

## In Focus | Gitex

## UAE keen to cut energy demand

Etisalat and Pacific Controls partner to launch environment-friendly programme

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Abdullah Hashim (left), etisalat's Senior Vice-President of Business Solutions, talks to Minister of Environment and Water Rashid Ahmad Bin Fahd. Etisalat and Pacific Controls have launched the Emirates Energy Star programme aimed at reducing energy consumption.

Image Credit: Oliver Clarke/Gulf News

Dubai: A new high-tech plan rolled out yesterday could slash the UAE's daily electric power consumption by 30 per cent, say government and business leaders.

Seventy per cent of an estimated 56.6 terrawatts of power consumed by the UAE is used to cool and light buildings, electricity consumption that when combined with water usage and discarded waste gives the UAE one of the highest carbon footprints in the world.

Minister of Environment and Water Rashid Ahmad Bin Fahd joined with etisalat and Pacific Control Systems at Dubai's annual Gitex Technology Week to unveil Emirates Energy Star, a programme that monitors energy use in buildings in real-time via telecom infrastructure from a command centre in Dubai.

Bin Fahd said the launch of the programme was a big step toward a greener tomorrow for the UAE.

**Big tool**

"This is a big advancement and will help reduce our carbon footprint," Bin Fahd told Gulf News in an exclusive interview.

"Technology is a very big tool to make this project work. It's another big day, a good day for the environment in the UAE."

Bin Fahd lauded etisalat and Pacific Control Systems for launching a machine-to-machine technological project, the first of its kind in the Middle East, that electronically monitors buildings, assesses energy usage and then adjusts devices in the building to stem wastage of electricity.

He said both companies have the full support of the Environment Ministry to help slash energy consumption as a means of finding more capacity amid projections that energy consumption will double by 2020 in a country struggling to keep up with power demands of urbanisation, increasing population and industrialisation.

Etisalat believes the new Emirates Energy Star programme is one of the most important projects that will lead the country into the future, said Abdullah Hashim, etisalat senior vice-president of business solutions.

"What we're doing is essentially making technology protect the environment," Hashim told Gulf News at Gitex. "We can monitor and control energy like never before, it's energy conservation."

**Dramatic change**

The control centre at Pacific Control Systems' green building in Jebel Ali is capitalising on etisalat's infrastructure and latest technological innovations, said Hashim, to monitor buildings in the UAE — phone lines, high-speed internet connection, wireless systems and machine-to-machine communication have enabled the control room to monitor and adjust energy-using devices.

"This is where etisalat will add value to the project and help with the solution," Hashim said.

Dilip Rahulan, Pacific Controls Chairman and CEO, said the partners have identified 10 corporate clients for significant savings.

Buildings in government, education, transport and financial sectors will be targeted for a "dramatic change" in savings of up to one-third under the five-star level of the Emirates Energy Star programme, said Rahulan.

"Today, we realise that 70 per cent of energy in the UAE goes to buildings," he said. "If within four years we can reduce 20 per cent of that, it will reduce our carbon footprint."

Nigel MacKenzie, Pacific Control's chief technical officer, said air conditioning is usually the biggest electrical draw, but with proper management under the new Emirates Energy Star programme can be brought under control for peace of mind and affordability for building owners.

"Where there is a lot of abuse here is people do leave their air conditioners on for 24 hours a day. If you nip that back eight hours, you can reduce things by 30 per cent," said MacKenzie.

With the latest slab tariff system introduced by the Dubai Electricity and Water Authority and the accompanying higher costs for higher usage, it makes sense for building owners to do what they can to reduce their consumption, he said.

Once industrial commercial sector customer's consumption rises above the 10,000 Kw/h threshold, costs jump by 40 per cent, he said.

## Ambitious project to cut UAE energy consumption

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DUBAI — Etisalat and the Dubai Technopark-headquartered Pacific Control Systems, or PCS, announced an ambitious project aimed at reducing energy consumptions levels across the UAE.

The Emirates Energy Star programme was officially launched at the GITEX Technology Week by Dr Rashid Ahmed bin Fahad, UAE Minister of Environment. This is the first of its kind of initiative to be undertaken in the region.

Etisalat and PCS will collaborate, engage and execute the Emirates Energy Star project that aims to substantially reduce energy consumed by existing buildings in the UAE. The initiative is an extension of the memorandum of understanding signed earlier this year, a statement from etisalat said.

The statement added that the new initiative will champion the cause of improving energy efficiency in existing buildings thereby reducing the overall carbon footprint. The project will leverage on the transformational Machine to Machine technology to deliver cost effective, real-time managed energy services.

"I would like to congratulate etisalat and Pacific Controls for their vision for sustainable development in the UAE. Through this transformational and innovative initiative, both etisalat and Pacific Controls are doing their bit for the environment, and encouraging other organisations to think about sustainable development. I applaud both these organisations for their efforts towards this direction, as the Ministry of the Environment encourages such initiatives in the UAE," UAE Minister of Environment Dr Rashid Ahmed bin Fahad said during the inauguration.

"Today worldwide energy consumption is at an all time high and there is immense ecological, social and environmental pressure to reduce energy consumption and carbon emissions. Being one of the leading telecommunications corporations in the region, etisalat is leading this initiative from the forefront through the Emirates Energy Star programme, in alliance with Pacific Controls. The programme will leverage on green technologies such as M2M, to effectively help reduce the carbon footprint of the country," said Abdulla Hashim, etisalat's Senior Vice-President for Business Solutions.

"We are pleased to collaborate with etisalat to launch the Emirates Energy Star Project. According to available statistics, buildings consume more than 40 per cent of the energy produced in the world. In the UAE, it is estimated that this figure is higher. This is mainly due to cooling and lighting loads within these buildings. The Emirates Energy Star project will plan, engage and execute Managed Energy Services with existing building owners, in order to increase the efficiency of the existing building stock," said Dilip Rahulan, Chairman and CEO of Pacific Control Systems.

Etisalat clients who are building owners, contractors, real-estate companies, government entities, and infrastructure owners like utilities and airports, can collaborate and leverage the resources of the Emirates Energy Star offering using etisalat networks and Pacific Controls Command Control Center to optimise their operations, reduce their service costs, increase their return on assets and have the capability to remotely manage them in real time.