



مجموعة أبوظبي للاستدامة
Abu Dhabi Sustainability Group

A Public-Private Partnership Initiative to Champion Sustainability in Abu Dhabi

SUSTAINABILITY JOURNAL

Issue 3, Quarter 3, 2013



The Best Kept Secret
in Abu Dhabi



Interview with Mr Tony Douglas,
CEO, Abu Dhabi Airports



ADSG members elect new FCC
at the Q3 meeting



ADSG's participation in Abu
Dhabi Sustainability Week 2014

Live Healthy & Simply Check

Cancer is currently the second leading cause of death in the Emirate of Abu Dhabi, accounting for an estimated 15% of annual mortality.

The Health Authority of Abu Dhabi (HAAD), the regulatory body of the Healthcare Sector in the Emirate of Abu Dhabi, is leading a campaign to raise awareness and get the public engaged to motivate individuals to take responsibility for checking for symptoms of cancer. Early detection is critical for diagnosis of cancers and successful treatment.

Traditionally, October is known as Breast Cancer awareness month. Breast cancer is the most commonly diagnosed cancer in the UAE and is one of the biggest killers of woman. Breast cancer among women in our nation is common between the ages of 40 and 45, shockingly, this is ten years younger than in Europe and America.

Only 30% of breast cancer cases in the Emirates are diagnosed in the early stages. Yet if the disease is discovered and treated at an early stage, 98% of patients make a recovery after treatment.

While the month of November is becoming recognised as the month for mens' health programmes, including prostate and testicular cancer, focussing on awareness and education, living with and beyond cancer and staying mentally healthy. With the Movember movement, which started in 2003, the idea is to support awareness against cancers and to promote early prevention, early detection and treatment.

We all know someone who has been touched by this killer disease - please take action against cancer today - Simply Check!

Please click [here](#) for more information about the HAAD and the [Movember](#) campaigns.



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Abu Dhabi Sustainability Group

A Word From the Editor

Abu Dhabi Sustainability Group's third journal issue highlights the work that the Group members are focusing on, mainly the development of the Group's strategy for the upcoming 5 years. Following the successful workshop that took place during the 3rd quarterly meeting, further developments are taking place and we look forward to hearing from you and sharing the developments with you in this issue and in future ones.

In addition, we also had the privilege to spend some time with our members who operate in the transport sector, we had an interview with Tony Douglas, CEO of Abu Dhabi Airports Company (ADAC), and received a report from the DoT on the great work taking place with their Transport Mobility Management programme.

Finally, the ADSG Communications Task Force is pooling its resources to develop the ADSG programme of activities and communications for the upcoming Abu Dhabi Sustainability Week. We look forward to receiving input, feedback and contributions from you to help communicate and promote the work that the Group is doing in Abu Dhabi.

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The opinions and views expressed in the ADSG Sustainability eJournal do not necessarily reflect the ADSG's policy or position. Special thanks to the members of ADSG for providing information, pictures and support in the production of this Journal.

Photography provided by **ADAC, DOT & ADSG.**



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Abu Dhabi Sustainability Group

Abu Dhabi Sustainability Group Declaration

Abu Dhabi, 30th of June 2008

We, the undersigned, Abu Dhabi Sustainability Group founding members

Hereby declare our commitment to work together in adopting sustainability as the fundamental approach in developing and executing strategic policies and using integrated management of our economic, environmental and social performance for the purpose of realizing the vision of H. H. Sheikh Khalifa Bin Zayed Al Nahyan, President of the UAE, and the vision of Abu Dhabi Emirate to achieve sustainable development, build a cohesive society and an open economy capable of global competitiveness.

We commit ourselves to do everything in our power, with our partners in this group, through the introduction of sustainability management practices, to improve management methods and decision making, reduce risks, and encourage use of technological applications to support sustainable economic and social growth.

We also commit to publishing an annual report that explains our sustainability management approach and an evaluation of our environmental, economic and social performance. We pledge this in a spirit of cooperation and open dialogue to ensure the highest levels of transparency; and we commit to supporting national plans and strategies.



Comment from ADSG Director



Welcome to the third issue of the ADSG e-journal which marks the end of a very busy quarter in which the ADSG achieved significant milestones. Together, we successfully implemented the new Management Model with the election of the FCC and kicked off of the ADSG five year strategy consultation process.

I thank you for your continued support.

Huda Al Houqani,
ADSG Director

Quarter Three

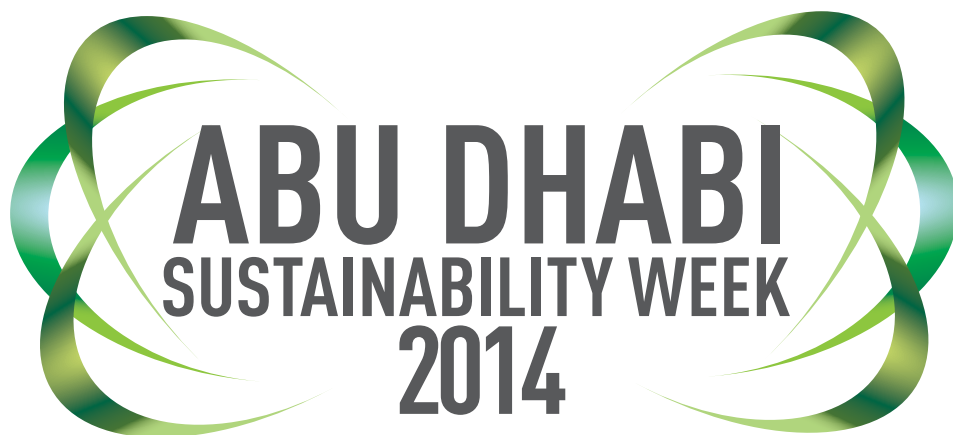
For the third quarter of this year, we will be focusing our efforts on further developing the strategy work stream, with your continued input and support which will be finalised at the last Quarterly Meeting of the year. Our strategy planning process will be completed by early Quarter 1 2014, when we hope to share with you the Group strategy for the coming five years.

Our focus remains on partnership, collaboration and knowledge sharing - as our chosen operating model to advance economic, social, and environmental objectives simultaneously. That is the main reason why we are investing a significant amount of time and effort in consultations, surveys and workshops with you. We look to you to support us with your responses, follow up and participation in those sessions.

Abu Dhabi Sustainability Week

In addition, we are working with ADSG members to develop the shape and content of the ADSG's first participation at Abu Dhabi Sustainability Week 2014. For this, I urge you to get engaged with us as we prepare to showcase your major sustainability achievements on behalf of Abu Dhabi to the world. Please contact: communication@adsg.ae to find out more.

With my best wishes for the last quarter of the year,



www.abudhabisustainabilityweek.com

The Best Kept Secret in Abu Dhabi



Mr Tony Douglas
Chief Executive Officer
Abu Dhabi Airports

Abu Dhabi International Airport, the gateway to the capital city, is seeing record growth in passenger and air traffic movements year on year, hitting over 11% growth year on year in July this year and with forecast 17 million passengers a year by 2017. The ADSG held an interview with Tony Douglas, Abu Dhabi Airports CEO, to learn more about the new Midfield Terminal Building and the Airport Operator's sustainability activities.

ADSG: How does Abu Dhabi Airports define sustainability?

Tony: Sustainability may be perceived as more challenging in the aviation industry, purely due to the nature of this industry's operations. Nevertheless, aircraft manufacturers have made major improvements in this regard and the aircraft rolling out of their hangars today are safer, quieter and significantly more fuel efficient. Similarly, when we look at how airports operate, we see a dramatic change across the operation in terms of asset utilisation, efficiency drives and use of technology.

At Abu Dhabi Airports, sustainability is about growing our business in a responsible way, it is about sustainable development, social and economic growth all hand in hand. As part of our ongoing commitment towards being a responsible airport operator and developer, our objectives are around supporting Abu Dhabi Airports with maximising the economic and social benefits our airports bring to local communities and areas, whilst reducing our impact on the environment.

ADSG: Are your sustainability initiatives integrated with this wider corporate strategy and directly relevant to your business priorities?

Tony: Abu Dhabi Airports is a member of the Abu Dhabi Sustainability Group (ADSG), and we view corporate responsibility and sustainability as a fundamental part of the company's plan for growth and development and therefore those principles are embedded in our corporate strategy, mission statement and goals. In fact, as a demonstration of our sustainability commitment, the company released its first Corporate Responsibility report in 2011, which significantly was also the first CR report for an airport in the Middle East.

As Abu Dhabi Airports continues to invest in infrastructure to enable the accommodation of the rapidly increasing number of passengers each year, the commitment to sustainability has never been stronger.

In alignment with the Abu Dhabi Economic Vision 2030, Abu Dhabi Airports' vision and mission, and to support the forecast growth in demand, the airport operator has made significant development commitments, most recently in the current construction project of the new Midfield Terminal Building (MTB).

The MTB, soon to be the new gateway to Abu Dhabi, clearly demonstrates Abu Dhabi Airport's



Abu Dhabi International Airport, the gateway to the capital city, is seeing record growth in passenger and air traffic movements

commitment to being a leader in sustainable development and environmental stewardship and was recently awarded the Estidama 3 Pearl Design Rating by the Abu Dhabi Urban Planning Council (UPC), making the MTB the highest rated airport terminal in the GCC.

The MTB was designed to achieve energy efficiency through the specification of an appropriate and climate responsive building. We have been working hard on managing a growing operation and overseeing Abu Dhabi's best kept secret and the biggest construction site in the UAE with over 11,000 people working on this project, which will be opened on 17-07- 2017.

The MTB will be a unique building, an architectural point of reference and the future home of Etihad Airways.

The commitment to sustainability goes beyond the construction phase as Abu Dhabi Airports also has many sustainability policies and programmes in

place to address waste management, electricity use, water consumption and to manage greenhouse gas emissions at existing facilities, as well as policies that apply to operational practices.

Regarding waste management, Abu Dhabi Airports has programmes in place to manage and reduce waste including a company-wide recycling awareness campaign. By 2015, the Company aims to recycle 45% of all waste generated.

To reduce energy consumption, even during times of growth, Abu Dhabi Airports follows an energy and carbon strategy that involves a series of measures to monitor and reduce the airports' energy consumption levels. Also, to ensure that minimal water is used at Abu Dhabi Airport facilities, water efficient taps have been installed, and water conservation campaigns to alert employees to best practices are ongoing. Furthermore, in 2011, Abu Dhabi International Airport became the first airport to become Airport Carbon Accredited in Asia-Pacific from ACI Europe and ACI Asia-Pacific.

The Best Kept Secret in Abu Dhabi

ADSG: How big a role does sustainability play in terms of being a criterion for supply chain/purchasing decisions?

Tony: Abu Dhabi Airports' procurement department has undertaken many initiatives to contribute in sustainability excellence. In fact, the company is a member of the Abu Dhabi Sustainability Group and Saeed AlAmeri, Abu Dhabi Airports' VP Procurement, is a member of the ADSG's Sustainable Procurement Steering Committee.

The guiding principles, when it comes to sustainable procurement, include consideration of the following aspects:

- Environmental conservation: waste, energy, water, air quality and carbon emissions.
- Economic growth: jobs and employment, investment, profit.
- Community and social engagement: community engagement, education, health.

Among the initiatives that ADAC is promoting:

- Supporting Khalifa Fund Companies in support of small to medium-sized investments in the Emirate.
- Promoting the use of energy saving products for lighting, printing, etc. including reduction in printed materials by moving towards a paperless environment.
- Abu Dhabi Airports has also joined the Hewlett Packard Partners Programme for recycling cartridges.

www.abudhabiairport.ae



Biography Mr Tony Douglas

Tony Douglas joined Abu Dhabi Airports Company (ADAC) as its Chief Executive Officer on 1st March 2013 to spearhead the development of the airports' infrastructure in the Emirate of Abu Dhabi, including its crowning jewel, the iconic 700,000 sqm Midfield Terminal Building (MTB).

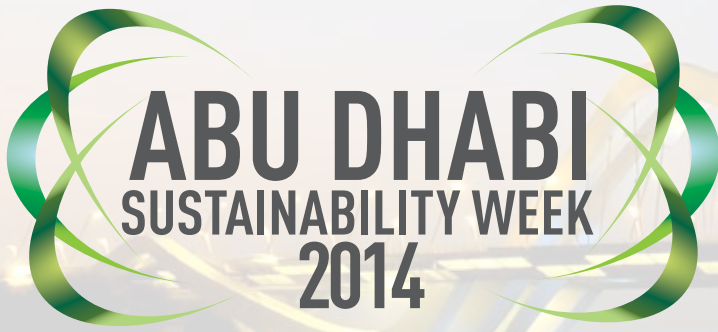
Tony joined ADAC after completing his latest mega project, Khalifa Port and Industrial Zone (KIPZ) on schedule and below budget, as the CEO of Abu Dhabi Ports Company (ADPC) since 2010.

Prior to his landing in the UAE, Tony was the Chief Operating Officer and the Group Chief Executive designate for Laing O'Rourke, where he had a broad executive remit covering strategic business development and operational management across the Group's three geographic hubs: Europe; Middle East and South Asia; and Australia. As a member of the Group Executive Board, he led accountability for the Group's largest and most complex project delivery activities.

Before joining Laing O'Rourke, he held a number of senior executive positions with BAA, the UK's leading airport infrastructure operator and a FTSE 40 company, culminating in his appointment as Chief Executive in charge of Heathrow, one of the world's premier airports. He was an executive member of the BAA Group Board and an active participant in the £16.3bn takeover of BAA by Grupo Ferrovial.

Tony was previously Heathrow Terminal 5 Managing Director, with overall executive responsibility for the delivery of the £4.3bn Terminal 5 build programme. Prior to this Mr. Douglas was BAA's Group Technical Director with responsibility for technical functions, including development, design, group supply chain, construction and maintenance of new and improved airport facilities. He has also held the position as BAA's Group Supply Chain Director accountable for £1bn annual expenditure for construction and related products and services.

Earlier in his career he worked for the Kenwood Group as Manufacturing and Global Logistics Director. This was his first role on the board of a major internationally-focused PLC. A mechanical engineer by training, his career began in 1979 at General Motors, where he joined as an apprentice industrial engineer. In 1990 he moved to BAE, where he rose to become Product Manufacturing Director in its regional aircraft division.



Abu Dhabi Sustainability Week 2014: One Vision aimed at ensuring the prosperity and welfare of mankind for a common and sustainable future.

As you will know, Abu Dhabi Sustainability Week 2014 (ADSW14) which will take place between 18-24 January 2014 in Abu Dhabi, is the largest gathering on sustainability in the Middle East, and a significant platform for international dialogue and cooperation on all matters related to sustainability.

The ADSG is proud to be participating for the first time next January, and we are calling out to all members to get involved in promoting your sustainability achievements, reports and activities.



We are planning for a full programme of events and activities during ADSW14 and we need your input and support to make the ADSG's first participation, representing all our members, a big success. So far, the ADSG Communications Task Force has been preparing the concept for our stand as well as drafting the proposals for the programme of activities and communications for the event.

Here is How You Can Get Involved

We want to make sure that we present your sustainability work and achievements in the best way possible and as accurately as possible.

As a starter, here are some activities that you can start to do now:

1. Nominate speakers from your organisation to present on your sustainability achievements.
2. Please send us the achievements, success stories and any case studies that demonstrate how you overcame sustainability challenges in your organisation.
3. On page 34-35, you will see all ADSG members' logos, kindly contact us if your logo has changed.
4. Visit the ADSG stand during the event, tweet about our activities and events and make sure you join in.

To achieve this, we invite you to contact Sandra Anani on communication@adsg.ae to engage with us and to share your thoughts and feedback.



مجموعة أبوظبي للاستدامة
Abu Dhabi Sustainability Group

ADSG Holds the 3rd Annual Quarterly Meeting and Announces the Newly Elected FCC



The Abu Dhabi Sustainability Group (ADSG) held its third Forum Quarterly Meeting (FQM)

The Abu Dhabi Sustainability Group (ADSG) held its third Forum Quarterly Meeting (FQM) for the official representatives from its 41 member organisations and invited guests and stakeholders. The meeting, which took place at Etihad Towers in Abu Dhabi, was hosted by ADNOC.

During the meeting, which included operational and knowledge sharing sections, two significant milestones were reached:

1. The implementation of a key part of the governance structure of the new ADSG Management Model, through the election by members, of their chosen representatives to sit on the Facilitation and Coordination Committee (FCC). The new FCC members are:

- Mr. Abdulla Al Shamsi, Vice President, Real Estate and Infrastructure Unit, Mubadala Development Company.
- Ms. Belinda Scott, Senior Manager, Corporate Sustainability, National Bank of Abu Dhabi (NBAD).
- Dr. Jamila Khanji, Advisor, Research & Studies, Family Development Foundation.
- Mr. Khalid Al Mqeemi, Director, Environment, Health & Safety Division, Department of Transport.

- Ms. Yasmeen Al Rashedi, Programme Implementation Execution Manager, Estidama, Abu Dhabi Urban Planning Council.

Please see page 12 and 13 for more details.

2. Strategy development workshop, which is a continuation of the engagement process with ADSG members to gain their views and feedback on the future strategic direction for the Group. These views were to serve as input to a report from PWC providing a summary and analysis of the feedback with recommendations for future actions.

As part of the strategy development work stream, PWC presented the results of a member survey commissioned by ADSG on the future strategy for the group and then ran a workshop with breakout sessions for participants focusing on four areas of interest identified by the survey:

1. ADSG Role:

A discussion covering the role of the ADSG with member representatives indicated an assumption that the ADSG role providing services to members should be maintained, based on strong feedback indicating this both directly and indirectly in the survey and session.

2. ADSG membership model:

Membership differentiation should be a focus area for strategy development. Whether tiering or sector based, members indicated that a mechanism for differentiation should be considered for both the membership model and services. Members are looking for a model that provides challenge and support.

ADSG should further discuss the membership model during the strategy development, with a narrower discussion at FCC and ADSG management level; followed by an engagement with members at the next quarterly session preferably.

3. ADSG services:

Members feedback shows that the ADSG should develop an indicator based roadmap. ADSG priorities, training, task forces etc. could be determined by areas of focus bought up by roadmap. The roadmap is a tool not just for members to follow but also for ADSG management to determine ongoing materiality of focus and relevance of the group.

Some very clear member services called for:

- Develop a database/portal of best practice based on specific indicator areas.
- Develop a database/portal of sustainability initiatives to promote collaboration.
- Develop training for specific content and management practices.

The development of the above services should be a core element in the strategy development process.

4. ADSG strategic context:

Conduct a more significant strategic context mapping exercise to inform discussions and identify key stakeholders in the strategy development process.

Topics covered during the operational update:

- The Communication Task Force provided an update on on-going activities including:
- participating in major events including Abu Dhabi Sustainability Week (ADSW),
- managing ADSG's own events, Hiwar, FQMs etc.
- releasing RFPs for the portal, branding and ADSW stand,
- membership engagement,
- option of renaming the journal,
- developing the communication process, policies and strategy.

On the knowledge sharing side a presentation by ADNOC, who hosted the event, was made where they shared their sustainability management approach. Ms Lubna Al Ameri, Environmental Protection Advisor HSED-DG Office presented the ADNOC Sustainability Road Map emphasising that ADNOC's commitment to sustainability went much further than just producing an annual report.

The presentation was followed by a question and answer session.

Developing a 5 year strategy for the ADSG

The ADSG was established in June 2008 with the far-sighted aspirations to encourage co-responsibility in Abu Dhabi and ensure that government entities, business and not for profit organisations are all partners in working towards achieving the goal of economic, environmental and social sustainability. In order to ensure we are continuing to support the achievement of the Government vision - and following the recent management review and natural completion of the current strategy cycle - we are currently reviewing and refining our strategic plan for 2014-2018.

We are committed to ensuring that the development of this strategy is shaped by and for the Abu Dhabi Sustainability Group, its members and stakeholders. Therefore we would like to invite your thoughts and views on the following questions.

1. If the ADSG were to focus our (and our members' collectively) efforts on one or two key sustainability issues, what should they be?
2. What existing sustainability programmes are being undertaken which you feel could be scaled up to achieve greater impact?
3. What and who do you view as demonstrating global good and best practice (e.g. other cities, countries and other collective bodies) in bringing members together to address sustainability goals?

If you would like to be involved in this programme and consultation process please send your name, organisation and contact details (email and telephone number) to communication@adsg.ae or call 02-6934644.

Newly Elected FCC Members



Mr. Abdulla Abdul Aziz Al Shamsi

Vice President, Mubadala Real Estate & Infrastructure

Abdulla Al Shamsi is the Vice President of Mubadala Real Estate & Infrastructure. The primary objective of this division is to develop and grow Mubadala Development Company's domestic and international real estate and hospitality portfolio, focusing on social infrastructure projects and real estate investment opportunities that are central to Abu Dhabi's long term development plans.

Abdulla joined Mubadala Development Company in 2008 as a Senior Architect and was responsible primarily for project management in both the design and delivery stages of real estate and hospitality assets worldwide. This mandate included developing the overall design architectural strategy,

preventing and resolving issues that may arise during construction and ensuring the timely delivery of assets.

Prior to joining Mubadala, Abdulla practiced architecture at Mohammed Sheikh Mubarak Architects in Dubai, at Over, Under Inc. in Boston and at Eva Pratts, Ricardo Flores Arquitectes in Barcelona, Spain. Abdulla moved to Abu Dhabi in 2008 to join Mubadala Development Company.

Abdulla holds a Bachelor of Architecture professional degree from Carnegie Mellon University and a Master of Architecture II degree from the University of Pennsylvania.



Ms. Belinda Scott

Senior Manager Corporate Sustainability

Belinda Scott joined National Bank of Abu Dhabi (NBAD) in October 2007. She is Senior Manager Corporate Sustainability with responsibility for developing the bank's sustainability strategy.

She represents NBAD as a member of the Etihad Airways Sustainability Stakeholder Advisory Committee, as an elected member of the Abu Dhabi Sustainability Group's General Secretariat and as a member of the Dubai Sustainability Network Leadership Team. Belinda is the Lead of the Dubai Sustainability Network's Stakeholder Engagement Task Group and actively participates in the AD SG Flagship Programmes.

Prior to joining NBAD, Belinda was CSR and Sustainability Specialist at the Dubai International Financial Centre (DIFC). During her time at DIFC, she successfully brought CSR on to the agenda and established and headed

the CSR Committee.

Belinda was a member of the taskforce which created 'Dubai - Simply Accessible', a pocket guide for special needs tourists which was published by the Department of Tourism & Commerce Marketing.

Before returning to the UAE in 1998, she worked in multicultural education for local government in England where she focused on establishing support initiatives for ethnic groups in the community. Belinda has experience in social care specifically related to disabled adults and the elderly in both the public and private sector. She has also held elected committee positions in pre-school education.

Belinda holds a Post-Graduate Certificate in Sustainable Business from the University of Cambridge Programme for Sustainability Leadership.



Mr Khalid Al Mqeemi

EHS Division Director at the Department of Transport

Mr. Khalid Al Mqeemi is a Chemical Engineer and also holds a M.Sc. degree in Process Safety and Loss Prevention from Sheffield University. For the past 18 years, across three continents of North America, Asia and Middle East, he has worked extensively in Environmental Health and Safety, Security and Business Continuity for both, private and public sectors that include Abu Dhabi National Oil Company, Shell Oil and Dubai Holding.

Khalid is an accomplished Management Advisor for a wide range of diversified

industries and has in-depth knowledge of the Oil & Gas, construction and transportation industries including current and emerging national and international policies, regulatory arrangements and drivers for improvement.

Khalid is currently EHS Division Director at the Department of Transport, provides strategic advice and support on Environmental Health and Safety, Security, Sustainability Management & Crisis Management to the Surface Transport, Maritime and Aviation Sectors of the Emirate of Abu Dhabi.



Dr Jamila Suliman Khanji

Advisor of Research and Studies, Family Development Foundation

Dr. Jamila Suliman Khanji currently works as Advisor of Research and Studies, Family Development Foundation (FDF), Abu Dhabi. Prior to her position as Advisor, she worked in FDF as Director of Community Services Division, Acting Manager of Strategic Department, and Manager of the Health Department. Dr. Khanji has conducted many seminars and training workshops and published numerous papers in her fields of specialization which include brain hemisphericity, perceptual styles and learning Strategies in Europe and the United States. Her studies in this field are considered pioneering in the Arab world.

Dr. Khanji has represented the UAE in international events and is a member of many committees in and outside her organization. She was a Media Spokesperson for the FDF from 2008–2011. She has been awarded many awards and honors including: short listed in The Abu Dhabi Award for Excellence in Government Performance, 2009, for Professionals; Sheikh Khalifa Bin Zayed Award, 2005; Rashid's Prize for Scientific Research, 1996 and 2000; Prize of the Ministry of Higher Education and Scientific Research for the "Best Research for MA Degree," 1997; and University Prize for "Graduation with Distinction," Faculty of Art, UAE University.



Ms. Yasmeen Al Rashedi

Program Implementations & Execution Manager, Estidama Dept.

Responsible for reviewing, assessing and evaluating major development proposals across the Abu Dhabi Emirate to ensure developments are consistent with the plans, policies and guidelines adopted by the Urban Planning Council and the strategic government vision.

sustainability rating assessors in design, construction, and operational sustainability for developments. This role aims to ensure effective implementation of the "Estidama" Pearl Rating Systems government sustainability program for both buildings and communities.

Yasmeen has overseen, reviewed and managed the assessment of many of the large infrastructure and community development projects within the emirate of Abu Dhabi to ensure compliance with government planning design and sustainability policies.

As an Emirati national, Yasmeen shows a passion to effectively represent the government of Abu Dhabi and to push the current standards and boundaries of sustainability regionally and internationally putting Abu Dhabi and the UAE on the map for sustainability leaders.

Currently, Yasmeen is managing a team of

Stay in touch with the AD SG on the move and keep up to date on the latest news and activities. Follow us on twitter.

twitter.com/ADSG_Comms

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Abu Dhabi Sustainability Group

Masdar @Masdar 24 Nov
In @guif_news Masdar's CEO shares ideas about sustainable growth, the water-energy-food nexus and how #UAE can lead. goo.gl/TiaApa
Retweeted by AD SG

ADSG Hiwar 2013 - Climate Change and Financing the Green Economy

The ADSG held its Hiwar (which is the Arabic word for dialogue) Session as a platform for public discussion & debate on Climate Change and Financing the Green Economy. This session, the third ADSG Hiwar this year, was held under the patronage of the Ministry of Foreign Affairs (MoFA) and was hosted by Etihad Airways.

The Session provided a framework for developing a mutual understanding on this significant sustainability issue and its implications for Abu Dhabi and the UAE.

The event achieved record attendance levels with participation from a number of high profile professionals, ADSG member organisations, sustainability experts from the government sector, private sector and not-for-profit community.

The session focused on discussing carbon related policies, adequate financing in support of these policies and the impact of realising sustainability goals. Emphasis was on engaging with the audience on the challenges and opportunities that Green Economy offers Abu Dhabi, the UAE and the region.

Ms. Huda Al Houqani, ADSG Director thanked the Ministry of Foreign Affairs for being the patrons of such an important discussion and extended gratitude to Etihad Airways (an ADSG member) for hosting the event.

Prominent speakers from the Ministry of Foreign Affairs (MOFA), Carbon Disclosure Project (CDP), Capital Alternatives Group (CAG), Dubai Carbon Centre of Excellence (DCCE), discussed the following main topics:



MoFA highlights its international role in climate change

- How carbon related policies are supported by appropriate financing and are able to impact key sustainability goals.

- The challenges and opportunities these trends leads towards a Green Economy present for Abu Dhabi.

- Global best practice, cross-industry comparison and raising awareness about how we can create a low carbon future

The panel included Mr. Rob Bradley, MOFA; Ms. Diana Guzman, CDP, Mr. Steve Graham, CAG and the Moderator, Mr. Ivano Iannelli, DCCE

Ministry of Foreign Affairs

The Ministry of Foreign Affairs' Directorate of Energy and Climate Change (DECC) was established by the Leadership of the UAE as clean energy and climate change were identified as critically important and remain central issues to the UAE. DECC works with and manages the relationship with IRENA, engages with stakeholders nationally and internationally including multilateral relations, partnerships and processes. The Directorate leads on Domestic energy policies and constructive international engagement.

The UAE has identified clean and renewable energy as an area for strategic development and investment as the country's vision is to shift from an oil-based economy to a knowledge-based one. During the session, some of the energy challenges in the UAE were discussed including the contrast that the UAE is an energy rich country, however, due to demand the UAE will increasingly become a large net importer of gas, and the cost of gas is becoming increasingly expensive. Looking to the future, there is a need to look at ways to expand on energy efficiency programmes, reduce the volume of fossil fuel that is consumed nationally and thereby reducing emissions.

The UAE is committed to achieving goals at an emirate level as well as national level. Major investment in nuclear energy will help achieve the target of 20% of power requirements by 2020 to form a clean energy source, in addition to goals and targets for renewable energy, which will be delivered through major projects such as Masdar's Shams1.

Understanding the real cost of energy in the UAE and the existence of international various mechanisms (such as carbon credits) allows us to identify opportunities to become more efficient. For example: in 2012, 3% of fuel input into power



The ADSG held a Hiwar Session as a platform for public discussion and debate on Climate Change and Financing the Green Economy.

generation was from oil, which came to 25% of fuel costs. That amounted to 4 billion dirhams that were spent on energy generation, instead of directing those resources towards investment into the community, education or health for example. There is a real need to drive efficiency, focus on clean renewable energy and work with national and international stakeholders to reduce the impact on the environment collectively and to safeguard a brighter future.

CDP

CDP works in more than 70 countries, and they shared that getting insight into what an individual country direction is enables local companies that operate there to receive guidance. Companies see the benefits of effectively managing their environmental impacts, not only in terms of being a good corporate citizen, but as method that enables them to become more competitive globally. [Click here](#) for CDP's short film and [click here](#) for more information about CDP and the reports they issue:

During the Hiwar session, Diana highlighted that companies around the world are engaging with carbon and energy management by learning about with government policies, joining roadmaps, policies, international best practice in order to reduce their impact on the environment.

Diana Guzman, CDP said: "In order to manage, you must measure. At CDP, we have seen the positive environmental action that corporations and governments can achieve when they are equipped with the relevant information. Providing corporations with a global system to disclose carbon emissions in a comparable and consistent way, enables companies and policy-makers to mitigate risks from the use of energy and natural resources, learn from best practice as well as identify opportunities from taking a responsible approach to the environment. The ADSG Hiwar Session was wise to cover this topic since it is a vital foundation for a low carbon economy."

ADSG's Communication Task Force Looks More Closely at Sustainability Engagement



The ADSG CTF at the Masdar Institute library, during the tour.

The ADSG's Communication Task Force, as part of their regular meetings and updates, held their recent meetings, which were generously hosted by ADSG members Masdar and Al Dar. The sessions included speakers and tours of their headquarters.

Recent CTF meetings covered the topic of Sustainability Communications, here are some highlights:

Communications generally face the overall same challenges, however, sustainability communications specifically faces a unique challenge in that the subject is fairly new and not totally understood by the public.

Sustainability is about being "in the black", in terms of the triple bottom line, in the future, encompassing People, Profit and Planet. Generally speaking, the public understands sustainability as a largely environmental piece, area for focus need to include the economic, and social aspects that are sometimes missed. Here are some pointers that we took away from this session:

1. Communicating salient points that demonstrate the story

Points that demonstrate the value of an organisations' contribution within the community. Going green, becoming sustainable is to our community's advantage and will support us in becoming competitive in the future.

This needs to be developed into solid key messages that are told in a compelling manner. Sharing the key issues and work areas that demonstrate the work in progress to the target audience.

2. It is no longer a push dialogue, the old model of communication

Modern consumers are switched on and engaged, we need to create a discussion, through organisational websites, using video and social media. Creating a platform where dialogue and discussions are held and where people can come back to, react to and input into the work stream.

3. Online matters, touch media

Using social media and online platforms. Engaging the public with news stories that talk about your organisations' work around social, economic and environmental impacts and mitigation. Journalism is moving towards interactive material that allows champions to engage and input into evolving issues.

Don't be afraid to use new technology and innovation. It can take your story to a whole new level and help to augment it, redefine it or even find an altogether a better solution for it.

Communication Task Force commitment

Between now and January 2014, the CTF will be entirely focussed on the ADSG's participation in the Abu Dhabi Sustainability Week 2014, identifying and shaping the key messages and activities that will take place in and around the ADSG stand. Let us know your feedback, via email: communication@adsg.ae or via twitter: @ADSG_Comms

Other highlights from CTF meetings included:

- ADSG's participation in the upcoming Abu Dhabi Sustainability Week 2014 (ADSW)
- Development of the speaker list and programme of activities for ADSW, all ADSG members are invited to engage and to propose speakers that can highlight their sustainability achievements. Please contact communication@adsg.ae to participate or for more information about the programme under development.
- The new ADSG portal, development of the content, branding and member presence. You are invited to share your input and ideas via communication@adsg.ae

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Al Dar Headquarters sustainability credentials, please visit: expo2020dubai.ae

Upcoming ADSG Events and Workshops

Responsible Supply Chain & Procurement

17 November 2013

Learn how to integrate sustainability in you supply chain.

Topics which will be addressed include:

- Integration of sustainability criteria in procurement processes
- The responsibility of an organization to its suppliers
- Ways to control and influence suppliers
- Trends on Responsible Procurement
- Developing an Action Plan in relation to Responsible Procurement (Workshop) based on the ADSG Assessment Tool

Responsible Marketing & Communication

19 November 2013

Learn how to recognise and avoid green washing in your communication.

Topics which will be addressed include:

- Ways to ensure that marketing and communications are responsible
- Utilizing Codes of Marketing and Communication
- Developing sustainability related communication plans
- Identifying green-washing cases
- Examples of Communication from various organisations
- Developing an Action Plan in relation to Responsible Communication (Workshop), based on the ADSG Assessment Tool

Introduction to the New GRI G4 Guidelines

20 November 2013

Get familiar with the new GRI G4 guidelines and understand the implications for your organisation.

The aim of this one day Theme Workshop will be to brief ADSG member Organisations on the recently released GRI G4 Guidelines on Sustainability Reporting. The Workshop will include:

- Introducing the latest trends on Sustainability Reporting
- Presenting the new G4 Guidelines
- Identifying the main changes compared to G3.1
- Discussing and understanding the main implications for the U.A.E, as well as organisations applying it -Participants will also participate in the workshop to practice implementation of the new Guidelines.

Energy Management & Forecasting

26 January 2014

Learn how to manage and forecast your energy consumption.

Topics which will be addressed include:

- Ways an organization can predict its energy consumption
- Setting future energy related targets
- Gathering energy related data
- Calculating CO2 emissions, in Abu Dhabi

Registration is free for ADSG members.
[Click here](#) for more information



مجموعة أبوظبي للإستدامة
Abu Dhabi Sustainability Group



Abu Dhabi already has a well-established bus based public transport network

Transport Mobility Management (TMM), also called Smarter Travel, Smarter Choices or Transport Demand Management, is the application of policies and strategies to reduce travel demand, number of vehicle trips generated and encourage mode shift to more sustainable forms of transport.

In addition, Transport Mobility Management (TMM) plans can contribute to wider policy objectives, such as reducing the level of pollutants in the air and encouraging healthy and active lifestyles.

The main objective of the strategy is improving the way of travel, making Abu Dhabi an attractive, efficient and healthier place for the public.

Specific initiatives in TMM strategy could include alternatives to single-occupancy car travel, introduction of flexible working hours, shuttle buses for employees or video-conferencing facilities.

The Transport Mobility Management (TMM) Programme is now in its second year and we are excited to show you what we have achieved so far. TMM is a new concept in Abu Dhabi and we are proud of the successes we have achieved in raising awareness of the issues we are addressing, the

solutions we are advocating, and the real changes that we are helping to deliver on the ground.

The TMM Vision

Abu Dhabi is fast becoming one of the great powerhouses of the region, if not the world. The ability of Abu Dhabi to offer an environment that is safe, secure and open, yet innovative and forward thinking is being increasingly recognised by populations around the world who now look Abu Dhabi as a place to work, invest, visit or live.

Whilst this is an undoubted success story, it does not come without its issues. Congestion on the roads is higher than it has ever been; it is becoming more and more difficult to find a parking space close to your destination; carbon emissions from cars are

on the rise – with consequent implications for public health. Increasingly, people are being late for work, or spending more and more time in traffic rather than at their destination.

Sustainability is increasingly recognised as being integral to the way we live our lives; whether it is in the amount of water we consume, the amount of waste we recycle, or the way we go about our everyday journeys

In order to meet the challenges of the future head on, an overarching and visionary strategy has been developed entitled Plan Abu Dhabi 2030, compiled by the General Secretariat of the Executive Council.

Plan 2030

The Plan: “presents a coherent picture for the future of the City of Abu Dhabi as an environmentally, socially and economically sustainable community and as an increasingly important National capital. It provides for a way to grow and take advantage of the economic opportunities at hand without sacrificing the best of the city and while adding new elements to make it a great world metropolis.”

This is, first and foremost, grounded in the cultural and environmental identity of Abu Dhabi. The city’s population may grow to three million or it may exceed five million by 2030. Regardless, the Plan presents a practical, flexible and sustainable view of the future.

In 2030: “The city will also need a layered transportation network when the population reaches three million. This will significantly reduce the number of cars on the road, creating a better experience for those who are driving. The transportation network should include high-speed rail to distant destinations, a local metro rail, freight rail, a surface network of buses, street cars and light rail, and a fine grain of interconnected streets. The potential for walking must be enhanced, so as to increase the tendency for people to walk, especially for short distances”.

The Role of TMM

Without question, Plan 2030 recognises that transport is a vital component in achieving the 2030 vision. If we view the nation as a living body with the Capital its heart, the transport networks act as the veins and arteries enabling the flow of life-supporting resources – be that human labour, visitors, freight, supplies and services – that keep the city and country alive. Where these arteries get clogged with bottlenecks and congestion, the heart must work harder to keep the body alive. In other words, the city is less efficient and the whole country will feel the effects.

So What Does TMM Really Mean?

TMM seeks to influence travel behaviour through four key approaches, known as The Four Rs:

TMM Hierarchy of Sustainability

Reduce the need to travel at all. The most sustainable and cost-effective approach. *For example the use of video-conferencing instead of travelling to meetings.*

Remode away from private cars and taxis towards more sustainable modes. *For example walking, cycling, public transport use, car sharing or taking a company bus.*

Retime journeys to avoid the busiest times. This will smooth traffic flow and reduce congestion. *For example flexible working hours.*

Reroute journeys away from the busiest streets and junctions – by taking a different route between two given points. *For example avoiding known congestion hotspots.*

Meeting the Vision

TMM has a very significant role to play in helping Abu Dhabi meet its 2030 vision. Encouraging people to walk on short journeys, promoting car sharing and the use of public transport and reducing the need to travel during the busiest times are key measures that can help the Emirate reach its full potential. The work done to date has established the baseline for implementing TMM initiatives on the ground, to enable a comprehensive and widespread roll-out going forward.

Overview of TMM Measures and Initiatives

The current stage of the TMM Project has strived to implement a wide range of schemes in recognition of the fact that different organisations have varying requirements. The types of schemes that TMM seeks to implement form a ‘menu’ of options available to both new and existing organisations.

Car Sharing

Car sharing is one of the most effective ways of reducing traffic congestion. If everybody in Abu Dhabi car shared then the number of cars on the road would be reduced by up to half, there would be substantial reductions in fuel consumption (for private cars), congestion and delays and the costs associated with such delays would vanish overnight.

Abu Dhabi Transport Mobility

To date, TMM has focused on commuting trips to and from work, which make up the vast majority of all trips on the road during the busiest hours of the day and which are the principle cause of, and victims of, congestion and delays.

Car sharing is at its most effective when it is undertaken on a company-wide or office-wide basis, with formal monitoring and website support to 'match' appropriate people. Although there are some start-up costs associated with this; it should be a self-sustaining system once fully operational.



Car Sharing Benefits

- Fuel cost savings
- Reduced vehicle emissions, which means reduced pollution and improved air quality
- Fewer vehicles on the roads, which reduces congestion and delays and helps the economy to prosper
- Easy to set up and appropriate for all organisations, large or small

Flexible Working Policies

The ability to change the way people work; whether by changing the hours they travel ("Re-Time") or enabling a certain level of remote working ("Reduce") is a very effective way of tackling congestion. After all, there is no more effective way of reducing the number of cars on the road than by reducing the number of trips people take in them.

Example - If a company office currently employs 1,000 people full time and 800 of them drive to work every day, this equates to 8,000 car trips a week. If the company launched a flexible working policy that enabled each staff member to work compressed hours, where employees could fulfil their contractual requirement to work 40 hours per week by working four 10 hour days per week and

taking the remaining day as leave, this would reduce the number of car trips made by 1600 per week.

In today's world, remote and flexible working is easier and more cost efficient than ever. Provided staff have the tools they need to do their job effectively – which these days usually only requires a laptop, a phone and internet access – then they can be logged in almost anywhere. Of course, there is no substitute for on-site presence, and such a policy is not suitable for some sectors of employment – shift workers, and customer facing roles for instance – but for those based in offices in particular, working remotely or making small changes to the hours worked can have a real impact.

Flexible Working Benefits

- Supports a healthy work/life balance
- Reductions in the number of vehicles on the road during the busiest times
- Fuel cost and vehicle depreciation savings
- May help in retaining top quality staff as a form of benefit

Park and Ride

Park and Ride provision is a means of intercepting trips en-route between their starting point and their destination. In relation to commuting trips, this usually means intercepting journeys between home and work, which satisfies the 'Reduce' criteria of TMM. Park and Ride facilities are extensive in many parts of the world and have become an established way of reducing traffic congestion in city centres.

The concept is simple. Registered users (or pay-per-trip users) park in a car park reserved for a particular Park and Ride scheme (this might be for a single organisation or collaboration between several groups) and then use a free shuttle bus service that takes them directly to their place of work. With a regular service frequency, there can be real time savings as a guaranteed parking space will alleviate the need to waste time looking for a space, which also saves fuel and emissions and reduces congestion.

There are more substantial start-up costs associated with Park and Ride services and a reasonably large market is needed in order for a scheme to be viable, as securing a site and maintaining a bus service requires investment. However, for medium to large organisations with staff numbers of several hundred or more, Park and Ride schemes can be highly effective and can produce almost overnight results.

Park and Ride Benefits

- Fuel cost savings
- Reduced vehicle emissions, which means reduced pollution and improved air quality
- Reductions in unnecessary mileage as less drivers need to search for a space
- Some sites offer additional benefits to staff, such as free car washes or enabling staff to 'clock in' as they board the bus

Shuttle Bus Services

Staff shuttle bus services are a very effective way of transporting large numbers of people between fixed sites on a fixed rotation. They are most effective at catering for staff that work shift patterns and are very popular and widespread solutions to transport requirements at the world's busiest airports, manufacturing bases, power plants and other large scale, single site developments.

Staff shuttle bus provision can take many forms. They range from transporting labouring staff from their accommodation to construction sites, to the use of executive coaches that transport pilots and flight crew to and from airports, to staff buses for hotel staff, manufacturing engineers, and service personnel, and everything in between.

As with Park and Ride services, shuttle bus schemes are most appropriate for larger bases where many people can be transported at once, where the investment in vehicles is offset by the benefits achieved.

Shuttle Bus Service Benefits

- Fuel cost savings
- Reduced vehicle emissions, which means reduced pollution and improved air quality
- Reductions in unnecessary mileage as less drivers need to search for a space – localised congestion is often caused by such trips
- Some sites offer additional benefits to staff, such as free car washes or enabling staff to 'clock in' as they board the bus

Public Transport

Abu Dhabi already has a well-established bus based public transport network, with new bus services and improvements to existing services being made all the time. Even in the last couple of months the DOT



has made significant improvements to a number of routes such as:

- Route 010 connects Ras Al Akhdar with Al Mina via Tourist Club every 20 minutes / 60 minutes (day / night);
- Route 040 connects Al Marrayah Sowwah Square with Al Bateen Executive Airport via ADNEC every 20 minutes / 60 minutes;

There are now 27% more bus services in Abu Dhabi than six months ago - an impressive expansion that is set to continue. The DoT has big plans for the future of bus services across the Emirate.

Public bus services hold significant potential for organisations looking at reducing the number of people driving to work. As bus services become more established and understood in the Emirate, so they will become more a part of everyday life for travelling around the urban areas.

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Public Transport Benefits

- No financial commitment required from the organisation
- No new vehicles or infrastructure required
- Reductions in congestion and vehicle emissions and associated improvements in air quality
- Enables employees to use the time more effectively to work or relax

Abu Dhabi Transport Mobility

Walking and Cycling

Walking is the simplest and most sustainable form of transport of all - it carries zero cost, is versatile and impervious to issues of congestion or delay on the roads. Except in the most extreme temperatures, walking is a viable means for all short journeys.

The Abu Dhabi DoT is committed to improving pedestrian provision by providing more crossing points and traffic calming areas of high pedestrian throughput, such as the ADNEC site. In future, walking will become a much more significant part of everyday travel within the Emirate for short journeys.

Cycling is not traditionally viewed as a major component of Abu Dhabi's transport network, primarily due to the local climate, lack of infrastructure and lack of a historical connection with cycling. However, in recent years, from virtually a standing start, there has been significant progress in developing cycling provision, especially in the downtown area of Abu Dhabi, which has the greatest cycling potential.

Across the globe, governments are increasingly recognising the valuable contribution that cycling can make in tackling congestion, reducing journey time delays, improving air quality and delivering health and fitness benefits. This is also the case in Abu Dhabi, where the cycle lanes provided along the Corniche area have proven very successful, proving that there is potential to be built upon, particularly for short trips during the cooler months.



Fleet Management

TMM measures can be applied not only to employee travel to and from work, but also to business trips made during the course of the working day. Organisations which have a high level of business travel often have large vehicle fleets; however without effective usage policies and management systems, these fleets can be used in an inefficient manner, incurring high leasing and fuel costs for the organisation and contributing to local problems of congestion and pollution.

Walking and Cycling Benefits

- Walking requires no financial commitment from the organisation, other than any investment in walking maps or other promotional material
- Cycling is a very cost efficient form of transport, and is cost neutral after the initial outlay of bike purchase
- Walking and cycling have the potential to replace many of the shortest car journeys, particularly outside the hottest summer months
- The DOT is investing in walking and cycling infrastructure, making it easier than ever to get around on foot or two wheels
- Walking and cycling are the most healthy ways to travel – they improve fitness and personal health, which has wider societal benefits
- It is statistically proven that people who have healthier lifestyles have lower absentee rates from work

Fleet Management Benefits

- Reduces unnecessary trips / mileage
- Potential reductions in the size of fleet needed due to more efficient use of the existing fleet
- Reduces fuel / lease costs
- Less potential for misuse by employees
- Greater potential for the use of cleaner fuels
- Reductions in the number of traffic fines incurred by drivers travelling on company business.

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Project Market Maintains its Momentum as Abu Dhabi Reaffirms its Global Image

The emirate of Abu Dhabi is maintaining investment in critical infrastructure and prestige projects as it leads the UAE and the region into a new period of rapid all-round growth.

This year has proven to be one of the best for Abu Dhabi's construction industry since the peak in 2009 when new contracts worth more than \$40bn awarded in the emirate. The figure for this year is forecast to be about \$20bn, creating a healthy pipeline activity for the local, regional and international projects companies.

The key factor behind the 2013 award boom has been the oil and gas sector. About \$12bn worth of major projects were placed including the \$3.7bn contract won by Petrofac Emirates and South Korea's Daewoo Shipbuilding & Marine Engineering for the development of the offshore Upper Zakum field. The second oil and gas megaproject was the \$1.88bn deal secured by Hyundai Engineering & Construction for the development of the offshore Satah al-Razboot (Sarab) oil field for the Abu Dhabi Marine Operating Company (Adma-Opc). The CEO of ADMA OPCO, Mr Ali Al Jarwan will be discussing the twenty year plan and forecast for business strategy and development of the UAE's oil & gas sector.

The expectation is that the value of new project awards in oil and gas will drop in 2014 and that high levels of investment in non-oil sectors will drive the projects sector this year. Contracts that could be included in Emirates Aluminium's alumina scheme and phase one of the long-awaited Abu Dhabi Metro being developed by the Department of Transport.

Investment will of course continue in Abu Dhabi's essential infrastructure: roads, electricity generation, transmission and distribution, and water, sewage and water reuse. The emirate's total population including foreign residents is now about 2m and is forecast to continue growing by about 3 per cent a year or more for the foreseeable future. This in turn is driving demand for expansions in the social infrastructure: schools, clinics and hospitals,

universities and affordable housing.

Responding to changes in the regional economy since the 2008 financial crash, the government is amending the second phase of the amazing long-term Abu Dhabi 2030 Vision strategy document. The full elaboration of the amendments will be presented at the 8th MEED Abu Dhabi Conference at the Westin in Abu Dhabi on 8-10 December. The Urban Planning Council's Executive Director for Planning and Infrastructure, Amer Al Hammadi will define the changes and impact on the supply chain supporting major projects in the emirate. He will also focus on opportunities in middle-income housing, real estate and developing industries.

The theme of the event, which will be opened by Abu Dhabi Department of Economic Development (ADDED) undersecretary Mohammed HE Omar Abdullah, is the emergence of Abu Dhabi as a global hub for energy, industry, finance, logistics, aviation, healthcare, education and leisure. The implications will be explored by top representatives from key Abu Dhabi government stakeholder agencies: the Abu Dhabi Food Control Authority, the Environment Agency – Abu Dhabi; the Health Authority Abu Dhabi, Zonescorp, Kizad and the Abu Dhabi Municipality.

The increased emphasis on the western region will be highlighted in a special presentation by Mr. Mohamed Ebrahim Al Hosani, director of the Western Region Development Council. He will outline the objectives of the \$82bn in capital investment expected in the Western Region (Al Gharbia) in the next five years.

The Al Gharbia is the location of some of Arabia's most exciting leisure and tourism developments including the majestic Qasr al-Sarab resort in the Liwa Oasis and the Anantara Resort on Sir Bani Yas Island near Ruwais.

The rise of Abu Dhabi as a global tourism destination will be covered in a special one-day Abu Dhabi tourism and leisure workshop developed in association with the Abu Dhabi Tourism and Cultural Authority (TCA Abu Dhabi) that MEED will hold before the main event. Speakers will include representatives of international and regional tourism authorities, hotel brands and major hotel owners.

Edmund O'Sullivan, Chairman, MEED Events

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H.E. Rashid Mohamed Al Shariqi
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Abu Dhabi Food Control Authority (ADFCA)



H.E. Prof. Maha Barakat
Director General
Health Authority Abu Dhabi (HAAD)



H.E. Eng. Abdullah Al Shamsi
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Director
Regional Development Division, Western Region Development Council (WRDC)

BENEFITS OF ATTENDING:

- **Align your business strategy** with the updated Abu Dhabi 2030 diversification plan across pinpointed sectors including metals, transportation, agriculture, aerospace and technology
- **Gain first-hand information** on the US\$ 346.7 billion projects market (2013 - 2030) in the Emirate of Abu Dhabi through updates and required investments, including ADM's new Smart City project
- **Learn about the challenges and potential solutions** for efficient project delivery and procurement in Abu Dhabi to maximise opportunities in the region

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Investment by Using Palm Trees' Wastes in the Paper Industry

Date palm tree (*Phoenix dactylifera* L.) is one of the oldest fruit trees in the United Arab Emirates. It is an extensively cultivated tree for its edible fruit. The date palm tree is widely grown in the UAE due to the suitability of the climate and soil.



The date palms are grown as part of the strategy to decrease the danger of desertification. The government supports the planting of thousands of hectares of date palms in the UAE's deserts and around oases. More than 40 million trees have been grown in the UAE until 2009, of which 16 million as part of roads and public landscape(1).

Palm trees generate large amounts of wastes every year such as leaves, leaflets, rachis, beside other residues during the regular maintenance of the tree. Different field studies and researches showed that when each palm tree is trimmed on a regular basis, it could give about 25 kg of wastes per year (2).

Until recently, date palm wastes were used in many traditional industries and handicrafts such as mats, hand fans, rugs, baskets, different types of containers for domestic use. Whereas the trunk tree was used to make pillars for huts. It was also utilized for construction of aqueducts and bridges. Nowadays, due to the availability of more convenient materials, which proved better to satisfy the human needs, most of the palm wastes are misused and not utilized properly. Several attempts have been developed to use them in new industries such as animal feed, industrial feedstock, etc.



My query is: why don't we utilize date palm wastes in industrial applications in the UAE such as in pulp and paper industry?

The three main components of the fibrous parts of any plant are cellulose, hemicellulose and lignin. Their composition and percentages vary from one plant species to another. In addition, the composition within a single plant varies with age, stage of growth, and other conditions (3)

Many researchers over the past years have studied the chemical compositions of the date palm parts; especially leaves, leaflets and rachis. They also found that date palm wastes could be considered as a good source of fibers for papermaking. The higher the percentage of cellulose, the better the plant is as a source for paper making because paper is mainly made from cellulose. For example, the cellulose content is 40-45 % in wood, 90% in cotton fibers, 47 % in rice straw, 30 % in neem tree, 43% in date palm rachis, and 35 % in date palm leaflets (4).

The common raw material for paper production is wood. The demand for wood fiber is a major cause of deforestation. About 93% of paper originates from trees (virgin pulp and recycled wood-based paper) and 7% from non-tree sources like agricultural wastes. Since 1960, more than one-fifth of the world's entire tropical forest cover has been removed (5). It takes between 2 and 3 tons of timber to make one ton of paper.

In order to estimate the expected annual quantities of date palm wastes from a total of 40 million trees grown in the UAE, assuming that 70% of this number is subjected to regular maintenance annually, which totals to 28 million trees. According to the previous studies, when each palm tree is annually and regularly maintained, it can provide about 25 kg/year of wastes. Making the palm wastes around 700 thousands ton per year. This massive quantity of wastes have no real markets. Therefore, using it as raw material for pulp and papermaking applications rather than just destroying them is a very important way to save the environment and achieve a potential economic purpose. Discarding the date palm wastes

can lead to several environmental risks such as the decomposition of wastes that can result in the emission of carbon dioxide, volatile organic carbons (VOCs) and the spread of fungal diseases, which harm the environment and the plantings around the palm tree (2).

In my opinion if the UAE can be partly self-sufficient in terms of pulp and paper production by utilizing date palm wastes as a raw material; it will be a great achievement on both environmental and economic fields. This kind of investment will create jobs for large number of fresh graduates. Thereby, we could have national technical staff capable in tracking the latest techniques in this industry according to modern scientific development. Finally, realistic economic feasibility studies are required in order to reach the optimum utilization of date palm wastes.

Roudha Al Dhaheri
Al Ain City Municipality

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Energy Conservation and Carbon Management Innovation

The ADSG got an opportunity to meet with William Ward, Director of Business Development at Synetica, to ask some questions about the most recent developments in energy and carbon management.

ADSG: When developing an energy management programme, what are the first steps you need to take?

William: The first stage in any effective energy efficiency programme is the implementation of Metering, Monitoring and Targeting (MM&T). The adage "if you cannot measure it, you cannot manage it!" is especially true in Energy Management. Implementing MM&T will enable avoidable waste to be identified and reduced and is also the key tool in creating and using an energy awareness policy to change & motivate behavioural change. The results will also allow you to identify the most beneficial way to deploy additional energy efficiency technologies, calculate savings potential and verify the performance post implementation.

The Carbon Trust Standard was developed in 2007/08 to encourage good practice in carbon measurement, management and reduction by businesses and public sector organisations. We are proud that Synetica is an accredited Carbon Trust Standard Assessor and therefore has significant experience in carbon footprint methodologies that we are happy to share with ADSG members.

ADSG: What advice would you share with ADSG members who are embarking on their energy and carbon management programmes?

William: Achievable significant energy savings can be realised by most businesses by identifying and addressing avoidable waste. This waste occurs for a variety of reasons including poor control, changes in the facilities operation, maintenance issues and behaviour aspects. These savings can be easily untapped once detailed half hourly consumption profiles are available for each major point of

consumption which help reveal waste. Metering and monitoring should also be used alongside any other energy efficiency initiative such as lighting upgrades to verify that the projective savings are actually being realised. Our experience shows that even new energy efficiency capital projects fail to achieve their potential due to commissioning or operational issues which can be easily picked up by metering and monitoring.

ADSG: When implementing MM&T, how can you overcome the challenges posed particularly in older style building?

William: To provide insight into the drivers behind most of the Energy Certification programs, an independent review highlighting the value of 'Smart Metering for the Business' found that advanced metering for SMEs identified on average savings of 12%. Having said that, the benefits of energy conservation with the associated carbon emissions reduction provide an incentive in their own right and most businesses can see the value of introducing MM&T.

There are circumstances that sometimes pose a challenge, such as the scenario with an older building. Synetica has developed an innovative solution to effectively measure, monitor and control energy consumption and environment to achieve significant reductions in energy costs and carbon emissions using a unique wireless metering system that allows energy to be monitored via non invasive, flexible transducers, which achieve Class 1 metering accuracy.

Wireless communications significantly reduce the installation time and pre wired sensing coils permit the meters to be installed without power interruption. The compact sensing coils can be easily installed in the limited space available in existing distribution boards and switchgear, where the size of a traditional Current Transformer presents a challenge.

The solution also connects to both wired and wireless environmental sensors such as temperature, humidity, light level, solar irradiance, pressure etc. and this data may be logged and presented alongside the energy consumption data.

The system provides a complete end to end solution for collecting energy and environmental data for electricity, gas, heat and water via wireless or wired meters and sensors which is then sent via the Internet to the Synetica Web dashboard, enVision, where the data may be presented and analysed in a comprehensive range of charts and tables to identify waste and optimise performance.

Sustainability in Practice

Meet with Industry Experts and
Engage on the Latest Thinking

Date: 10 December 2013

Time: 9.00am -12.00 am

Location: Al Mamoura Building A

ADSG HIWAR

Learn about leveraging strategic sustainability to drive innovation and business success at this event.

With a unique focus on the role of sustainability officers and managers within organisations, you will meet leading players in the industry who have wielded sustainability to bring benefits to their business. This exclusive network of forward looking industry peers and innovators who have utilised their expertise in sustainability to elevate their business will share their experience and insights into the role sustainability plays for organisational success.

This Hiwar session will provide an excellent networking opportunity whilst showcasing the latest trends in sustainable practices with examples and case studies. The full programme will be unveiled in the coming weeks and will be emailed to registered attendees.

Please share the news of the ADSG Hiwar with colleagues, clients and business partners who cannot afford to miss this leading event.

To register or for more information please contact communication@adsg.ae.



مجموعة أبوظبي للاستدامة
Abu Dhabi Sustainability Group



EAD and Partners Revamp Sustainable Schools Initiative

EAD and Partners Revamp Sustainable Schools Initiative

At an event held on the International Day for the Preservation of the Ozone Layer, the Environment Agency – Abu Dhabi (EAD) revealed a new version of its environmental education programme, the Sustainable Schools Initiative (SSI), which will see it engage more youth locally, regionally and internationally. The announcement was made in the presence of officials from the Abu Dhabi Education Council (ADEC), which continues to support the roll out of the initiative in schools across the Emirate, and BP - the long-term sole sponsor of this initiative for the past four years.

[Click here for more details](#)

EAD and Key Government Partners Helping to Shape Abu Dhabi's Climate Change Strategy

EAD gathered its government partners in a workshop to discuss how to best adapt to and mitigate the effects of Climate Change in Abu Dhabi on 8 October 2013. The lead entities for policy setting regulation, enforcement and operations affecting - and being affected by - climate change in the Emirate of Abu Dhabi

convened to develop the Emirate's High Level Strategy and Action Plan for Climate Change Mitigation and Adaptation for the years 2014 to 2018. This in line with the Emirate's plan, which is being supervised by the General Secretariat of the Executive Council of the Emirate of Abu Dhabi. *[Click here for more details](#)*





Hamed Bin Zayed awards the winning companies in the 12th Sheikh Khalifa Excellence Award

Hamed Bin Zayed awards the winning companies in the 12th Sheikh Khalifa Excellence Award

Under the patronage of His Highness General Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, Deputy Supreme Commander of the UAE Armed Forces; and the attendance of His Highness Sheikh Hamed Bin Zayed Al Nahyan, Chairman of Abu Dhabi Crown Prince's Court, the closing ceremony of the 12th Sheikh Khalifa Excellence Award (SKEA) was held at the Emirates Palace in Abu Dhabi on the evening of Tuesday 26 September 2013.

[Click here for more details](#)

NBAD Wins Sheikh Khalifa Excellence Award

The National Bank of Abu Dhabi (NBAD) has won the highly prestigious Sheikh Khalifa Excellence Award- Diamond Category confirming the Bank's position as a leader in the financial industry.

H.H. Sheikh Hamed bin Zayed Al Nahyan, Chairman of Abu Dhabi Crown Prince's Court, presented the award to H.E. Nasser Ahmed Khalifa Alsowaidi, Chairman of the NBAD Board.

[Click here for more details](#)



Best Practices Conference to kick off in Abu Dhabi tomorrow Monday

The Abu Dhabi Chamber of Commerce and Industry and The Shaikh Khalifa Excellence Award (SKEA) organized the Best Practice Conference on 23rd September 2013 at the Emirates Palace Hotel, in collaboration with the European Foundation for Quality Management (EFQM). A number of well-known experts in quality and excellence delivered key notes during the conference. [Click here for more details](#)

An important step towards transforming to consistent investment: Abu Dhabi Entrepreneurs Forum 2013.

Under the patronage of his highness Sheikh Mohammed bin Zayed al Nahyan, Crown Prince of Abu Dhabi, Vice Commander of the Armed Forces, the Abu Dhabi Entrepreneurship Forum launched on 8 and 9 October, organised by the Khalifa Fund for Enterprise Development. The forum took place at the Abu Dhabi National Exhibition Center. [Click here for more details](#)

Ethiad Airways announces Fuel Optimization Week

As part of its on-going efforts to limit its carbon footprint, Etihad Airways, the national carrier of the United Arab Emirates, initiated a week-long campaign to promote its company-wide fuel efficiency programme designed to further raise awareness of its significant efforts to reduce carbon emissions. [Click here for more details](#)



Emirati Students Explore Career Paths at Mubadala Youth Forum 2013

Mubadala, the Abu Dhabi based investment and development company, hosted its third annual Youth Forum on 24 September 2013. The event attracted Emirati students and business leaders along with education and youth empowerment advocates from across the nation encouraging a dialogue about the exciting fields and career paths available in the UAE. [Click here for more details](#)

Overwhelming demand for participation in Abu Dhabi Entrepreneurship Forum 2013 surpasses expectations

The Khalifa Fund for Enterprise Development has revealed that an overwhelming volume of applications and enquiries have been received from a broad range of institutions, governmental agencies, SMEs, influential decision-makers and numerous others seeking to participate in the Abu Dhabi Entrepreneurship Forum (ADEF) 2013. According to the latest figures, over 1,000 applications have so far been received, but this number is constantly on the rise.

[Click here for more details](#)

Gathering will bring together global ideas and best practices

Conserving precious groundwater resources, which accounts for 63.3 per cent of water resources in the emirate of Abu Dhabi, will be a key focus of an upcoming global summit.

[Click here for more details](#)

Dolphin Energy powering Emirates Foundation programmes for Youth Development

One of the UAE's biggest energy companies, Dolphin Energy will work with the Emirates Foundation for Youth Development to create programmes to empower, inspire and motivate the country's young population.

[Click here for more details](#)



Dolphin Energy powering Emirates Foundation programmes for Youth Development

Emirati student and scholar of ADWEA publishes three scientific papers on FCLs

Masdar Institute of Science and Technology announced that a UAE national student and a scholar of the Abu Dhabi Water and Electricity Authority (ADWEA) has published three scientific papers on different Fault Current Limiters (FCLs) technologies, to help utilities save millions of dollars and maintain the security and stability of their networks in accordance with the highest international standards. Engineer Surour Alaraifi, an Electrical Power Engineering student at Masdar Institute and an employee of Abu Dhabi Transmission and Despatch Company (TRANSCO), an entity wholly-owned by the Abu Dhabi Water and Electricity Authority (ADWEA), has become the first UAE national to publish three papers in a single academic year.

[Click here for more details](#)



Agreement Aiming to The Economic Empowerment of Women

Sheikh Khalifa Fund and the Family Development Foundation (FDF) signed an agreement aiming to empowering women and developing their abilities to promote their effective participation in the social and economic development of the emirate of Abu Dhabi, and widening the base of women's participation in the field of entrepreneurship.

[Click here for more details](#)



Kuwait Petroleum International issues first sustainability report

Kuwait Petroleum International (KPI) proudly issued its first sustainability report for the year 2012-2013.

The Q8 Corporate Sustainability Report (CSR) was prepared using the Global Reporting Initiative's (GRI) International Guidelines and officially certifies KPI against the internationally recognized GRI Application Level Check.

[Click here for more details](#)

EcoCity World Summit to convene in UAE capital in 2015

The EcoCity World Summit – the biennial cross-disciplinary gathering of all involved in building sustainable cities - is to come to Abu Dhabi city, the capital of the United Arab Emirates, in 2015.

[Click here for more details](#)



[Kuwait Petroleum International issues first sustainability report](#)

ADSG Members





RETIRING SOON

The ADSG website is retiring soon, but do not worry we are working on a new exciting website!

Help us now to bring it to life with your logos, images and stories.

Please contact communication@adsg.ae

ADSG IN A NUTSHELL

NETWORKING

A unique network of 42 leadership organisations in Abu Dhabi that brings public, private and not-for-profit sectors together to address sustainability challenges through a new cross-cutting institutional platform for collaboration on policy instruments.

HISTORY

Set up by the Environment Agency - Abu Dhabi with the support of the Executive Council of the Emirate of Abu Dhabi

TRANSPARENCY

Promotes transparency by encouraging members to report on their sustainability performance resulting in 17 member organisations disclosing reports on their sustainability performance using international best practice.

AWARENESS

Raised sustainability awareness across Abu Dhabi through building capacity of its members.

ACCOUNTABILITY AND RESPONSIBILITY

ADSG members are increasingly integrating sustainability considerations into their planning and decision-making processes.

INTERNATIONAL RECOGNITION

Raised Abu Dhabi's international profile as #1 worldwide by having the highest number of government organisations reporting in accordance with the Global Reporting Initiative (GRI) guidelines.



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