



Dear Business Partner,

Our focus in 2011 is to continue building on the excellent efforts that we put in together to further sustainability and a genuine concern for the environment both locally and regionally. Additionally, we look forward to continue to serve a growing business community that works to conserve our energy, natural and environmental resources.

Unlearning practices that have set in over time is not easy but the change is definitely happening with the concept of sustainability attracting more attention due to its potentially significant impact on the corporate bottom-line.

Climate change is an international issue that needs to be tackled on that scale and it will continue to remain a challenge in 2011. However, the silver lining is that demand for low-carbon technologies continues to be on the rise internationally among businesses due to increasing commitment towards sustainability. This in turn is fuelling innovations and technological breakthroughs necessary for a future that is both cleaner and lower in carbon footprints.

In line with our focus in 2010, we will continue to put more efforts in the advocacy of green practices as awareness is the first step in securing wider commitment for sustainability and reducing greenhouse-gas emissions.

In this edition of the newsletter we have endeavoured to showcase a selection of our activities within the sphere of sustainability and as always we look forward to your valuable feedback.

Regards,

**Ahmed Lootah**  
ENPARK Senior Manager, Business Development

Highlights of this Quarter

- Holistic Approach Required to Secure Region's Freshwater Supplies, Say Environment Experts
- SEED Hosts Australian Student Delegation in Collaboration with Dubiotech
- TECOM Business Parks Participate in 'Clean Up the World' Campaign in Dubai
- Enpark Participates in Dubai Municipality's Envirocities Conference
- Dubai Industrial City & SEED Complete 40% of Water Conservation Programme at DI Labour Villages



### Holistic Approach Required to Secure Region's Freshwater Supplies, Say Environment Experts



A holistic approach towards water and wastewater management must be collectively adopted by the region's public and private sectors if freshwater requirements of its growing population and expanding economies are to be adequately met, according to environment experts.



In addition, water consumption habits by individuals and households would also be a critical component to determine the level of success achieved in this objective.

The overarching messages emerged from the 'Water and Wastewater Management' Green Brunch seminar on 23 November organised by the Energy and Environment Park (ENPARK), a sustainable community model for commercial and residential use and a member of TECOM Investments' Sciences Cluster.

Ahmed Lootah, Senior Business Development Manager, ENPARK, said: "The environmental challenge is to find a workable balance between preserving water, relying on the energy-intensive process of desalinating seawater, plus treating and recycling industrial and household wastewater. Ultimately, it remains our collective responsibility to manage how much water we use on a daily basis. Some experts at the Green Brunch event have pointed out that the daily per capita consumption of water in the UAE is 250 litres and have suggested a more sustainable figure of 180 litres."

Ivano Iannelli, Special Operations Director, Averda, pointed out that not only does treatment of wastewater remove pollutants, it also results in the recovery and capture of methane, a major greenhouse biogas responsible for global warming. Such a treatment process can earn an organisation valuable carbon credits



under the Clean Development Mechanism defined in Article 12 of the Kyoto Protocol.



Averda International is an integrated group of companies covering the collection, treatment, recycling and sanitary landfilling of municipal solid waste, manufacturing, real estate and information technology.



Already, green technology is gainfully employed by the region’s hydrocarbon industry. Five Oceans Environmental Services, which was one of the participants in the execution of the Nimr Reed Bed Project in Oman, presented a case study highlighting the successful implementation of naturally sustainable processes with minimal energy inputs. Extraction of oil at Nimr produces wastewater up to 250,000 cubic metres per day, which is now treated using reed beds (a technique that uses the natural filtration processes of aqueous plants in a controlled environment to significantly reduce pollutants in wastewater) and evaporation ponds.

The high carbon footprint involved in producing, transporting and disposing of water in

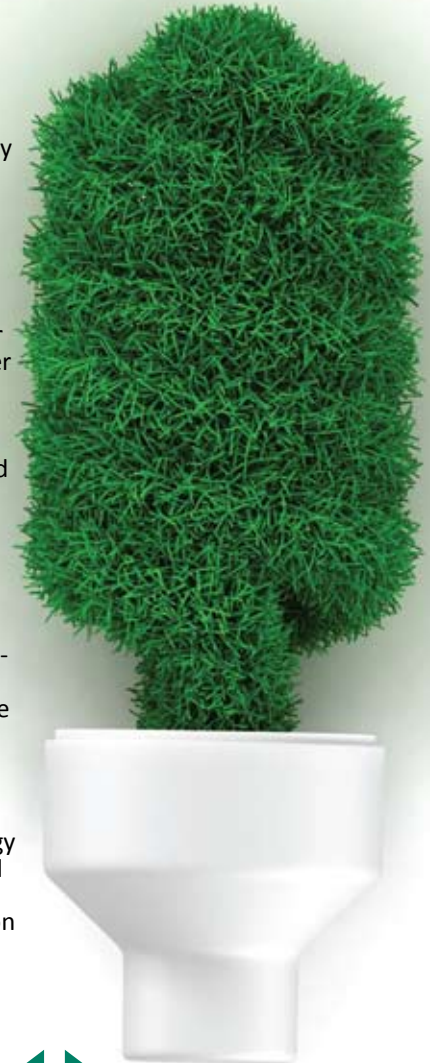
plastic bottles, and the health risks posed by consuming bottled water were encapsulated by Bassem Fakhry, President, Dynamics Energy and Water Solutions, with a special focus on consumption trends in the UAE. Asked if tap water was safe to drink, Fakhry replied that while public utilities apply stringent measures to render freshwater potable, it was essentially the condition of storage tanks in local buildings that would determine whether households should reach out for bottled water or not.

The next instalment in ENPARK’s Green Brunch series will be themed ‘Solid Waste and Recycling Management’ and take place on 20 December at the Amwaj Rotana.

Earlier this year, ENPARK hosted seminars on ‘Energy Efficiency’ and ‘Green Retrofitting’ in July and October as part of the Green Brunch series to highlight how environmental sustainability can be fine-tuned to meet the challenges of a desert topography through the use of innovative green technology and resourcefulness.

Both events featured presentations and open debates to help raise awareness of new energy and environment-related technologies as well as solutions available in the regional market. The two events drew enthusiastic participation from the local building industry and business communities.

To access the presentations and the pictures kindly [click here](#)



## SEED Hosts Australian Student Delegation in Collaboration with Dubiotech

As part of SEED's ongoing outreach and education initiatives, Moh'd Hidayath, Senior Manager – SEED and Siby Koshy Senior Executive – Campus Management, Dubiotech, hosted a delegation of students from the Australian Box Hill Institute at the Dubiotech's Nucleotide Lab Complex.



During the visit, Hidayath presented the LEED features of the building followed by a site tour hosted by Siby. During the presentation, TECOM's leadership role in sustainable development in the region was elaborated.

The First LEED certified laboratory complex of the Middle East, the Nucleotide Lab Complex is a Biosafety level 3 (BSL-3) category laboratory as well as a LEED Silver Certified Facility, and one of 5 LEED certified projects developed by TECOM Business Parks.

In the past, SEED had hosted a similar delegation

from the Box Hill Institute at the premises of the LEED Certified Dubai International Academic City in collaboration with its campus management team.

## TECOM Business Parks Participate in 'Clean Up the World' Campaign in Dubai

TECOM Business Parks today announced over 200 employees from various departments across its clusters as well as staff members of the business partners participated in the 'Clean Up the World' 2010 campaign.



As part of the endeavour, TECOM Business Parks distributed nearly 400 jute bags and 150 recycling bins to business partners during the campaign that is organised in collaboration with Dubai Municipality.



TECOM Business Parks' involvement confirms its commitment to social responsibility and ongoing endeavour to contribute to the community.

The participating TECOM's entities included Dubai Studio City, International Media Production Zone, Dubai Internet City, Dubai Outsource Zone, Dubai Knowledge Village and Dubai International Academic City.



Hussain Dawood Ali, Executive Director of Quality and Health, Safety and Environment (HSE) Department, said: "We remain committed to environmental sustainability and the participation of various entities within the TECOM Business Parks in the 'Clean up the World' campaign strongly confirms this approach. The global initiative offers an ideal opportunity for the business community to take action and contribute to building awareness towards safeguarding and preserving our environment."

A community-based environmental programme

organised by the United Nations Environment Programme (UNEP), the 'Clean Up the World' initiative aims to inspire and empower individuals and communities from every corner of the globe to clean up, fix up and conserve their environment.

Now in its 18th year, 'Clean Up the World' annually mobilises an estimated 35 million volunteers from 120 countries, making it one of the largest community-based environmental campaigns in the world.

TECOM Business Parks' entities participate in key initiatives that are organised globally and regionally. ENPARK, a sustainable community model for commercial and residential use and a member of TECOM Investments' Sciences Cluster, launched a TECOM-wide campaign to mark the World Environment Day in June 2010 that involved the collection and exchange of conventional light bulbs for new energy saving bulbs provided by Emirates Wildlife Society (EWS) in association with WWF (EWS-WWF). The month-long campaign translated into a sustained and wider operation with several organisations across the UAE stepping forward to participate in the initiative.



## Enpark Participates in Dubai Municipality's Envirocities Conference

Enpark was among the companies that participated in the two-day conference organised by the Environmental Centre for Arab Towns (ECAT) in cooperation with Dubai Municipality. Titled «Green Cities,» the conference at the Intercontinental Hotel was attended by His Highness Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, UAE Minister of Finance and Chairman of Dubai Municipality.



Enpark's participation was in line with its profile as a prominent organization which constantly works to promote sustainability and increase awareness on key environmental challenges affecting the region.

Sougata Nandi, Executive Director of Asset Management & Sustainable Development, was among the illustrious speakers, leveraging on his extensive experience in Green Buildings

and Green Success Stories from Built Environment.

During the conference, the minister of Environment and Water, Dr. Rashid Bin Fahad, addressed the audience with the following words: "We have always been keen to incorporate the environmental dimension in the developmental plans. Realizing the pressures of urban development boom, the UAE has given much importance to apply sustainable solutions including transforming the city areas into green, which in turn will reduce the impact of carbon emission and protect the environment".

Eng. Hussain Nasser Lootah, Director General of Dubai Municipality, also stressed the academic importance of the conference and the urgent need for similar initiatives that examine the issue of green cities, an important topic with obvious implications for the ecological balance.



## Dubai Industrial City & SEED Complete 40% of Water Conservation Programme at DI Labour Villages

As part of the identified project, all washbasin taps, showers and shut-offs were to be retrofitted with restrictors in order to reduce potable water consumption in the Labour Villages by 30%. The project with a Capex outlay of AED 59,000/-, was expected to reduce potable water cost by AED 440,000/- per year. In order to ensure that the project would be successfully implemented without causing undue occupant complaints, SEED & DI's FM team, rolled out the installation gradually.

As of October 2010, this project has reached 40% completion, with the retrofit complete in 6 out of the 14 buildings in the Labour Villages. It is estimated that the current installation will reduce potable water costs for DI by approximately AED 274,000/- per year on a recurring basis. In addition to the potable water cost savings, this project will also reduce DI's carbon footprint by 416 Tons per year, thus having a positive impact on its environmental performance.

DI's FM team has actively pursued the project with support from SEED to make this happen. The Commercial Offices at DI were retrofitted with water restrictors before end of 2009 itself.

Abdulla Belhoul, MD of DI said, "It is now well established that sustainable development

makes business sense. TECOM has clearly proven this over the past almost 4 years during which Energy & Water Conservation and LEED Certified buildings have demonstrated tremendous cost savings. DI is keen to take advantage of SEED's expertise and well established track record, in order to not only improve our financial bottom-line, but also to reduce our environmental impact. Our FM team is actively seeking opportunities to reduce Opex. Our collaborative efforts with SEED will generate tremendous benefits through a process of synergy."

Sougata Nandi, ED of AMSD said, "We have always received positive support and encouragement from all Brands of TECOM for the sustainable development initiatives that SEED has proposed. The true hallmark of the success of sustainable development has been great team work. SEED's technical expertise in sustainability and the on-site knowledge of respective FM teams, have created a fantastic combination that has generated tremendous results consistently, helping TECOM maintain its leadership status in the Region of a responsible business organization."



## Phoenix Contact to Participate in Middle East Electricity Exhibition 2011



Phoenix Contact Middle East is participating in the Middle East Electricity Exhibition (MEE) scheduled to be held at the Dubai International Exhibition center from 8th to 10th February 2011.

Phoenix will be receiving visitors from 10 a.m. to 6 p.m. at its booth located in Za'abeel Hall, Stand ZV10.



The Middle East Electricity Exhibition 2011 will feature Government bodies and private companies seeking energy solutions to reduce consumption and increase capacity. Over 1,000 local, regional and international exhibitors from Power, Water, Lighting, and renewable energy sectors are scheduled to participate in the event.

Middle East Electricity delivers success year after year. Middle East Electricity 2010 statistics:

1. 100% of exhibitors achieved their overall objectives of participation
2. 98% of exhibitors were satisfied with the quality of visitors who attended
3. 95% of exhibitors stated that Middle East Electricity 2010 immediately increased their business prospects
4. 86% of exhibitors view Middle East Electricity as being crucial to their marketing activity
5. 92% of exhibitors stated that the number of visitors met or surpassed their expectation

Phoenix will showcase its latest innovation in products and technologies, utilizing the facilities for meetings between its team of experts and customers.

Those interested in attending can pre-register online through by [clicking here](#) for a fast-track entry and a complimentary catalogue. Alternatively, send an e-mail to [aababao@phoenixcontact.com](mailto:aababao@phoenixcontact.com) and we can arrange the registration.

For more information, please contact Hesham Hammad Product Manager at PHOENIX CONTACT Middle East via email at

[Hhammad@phoenixcontact.com](mailto:Hhammad@phoenixcontact.com)



## Clarity out of confusion!



Sustainability Advisory Group is once again offering an executive course on Corporate Responsibility (CR) and Sustainability in Dubai. The three-day course *Creating Value through Corporate Responsibility and Sustainability Management – The Why, The and The How?* will be a hands on exploration of the business case, key concepts and standards and their strategic and practical implications for business.

The key objectives of this course are to Clarify the confusion – CR and sustainability mean different things to different organisations. The course will ensure you have the tools to frame your programmes so that they are business relevant and that they resonate with your stakeholders. To aid this, we will explore global and regional best practice and key international standards.

Build the business case – Like any organisational commitment, CR and sustainability require a solid business case. The course will provide a wide perspective into the internal and external business drivers and how best to articulate the business case within your organisation.

Stimulate change – CR and sustainability are essentially a change programme, a shift in mindsets and day-to-day practices. The course will equip you with a solid understanding as to how best to build a programme that leads to results and ensures credibility.

Talk confidently about it – No programme is complete without good communications and reporting. You will learn how best to leverage the maximum value out of your commitment via integrated communications and engagement strategies, including understanding key reporting standards such as Global Reporting Initiative.

The course will be conducted in Dubai from 26 to 28 February, 2011.

For more information visit:  
<http://www.iirme.com/sustainability>

Sustainability Advisory Group offers a range of in-house executive courses and workshops on a variety of sustainability related issues. For more information on these, email [info@sustainabilityadvisory.net](mailto:info@sustainabilityadvisory.net)



## Solar Energy – Best for ‘Powering Sustainable Growth™’

It’s the burning question of the century: How to sustain economic development while keeping emission levels of greenhouse gases under check? Solar Energy is the solution and it will run everything we use today.



The global Photo Voltaic market of newly installed Photo Voltaic Systems is rising from 20.4 gigawatts in 2011 to 125 gigawatts in 2020. (Sources: SolarBuzz) PTL Solar™ offers world class energy efficient / renewable energy solutions for solar lighting, residential solar housing systems, solar farming, solar transportation, solar power backup systems and solar aviation operations. In Jebel Ali Free Zone, Dubai, many companies like Scania, Aramex, CEVA Logistics, AW Rostamani, MARS and Government bodies like DEWA (Dubai Electricity

& Water Authority) are opting for GRENLite™ Solar Lighting technology for external lighting systems.

“Being the most preferred solar energy solutions provider in the MEA Region, we believe in Powering Sustainable Growth and strive to neutralize carbon emissions and make positive impact on the environment through solar powered installations”, says Prabish Thomas, Managing Director, PTL Solar FZ LLC.

Due to price, policy and risk advantages in electricity and fuel, the fastest growing segments are and will remain, in the foreseeable future, renewable power and clean fuels.

### TheGreenEcostore.com: Middle East’s First Online Store For Eco-friendly Products

With more and more people all over the world coming to embrace the importance of preserving the planet’s natural resources, it’s no surprise that individuals and organisations worldwide are taking on a greener approach to the way they live and work.

According to Anu Agarwal, Founder of TheGreenEcostore.com, “We have launched the online store to empower our community with eco-knowledge and enable them ‘Go Green’. We have carefully selected the best of breed eco-friendly products from USA, Canada, UK, India and Australia and brought them to the Middle East.



I am confident that once people start using some of these products they will realize the importance of embracing eco-products and fine tuning their way of living to a 'greener lifestyle'. Our online store has been launched, in time for shoppers to start their holiday shopping. We will be adding new products every month and aim to offer the largest selection of eco-products in the Middle East via our online store."

without compromising on design or quality. The store offers high quality products that are either - Biodegradable, Environmentally safe, Hand-made, Natural, Recycled, Recyclable, Reusable, Sustainable or Organic.

TheGreenEcostore.com accepts online payments through PayPal, 2CheckOut, Credit Cards and 'Cash on Delivery' for Dubai based clients. Delivery is made within 2 working days all over the UAE. International shipping is also offered.



TheGreenEcostore.com offers a range of eco-friendly products including green gadgets and appliances, solar lights, recycled stationery items, reusable gift bags and shopping bags, recycled paper and stationery, eco-friendly shower heads, eco-friendly toys, BPA-free water bottles and lunch boxes, soy candles, eco-friendly wallpaper and eco-stickers, solar powered backpacks, bamboo kitchen ware, eco-friendly household cleaners and organic pet products.

All online shoppers are guaranteed products which are 'green', easily absorbed into the ecosystem,

## Dubai Municipality Commissions Enviro Solutions and Industrial Solutions ME to Expand their Air Quality Monitoring Network

As part of its five-year environmental control strategy, Dubai Municipality is enhancing its air quality monitoring capabilities.

The project involves increasing the air quality monitoring network capability from 6 stations to 14 stations. The aim is to identify and prioritize problem areas, prepare better policies & strategies to wholly improve the air quality in Dubai, achieve an acceptable air environment in line with social and national interests, public safety, welfare and the protection of building materials and vegetations.



The project will include Automated Air Monitoring Stations (SO<sub>2</sub>, NO<sub>x</sub>, CO, O<sub>3</sub>, VOC, H<sub>2</sub>S, Particulates (PM<sub>10</sub> & PM<sub>2.5</sub>)) together with Meteorological Stations (Wind Direction & Speed, Temperature, Relative Humidity and Solar Radiation); Data Acquisition & Transmissions through GPRS/3G router; Data Reporting Software ; Web Site ; Forecasting Software; Future Possible Upgrade; Noise Monitoring and Odors Monitoring.



## New Members in the Community

Enrge  
TELEFUNKEN Solar



## Upcoming Events...

### 2nd Annual Middle East and Africa Gas Distribution Summit ,

7-9 February 2011  
Cairo, Egypt

### Middle East Electricity, <sup>En</sup>

8-10 February 2011  
Dubai, UAE

### Waste Management 2011,

21-23 February 2011,  
Abu Dhabi, UAE

### Arabian Power & Water Summit,

27-30 March 2011  
Abu Dhabi, UAE

### Green Building Middle East Exhibition,

28-30 March 2011  
Abu Dhabi, UAE

### Building Smart International Summit

29-30th November, 2010  
Abu Dhabi, UAE

## Useful Links...

### Earth Hour 2011

26-Mar-2011

## In the News...

### Gulf News online, 10th Oct, 2010

[Celebrities help promote environment conference](#)

### Gulf News online, 9th Nov, 2010

[UAE keen to cut carbon emissions](#)

### Gulf News online, 14th Nov, 2010

[Greens cheer Ramesh's call on diesel cars](#)

### The National, 23rd Dec, 2010

[Stick to basics to help the environment](#)





## Office Relocation

Dear Business Partners,

We would like to kindly inform you that Enpark just relocated its offices to new premises in Dubiotech located in Barsha 3.

The new office is located on the ground floor of the Nucleotide Building.

If you require any clarification, please do not hesitate to contact Freeda Pinto on Tel: 04-3613512 or email: [Freeda.Pinto@tecom.ae](mailto:Freeda.Pinto@tecom.ae)

Thank you for your understanding. We look forward to serving you from the new location and warmly welcome you to visit us anytime.

Sincerely,

**Enpark Management**

