

## Dubai Municipality joins Emirates Energy Star programme

Dubai Municipality (DM) recently joined the Emirates Energy Star project, launched by Etisalat and Pacific Controls, in hopes of urging a reduction in the city's carbon footprint.

As part of this project, Etisalat and Pacific Controls are reducing greenhouse gas emissions of the UAE by retrofitting existing commercial and government buildings with energy saving controls systems. The project is capable of achieving energy savings of 10-35%, and has been rolled out across the country under the patronage of the Ministry of Water and Environment. The project utilises the machine-to-machine (M2M) technology from Etisalat, to reduce energy consumption for organisations.

"The UAE has already committed to reduce the carbon footprint of the country by 20% by 2015," said Abdulla Al Ahmed, Senior Vice President, Business Solutions at Etisalat. "Through the Emirates Energy Star project, we are now able to offer companies and government organisations a real opportunity to contribute to a more energy-efficient business environment.

Statistics available with the United Nations Environment Programme have revealed that currently, buildings are responsible for 60% of the world's electricity consumption and one-third of greenhouse emissions from energy use. Consequently, no other sector has such a high potential for drastic emission reduction. We believe that in partnership with Pacific Controls, Etisalat can make a genuine and measurable impact on energy-efficiency in buildings and offices," Al Ahmed added.

Commenting on the partnership with the Emirates Energy Star project, Juma Al Fuqae, Director of General Maintenance Department at Dubai Municipality said: "As a key provider of public utility services, Dubai Municipality is determined to make its operations more environment-friendly and carry forward the sustainability agenda in the Emirate."

The programme implementation will begin at Dubai Municipality's Al Twar building centre and upon successful completion, will be rolled out in the rest of DM buildings and assets.

Al Fuqae added: "Using Etisalat

networks and Pacific Controls Command Control Centre, the Emirates Energy Star initiative will support Dubai Municipality in reducing its utilities consumption and service costs, while increasing the operational efficiency of its assets with the ability to remotely manage them in real time."

The Emirates Energy Star program will help the organisation decrease pollution, water consumption and resultant waste. The municipality will recover their investment towards the program from the savings they make. The average payback period for a building owner is in the range of 18-24 months depending upon the rating opted for by a client.

The project is open to all Etisalat clients, such as building owners, contractors, real-estate companies, and government companies.