

Now pay your DEWA bill online & get the chance to win amazing prizes

DAILY RAFFLE DRAWS at GITEX 2011 from 9 to 13 October 2011

Terms & Conditions:

- Online bill payment through DEWA website www.dewa.gov.ae and mPay are eligible to enter raffle draws.
- Only bills paid in full will enter raffle draws.
- All online and mobile payments starting from 12th July until 12th October will enter the draws.
- Raffle draws will be held during GITEX (9-13 October 2011)
- To register for mPay visit <https://mpay.dubai.ae>



Call 04 6019999

www.dewa.gov.ae

هيئة كهرباء ومياه دبي
www.dewa.gov.ae



GITEX TECHNOLOGY WEEK
EMPOWERING. CONNECTING. ENTERTAINING.

9 - 13 OCTOBER 2011 • Dubai International Convention and Exhibition Centre

حكومة دبي الإلكترونية
Dubai eGovernment





Mohammed bin Rashid honors 315 of youth leaders

DEWA's employees, the graduates of Mohammed bin Rashid's Leaders' Preparation Program ...

The Programme matches the syllabi of the greatest universities.

It is a great pleasure to be in a meeting attended by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and receiving an honour from His Highness is incomparable as he is the leader and model whose footsteps we follow in all walks of life, particularly excellence and creation so as to spread the best practices inside our organizations.

A number of DEWA leaders both males and females spoke to Al Masdar expressing their delight for obtaining Graduation Diplomas in "Mohammed bin Rashid's Leaders' Preparation Program", which constitutes one of the most important supporting pro-

grammes of employees' professional and administrative development at different departments and authorities in Dubai.

At the beginning, Dr. Yussef Ibrahim Al Akraf, EVP - Business Support at DEWA, stressed the importance of the

programme in qualifying leaders and providing them with effective expertise in their working life. Dr. Al Akraf said: "I was a director of a training department at DEWA when I enrolled on the programme, which has polished my managerial skills, as it has pro-



vided me with the opportunity to get in close contact with other Emirati experienced and efficient persons, in addition to training and lecturers from the most prestigious world universities who have contributed greatly to the success of the programme.

“Having spent five years in this programme, I have progressed in my job from training manager to senior manager of HR, VP of HR, and now EVP of Business Support. I can say that such courses had a great influence on promoting my communication with others and polishing my expertise.”

Dr Al Akraf stated: “Since its inception in 2002/2003, Mohammed bin Rashid’s Leaders’ Preparation Program has qualified a lot of leaders in all the various categories of the programme. Now, the organizations, which adopted His Highness thought and followed in his footsteps, therefore these organizations have started setting programmes for professional and administrative development. This will definitely help Dubai benefit from the Emirati experi-



Dr. Yusef Al Akraf:
DEWA has allocated two similar programmes to develop the efficiency of Emirati nationals.

enced and efficient persons. Speaking about the benefit he got from enrolling on the programme, Dr. Al Akraf said: “I have benefitted a lot from the lectures and training courses. I would also like to emphasize the fact

that I got much benefit from the experienced persons participating in the programme as lectures only are insufficient if there is no positive participation. Besides, participants in the category of “Government leaders” were from the elite, and they were 50 candidates representing all government departments, and they included general manager, and vice general manager. Further, some of the participants got these positions after passing several courses.”

Dr Al Akraf pointed out that the applicants to the programme were 110 of the middle management, where only 50 participants were selected after three-day exams both oral and practical. At the end of these exams was an interview. Therefore, the recognition received in this programme was the result of great efforts and dedication, and it shouldn’t be the end of our ambitions and aspirations.

Dr Al Akraf says that DEWA believes in the importance of the programme in employees’ march and development

**Maryam Abdullah bin Subaih:
I've learnt from the
programme how to separate
between working
life and personal life and
overcome challenges.**



both professionally and administrative-ly, so it has dedicated two similar programmes so as to provide moral, administrative and professional support to all employees, who cannot enroll on the programme through collaborating with the same authorities which provide the programme from the universities of Harvard and Long Wong. The first programme was called "Intlaq" and is concerned with training managers, and vice managers. The second programme is "Preparation of female leaders" from managers to senior managers so as to prepare employees and leaders to attain their positions at DEWA.

Maryam Abdullah bin Subaih, vice senior manager of nationals' recruitment at DEWA tells us how she was nominated to the programme through Human Resources Department and top management at DEWA. She said: "When I went there, I found around 300 Emirati candidates representing different government and private departments and authorities, but only 35 ones were selected within the category of "Youth Leaders", and then I felt how valuable the programme was. The selected candidates, who could achieve professional success through their middle administrative and supervisory positions, had to pass psychological and analytical tests as well as evaluation from Leaders' Preparation Centre.

"After sorting the selected candidates, a full year's training courses are held out of two years. The second year involves studying the general policies of business. Afterwards, graduates

receive an executive certificate. The study timing started from 9 a.m. till 5 p.m. During this time the selected candidates studied different practical subjects alongside workshops. Specialists from various walks including economy, finance, policy setting, experts from Arab League and United Nations and international consultant companies participated in these workshops."

Maryam added: «During the study period, I was working as Asst. Manager of Excellence Awards from 2007 to 2008, After that I was promoted to Manager of Job Classification and Evaluation in 2009 throughout the middle of 2011. At present, I hold the position of Senior Manager of Emirati nationals' recruitment. I felt great honour when I was selected by DEWA to participate in the programme and honored by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, crown prince of Dubai and the Chairman of the Executive Council. This, in fact, had its positive impact on myself, my family and colleagues as we all are combined by one work system.»

Maryam said that loyalty to our organizations comes at the top of our priorities, as they supported us a lot and provided us with facilities and promotion. Therefore, I advise both male and female youths to start their professional path from the beginning to reach the top and to benefit from the experienced persons surrounding them.

«I have benefited a lot from this programme both at work and in my personal life, as I have learned to separate

between working life and personal life, to overcome life pressure and problems of work. This can positively affect work. Further, I have made benefit from the participants, who comprised leaders from government and private departments and authorities. Also attending the forums of «Blue Ocean» helped me benefit from local and international experienced lecturers who were invited to such forums.» Maryam further added.

Regarding evaluating employees, Maryam explained that she follows DEWA's directives aiming to be «A Recognized World-Class utility». We should work on improving skills and overcome the points of weakness. Also, the nature of work itself necessitates selecting employees carefully. Anyway, there are performance indicators that show employees' achievements throughout the year. these performance indicators are reviewed by the concerned department to assess performance.

Mouza Al Akraf, Specialist of Governance and Strategic planning - IT Division, has wide experience in government work, as she started her work journey at Economic Development Department in 1997 as a computer engineer. Then she moved to Dubai Electronic Government as a Senior Data Analyst for 8 years. Afterwards, she progressed to development manager, IT manager, and e-Services manager. Finally, she moved to DEWA two years ago as a Specialist of Governance and Strategic Planning.

Mouza Al Akraf:
The programme enhances
innovation and excellence,
promotes competitiveness
and develops capabilities.



Mouza Al Akraf describes the programme as being rich in useful information, and she felt great change in her working life and got much experience after she has completed the programme. She stated that this programme has developed her cognitive and professional capabilities, increased her awareness of all various fields, in addition to improving her communication skills. She further added that she felt great honor as she was one of 30 selected people who were representing all government departments, and we were colleagues for two years of study in this programme, which helped us reach a balance between our work places and personal lives, the thing which helped us achieve innovation and excellence. Mouza Al Akraf hailed DEWA's efforts as it has enabled her to enroll on this programme. Also, she praised her family, especially her father who is a graduate of one of the most prestigious universities in UK and a devoted mother who dedicated her life for her family, for supporting and helping her achieve success in her different jobs. «It is not compulsory to get promoted after directly graduating from this programme as some people might think. The real benefit is the great positive effect that this programme can have on people enrolling on it, as this programme can effect great change, success and excellence in their working lives. I can say that my job diversification has provided me with culture, new concepts and challenges which helped me achieve excellence and innova-



tion," Mouza Al Akraf noted. «Ambition has no limits and is not restricted to a specific category of age. All employees should always develop themselves, make their loyalty to their organization as top priority, and contribute to their competitiveness both locally and internationally. This programme was not a mere leisure trip, however it was a continuous work programme intended to motivate and develop potential capabilities and utilize them in the

proper place. The required number of candidates is carefully selected, and then comes the intensive study followed by different tests, and finally the certificates.»

Mouza Al Akraf referred to the transparency, integrity and fairness of the programme in selecting the candidates to enroll on it, as all of them were subjected to hard assessment tests, which resulted in selecting the targeted candidates from among thousands of candidates of the programme.

A meeting for lunch banquet

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, invited the graduates of the programme to lunch banquet at Al Bahr Palace, with His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, and His Highness Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, in attendance. His Highness Sheikh

Mohammed bin Rashid Al Maktoum expressed his delight to meet such elite of the young leaders calling them the pillars of development and builders of the future. During the meeting, His Highness Sheikh Mohammed bin Rashid said: «The UAE is going well and the Emirati economy is strong as it is built up on solid grounds and long-term vision. Therefore, we as leaders and government are not worried about the future of our national economy, which depends greatly on your minds and efforts.»

The graduates of the programme expressed their pride in their leaders topped by His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, and His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, who provide them with all the required education, training, job opportunities, and the honor to live in a dignified country, which generously gives its citizens all they need since the age of the founding forefathers.

For the first time in WETEX 2012, prospecting and excavating oil and gas companies

Dubai Electricity and Water Authority has announced that its project of producing electricity by using eco-friendly fossil fuel will increase its electricity production to 3000 Megawatt by 2015. It has also declared that the strategy of Dubai's Supreme Council of Energy aims to produce 12% of the Emirate's needs by using clean coal «liquid» by 2030 against 71% by using natural gas, while 12% by nuclear energy and renewable sources on top of which is solar energy is 5%.

This was announced at a meeting presided by His Excellency Saeed Mohammed Al Tayer, Vice Chairman of Dubai's Supreme Council of Energy, and MD & CEO of DEWA, with companies specialized in technologies of excavation and prospecting oil and gas. The meeting is part of the current preparations to expand the 14th edition of WETEX 2012. In the coming edition, new sectors will have the opportunity to participate, while concentrating on the authorities promoting investment and development in related energy and technology.

His Excellency said: "WETEX 2012

will witness the participation of vital economic activities, which are part of energy sector. These activities will include prospecting, excavating and extracting companies of oil and gas specialized in transporting, refining, distributing and exporting them.

His Excellency added: "I think that WETEX 2012 will be definitely successful, especially because we gave the opportunity to such sector responsible for oil and gas, the thing which was not available for the past 14 years. Therefore, I expect that the number of companies participating at the exhibition next year will increase

because we are seeking to make this exhibition global in terms of form and subjects tackled.

His Excellency discussed the details of DEWA's project to produce clean energy by using fossil fuel describing the project as one of the most important eco-friendly future choices in Dubai. He said: "DEWA has decided to increase production capacity of the first and second stages up to 3000 Megawatt, noting that the project has been referred to a world consultant to carry out the economic feasibility study and determine the methods and techniques of implementing the proj-



ect, whether by collaborating with a strategic partner or through a complete ownership of DEWA. I expect that the project will be delegated to the execution contractor by 2015.”

«DEWA has excluded producing desalinated water from the same project as the present production capacity of desalinated water is sufficient for local requirements and the annual percentage of demand for water, which is currently around 3%. DEWA can carry on with its ambitious investment plans without issuing more bonds on the short term. There are no plans to issue new bonds at present.» His Excellency assured all nationals, residents, investors, businessmen and concerned bodies in the Emirate that DEWA is capable of meeting the requirements of comprehensive development as well as the investment, residential, real estate, commercial, industrial and economic growth. H.E. further pointed out that these promises are based on DEWA's facts and estimates of increase of demand for power which has reached 9.6%, while the increase of demand for water has reached 3% only.

«DEWA's production of electricity will reach 10,000 Megawatt, and desalinated water production will reach 400 million gallons per day by 2012,» His Excellency added.

His Excellency Saeed Mohammed Al Tayer said that the idea of using clean coal (liquidated) depends on an agreement with one of the companies

Saeed Al Tayer:

Generating electricity by using fossil fuel will increase our production capacity at 3000 Megawatt.

specialized in liquidating coal from its fossil state to a liquid state, as well as importing the liquidated coal and using it for generating hydrogen through which special turbines for power generation are operated.

His Excellency further added that DEWA is keen to search for other eco-friendly alternatives for power generation. This shows its interest in promoting sustainable development and Dubai's world position as a hub for economic activities and finance.

During his speech at Grand Hayatt Hotel to announce the participation of oil and gas prospecting, excavating and extracting companies at WETEX 2012, His Excellency said: «Next edition of WETEX will witness the participation of vital economic activities listed under energy sector. These activities will include gas and oil prospecting, excavating, extracting, refining, distributing, exporting and all other related activities, along with all other supporting industries, consultants, contractors and investors who are involved in this huge field, which comprises crucial economic



activities.

His Excellency Saeed Mohammed Al Tayer, MD & CEO of DEWA stated: "This Exhibition is considered a platform aiming to bring together all expertise from different scientific, engineering and technological quarters with the purpose of sharing views with Government Agencies and Departments so as to keep pace with the most up-to-date developments in the fields of energy, water and environment. Further, this Exhibition aims to look at the best practices and policies, to build up and broaden networks within these industries to facilitate tie-ups with strategic partners to pursue innovative and sustainable solutions."

WETEX 2012 will focus on advanced and professional technologies in the field of energy including fossil fuel, nuclear and renewable energy generation, smart grids, efficiency, water conservation, environment, waste management, green buildings, CO₂ reduction solutions, raising awareness on new technologies, share expertise and promote new developments and best practices.

WETEX has achieved tremendous success at world levels as the last 2011 edition witnessed the participation of more than 700 national and international companies from 28 countries from different continents of the world. Also there were 8 international pavilions participating at the exhibition.

Also, the last edition saw an increase of 48% in the number of participating companies and agencies in comparison with 2010 edition. His Excellency further added we expect more growth in coming years due to the diversified topics addressed by the Exhibition as well as the great world reputation attained during last editions through the huge efforts made by DEWA, which succeeded in transforming this success into plans and strategies promoting the Exhibition. Also, Dubai's strategic position and developed infrastructures motivated these companies and agencies to participate and market their

services and products in the UAE, the region and all over the world."

"This Exhibition, as well as the symposia held during it, is a world platform making it an essential event to look into solutions and keep abreast of latest developments through showcasing them to all the participants including lecturers, manufacturers, investors and visitors. This is considered as an unprecedented success of Dubai at economic, industrial and tourist levels owing to the great anticipated participation from all the countries of the region and the globe," His Excellency pointed out.

During the same press conference, Walid Salman, Vice Executive President and member of the SCE told media people that the project of producing power by using clean coal is subjected to two choices; the first one is to provide the executive and consultant scope of the project through partnership with private sector "privatization"; the second choice is that DEWA will perform it through its own finance

known as "Full Ownership".

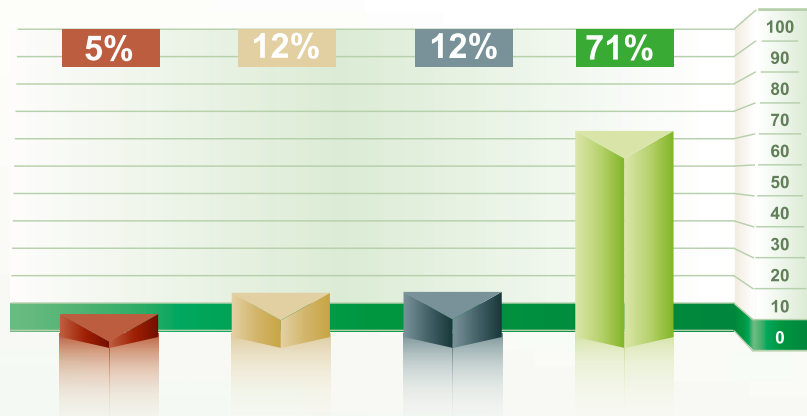
Walid Salman said: "Through the project, DEWA sets general principles and bases for the idea of using clean coal, which is low in cost. DEWA has awarded the tender of the required study of the project to the consultant. This was divided into two stages; the first stage is the prior planning to determine the best technologies that match DEWA's plans as well as its technical, operational and environmental requirements in accordance with the type of coal and its logistic sources that are in conformity with infrastructure.

As for the second stage, the technical and commercial specifications for executing and establishing generating plant by using clean coal technology have been set.

Walid Salman pointed out that DEWA has been working with a world consultant for studying how to use clean coal (liquidated) for operating power generation and water desalination plants.

Sources of Dubai's electricity for the year 2030

- **71% gas**
- **12% nuclear energy**
- **12% coal**
- **5% solar energy**



**DEWA invites 18 Selected
Developers Partners to
participate in the**

Hassyan - 1 Independent Power Project



Dubai Electricity and Water Authority (DEWA) has invited 18 selected developers to participate in the 1500 MW Hassyan- 1 Independent Power Project (IPP) following the Expression of Interest (EOI) for the project published in March 2011.

The selection of the developers was based on the Statements of Qualification(SOQ) received from 20 developers as responses to the Request for Qualification (RFQ) issued by DEWA and its advisor last month to 27 Developer showed their interest in the project.

This milestone comes within the context of creating and developing areas of investment to encourage the private sector's engagement in strategic projects and to establish a business model which depends on the competitiveness and latest available technologies designed to provide the future energy needs of Dubai while considering the environmental aspects.

H.E.Saeed Mohammed Al Tayer, Managing Director and Chief Executive Officer of DEWA pointed out that DEWA's latest strides come in line with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai

**Production capacity of
the substation is 1500
Megawatt**

aiming to consolidate Dubai's position as a leader in the region and strengthen its role as a global economic and financial pole.

"The request for proposal (RFP) will cover General Instructions to the bidder, minimum functional specification, shareholder agreement, power purchase agreement as well as DEWA IWPP Code,"H.E.added.

"The successful Bidder (being a developer or forming a Developer Consortium) will ultimately own 49% of a special purpose company which will be formed to own the Hassyan - 1 Project. The balance of 51% will be owned directly or indirectly by DEWA. The Special Purpose Company ("SPC") will be incorporated under the applicable laws of the United

Arab Emirates," H.E. explained.

It can be highlighted that Dubai has established the required regulatory framework for IWPP such as regulatory service bureau (RSB) , issuance of the Decree No. (9) of 2011 Amending Decree No. (1) of 1992 Establishing Dubai Electricity and Water Authority and Law No. (6) of 2011 Regulating the Participation of the Private Sector in Electricity and Water Production in the Emirate of Dubai, to allow for the participation of private developer in the Electricity and Water generation sector in the Emirate of Dubai

The offers are expected to be submitted in October 2011 and the PPA with the successful bidder is expected to be signed by the end of 2011.

DEWA is pleased to see that there is such a strong appetite to invest in Dubai's economy in a way which will further enhance the supply guarantees for electricity and water, fulfilling the needs of our customers and the ever growing economy.

How can coal be liquefied? Why?

Coal is originally a peat, which turned into stone or rock over millions of years. It was basically formed out of remains of dead plants that were buried between 400 million years and one million years ago.

It is thought that these plants grew in marshes (swamps). When plants died, a thick layer of plants was gradually formed above the bed of the marshes, and began to solidify over the time turning into another substance called peat. over the years, peat deposits were buried under sand and other metals. As a result of the accumulation of metals, some of them turned into rock. Due to the increasing weight of rock layers and other substances, peat began to turn into coal. Coal, sand stones and other rocks are called sedimentary rocks.

Coal was the main source of energy in all industrial countries, as steam engines using coal produced most of the capacity required for these countries since the beginning of the 19th century and until the 20th century. At the advent of the 20th century, oil and natural gas have become the two main sources of energy in most parts of the world. Unlike coal, oil can be turned into petrol and diesel and other substances that can be used to run modern means of transport. Natural gas has replaced coal for generating heat energy; however the current consumption of world resources of oil and natural gas is so fast. If this rate of consumption goes on like this, oil resources will be used up and run out

The great challenge is sequestrating CO₂ to obtain clean coal with no harm to the environment.

during the first half of the 21st century. Moreover, natural gas resources will run out in the middle of the 21st century. As for world coal sources, they will remain and be sufficient for the coming 220 years as per current consumption rates.

The increasing use of coal in electricity production may meet the continuous decrease of both gas and oil. However, using coal in its stone form may cause other problems, as burning it is considered a main cause of air pollution and CO₂ increase. Several techniques to reduce pollution have been developed including liquefying it, or innovating a technique to sequester CO₂ and storing it far under soil layers.

Coal can be turned into «fuel» in two forms - gas or liquid. In the first technique, coal can be turned into gas via gasification by exposing coal to a current of steam and oxygen to get a mixture of Carbon monoxide, Hydrogen and Methane. this mixture can be used instead of natural gas, or it can be treat-

ed to get manufactured natural gas.

The second technique is Coal-To-Liquid (GTL), which can be done through various techniques including liquefaction where carbon molecules are combined with hydrogen at high temperatures, and then exposed to high pressure so as to obtain liquid fuel, which can be used instead of crude oil.

Pyrolysis is a technique used for liquefying of coal, in this technique, coal is quickly heated and turned into liquid that can evaporate and turn into coal tar, which can combine with hydrogen to produce liquid fuel. The remaining solid matter known as char coal look-like can be used as fuel.

His Excellency Saeed Mohammed Al Tayer said: «The idea behind using this kind of coal depends on an agreement with one of the companies of gas liquefaction (GTL), import the liquid of the coal, and using it in generation of hydrogen energy, through which special turbines are managed and operated for generating electricity from hydrogen. DEWA is keen to search for other eco-friendly alternatives for generating energy so as to enhance sustainable development and promote Dubai's world position as a hub for business and finance. This initiative can provide the Dubai's future requirements of energy, and create suc-



Liquefied coal is used for generating hydrogen to operate power turbines.

Successful models that can help both economy and business using the best available technology in accordance with world criteria. The aim behind this ini-

tiative is to diversify current sources of energy used in producing electricity and water.»

«DEWA gives top priority to combating air pollution, warm gases and global warming. That's why we are seeking to find eco-friendly up-to-date technological applications for generating clean energy via coal-based production plants,» His Excellency further added.

Dubai Electricity and Water Authority has been working, in collaboration with Chinese «SINOPIC», on studying techniques of using clean coal «liquefied» in operating power production and water desalination plants. During last June, a delegation from DEWA paid a visit to China to closely look at the details of such technology and its positive aspects. 80% of electricity in China is generated from clean coal in comparison with 20% from gas. The great advantage of this project is that all its outcomes can be commercially used, as the ashes resulting from liquefying coal can be sold to companies paving roads. Also, salinity extracted from this process can be collected and sold.

Dubai Electricity and Water Authority has announced a project for generating energy from clean coal as one of the new alternatives of diversifying sources of energy approved by Supreme Council of Energy in the Dubai. Afterwards, DEWA has put out a public tender and selected a Consultancy Company to prepare a comprehensive study on setting up and operating coal-based power generating plants.

Using clean coal for generating power and protecting the environment

Dubai Electricity and Water Authority selects a world consultant for first phase of the study

Dubai Electricity and Water Authority (DEWA) finished the assessment of the bids it has received for a technical and economic study to generate power by using clean coal. The international firm M/s. McKinsey & Company in association with the technical consultant M/s. Black & Veatch, and the legal consultant M/s. Allen & Overy were selected as consultants.

This assessment comes in line with the vision of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, aiming to promote sustainable development and global position of the Emirate of Dubai while preserving the environment and natural resources from pollution, and also in line with the Dubai Supreme Council of Energy's strategy, which focuses on ensuring energy supply, meeting growing energy requirements in Dubai and diversifying energy sources.

H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA stated: "This study is a major step towards the implementation of the energy diversification strategy adopted by the Dubai's Supreme Council of Energy, in which coal is set to become part of Dubai's energy portfolio. The strategy aims to diversify energy sources to ensure energy supply and meet the growing energy demands in the Emirate of Dubai."

"The study was divided into two phases. In the first phase, the selected consultant will conduct a preliminary analysis on the type of technol-

ogy, the type of coal and sourcing strategy which best suit DEWA's requirements, to include logistics and infrastructure requirements, as well as environmental impacts in association with the first coal-based power plant for DEWA. The second phase comprises setting technical and business specifications to implement and establish coal-based power plant after the request of bid submission and assessment, His Excellency Saeed Mohammed Al Tayer further added.

H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA expressed his satisfaction with the number of bids received from international organizations in this vital field which reflects the confidence and the desire of investors to invest in such large-scale projects that are adopted and supported by the Government of Dubai. Dubai pays great attention to mitigate the impacts of air pollution, warm gases, and global warming. Therefore, DEWA is seeking to provide alternative primary sources of energy at reasonable cost, while reducing the negative effects which cause harm to the environment.

This tender has received world-wide response, as more than 16 national and international consultancy companies expressed their wish to participate in the tender to study the economic technology of generation energy by using clean coal.

DEWA is expected to finish this study in September 2011, and afterwards there will be another study for second phase in the last quarter of current year.

Dubai Electricity and Water Authority continues its efforts to meet consumers' needs and development projects in Dubai

6008 Gigawatt/Hour and 20111 Million Gallons of desalinated water during the first quarter of 2011

Dubai Electricity and water Authority is making great progress in implementing its vital projects especially in the field of infrastructure in line with the directives of His Highness sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, which aim to consolidate Dubai's leading position and strengthen its role as a world economic and financial pole.

In this context, His Excellency Saeed Mohammed Al Tayer, Managing Director and Chief Executive Officer of DEWA said that electricity generation during the first quarter of this year amounted to 6008 Gigawatt/hour, while the quantities of water supplied during this quarter reached 20111 Million Gallons of desalinated water. He also pointed out that DEWA is working hard to reliably and efficiently meet consumers' needs and development projects in various economic and social sectors. All these endeavors aim to effectively contribute to promoting Dubai's strategy through providing the Emirate's requirements of electricity and water."

"These accomplishments made by DEWA stress the fact that our Government is determined to pursue its developmental march steadily and

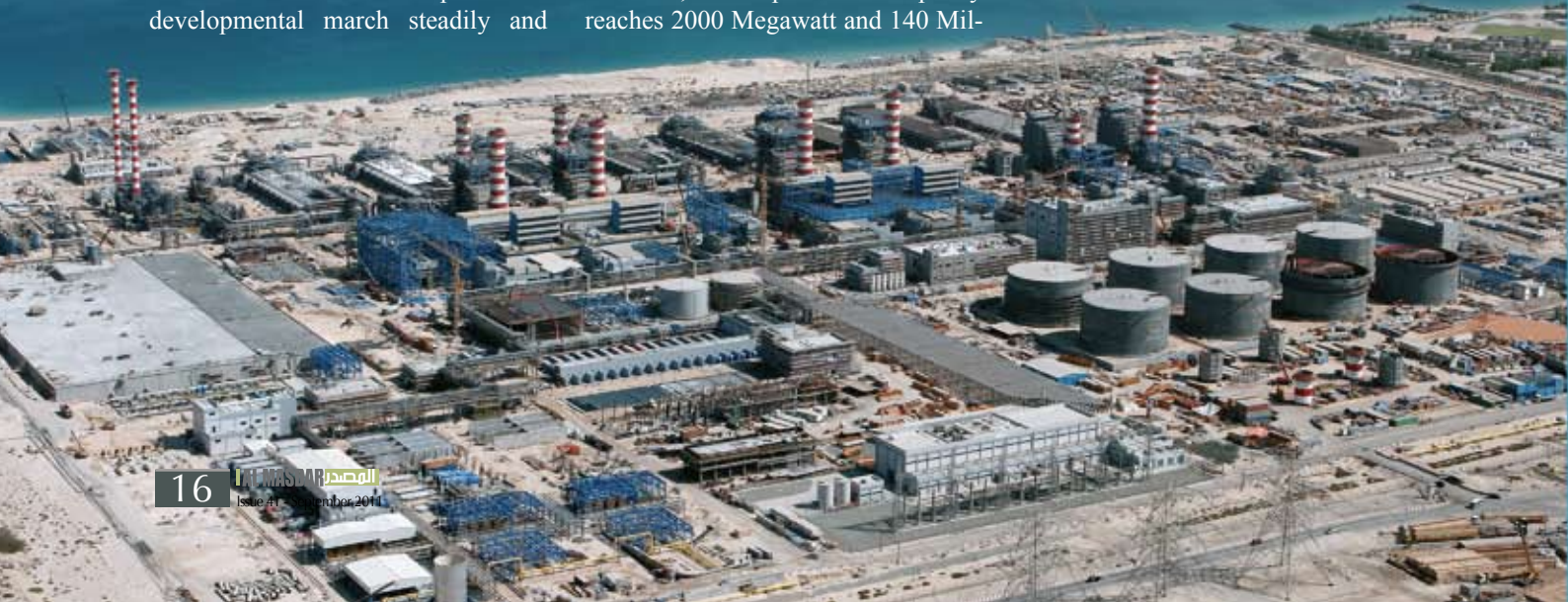
push forward to implement its vital projects, especially in the field of infrastructure, which has always been one of Dubai's characteristics and constitute one of the most important pillars of sustainable development." His Excellency continued.

His Excellency also stated that DEWA now possesses 23 thousand main transformation substations with capacity of 11 KV, 152 main transformation substations with capacity of 132 KV, and 14 main transformation substations with capacity of 400 KV. Moreover, DEWA is now working to achieve 4 main transformation substations with capacity of 400 KV."

"DEWA's projects include the completion of "M" Station for power generation and water desalination at Jebel Ali, whose production capacity reaches 2000 Megawatt and 140 Mil-

lion Gallons of desalinated water per day, at the cost of more than AED 10 billions. This station constitutes one of the main pillars of DEWA's production capacity. It is expected that "M" Station's full production capacity, after being fully commissioned, will reach 10 thousand Megawatt during this year," His Excellency Saeed Mohammed Al Tayer further added.

It should also be noted that the installed generation capacity of the authority at the end of 2010 amounted to 7361 Megawatt, while water production capacity of the same year was 330 Million Gallons per day. Present installed capacity amounts to 8519 Megawatt, and 400 Million Gallons of desalinated water per day, after the entry of 4 new water desalination units in service.





**First Organization in the Middle East to enter Strategy Hall of Fame
maintains lead in strategic planning and execution**

DEWA Top Management complete Strategy 2011-2015 Workshop



In line with the vision and directives of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, towards promoting sustainable development for the Emirate of Dubai and supporting and consolidating Dubai's world position as a hub of finance, business and tourism, Dubai Electricity and Water Authority has demonstrated its leadership in the field of strategic planning and execution with a Strategy Workshop this year to assess the effectiveness its strategy.

H.E. Saeed Mohamed Al Tayer, MD and CEO of DEWA said, "Strategy is the cornerstone of our success and the means by which we can achieve our vision to be recognized world-class utility. At DEWA, we have continued our intense focus on ensuring that our foresight and strategic planning are fully utilized and implemented to achieve this vision. It requires the involvement of our employees at all levels which today's workshop reflects."

His Excellency met with the Strategy Team and top management of DEWA to assess and review the progress made in implementing DEWA's five-year Strategic plan 2011-2015. This involved an intense day's work reviewing the cascading and alignment of DEWA's Strategy Map and Balanced Scorecard to divisional strategy maps and Balanced Scorecards.

The workshop ensured DEWA's continuous adherence to best practices in strategic planning and implementation and marked a major milestone in the growth and evolution of DEWA as a Strategy Focused Organization as part of its efforts to support Dubai's strategic direction.

DEWA is the first organization in the Middle East to have been inducted into the Hall of Fame for its implementation of the Balanced Scorecard and adherence to the five principles of the Strategy Focused Organization, developed by creators of the Balanced Scorecard, Drs. Kaplan and Norton.



DEWA organizes a workshop on the principles and foundations of corporate excellence and self-assessment processes

In line with the directives of Government of Dubai, aiming to strengthen Dubai's leading position in the region as a world economic and financial hub, and within the framework of its strategy aiming to enhance its performance in terms of its services, operations and innovating new methods for the management of its manpower, Dubai Electricity and water Authority (DEWA) organized a training workshop on the principles and foundations of corporate excellence and self-assessment processes as part of "Self-Assessment of Government Excellence", which is part of Dubai Government Excellence Programme. This workshop was attended by H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA, as well as a host of EVP's and senior officials, at Jumeirah Beach Hotel – Dubai.

This workshop is the culmination of daily meetings of the leadership team which discussed and reviewed elaborately DEWA's methods applied in leadership, strategy and communication channels with all stakeholders. The team also reviewed the latest developments to implement the set plans according to the latest assessment reports of the Dubai Government Excellence Programme. These meetings resulted in recommendations and suggestions that can enhance and strengthen the culture of excellence at DEWA.

Also there was an elaboration on the concept of corporate excellence, self-assessment, and criteria of Dubai Government Excellence Programme, and Excellence Model. Dubai Electricity and Water Authority seeks to realize excellence and leadership through the application of the world model of excellence, and supporting the development initiatives so as to consolidate the culture of excellence into all the staff. Self-Assessment contributes to building up the capabilities of government Human Resources through planning and implementing self-assessment processes to enable government departments to identify points of strength and setting plans for constant development and improvement. The concept of corporate self-assessment includes a process through which a corporate or its organizational units initiate to explore and assess their performance, diagnose the factors that can hamper it via the "RADAR" method to achieve the sustainable corporate excellence.



His Excellency Saeed Mohammed Al Tayer said: "This workshop is part of DEWA's initiatives aiming to push forward the march of progress in alignment with the ambitious vision of the Emirate of Dubai. This initiative is listed within DEWA's strategy aiming to accomplish the processes of Self-Assessment of the internal corporate performance, as well as identifying points of strength and weakness and the necessary steps that must be followed to enhance and develop corporate performance. DEWA is working relentlessly to provide all world class training programmes to improve and develop the quality of its employees' performance in general, as well as the performance of senior employees in particular."

His Excellency continued: "DEWA's manpower is considered the basis of its success and excellence and the driver towards progress. DEWA possesses highly qualified manpower with distinguished capabilities and experience that can promote and elevate its position and achieve excellence in various fields."

Dr. Yousef Al Akraf, EVP – Business support, stated: "It is highly important to apply the model of Self-Assessment as it effectively contributes to identifying opportunities for improvement in all the internal operations within Dubai Government's organizations and departments to achieve quality and corporate excellence. Such workshops foster team work spirit, strengthen the ties of cooperation and communication among DEWA's employees."

Dr. Al Akraf concluded: "DEWA is keen to provide its employees with the appropriate environment so as to achieve success and progress. It is making great efforts to provide its employees with their needs so as to enhance their job satisfaction, motivate them to realize more success and progress, and achieve the concept of quality and excellence in all fields and at all levels."

DEWA launches the “Corporate Sustainability” Program



Al Tayer :
DEWA deals
with Business
challenges and
implements
strategies that
would classify
it as a leading
sustainable
entity

In line with the initiative of H.H. Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai towards promoting sustainable future developments for the Emirate of Dubai, Dubai Electricity and Water Authority (DEWA) as being a leading government entity has initiated the “Corporate Sustainability” Program. This program is considered the first of its kind in the region to emulate with the best practices covering Social, Environmental and Economical aspects. It will also define present and future sustainability requirements and strategies in a challenging business environment in parallel with DEWA’s motto “For Generations to come”. The corporate sustainability program will support the alignment of the current generation’s needs along with future generations. Moreover, the program will take into account creating a sustainable urban environment, which aims at the sustainability of resources in a way that supports the Emirate of Dubai.

H.E. Saeed Mohammed Al Tayer MD & CEO of DEWA stated: “The launch of “Corporate Sustainability” Program corresponds with Dubai’s environment strategy which focuses on sustainability. Recent studies initiated by DEWA reinforced the decision to develop and implement a corporate sustainability program to cope with

the current challenging business environment and to define proper strategies that would classify DEWA as a leading sustainable entity.

“DEWA adopts a vision that revolves around the concept of corporate sustainability through setting a green strategy aiming at protecting the natural environment and conserving resources, while in the mean time taking into account all the relevant social, cultural and economic aspects.

In this context, DEWA is commencing this program which would significantly contribute to adding value to the organization economically; siding with the application of environmental and social pillars. Balancing Economic, Social and Environmental aspects is the challenge with achieving sustainability.



His Excellency Saeed Mohamed Al Tayer, MD & CEO of DEWA, receives a high level delegation from Korea Electric Power Corporation (KEPCO), Korea



His Excellency Saeed Mohamed Al Tayer, MD & CEO of Dubai Electricity and Water Authority, received in his office a high level delegation from Korea Electric Power Corporation (KEPCO), regarded as one of the biggest world companies in the field of energy. KEPCO delegation was comprised of Dr. Tae-il Choi, General Manager of Smart Grid Office who was one of the speakers at Dubai Global Energy Forum 2011 (DGEF), as well as some other members of the company.

During this meeting, which was attended by a number of EVP's and some top officials of DEWA, His Excellency Saeed Mohamed Al Tayer briefed the Korean delegation on DEWA's achievements, the development of its utilities and the modern technol-

ogies applied in the processes of power transmission and distribution. Afterwards, the two sides explored the fast and most up-to-date developments in the field of energy, particularly smart grids which will open up new horizons in combining digital technologies with power grids in the fields of power generation, transmission and distribution. Besides, the two sides looked at some South Korean projects, which apply smart grids in an area of 6000 consumers. This visit is part of DEWA's strategy, which aims to attract latest technologies that can contribute to conserving consumption, increasing efficiency so as to conserve natural resources against waste, protect the environment from pollution, and reduce the dangers of climate change.

H.E. Saeed Mohamed Al Tayer MD & CEO of DEWA meets Chairman & CEO of Goldman Sachs Group

HE Saeed Mohamed Al Tayer, MD & CEO of Dubai Electricity and Water Authority (DEWA), hosted a delegation from Goldman Sachs International, International Investment Bank, New York in his office at DEWA's Headquarters. The delegation comprised Lloyd Blankfein, Chairman & CEO, Goldman Sachs Group, New York, Wassim Younan, CEO-MENA, Dubai and Richard Gnodde, Co-CEO, Goldman Sachs International, London.

The two sides exchanged their views on the whole economic situation and the opportunities for investment in the energy sector.

His Excellency stressed the importance of mutual collaboration between DEWA and Goldman Sachs on energy-related matters, developing them into broader horizons, and making the best use of services delivered by both sides.

On his part, Lloyd Blankfein, Chairman & CEO, Goldman Sachs Group, New York, praised the



global reputation that DEWA has gained due to the success of its programmes, projects and its excellent performance surpassing international benchmarks.

At the end of the meeting, the delegation of Goldman Sachs thanked His Excellency for providing the opportunity to be closely briefed on DEWA and its facilities.

Discussing the Expectations of Energy Future

Vice Chairman of Dubai Supreme Council of Energy receives a delegation from Exxon Mobil



Dubai, UAE – 18 May, 2011: His Excellency Saeed Mohammed Al Tayer, Vice Chairman of Dubai Supreme Council of Energy, received a high-level delegation from the USA Exxon Mobil, presided by Rob Gardner, manager of the Economics and Energy Division of the Corporate Strategic Planning Department. This meeting was attended by Nejib Zafarani, CEO & Secretary General of Dubai Supreme Council of Energy, a number of the Council's members, as well as heads of the council's departments. During the meeting, the delegation presented the company's report on "Expectations of Future Energy 2010: An outlook ahead of 2030"

This meeting aims to foster collaboration, coordination and expertise exchange between the Council and Exxon Mobil, which conducts annual studies on world consumption of energy.

During the meeting, His Excellency Saeed Mohammed Al Tayer hailed the studies which look into the future of energy sector, noting that Dubai Supreme Council of Energy is working in line with the "UAE's Vision 2021" so as to enable the UAE become one of the most competitive countries in the world. Besides, the Council explores all aspects of sustainable energy as it is the driver of economy.

"Dubai Supreme Council of Energy works in line with the vision of energy sector and its sustainability in the Emirate as it is one of its top priorities. The development which Dubai Integrated Energy Strategy for 2030 has witnessed is the culmination of setting up this Council," His Excellency Al Tayer further added.

On his part, Exxon Mobil delegation presented their report, which expects that there will be an

increase in world demand in 2030 at 35% in comparison with 2005, with an increase of over 70% in demand in developing countries. Moreover, the report shows that natural gas will be the fastest growing main source of energy, the most reliable, cleanest and reasonable in price, and will cover a wide range of requirements and needs.

According to Exxon Mobil's expectations, advanced economies of the countries of Organization for Economic Co-operation and Development (OECD) will need energy so as to support their economic growth. However, the ever-developing consumption efficiency in these countries will keep their demand for energy stable till 2030. In addition to this, the report expects that there will be an increase in demand for energy in the countries which are not members of the organization at over 70% in 2030.

The report also stresses the necessity to expand the economic resources of energy so as to meet the increasing demand for energy. These sources include oil, natural gas and coal which will provide around 80% of world demand for energy in 2030. Natural gas, as being the cleanest source of basic fuel, will replace coal as the second biggest source of energy in 2030. Furthermore, the use of renewable and modern sources of energy including nuclear energy, solar energy, wind energy, and biofuel will be widely expanded.

At the end of the visit, Exxon Mobil delegation extended their thanks and appreciation to His Excellency Saeed Mohammed Al Tayer, Vice Chairman of Dubai Supreme Council of Energy, for the good reception and providing them with the opportunity to discuss various aspects of collaboration between the two sides.



DEWA's MD & CEO receives a delegation from Morgan Stanley

HE Saeed Mohamed Al Tayer MD & CEO of Dubai Electricity and Water Authority (DEWA) received at his office Colm Kelleher, Co-President for Institutional Securities at Morgan Stanley accompanied by Sarmad Lone, Managing Director of Morgan Stanley and Habib Achkar, Managing Director and Regional Manager for Middle East & North Africa (MENA). This meeting comes within the framework of strengthening cooperation between DEWA and Morgan Stanley, which offers a comprehensive range of services, including investment banking, securities, investment management and wealth management. His Excellency stated that the strategic and investment plan of DEWA is a clear indication of the stability and strength of Dubai's financial and economic position.

The delegation briefed H.E. Saeed Al Tayer on the financial services of Morgan Stanley in the field of notes, investment management, credit services, capi-



tal markets, sales and trading, commodities and private wealth management.

Also, the delegation praised the facilities and services provided by DEWA to US financial companies and institutions operating in Dubai, which will enable them to constantly advance in their work.

At the end of the visit, Morgan Stanley's delegation extended their thanks to H.E. Saeed Mohamed Al Tayer MD & CEO of DEWA for the warm reception and providing a personal briefing on Dubai Electricity and Water Authority and its projects.

His Excellency Saeed Mohamed Al Tayer, MD & CEO of Dubai Electricity and Water Authority receives a delegation from the Dutch company KEMA



H.E. Saeed Mohamed Al Tayer welcomed the CEO of the leading Dutch company in the field of energy consultations, tests and certificate issuance.

During the meeting, Thijs Aarten briefed H.E. Al Tayer on the services delivered by

Dubai, UAE – 25 April, 2011: His Excellency Saeed Mohamed Al Tayer, MD & CEO of Dubai Electricity and Water Authority received in his office Thijs Aarten, Member of Executive Board of the Dutch company KEMA, who had participated in Dubai Global Energy Forum 2011 and explored KEMA's experience to reduce carbon emissions via smart grids. This meeting was attended by Dr. Floris Schulze, Managing Director of KEMA.

KEMA, especially the consultations in fields of smart energy, smart grids, carbon management, energy efficiency, power transmission, and enhancing power transmission grids.

KEMA's CEO invited H.E. Saeed Mohammed Al Tayer to visit KEMA's Headquarters in the Netherlands so as to closely look at the company's experience in the field of smart grids development and their contributions to reducing carbon emissions.

Women Renaissance Association honors DEWA for its efforts in the social field



HE Saeed Mohammed Al Tayer MD & CEO of DEWA received at DEWA's Headquarters Ms/ Mona Al Suweidi, Director of the office of Her Highness Sheikha Amina Al Tayer, Chairperson of Women Renaissance Association in Dubai, in the presence of Khawla Al Mehairi, Chairperson of DEWA's Women Committee.

The Association offered a souvenir to H.E. Saeed Al Tayer in recognition of DEWA's constructive efforts, effective participation and ongoing contributions to promoting the activities and events of the Association, which has always been keen, since its inception, to enhance sustainable development in the society through adopting strategic projects and distinguished events to serve families.

HE Al Tayer stressed, during the meeting, that DEWA's support to all social associations emerges as one of the most important pillars of its strategy to assume its social responsibility, achieve social development as well as raising

public awareness of the importance of full participation and interaction with all the issues of the society. H.E. Al Tayer also added that DEWA's strategy focuses upon social and human activities and rendering everything that can promote the society either individuals or institutions.

It is noteworthy that DEWA has also offered several sponsorships to many governmental institutions and authorities as well as public benefit associations.

The strategy of Dubai Electricity and Water Authority aims to develop the efficiency of the civil society's performance in the fields of social development and care.



The fuel cost of 2010 will be the reference cost for the «fuel surcharge»

Eng. Abdullah Al Hajri
31% of UAE nationals'
consumption of water lies within the
limits of the free 10.000 gallons.

Eng. Abdullah Al Hajri, the Executive Vice-President for Customer Services Affairs confirmed that fuel surcharges consumed by DEWA in generating power and water production for 2010 will be the reference cost average for the calculation of the fuel surcharge in the following years with relation to electricity and water bills to which these surcharge has been added as of the first of January 2011.

Eng. Abdullah Al Hajri explained that the change in the fuel surcharge on DEWA will reflect on fuel surcharge in the bill, hoping this will consolidate the concepts of consumption and environment conservation to transform from a special system of awareness into a direct environment system.

The Executive Vice President for Customer services Affairs has expressed his happiness with statistics confirming that 31% of UAE nationals are en-

titled to the free 10.000 gallons, hoping that such percentage increase.

What exactly is the difference between the old and the new bill. Is it in the slab system, accommodation fees, fuel or sewage fees?

First: I would like to explain that the slab system is not a new system. It's applied in 2008 to promote the conservation of consumption, environment preservation to support the transfor-

mation from an awareness system into a direct environment system.

Then, DEWA has decided on March 2008 to apply the slab system. It's a system that is applied in many Arab and Foreign countries to reduce the consumption and contribute in the environment and natural resources preservation. In the 1st of January 2011, a minor amendment was introduced on the tariff with a slight increase. As for the accommodation fees, they are not

new, and no change was introduced.

Does this increase apply to nationals and expatriates?

The new tariff which was introduced on the 1st of January 2011 is applicable to all slabs of consumers. However, the Fuel Surcharge is not applied to nationals. In addition, there are 10,000 gallons for residential, and agriculture consumption for nationals free of charge.

How can we conserve consumption?

DEWA has a long experience in consumption conservation and the slabs systems was applied to confirm this trend. The bill shows to consumer the change over months. The green, yellow, orange and red indicators in the bill are indicating an ascending sequence of slabs. These indicators help consumer to measure the monthly consumption.

How can the consumer check the consumption reading regularly if the meters were in closed areas?

Of course, it's hard to check the meter every now and then, however, the consumer can check the consumption quantity shown in the bill. If the consumption quantity exceeds the greed line, he should ask himself then "What did I do to have a high consumption and what should I do to reduce it". We always encourage consumers to change their lifestyle and adopt conservation of natural resource as a part of their lives.

Are there certain kind of lights and machines that save power and eco friendly?

Yes, there are a lot of lights and appliances that save power and eco friendly. We had to redefine some concepts. The electrical light is not measured by kilowatt, for example, 18 watts lights give the same effectiveness of the 100 watts lights. The neon and led lights save power more than ordinary lights. The consumption of power differs de-

pending on the technology. This also applies to all electrical appliances.

How the new bill can be read?

The objective of the new bill is to guarantee more transparency through which the consumer can get information. The bill gives a summary of consumption for the previous month, and sufficient information on the readings, and the quantity of consumption in general, in addition to the fees for the current month, including consumption within various slabs and the cost of each slab.

How can UAE nationals calculate water consumption?

We have to conserve consumption and we will touch the result. The government has considered the conditions of national accommodation, and it's decided to grant national 10,000 gallons of water free of charge. If the consumption exceeded this limit, consumption charges will be applied by 1.5 fils/gallon.

Statistics shows that the consumption of 31 % of UAE nationals is within the free 10,000 gallons and we are looking forward to increase this percentage through conservation.

What is the proper method to pay bills?

DEWA has provided many advanced and easy methods of payment in addition to the traditional methods of payment such as payment via the internet, Epico and Enoc stations, Empost, Etisalat Payment machines, or direct transfer from banks and ATM's, mobile phone service. Therefore the consumer is not required to visit DEWA's premises..

The new bill is seen as additional burden, what is your view?

Those who go one consuming without applying the methods of conservation, will feel additional burden and we hope this will act as a motive for applying these methods and conserv-

ing natural resources to achieve the end objectives from applying the slab system.

What is your advice for public to conserve consumption?

DEWA applies many awareness programs under its policy to promote awareness among the different categories of community. These programs are conducted through media campaign, PR and the best way is through posting the conservation instruction and methods on DEWA's e-portal explaining the available means of conservation for everyone as it's accessible and can be applied easily. Also these programs are available on the website www.dewa.gov.ae, or inquiries and complaints numbers 6019999, fax or email, in addition to the opened door policy for all consultations.

electricity consumption differs depending on the kind of appliances and light techniques.



Dubai Electricity and water Authority wins four regional and international awards



Dubai Electricity and Water Authority has garnered “The 16th Middle East Award for e-Governments and e-Services” offered by “Middle East Excellence Award Institute”, which selected DEWA in accordance with its approved criteria for selecting the best achievements and innovations in the field of e-Governments, e-Services and IT and communications technology.

Also, DEWA has won the “Government Application Award 2011” in social communication at the end of the first edition of “Government Digital Media Forum” in Dubai. DEWA has launched an interactive application, which was hailed by audience due to the services submitted by it. These services include informing customers of the time of paying bills, and other distinguished services.

Dubai Electricity and Water Authority has garnered “Public Water Agency 2011” Award as part of The Global Wa-

ter Awards 2011, which recognized the distinguished achievements, and “The Golden Award for Quality & Business Prestige” during a special ceremony held at The International Hotel, Berlin on 17th and 19th of April.

DEWA was selected for the category of “The Golden Award for Quality & Business Prestige” as part of the “Global Water Summit 2011” due to its great contributions to meeting the challenges of water supply during 2010. Moreover DEWA has won the “Golden Award for Quality & Busi-

ness Prestige”, which is created as part of a programme of promotion of contacts and links between people in the sector worldwide given by Otherways Association. The Award encourages organizations to strengthen their management systems and capabilities to enhance their competitiveness and offers additional element of support and backing for promotional and marketing campaigns.

Mr. Charbel S. Tabet, President of Association Otherways Management & Consulting has distributed the awards



Abdullah Obaidullah while receiving
“Public Water Agency 2011 Award”



Marwan bin Haider while receiving “e-services Awards

and certificates, which include two categories; “Top Quality Customer Satisfaction” (T.Q.C.S) and “Golden Award for Quality and Business Prestige”, which was received by Eng. Tayeb Taher Al Kahja, VP – Power Generation & Water Desalination Plant (K, L, M) – Jebel Ali, on behalf of the DEWA.

His Excellency Saeed Mohammed Al Tayer, MD & CEO of DEWA said: “This award emphasizes DEWA’s successful strategy of implementing its vital projects, especially in the field of infrastructure. This strategy comes in line with the directives of His Highness Sheikh Mohamed bin Rashid Al Maktoum, Vice President and Prime Minister and Ruler of Dubai which aim to consolidate Dubai’s leading position in the region as well as strengthening its role as a world financial and economic hub.”

His Excellency added: “At present, DEWA is expanding and supporting its services so as to be capable of meeting the required needs and supplies of the ever-growing demand for water by different sectors of consumers. All these relentless efforts are part of various projects to support and back water transmission networks, and to increase the quantities of water flow

to meet the increasing growth of water all over Dubai.”

The event was attended by representatives of 45 private and Government organizations from 28 countries mainly from Middle East, Asia, Africa and some European and South American countries.

Winners are selected through free voting process of the subscribers.

The other categories of The Global Water Awards 2011 include Water Agency 2011, Water Desalination Company 2011, Public Water Agency



Eng. Tayeb Taher Al Khaja while
receiving “Golden Award for Quality
& Business Prestige”

2011, Water Deal 2011, Water Desalination Deal 2011, Water Project 2011, Thermal Desalination Plant 2011, Water Reuse Project 2011, and Industrial water Project 2011, Sustainability Award 2011.

DEWA honors 46 of its distinguished employees

DEWA's strategy aims to promote excellence and staff loyalty



H.E. Saeed Mohamed Al Tayer, MD & CEO of DEWA, and Hussein Lotah, EVP -Power Transmission, with Excellence Programme

As part of its efforts aiming to motivate and encourage its employees to pursue their excellence, Dubai Electricity and Water Authority (DEWA) honored 30 of its distinguished technical employees during the 4th quarter of 2010 in recognition of their efforts. The Ceremony was attended by H.E. Saeed Mohamed Al Tayer, MD & CEO of DEWA, accompanied by Dr Yousef Al Akraf, Vice President – Human Resources, and a number of DEWA's top officials and employees. This event is one of a number of DEWA's initiatives to develop and inspire its employees to develop their skills and productivity.

H.E. Saeed Mohamed Al Tayer, MD & CEO of DEWA, said, "In line with the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, which aims to create a positive and competitive environment so as to elevate DEWA's reputation, we are instilling the culture of excellence which will reflect positively on the work's environment". HE Al Tayer praised the relentless efforts made by the distinguished em-

ployees, stressing that the senior management is consolidating the levels of communication between all levels and sectors to improve performance and efficiency to the best levels, and wish all the best to DEWA's staff to work hard and put their best efforts while continuing on the path of excellence.

Dr Yousef Al Akraf, Vice President of HR said, "DEWA is keen to honor its outstanding staff all year-round, to thank them for their efforts which enabled DEWA to ac-

cess a high profile and standards of excellence and prosperity”.

Dr Al Akraf also pointed out that Human Resources are considered the main pillars in improving DEWA's performance, stressing the importance of the principle of excellence, which is always accompanied by creativity.

HE Al Tayer and Dr Al Akraf honored Sahar Gabir Mabrouk Agieb, Hany Saad Said Mohammed Rawash, Lama Yousuf Alashi, Mohammad Abedal Fatah Al ashqar, Ehab Hassan Ahmed Hassan, Mohammed Jawad , Fahad Abdalla Mohammed Al Ali from SCADA team- Category of Distinguished Team all over DEWA.

Chaudhry Muhammad Afzal, Firoz Ahmed, Mangala Shamsudheen, Muthuram Prakash Muthuram, Mohammed Husain Shaikh, Karthikeyan Jothimani , Ahmad Nawaz Khan, Abdul Khadar Ahmed Kunni, and Shiju Neliyadan Kumaran from D- Station DURESCA won the award of Distinguished Team – Technical Projects.

Abdul Aziz Al Marzouq won the category of Distinguished Department whereas Shajahan Mytheen Kunju, Bin Ymen, Mirza Mohamamd Ashraf , Zahid Farooq Muhammad, Abdul Samad Ansari , Pandian Balakrishnan Pandian and Sivakumar Palanisamy won the Award of Best Cable Jointers of the year 2010.

The Employees: Selvakumar Palanivel , Ahmed Hassan Ahmed Hammadi, Sreedharan KPV, Badhsha Mohideen Haja won the Near Miss Awards.

And in a similar recognition ceremony held three days prior to the previous one, H.E. Saeed Mohamed Al Tayer, MD & CEO of DEWA, accompanied by Dr Yousef Al Akraf, Vice President – Human Resources honored 16 of DEWA's distinguished employees. Those employees are Abul Basher Mahbubul Alam – Category of DEWA Distinguished Employee, Abdul Baseer Mohammed – Category of Distinguished Employee - Financial Field, Mehran Mohammed Rashidi, Category of Distinguished Employee – Specialized Fields, Joseph Kunju Antony Kondayil and Rashid Ali Ansari – Category of Distinguished Employee – Technical Field.

Swaminathan Murugesan and Malik Mohabbat Hussain won the award of Distinguished Employee – Field Services, Afyah Abdulla Salem Qamman and najla Hassan Ali Al Mazmi – Category of Distinguished Female Employee, jaffer Murad



H.E. Saeed Mohamed Al Tayer honoring one of the distinguished female employees



H.E. Saeed Mohamed Al Tayer honoring Jaffer Murad Abdulla A.M – Category of Distinguished Employee



H.E. Saeed Mohamed Al Tayer honoring Afyah Abdulla Salem - Category of Distinguished Female Employee

Abdulla A.M – Category of Distinguished Employee – Supervisory Jobs, Shah Murad Khan – Category of Unknown Soldier, Mohammed Ahmed Sulaiman Al Mazam and Noura Ahmad Obaid Laiwad – Category of New Employees, Muna Ali Mohammed Ashoor – Category of nationals, Mohammad Imteyaz Hassan– Secretary Field, and Shabeesh Sathiyarayanan – Field of Creativity.

DEWA's Excellence and Recognition Awards Programme was applied in 1999 to reward employees for their distinguished

contributions and commitment, and comes in line with its mission and objectives, which take great interest in appreciating employees for their distinguished deeds and performance either individually or in teams so as to improve and enhance their efficiency and productivity.

This programme is based on motivating and encouraging employees and work teams to perform in a distinguished way and create an excellent work environment, as well as promoting and raising levels of job satisfaction and loyalty.



Yahya Alzafin:

We face work challenges with teamwork and full readiness to serve customers.

Yahya Abdullah Suhail Alzafin, Vice President – Plant 1, stressed that the best way to encounter any difficulties is to get ready for them by implementing world-class work procedures, our engineers' expertise and efforts, senior managers' high performance, as well as teamwork.

Yahya Alzafin pointed out that using diesel fuel to run gas turbines has enabled DEWA to overcome the period of natural gas shortage successfully, without any operational problems, and with high levels of readiness. All these factors have led to DEWA overcoming such great challenge successfully.

First, we asked him: “what are the daily responsibilities of your job? How far they are important?”

I'm in charge of managing Plant 1, three substations for water and electricity

production (with their different phases). This plant comprises three departments; Operation Department, Power Maintenance Department, and Control and Measurements Department.

On top of my daily duties are ensuring that substations are working in accordance with the operational plans (set by Planning & Production Department) while observing the maximum efficiency of all operations. In addition to that, I review different maintenance works and ensure that they are in conformity with the set plans. I'm

also in charge of reviewing and approving the recommendations of spare parts purchase, necessary maintenance services, the recommendations of awarding contracts, readiness, reliability, the projects of maintenance of substations, equipment and apparatus according to the strategic plan, effective participation in the meetings of production division, communicating and coordinating with EVP and VP's in production division and other divisions to ensure the proper administration of the division.



Name: Yahya Abdullah Suhail Alzafin
Profession: Vice President – Plant (1)
Marital Status: Married
Date of Birth: 27/04/1971
Qualification: Bachelor of Mechanical Engineering 1995
 Master Degree of Engineering and Sciences of Materials 2008
Date of joining work at DEWA: 1995

Identity Card

What is your job progression? Which challenges do you face in this division?

The beginning was during the training period, which extended to 15 months. I was trained practically in the principles of technical maintenance of mechanical equipment, which constitute most equipment of production division. Then, I progressed from maintenance engineer in 1996 to VP in 2009. I think I've attained this position due to my dedication to work, acquiring the necessary skills, and excellence in performing my work.

The challenges of my job are that there are a big number of production units and supporting equipment. This thing requires a great deal of care, efficiency and proper planning by competent work teams.

Maintenance projects of the aging of substations in the plant ensure prolonging the longevity of machines, setting succession plans, job replacement, developing alternative manpower due to the scarcity of manpower specialized in energy either in national or international markets.

How do you overcome daily work challenges?

Daily work challenges are reviewed by the concerned team of engineers and people in charge (if necessary). If the issue is referred to VP, the challenges are then discussed with Senior Manager. After that the most appropriate solution is adopted, and the most suitable decision is taken for solving the problem in time.

I would like to point out that the most important means to face difficulties are the constant readiness through implementing top-level measures. Thanks to the engineers' expertise and efforts, we have the best performance levels, world practices and team work.

«Surely! Everyone of you is a guardian and is responsible for

his charges». How far do you apply this Hadeeth to your work?

This Hadeeth shows that each employee should bear his/her work responsibilities, and that he/she is responsible for his/her inferiors, whom he/she should care for their work, support and guide them to do it properly.

Tell me about a project or a decision in your work which was a great success? And did your department win any awards?

The project of enhancing the reliability and readiness of gas turbines and operating them by using diesel fuel which enabled DEWA to overcome the period of natural gas shortage without any operational problems. We have got a lot of awards.

Some of DEWA's values are transparency, integrity, team work, customer focus, etc. How far do you apply these values?

Transparency is applied as we perform our work following specific objectives in our meetings and individual relations with employees. Integrity is apparent in performing our work including operating and top-quality maintenance without wasting resources. We apply teamwork through maintaining equipment and apparatus by using work teams from different departments, taking into consideration the fact that without teamwork, realizing objectives would be almost impossible.

Finally, customer service is one of our

top priorities as most of our strategic objectives are meant to customer satisfaction. They are also linked to specific performance indicators which are periodically measured with reports submission. These indicators include reliability, readiness, and the number of emergency stopping of turbines.

You are dealing every day with employees either males or females. Do you think there are any evident differences between them in terms of dealing?

Regarding work or performance evaluation, there is no difference between them. As for dealing, women have got their own nature, including not raising voice or how directives are passed (in case women are among the inferior employees). This nature should be taken into account and observed. Meanwhile, we stress the principle of respecting both male employees and female employees.

How far can your inferiors be creative and innovative? How can this be achieved?

Inferiors should have the creative and innovative spirit. In our work, there are plenty of opportunities in pro-

We provide innovation opportunities to all our staff and we are seeking unprecedented performance.



duction plants due to their structure, various components and numerous requirements including solutions to operational problems, performance improvement, and prolonging longevity of equipment.

There are several channels for creativity including Tawasul Scheme – the new suggestion scheme in production division, which is teamwork suggestion scheme used instead of the scheme which was applicable for years in the division. On our part, we approve all feasible innovation and reward it. As you are leading, you are also led.

Tell us about your relationship with top management?

My relationship with EVP – Production Division, is superior, as we always get encouragement, respect, and appreciation, the same thing with His Excellency MD & CEO.

I would like to refer to the full support we receive from top management in the field of work regarding approving important purchase contracts or vital projects in Plant 1 and other related matters.

Do you think you have succeeded in your work so far?

Success can be seen in getting perfor-

We have used diesel fuel to run gas turbines We have successfully faced this challenge

mance evaluation which surpasses the expectations of top management and for consecutive years. I have won the Award of the Distinguished Government Employee in 2010.

Do you have any ideas or suggestions which you wish to make real?

We have made a suggestion to restructure Power Maintenance Department as part of suggestion teamwork, which I think have promising steps that can achieve distinguished performance in view of coming challenges.

Tell us about a wish you aspire to achieve both at work and in your personal life?

As for work, I hope that DEWA will attract more youth to work in the field of power and water production, as emiratization is still low. As for my own personal life, I wish to satisfy Allah and then my parents.

How does your family contribute

to your success at work?

My family helps me a lot. Sometimes I have to work for extra hours, either in the office or outside, to do vital tasks for the Plant. This is a precious time taken from my personal life, which I consider it a great sacrifice from my family. Also, my wife's continuous support and encouragement has great influence on my career. I'm really grateful to all my family.

How can you describe workplace at DEWA?

Workplace at DEWA is really healthy and enjoyable with great challenges and responsibilities in this important division, which is considered one of the important pillars of progress.

Which piece of advice affected you most? Can you share it with Al Masdar readers?

Our Islamic religion teaches us to do our work properly and perfectly just to please Allah regardless of the nature of relationship between employees and their superiors at work. Further, Our Prophet Mohammad (PBUH) said: "Allah is pleased when you do your work properly and perfectly."

The nursery at DEWA celebrates “Haqq Al Laila”



Dr. Yussef Al Akraf, VP – HR, and Fatima Deemas, Sr. Manager of Employee Relations have shared children their celebration of the day

sion, DEWA is sharing the children and their parents their celebrations of all the events that can instill heritage and traditions, and promote national sense and religious feeling. Celebrating such occasions strengthens the spirit of love and both family and social ties among DEWA employees.”

On her part, Fatima Deemas, Sr. Manager of Employee Relations, said: “DEWA celebrates traditional occasions, especially the 15th of Sha’ban Night, which is called “Haqq Al Laila” as part of activities aiming to stress national identity of the Emirati society. To achieve this, DEWA spares no effort to provide children with everything that can give them the feeling of joy and happiness.”

The Nursery at Dubai Electricity and Water Authority “My Childcare” has organized a number of activities and events commemorating the 15th of Sha’ban Night, which is called “Haqq Al Laila”. This celebration comes as part of DEWA’s keenness to communicate with society, conserve UAE heritage, and strengthen social ties through reviving local customs and traditions in compliance with DEWA’s strategic objectives.

Dr. Yussef Al Akraf, VP – HR, and

Fatima Deemas, Sr. Manager of Employee Relations have shared children their celebration of the day. The children who were wearing national dress received them. Various kinds of sweets and nuts were offered in front of the heritage tent put up by the Childcare. The tent contained some traditional UAE tools and sweets.

Dr. Yussef Al Akraf, VP – HR, said: “DEWA is keen to promote national heritage to conserve national identity and civilization value. On this occa-



Um Saquim Centre honors one of its customer service employee



Issa Murad Al Bloushi, Customer Relations Dept. – Customer Service Division, Um Saquim Centre- Dubai Municipality, was honored as the best employee for his performance.

Al Bloushi was selected from a wide group of the different government departments’ employees working at the centre including Dubai Municipality’s employees.

Mr. Khalil Ali Hussein, head of DM centres honored the employee in the presence of Amina Al Aref, Head of DM centre at Um Saquim, Amal Al Naqbi, Director of the branch, and Jassim Ahmed, Manager of Customers’ Communications & Services Improvement.

Al Bloushi received this recognition due to his dedication to work and his good professional morals. Moreover, he has set a good example of DEWA’s customer service employees.



Creative People

Creativity makes wonders as it's not a mysterious power or a super gift limited to some lucky people, but it is a power owned by everyone with slight differences.

Al Masdar Magazine interviews Muna Al Zaabi to talk about her gift, creativity and dedication crowned with the achievement of a distinctive mark in photography.

Questions :

Personal Information

Muna Ahmad Al Zaabi
UAE national, Ras Al Khaimah
DEWA's Employee in the General Management
Member of the Women Committee



Member of Excellence Committee

As a winner of the Photography Award the 5th place, can you tell us more about this award and its categories?

This is my first participation in a pho-

tography contest.

The second edition of the annual Sheikh Mansour Bin Mohammad Photography Award, the largest campaign at UAE level.

I won in the main category (UAE Suburbs). The main category of "Fur-



jan Al Emarat” contest focused on the details of life in emirati suburbs. All entrants were asked to take a series or portfolio of photos including an accurate description of the urban area where the photographer lives in or any area selected by the photographer of houses, buildings, paths, roads and others along with a detailed portraying of the place and time. These photos should give an accurate representation of the place presented by the photographer.

Accordingly, I have chosen the Al Jazeera Al Hamra for the following reasons:

It's a desert area for more than 25 years and it's impossible for me to forget those innocent days and the hours I have spent during my childhood. The neighborhood and houses still capturing the spirit of the past where the most modest and elite classes of community have lived. The smell of joy days and happy events is everywhere and the memories are still engraved on the walls of these houses, schools and mosques. How can I forget them as they embrace me every time I visited them ...our Freej (neighborhood) .. in the heart, soul and mind. I have chosen Shabeiah Al Jazeera Al Hamrah for its authenticity and heritage where I lived the real Sakik life and despite years of omission, it's still resilient.

It's said that a thousand mile starts with a step ... What are the difficulties you have encountered in polishing your talent in photography?

I have started photography as an amateur two years ago using ordinary camera and I've tried to teach myself by taking photographs from different angles and positions. In addition, I have reviewed the works of some professional photographers and studied their styles. Then, I have displayed my work to a famous and professional US photographer who told me that I have my own style as for my vision of the photo and encouraged me to develop my talent by buying Canon Professional Camera which is still with me till date . I've learned that photography needs more than a professional camera, it needs the talent. Photography is an art and taste.

How did your talent affect your career?

Photography enabled me to view things from a different perspective, which might be difficult for other people to see. For example, I like to be distinctive in my work and have my own style.

Do you have other hobbies

beside photography?

I like horse riding, shooting and exploring.

To whom do you dedicate your success?

I dedicate my success to my family and to everyone who encouraged me on photography.

What would you like to say to the readers?

I would say that photos are irreversible and immortal artistic portraits, therefore, I recommend everyone with photography talent to work on talent and to display his work for specialist in photography to obtain the necessary advice. To add, photography is a fun hobby and brings inner relief through enjoying natural views and presenting the beauty of nature to spectator.

I participated in Mansour bin Mohammed Photography Award with photos of places of my childhood in Al Jazeera AL Hamrah

I like to be distinctive in my work and have my own style.





DEWA garners two categories of the “Emirates Women’s Award”



Dubai Electricity and water Authority(DEWA) won two categories of the “Emirates Women’s Award” – 8th Edition organized by Dubai Quality Group - in the presence of HH Sheikh Ahmad Bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, the Chief Executive and Chairman of Emirates Airline Group and the honorary sponsor of Dubai Quality Group.

Launched in 2003, the Award aims to recognize and honor outstanding contributions of businesswomen and female professionals in the UAE. It also aims to activate women’s con-

tributions to the mission of fostering excellence in the field of business in the UAE. The Award targets to attract around 30,000 of female applications in different sections and fields in the UAE so as to compete for the categories of the Award in its 2010-2011 Edition. Roopa Sharma, a member of DEWA Women’s Committee won the Award of the Roll of Honor, while Amal Al Sweidi, VP – Customers’ Relations, won the Creative Female Employee Award.

On this occasion, His Excellency Saeed Mohammed Al Tayer, MD & CEO of DEWA, expressed his delight for DEWA’s winning this Award and said: “In line with the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, aiming to activate women’s role and empower them, DEWA has been working to consolidate its objectives, strategic plans and initiatives, which aim to fine-tune its

Saeed Al Tayer :
We embody the vision
of His Highness sheikh
Mohamed bin Rashid
aiming to activate
women’s role at work

female staff’s capabilities and skills and increase their participation in the international fields and in decision making process.”

“DEWA is keen to honor its female employees who have made great achievements in different fields, recognize those who excelled in their careers and are good examples to follow, as well as encouraging their colleagues to achieve excellence,” His Excellency Saeed Al Tayer further added.

It is noteworthy that Amal Al Sweidi

Taj El-Din .. Technical management bills

**Creative dedicated
in his work**



is one of the first women who have held a leading position at DEWA as she is currently holding the position of Vice President. During her tenure for 19 years at DEWA, she has made a lot of achievements, the most important of which is the role she has recently played in DEWA's winning the second place 87% in Customers' Satisfaction Criterion – part of Dubai Government Excellence Programme 2010 – with an increase of 7% compared with 2009. This was accomplished due to her efforts to set applicable innovative plans and ideas, which contributed to realizing the best results.

Amal Al Sewidi expressed her delight and said: "I really pride myself on winning this Award. My intention for participating in such Award was to present a positive representation of the Emirati women and their limitless contributions to excellence and pioneering in practical life."

Khawla Al Meheiri, Chairperson of Women's Committee at DEWA, said: "DEWA is keen to encourage women's participation in such awards,

Khawla Al Meheiri : We motivate professional participation to support the march of development

which fosters their professional and practical presence in their different fields, encourage them to participate in the march of economic development of the UAE, as well as making the best use of their capabilities and expertise." "Participating in Emirates Women's Award comes as part of DEWA's strategy aiming to strengthen the role of working women as part of the set objectives, most important of which is highlighting women's success, contributions and serving society," Al Mehairi continued.

DEWA spares no effort to strengthen the culture of excellence, the thing which positively reflects on workplace. Moreover, it seeks to activate communication channels among all levels and sectors so as to improve the quality of performance and efficiency.

Taj El Din is one of DEWA's distinguished employees, a technician at Billing Department. He does his best and is devoted to his work. He is also well known of his quick response, performing all his tasks, as well as cooperating with his colleagues to utilize the available capabilities for enhancing work.

Due to his efforts and dedication, he received several recognition certificates either from DEWA or from other authorities in the Emirate of Dubai

DEWA's Women Committee fosters social bonds through various activities and events



As part of its efforts to set up a platform aiming at consolidating positive interaction and social bonds among all DEWA female employees in a multicultural work place, Women's Committee at Dubai Electricity and Water Authority (DEWA) held various activities and events. Intended to strengthen communication among DEWA female employees, one of these activities included a trip to Burj Khalifa, the tallest building in the world, where 80 female employees alongside 10 members of the committee participated in this visit.

Moreover, the Committee has organized some events including a donation campaign in collaboration with Dar Al Ber Society in Dubai to enhance social interaction, education and health awareness. This campaign coincided with World Health Day, with its revenues assigned to purchasing requirements, equipping hospitals with surgical instruments, as well as supporting medical and practical training programmes. All DEWA's different departments and divisions have actively and positively participated in this campaign.

Khawla AlMehairi, Chairwoman of the Committee, said: "Such events and activities are part of DEWA's strategy aiming at strengthening women's role and empowering them at all levels. These trips and visits are regarded as an important part of social activities, which the Committee is keen to integrate into its monthly schedule. Moreover, these events and activities consolidate corporate loyalty and social nearness, which have a positive impact on female employees' productivity, loyalty and dedication to work."

Furthermore, the Committee has organized a lecture entitled "Your Healthy Food", delivered by dietician Lovely Ranganath, who tackled health and food concepts, as well as the optimal ways to conserve public health.

Invited by Women's Committee at DEWA

Dr. Habiba Al Marashi gives a lecture on "Waste Management"



Habiba Al Marashi During the lecture

As part of its strategy aiming to support and empower the staff of Dubai Electricity and Water Authority, and expand their role and effective participation in all fields, Women's Committee at DEWA has organized a lecture on the theme of "Waste Management: a sustainable approach". This lecture was delivered by Dr. Habiba Al Marashi, Chairperson of Emirates Environmental Group (EEG) and member of the Board of UN Global Compact.



Khawla Al Meheiri while honoring Habiba Al Marashi

Intended for all DEWA staff, the lecture tackled how to manage waste in a sustainable way in countries with growing economies and urban expansion, as it is necessary to set a long-term strategy to manage waste as well as reducing it to minimum. In order to be effective, this strategy should encompass creating new system for waste management both integrally and sustainably.

Dr. Habiba Al Marashi said: "Waste management has become a must for society due its daily increase which can be attributed to several reasons, most of them are related to the issue of environmental awareness. This issue really requires combining efforts

so as to reduce the daily production of waste, taking into consideration the fact that figures have shown that the UAE produces around 19% of the total waste production of Gulf Countries.

Dr. Al Marashi added that the procedures taken by the UAE have contributed to minimizing waste production, in addition to taking first places in terms of its management.

On her part, Khawla Al Meheiri, Chairperson of Women's Committee at DEWA said: "Women's Committee is keen to support and empower working women at DEWA to build up their capabilities with the purpose of strengthening their role and effective participation in all fields. Moreover, the Committee seeks to bolster a positive image of DEWA's female employees through expanding their role in social activities. This lecture comes as part of DEWA's plans and efforts aiming to raise awareness of state-of-the-art methods to manage waste. All these are in line with DEWA's strategy to promote and encourage sustainability and eco-friendly initiatives."

"Public Sector can play an important role including assuming its environmental responsibility towards society, as it is necessary to adopt practices, which encourage minimizing waste, recycling them ,etc. she added.

At the end of the lecture, the Women's Committee at DEWA represented by Khawla Al Meheiri honored Habiba Al Marashi

DEWA organizes a lecture for Khalifa Al Mehrizzi on "Rights, Duties and Management of Marriage"

As part of its strategy to support and empower DEWA's staff and enhance their role and effective participation in all fields, Dubai Electricity and Water Authority (DEWA) organized a lecture for Khalifa Al Mehrizzi, family councilor at Dubai Courts under the theme "Rights, Duties and Management of Marriage".

Al Mehrizzi tackled in his lecture the importance of understanding the real concept of the rights and duties of both husband and wife as well as educating them on the recent updates of the married life and how to manage it so as to face the obstacles and problems which they may encounter throughout their life.

On her part, Khawla Al Meheiri, Chairperson of the Committee stated: "This lecture is part of DEWA's activities, which aim to disseminate awareness among all

the staff, either males or females. Furthermore, such lectures aim to stress the importance of reaching a balanced practical, social and private life in all fields."

Fatimah Deemas, vice chairperson of the committee said: "This lecture is part of the social responsibility of the Women's Committee towards the female employees, considering that mothers are half the society. The whole social relations rely greatly on her role. Consequently, Al Mehrizzi has been selected for this task because of his wide practical and field of expertise and his broad knowledge in family relationships, stories and problems."

"The lecture was well received by DEWA's staff, and witnessed a big attendance and amazing interactions as well," Fatima Deemas added.

At the end of the lecture, the Women's Committee at Dubai Electricity and Water Authority, represented by Fatima Deemas, honored Khalifa Al Mehrizzi who praised the remarkable efforts exerted by the committee.



Dubai Electricity and Water Authority celebrates children graduation from its Childcare Centre

Dubai, UAE – 17th June, 2011: Dubai Electricity and Water Authority celebrated the graduation of the first batch of its employees' children, who have completed their fourth year and are going to transfer to kindergarten stage, in a special ceremony organized by the childcare centre administration in the presence of His Excellency Saeed Mohammed Al Tayer, MD & CEO of DEWA.



During the ceremony there were some activities prepared by the childcare centre administration including Qur'anic verses recitation, some rhythms. His Excellency Saeed Mohammed Al Tayer, accompanied by Dr Yussef Ibrahim Al Akraf, Executive Vice President – HR, has handed graduation certificates to children.

On this occasion, His Excellency said: "Launching the childcare centre in the premises of DEWA comes in line with the vision and directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, regarding setting up care centres for female employees' children inside all the UAE authorities and departments as per the law regulating this matter."

"Establishing the childcare centre comes in line with DEWA's objectives and strategy aiming to increase production through minimizing the absence rates of its female employ-

ees. DEWA has supported the law of setting up nurseries in Government departments to ensure empowering women both personally and at job level through the national project for caring children, which was launched in 2008 under the auspicious of Her Highness Wife of His Highness Sheikh Mansour bin Zayed Al Nahyan, Minister of Presidency Affairs, and Her Highness Sheikha Manal bint Mohammed bin Rashid Al Maktoum, Chairwoman of Dubai Women Establishment" His Excellency further added.

On her part, Muna Ibrahim, Director of DEWA's Childcare centre said: "We have prepared and submitted a souvenir to His Excellency – it is a group photograph of the graduated children imprinted onto a crystal frame. Further, the children have performed a farewell rhythm composed by Childcare centre Administration before all the attendees."

"We have staged another ceremony for children's parents, who expressed their delight due to the interest given

to their children at the Childcare centre, as well as the educational developments which their children witnessed during their tenure at the Childcare centre. We will organize graduation ceremonies on a regular basis every year," Ms Muna further added.

At the end of the ceremony, His Excellency Saeed Mohammed Al Tayer thanked the people in charge of the Childcare centre for their efforts, requesting them to make more effort so as to provide the most appropriate environment for employees' children. Afterwards, His Excellency explored the Childcare centre and the developments it has witnessed since its inception.

In February 2010, Dubai Electricity and Water Authority launched a model childcare centre for female employees' children in the headquarters in compliance with international, educational and healthy criteria and standards so as to provide the most appropriate workplace for all its employees and encourage them to innovate and excel.



DEWA ORGANIZES DIABETES AWARENESS CAMPAIGN FOR STAFF AND CUSTOMERS

In line with the joint cooperative relations with Dubai Health Authority, DEWA has organized diabetes awareness campaign for two days at the Head Office for staff and customers where more than 1000 people were examined.

The Corporate Communication Department has organized this campaign where results shown that the rates of sugar in 62% of examined people have exceeded the normal levels and they were informed to visit medical centers to confirm the diagnosis through sugar accumulation tests and follow-up.

On this campaign, Dr. Badriah Al Harmi, Community Medicine Specialist at Dubai Health Authority told "Masdar Magazine" that "This Campaign, which represents one of the many aspects of cooperation between the two authorities, aims at promoting the level of health awareness among nationals and expatriates of all categories of society. This campaign is managed by the Community Health Services Programs Section in the Health Affairs Department in the Primary Health Care Services, Health Authority.

The examination services were provided by one doctor, three nurses and one administrator. The Campaign was held over two days during which both staff and customers in DEWA were examined by blood sugar test systems along with free consultation for participants and informing them with the result immediately.

"This Campaign has assisted all participants in the test. Brochures and booklets were distributed discussing this disease and how to prevent it and



62% of the total numbers of participants were diabetes.

Normal rates of sugar in blood is up to 140 for random test and 120 for fasting

to co-exist with it, and to direct and educate the diabetic patients with the necessity to consult a specialist and to apply a diet, exercise sports, and to follow a healthy lifestyle" She added. Direct medical and educational consultations were provided by the medical team during the event. Also, it's stressed on the necessity of consulting a specialist doctor according to their area of residence to put the treatment and

follow-up plans, and adopting healthy lifestyle to avoid complications and achieving a better healthy life through exercising which has an effective role in controlling the rates of sugar in blood and to maintain an ideal weight to avoid negative effects of obesity.

"During this Campaign, we ensured to answer all questions and inquire related to the nature of this disease and how to control it." Dr. Badriah Al Harmi noted. "Some diabetes patients just do not care about with their illness, therefore we advice them to consult the doctor and apply a healthy diet regime with the necessity of regular follow-up stating that natural average of sugar in blood is up to 140 mm/mg for random test and till 120 for fasting test". She stressed.

"Diabetes is one of most spread chronic diseases. Although it constitute a real threat to the health of the patient, however, the informed dealing with this disease and full compliance with the specialist doctor's instructions and guidelines in addition to adopting healthy lifestyles would help in preventing the devastating negative complications. Therefore, regular examination must be done by those who are potential diabetes patient "Dr. Badriah Al Harmi, stated.



To minimize health consequences resulting from long periods of sitting at table desks.

«Standing Stands»



«Move a little ... lose a lot» is James Levine's book which has drawn the attention of wide sectors of people. This book swept the markets of medical books with its first edition. Being a researcher at Mayo Clinic, Levine's main idea dealt in his book is about the negative impacts resulting from long periods of sitting, and suggesting practical solutions including «Standing Platforms».

Although this thorny subject has been tackled before, the huge health harms resulting from long periods of sitting have aroused great interest in it lately.

It is worth mentioning that a number of the most important specialized periodicals and magazines, in addition to daily newspapers including "New York Times" have recently tackled this subject and the health consequences resulting from sitting for long times, in addition to the associated diseases.

These newspapers covered this subject on their front pages talking about an existing example who has invented a new way to get rid of the fitters of desk-bound jobs that require sitting for long times.

This example is "Kerry Kambel",

who works as a retail broker at the renowned "Dimon Worldwide". Kerry has decided to revolt against the traditional way of work as she has innovated a way to perform her job while standing up through designing a desk table that looks like a "Standing Platform".

Although this idea is strange, Kerry voiced her pleasure as she performs her job standing on a black platform with her computer placed on a wooden panel with artistic touches, designed especially for her by her husband. The computer monitor is fixed at her eyes' level.

Commenting on this, Kerry said: «I think that standing is the healthiest position for practising your job both easily and efficiently. I've become more active at the end of work days contrary to the previous feeling I used to have. Moreover, I feel I'm more

graceful and active than before, and no longer have fats in parts of my body due to long hours of sitting.»

All of us have become aware of negative impacts resulting from sitting for long hours and how they contribute to several chronic diseases including disk, back and the worst disease of the age - obesity.

This book discussed the dangers surrounding sitting most of the time - driving seat, desk-bound, and watching TV. All these can lead to harmful health accumulations that can result in one of the most serious diseases in the future, i.e. «obesity», which can be a major cause of an endless list of incurable diseases including diabetes.

In his book, James Levine emphasized that sitting has become part of a national problem, namely «obesity», in the USA. Levine goes farther and classifies sitting for long times as slow death, as it destroys the movement system of human beings.

Further, the book discussed the mechanism through which sitting for long times in one place affects calories-burning and renders body into storing mode. Levine focused on the benefits of standing, as it contributes to sharpening and increasing vigor and briskness throughout the working day.

The risks mentioned in Levine's book were positively received by employees and employers alike. In this context, Dan Shafer, owner of Los Gatos, an active company in the field of professional consultancy and workplaces, said that his mobile phone hasn't stopped ringing since Levine's book was published.

Dan Shafer pointed out: «Our office received several phone calls enquiring about the possibility of moving to the new innovation «Standing Platforms» as one of the specialist companies in the field of workplaces. This increasing interest from employers denotes that the idea is becoming popular,

especially after has proved viable in some individual experiences.»

It is worth mentioning that some organizations, which supply office equipment in the USA have already started supplying some orders of new offices «Standing Platforms». Furniture of Penecia, a specialist company in office equipment stated.

John Millay, a member of the Board of «Furniture» said: «It seems that we have already started the era of «Standing Platforms» as these offices began to constitute a good deal of the volume of orders we receive. I think that the increasing demand for these platforms emerged after employees had seen their positive impacts in reality.»

Some people refer to the fact that the idea of doing work standing is not new, as history is full of examples of such subject. 18th and 19th centuries witnessed wide spread of this phenomenon. Historians take the Chief Judge of the USA Supreme Court, Oliver Wendell, as an example, as he passed several important decisions and judgments while standing.

People involved in this matter think that introducing «Standing Platforms» will definitely lead to a real revolution in

workplaces and professional circles, and will promote the positive impact on employees and employers.

The book discusses a view that will force decoration designers to reconsider office designs.

Do your job while you are standing

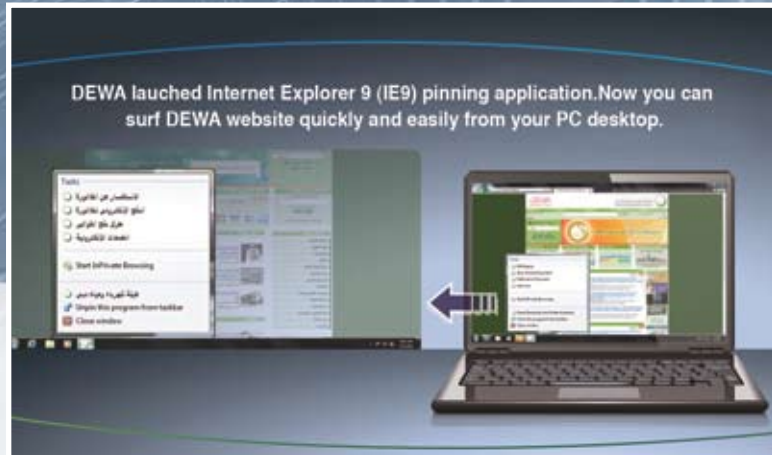


Browsing DEWA's Website directly from the desktop of your PC Dubai Electricity and Water Authority links its website with Microsoft Internet Explorer 9

As part of its strategy aiming to establish an effective electronic infrastructure, which can foster the march towards electronic transition, and as part of its relentless efforts to deliver top-quality electronic services and introducing them to its customers so as to save their time and effort, Dubai Electricity and Water Authority launched the last application of networking with the 9th version of Microsoft Internet Explorer (IE 9). This new version makes it easy to browse and review DEWA's website directly from the desktop of your PC.

DEWA customers will be able to browse its website both easily and quickly using this feature by preparing customers' PCs through installing the "Pinning Feature", which looks like an icon, from DEWA's website and pinning it to Task Bar on the PC's desktop.

On this occasion, His Excellency Saeed Mohammed Al Tayer, MD & CEO of DEWA stated: "In line with



the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai, which aim to consolidate Dubai's leading position in the region as a world economic and financial hub, DEWA attracts most state-of-the-art technologies and solutions to be applied in its different e-operations and to integrate them with the objectives of Dubai Strategic Plan."

"This new achievement comes within the framework of strengthening the approach of e-services, encouraging the use of e-portal, reduce the number of government employees, and deliver top-quality services in the field of customer service as DEWA's strategy aims to provide its services to Microsoft IE 9 users. DEWA's ultimate goal is to facilitate customers' services and save their time and effort. This feature is part of a package of e-services which have been recently launched by DEWA with the purpose of attracting latest technologies that can extend benefits to its customers," His Excellency Saeed Mohammed Al Tayer further added.

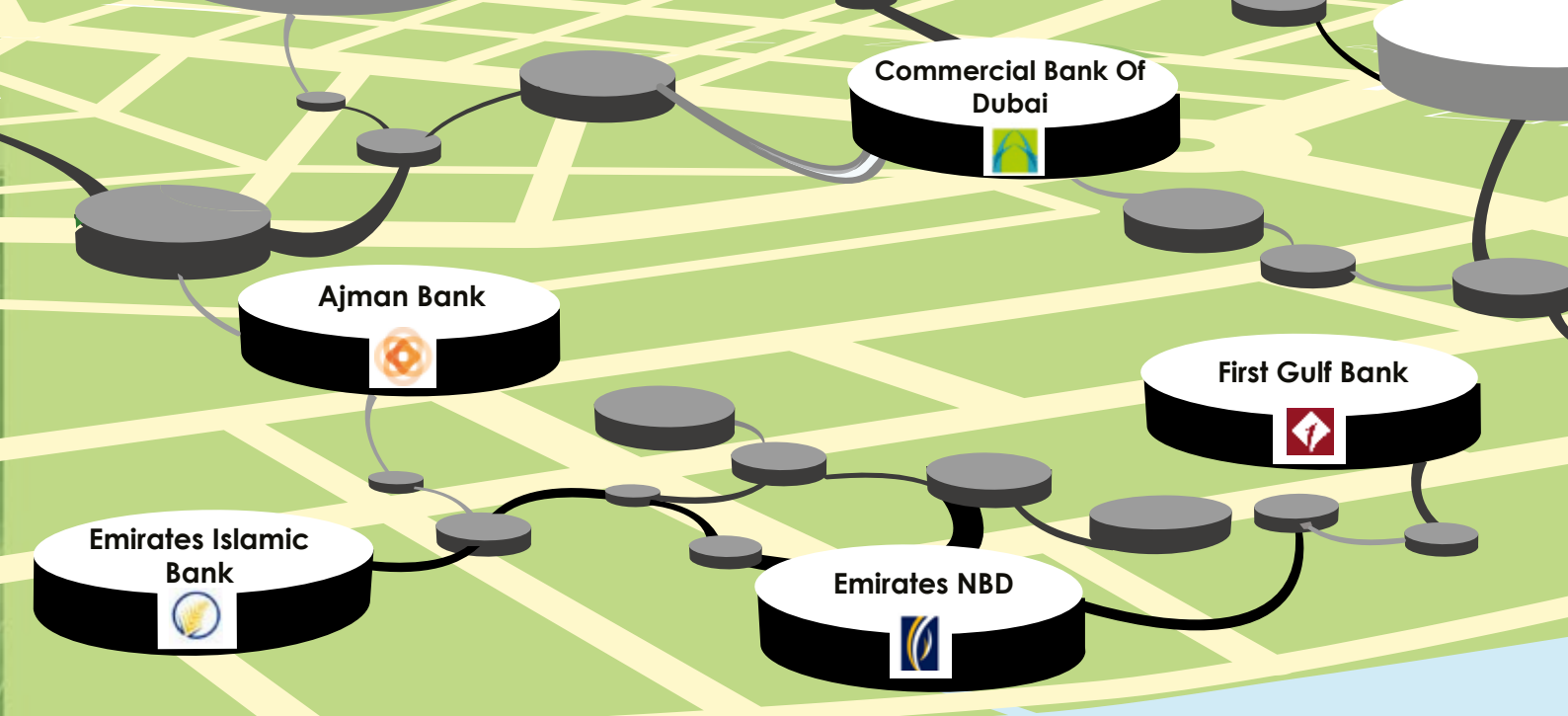
Engineer Marwan Salem bin Haider, VP – IT, said: "This service is available in both Arabic and English languages, and it shows to customers the most important and recurrent links on the desktop of their PC. Through



Engineer Marwan Salem bin Haider,
VP – IT

these links and icons, it is easy to go to any of the required pages without searching the main website or opening Microsoft IE 9."

"This feature keeps pace with the requirements of this age, which is characterized by speed and accuracy, as customers can perform several tasks without having to log into DEWA's main website. Networking with Microsoft IE 9 enables customers to: enquire about bills, bill e-pay, use e-services, and enquire about ways to pay bills. This new service is considered part of DEWA's strategy aiming to provide its customers with opportunities to benefit from its various services available for "iPhone", "Blackberry", "iPad", "Android" and "Windows 7".



DEWA commences direct debit payment service through five banks

Dubai Electricity and Water Authority (DEWA) achieved a new milestone through its partnerships with financial institutions by signing agreements with five banks in the UAE, to provide direct-debit payment services for its customers and the banks' customers. This comes in line with DEWA's strategy to provide electronic services to meet the growth and demand that the Emirate of Dubai is currently experiencing.

To reinforce this growth, DEWA has now activated the direct-debit payment service through five banks including Emirates NBD, First Gulf Bank, Commercial Bank of Dubai, Ajman Bank and Emirates Islamic Bank. This step is considered a significant leap in the area of customer service.

On this occasion, H.E. Saeed Mohamed Al Tayer, MD & CEO of DEWA, said, "This new accomplishment comes 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, to instruct all government departments to join forces and to unify their efforts to achieve the strategy. This strategy aims to promote e-services and encourage the use of the e-portal. Thereby this will reduce the number of customers queuing in government departments, and will implement world-class levels of efficiency within the field of customer service".

"This step is in line with DEWA's strategy to establish an electronic in-

frastructure that promotes a balanced and effective e-transformation process. DEWA has put at the forefront of its priorities the adoption of state-of-the-art technologies and solutions, and their implementation within DEWA's operations to meet the goals of Dubai's Strategic Plan, to achieve balanced and sustainable development," His Excellency added.

"The service enables DEWA's customers to pay their fees through the banks' electronic channels and allows the automatic transfer of funds to the customers' accounts at DEWA, and thus serves to immediately update their accounts. The payment service is now available through First Gulf Bank, Commercial Bank of Dubai, Ajman Bank, Emirates Islamic Bank and Emirates NBD. DEWA is in the process of negotiations with other banks to provide direct-debit payment services for their customers," explained His Excellency.

Eng. Marwan Salem bin Haider, Vice President and CIO of DEWA said, "This new service is considered part of

DEWA's strategy to give its customers a wide variety of services, and is also an inherent part of its continuing efforts to provide the best electronic services to save time and effort for its customers." The rate of electronic transactions through the direct-debit payment service reached 668 transactions per day since the trial launch of this service in August 2010. These numbers are expected to increase as all remaining banks connect to the new service. DEWA intends to provide this service to all its customers through all operating banks in the UAE.

DEWA provides regular payment channels through its offices from 7:30 am to 8:00 pm, except Fridays. It also provides them through petrol stations such as ENOC and EPPCO, Emirates Post Offices, Etisalat and Bank payment machines, mpay through its website mpay.dubai.ae, and via smart phone applications, such as iPhone, iPad, BlackBerry, Android and Windows 7, as well as through DEWA's electronic portal www.dewa.gov.ae

Hydroelectricity

Generating electricity from dams' turbines

In 1878, the inventor Lord Armstrong utilized the power of water falling through waterfalls to generate electricity for lighting lamps at his house. With the advent of the second half of the 20th century, knowledge of the tremendous capabilities of hydroelectricity has increased.

As a matter of fact, when there is water at higher places like lakes and river streams, then we can think of generating electricity from them, especially if the nature of the land is mountain and high. However, if river streams are of slight slope, then there must be dams at the most appropriate places of rivers so as to store water behind them, as happens with the river Nile, where the High Dam along with electricity generating plant with installed capacity of 1800 Megawatt were built. And on the Euphrates River, north of Syria, a dam and electricity generating plant with installed capacity of 800 Megawatt were built.

In case the river's slope was severe, then a shift can be made to the river's stream in the direction of one of the neighboring valleys, and then making an artificial cataract in addition to the

natural waterfalls, which are directly used for generating electricity as happens with Niagara Falls in Canada and the USA.

Generally speaking, any amount of water at a certain height contains potential energy. If this amount of water falls to a lower height, then this potential power will turn into movement energy. And if this amount of water is concentrated on a water turbine,



it will quickly move with mechanical power forming at the axis of the turbine. If this turbine is connected to the axis of the power generator, then electric power will be generated at the ends of the generator, depending on the principle that: "When magnetic movement penetrates the carrier, then an electric power will be formed."

Water flow through turbine generators makes their blades move, which in turn make the central column connected to a huge disk called "the revolver" turn. This revolver is comprised of a set of closed electric circuits through which a constant current runs. When the revolver is turned, the turbine moves the revolver fixed at a part of the turbine called "stator", and then electricity is generated.

Components of hydroelectricity generating plant:

a) Waterfalls (sloping watercourse):

It is one or more huge pipe at the bottom of the dam, or from the top of the waterfall to the entrance of the turbine where water runs at great speed, with a gate at its beginning and another gate at its end to control the quantity of water required for generating the turbine. The sizes of these parts differ according to the quantity of water and the places in which they exist.

b) The turbine:

Both the turbine and the generator are usually installed in one place and on one vertical axis, and the generator is installed above the turbine. When the gate at the bottom of the sloping pipe is opened, water flows at great speed through concave grooves, which run quickly while moving the revolver in the generator. Then, electric power is generated at the ends of the generator.

c) Tail pipe:

After flowing water turns the turbine, then it must be tailed outside at great speed so that it will not hamper revolving. For this reason, pipes with special shapes are placed to tail water at the required speed.

d) Equipment and auxiliary machinery

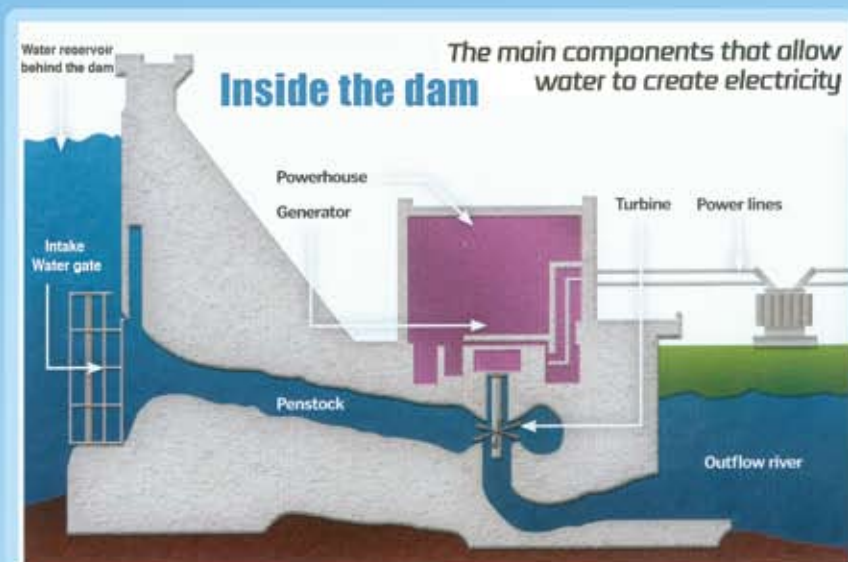
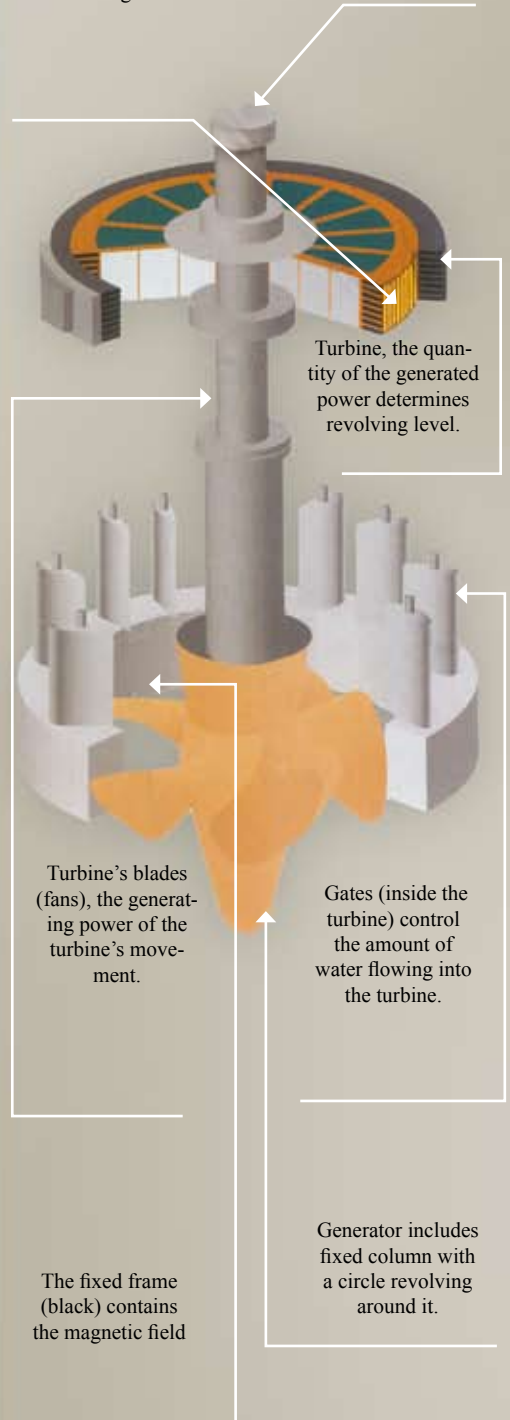
Hydroelectric generating plants require various auxiliary machines including pumps, gates, switches, revolving speed regulating equipment, etc.

In modern technology applications, only one turbine weighing thousands of tons can generate an unlimited amount of power, however the cost of building a dam with its environmental and economic effects (including floating a vast area of land behind the dam) are a hindrance.

Turbine

Stator, which constitutes an axis around which the blades of the turbine revolves

Colet (yellow) is comprised of a series of copper pieces working as electromagnetic cells.





DEWA & khda recognize top savers

Saving more than 41 million KW/HR of power and 500 million gallons of water



Dubai Electricity and Water Authority announced today the winners of “Conservation For A Better Tomorrow Award” in a ceremony held today in cooperation with Knowledge and Human Development Authority (KHDA) in Grand Hyatt Dubai to recognize the winners in the 6th edition of the award for achieving the highest conservation levels in water and electricity consumption during their participation in the Award for the academic year 2010-2011.

The ceremony was attended by H.E. Saeed Mohammed Al Tayer – MD & CEO of DEWA and H.E. Dr. Abdullah Al Karam, Chairman of the Board of Directors and the General Director of Dubai Knowledge and Human Development Authority, in addition to several senior officials in DEWA and the representatives of winning educational institutions, students and parents.

All students, academic staff and partners participating in the Conservation Award 2010-2011 have scored a great achievement represented in saving millions of gallons of water and millions of kilowatts of power whereas joint efforts recorded remarkable results included the saving of 10,774,275 kw/hr in power consumption and 229,260,970 gallons in water consumption and reducing emissions of carbon by 6,465 tonnes and saving 7,344 trees and switching off 299,284 pulp lights.

On this occasion, H.E Saeed Al Tayer, MD & CEO of DEWA said “DEWA’s Conservation Strategy correlates with H.H. Sheikh Moham-

med Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai’s vision and strategy for the Emirate of Dubai as a financial and business hub and to support continuous growth. DEWA has worked on enhancing the sustainable environment concept represented in reducing the rates of power and water consumption in various sectors in the Emirate of Dubai. This formed a great support for DEWA in adopting and executing more than 35 initiatives to promote the natural resources and to build a sustainable future for our plant”.

“The initiatives adopted by DEWA are viewed as an effective tools

to promote the conservation culture, noting that targeting the educational sector was to create a positive influence between the students and workers in this sector and to contribute in building an educated and aware youth realizing the importance of conserving the natural resources and to consume them properly to sustain the future of Dubai.” He confirmed.

“The results achieved by the “Conservation for a Better Future





Award “ since its inception in the academic year 2005-2006 have proven the successful partnership with DEWA and KHDA. Today, we all must fight the greatest danger facing our plant which is the Climate Change to ensure the environment security for the future of the generation to come. We are looking forward to instilling the conservation attitude through enabling all social sectors in initiatives and to see mature generations dealing with utilities and believing in environ-

ment issue”. He continued.

On this partnership and exerted efforts on the importance of conservation, H.E. Dr. Abdullah Karam, Chairman of Dubai Knowledge and Human Developing Authority said “The greatest challenge facing the whole world today is the

scarce natural resources. Therefore, the education has a vital role in educating the youth with the importance of these natural scarce resources and how to preserve them through conservative consumption of water and power which by the end reflected in reducing the rates of consumption”.

DEWA has succeeded in expanding the scope of participation in the “Conversation for a better tomorrow Award” for this year to include new categories such as special needs cen-

ters, kindergartens, and adult teaching centers. The Award also attracted more participants in its program for this year where 84 public schools, 111 private schools, 46 universities and colleges, 91 nurseries, 5 special needs centers and 6 adult teaching centers.

The “Conversation for a Better Tomorrow Award” is one of the most important conservation initiatives in the Emirate. The Award has won the Joint Project Award of Dubai Government Excellence Performance Award 2009 for achieving highest levels of savings in addition to the increasing number of participants.

It's worth to mention that since the launch of the “Conversation for a Better Tomorrow Award” in 2005-2006, the Award helped to save 41.187.631 kw/hr of power and 526.423.047 gallons of water. Also, it assisted in reducing 24.713 tonnes of carbon emissions, 28,074 trees and 1,144,101 bulb lamps.





DEWA Launches The Unified eSuggest System

To provide a dedicated online platform for customer suggestions

In line with Dubai Government's vision to increase eServices, enhance customer satisfaction, innovation and positive involvements, Dubai Electricity and Water Authority (DEWA), in coordination with The Executive Council and Dubai eGovernment, has announced the official launch of The Unified eSuggest System.

Built to maximize the benefits of effective communication, The Unified eSuggest System will provide an efficient platform for DEWA's Customer Relations Department to deal with customer suggestions to the Authority. Implemented in accordance with DEWA's strategy to deliver services that cater to the needs and expectations of customers, as this system opens a new channel for continuous dialogue between DEWA and its' customers.

DEWA has been selected by The Executive Council as one of a few Government Departments to apply the eSuggest System. DEWA went through a pilot roll out phase and then ran the

system in its' official website along with the Executive Council website and Dubai eGovernment.

Speaking about The Unified eSuggest System, H.E. Saeed Al Tayer, Managing Director and CEO of DEWA, said; "The introduction of the Unified eSuggest System is being applied following the success of the earlier Unified eComplain System with The Executive Council and is in support of the Dubai Governments vision towards the improvement of Government Departments and continuously seeking active solutions to increase customer satisfaction and exceed their expectations."

Part of DEWA's on-going commitment to create a spirit of open communication with all stakeholders, the innovative eSuggest System will bring DEWA closer to providing all of its services on-line and will facilitate the improvement of services based on the actual requirements and recommendations of customers.

"The eSuggest System will provide an integrated framework that will help to create the right atmosphere to encourage excellence and innovation within DEWA." Said Amal Al Suwaidi Vice President, Customer Relations, DEWA.



DEWA launch State-of-the-Art **Intelligent Voice Response System**

**To continue world-class customer service
delivery across the Emirate**

04 6019999

**In line with the strategic vision of Dubai and the mission of
Dubai Electricity and Water Authority (DEWA) to Meeting
customer satisfaction and promoting Dubai's vision through
delivery of electricity and water services at a world-class
level to Dubai customers,**



**Amal Al Suwaidi
VP-CR**

DEWA has launched an upgraded and advanced Intelligent Voice Response System (IVR) tailor-made to meet the diverse requirements of customer queries, including emergency and technical assistance and Customer Care Services and procedures such as registration, billing, and payment. Launched on March 25th, the new IVR system serves over 26 different options to customer in the sub menu with special attention given to emer-

gency and technical queries. Via using the IVR system customers requiring Emergency and Technical support can check their disconnection status and outstanding payments, register an Emergency and Technical complaint and follow-up on a registered complaint through the audible Voice Recording System.

The IVR system also contains detailed Customer Care Services designed to assist callers with a comprehensive range of services including last payments queries, outstanding bills and final bill requests. The automated system also enables customers to request a faxback or email of their current statement.

Commenting on the new Intelligent Voice Response System H.E Saeed Al Tayer, Managing Director and CEO of DEWA said; "Our objective is to deliver exceptional services by implementing modernized technology and solutions which meet the growing customer demands. The IVR system is built beyond the exact needs and expectations of all DEWA Customers and will serve their queries conveniently and efficiently"

Mrs. Amal Al Suwaidi, Vice President of DEWA Customer Relations stated that: "Early analysis indicates that the IVR system is already being used successfully by customers throughout the Emirate with a high service quality level being recorded. By harnessing the best practice technologies and innovations DEWA is able to implement programmes that deliver exceptional customer service and meet the Authority's vision as a world-class utility provider."

Mrs Amal also added: "The new IVR system has already had a positive impact on the call load in just a few weeks with customers availing services from the new system. Early figures indicate that many customer queries are successfully being met by the automated system as seen at the end of the fifth week since its launch, an improvement of 20% was observed in the IVR service usage when it was compared with five weeks statistics prior to the launch of the new IVR. The Intelligent Voice Response System is available in two languages, English and Arabic and can be reached at 04 6019999.



As part of its social responsibility DEWA shares with the children of Senses Care Home a special ceremony

As part of its strategy aiming at consolidating social responsibility and delivering quality services to institutions, organizations and individuals in the society, Corporate Communication at Dubai Electricity and Water Authority (DEWA) staged a special ceremony for children with special needs at Senses Care Home in Dubai. DEWA dedicates a big part of its activities and events for serving societal and human issues, communicating with both private and government organizations in addition to public benefit organizations and building up confidence with all segments of society.



On this occasion, DEWA has staged a special ceremony for the children of the Care Home, during which outreach brochures and souvenirs were given to mothers and children. Also cartoon characters and clowns shared children their joy, and gifts were given to children to please them. As part of this activity, Sheikh Abdullah Mossa, the preacher, at The Department of Islamic Affairs and Charitable Activi-

ties delivered a lecture about the great importance of family embracement of such segments of the society.

Senses Care Home in Dubai houses 71 children and adults with special needs alongside orphans and provides them with integrated services including education, housing, as well as daily life skills to enable them to cope with life.

