

DEWA's conservation awareness campaigns receive overwhelming response from consumers

October 4, 2009



The Dubai Electricity and Water Authority (DEWA) today announced it has received an overwhelming response to its awareness campaigns on conservation that have now been extended to include residential users.

The campaigns, designed to inform and educate consumers on the importance of preserving natural resources, were launched in May and continued throughout the Holy Month of Ramadan.

To date, the DEWA campaign teams have visited four stables and 11 farms in Al Aweer, 10 residential homes and 10 farms in Hatta, in addition to 130 residential homes in Mizhar. In all, the teams visited 189 families and offered information on various conservation techniques during the campaign.

Saeed Mohammed Al Tayer, Managing Director and CEO of DEWA.

In cooperation with the Department of Islamic Affairs and Charitable Activities, DEWA experts visited 100 mosques in various locations meeting with individuals and instructing them on Islamic principles that encourage individuals to care for the environment with respect.

During Ramadan, DEWA commenced the awareness campaign at the Rashed Lootah Mosque in Nad Al Hamar and later progressed to other mosques in Al Khawaneej, Al Rashidiya, Al Barsha, Al Warqa, Al Mimzer, Al Qusais, and Hor Al Anz areas.

His Excellency Saeed Mohammed Al Tayer, Managing Director and CEO of DEWA, said:

"Our conservation initiatives come as a result of our deep conviction on the necessity of instilling a culture of energy conservation in our community, and the importance of collective effort to protect our environment for future generations. We aim to encourage every member of the community to proactively play their role in preventing the depletion of our resources."

"The increased demand for potable water and energy must match with an increased effort to minimise consumption. The reception to our numerous campaigns has been overwhelmingly positive, which reinforces our determination to maintain our activities," he added.

Amal Koshak, Senior Manager - Demand and Tariff Management, DEWA said, "Our efforts have been directed at individuals and institutions in the hope of convincing them of the

overall benefits that accrue to all members of society if we do our part in consuming our natural resources. Our campaign will continue to include more individuals from other areas of Dubai in order to achieve our ultimate objective of spreading a culture that is constantly aware of the need to rationalize energy usage."

DEWA has been spearheading the drive for the rationalization of electricity and water usage through various seminars, workshops and integrated communications. DEWA has also been collaborating with leading organizations and government departments to spread the word on the importance of preserving energy and natural resources.

(AME Info)