



Reducing the Carbon Footprint of UAE

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Emirates Energy Star

## Etisalat, Pacific Controls join hands to reduce CF levels in the UAE

BY OUR BUSINESS BUREAU

**ABU DHABI:** The Emirates Energy Star project, a joint initiative of Etisalat and Pacific Controls, which aims to reduce the carbon footprint (CF) levels in the UAE has received overwhelming support and endorsements from the pub-

lic sector and private sector enterprises across the UAE.

The first phase of the project has witnessed a large number of government entities signing up for the initiative.

Commenting on the programme, Abdulla Ebrahim Al Ahmed, SVP, Business Solutions at Eti-

salat said: "UAE has a significant carbon footprint, due to unabated energy consumption that is creating immense ecological, social and environmental pressure. The 'Emirates Energy Star' programme will leverage on M2M based technologies, to effectively help reduce the carbon footprint of the

country through efficient energy consumption management."

Dilip Rahulan, Executive Chairman, Pacific Control Systems, said: "We are pleased with the support we have received for Emirates Energy Star project so far. It is heartening to note that the decision makers in both the public

and private sectors in the UAE understand the importance of reducing energy consumption levels, and the challenges ahead. This unique initiative will not only help reduce the overall carbon footprint of the UAE but also will put us in norm with international guidelines on such emissions."

The project, harnesses the information, communication, technology (ICT) enabled M2M (machine-to-machine) technology from Etisalat, to substantially reduce energy consumption for organisations, with an aim to bring down the carbon footprint of the country by at least 20 per cent by 2015.