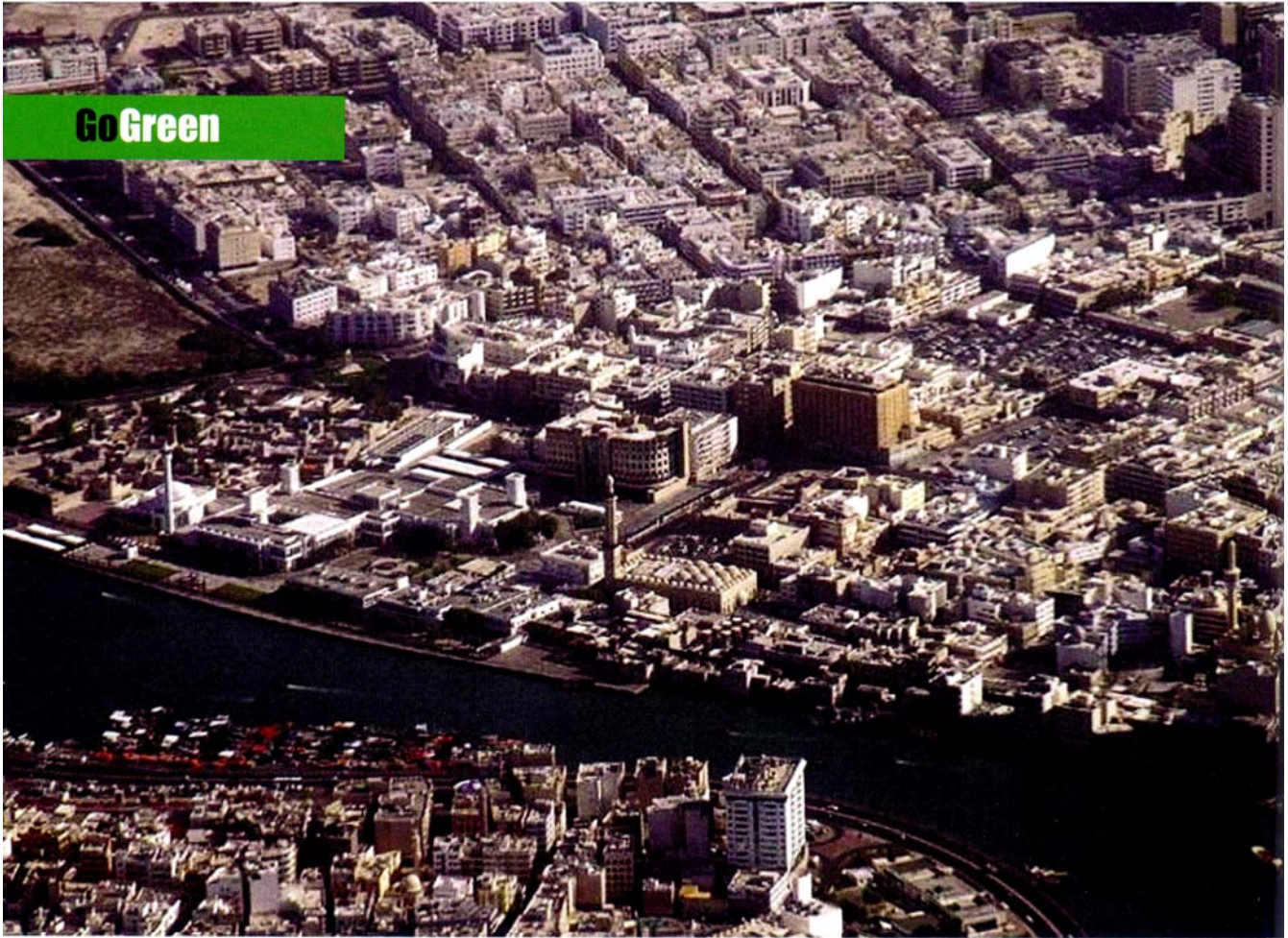


GoGreen



Etisalat and Pacific Controls launch green programme

Etisalat and Pacific Controls have recently partnered to launch an environment friendly Emirates Energy Star programme, a first of its kind in the region to harness technology to substantially reduce energy consumption for organisations.

Dr. Rashid Ahmed Bin Fahad, the UAE Minister of Environment, inaugurated the Emirates Energy Star project – a collaborative effort by Etisalat and Pacific Controls. Etisalat and Pacific Controls will collaborate, engage and execute the Emirates Energy Star project, a first of its kind project in the region that aims to substantially reduce energy consumed by existing buildings in the UAE. This initiative is an extension of the memorandum of understanding signed earlier this year.

Emirates Energy Star project 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 (M2M) technology to deliver cost effective, real-time managed energy services.

Dr. Rashid Ahmed Bin Fahad said, "Through this transforma-

tional and innovative initiative, both Etisalat and Pacific Controls are doing their bit for the environment, and encouraging other organizations to think about sus-



Solar insulation fastest route in energy saving

Aplauding the formal introduction of the Abu Dhabi Energy Code, Kingspan Insulated Panels (Middle East) says companies can work to save even more energy and money – and easily comply with green building codes – by increasing the use of quality insulation and solar paneling to tackle greenhouse issues in the harsh Middle East climate.

Kingspan Insulated Panels Middle East General Manager Ali El-Zein said the Abu Dhabi Government's heightened regulations was music to the ears of energy conservationists and the construction industry, suggesting the Estidama pearl ratings system and associated energy savings could be achieved through the use of quality insulation to compliment other building formats (such as building positioning) for both commercial and residential properties.

El-Zein said: "The Abu Dhabi Urban Planning Council's new code is fantastic news and something which the whole industry is keen to embrace. Both solar paneling and insula-

tion is increasingly being more valued in this region for the significant impact to energy savings which can be achieved.

Roof and wall insulation keeps buildings substantially cooler and channel airflow to decrease the dependency on air conditioning. A three-step process in greenhouse reduction:

Energy Efficient Buildings

One of the simplest ways to do this for both new build and refurbishment projects is to use insulated panel systems, which offer high thermal performance and low air leakage.

Over the past 30 years insulated panels have evolved as a particularly thermal efficient and economic method of constructing the roofs and walls of buildings, and have been extensively used in refurbishment as they are ideal for re-cladding walls and roofs. Insulated panels offer the best long-term insulation performance for lowest thickness and weight and can transform the energy efficiency of a building to current standards with immediate payback on investment.

Renewable Energy

The development of sources of renewable energy is a crucial part of the strategy to cut carbon emissions - but for these to work they also have to be economically viable.

PowerPanel Systems

Photovoltaic (PV) Modules generate clean, inflation proof electricity, reduce energy costs and can generate electricity to be fed into the national grid, thereby allowing the building owner to benefit from the feed-in tariff system. Even if the sky is overcast, PV are still proven to produce electricity.

Every kW produced has zero carbon emissions, which significantly reduces the carbon footprint. It reduces dependency on fossil or nuclear fuels and helps to meet corporate social responsibility needs. Such an investment could increase the saleable / rentable value of the building and would enhance Energy Performance and Display Energy Certificate ratings.

Be Efficient

The remaining step is to be efficient with our remaining resources – where fossil fuels have to make up the shortfall in energy supply this should be done as cleanly and as sparingly as possible. The first and most significant effort towards this will have already been made if we have ensured that our buildings and appliances are constructed to maximum efficiency; but even more important is the need to continue educating people to safeguard our resources, to think about energy security and to be environment savvy. □

tainable development."

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.

Abdulla Hashim, Senior Vice President, Business Solutions at Etisalat said: "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 program will leverage on green technologies such as M2M, to effectively help reduce the carbon footprint of the country."

The Emirates Energy Star programme will help building owners with an initial audit that would identify potential Energy

Conservation Measures (ECMs). The programme will design ECMs for individual buildings; establish minimum costs; calculate the maximum energy savings; implement the project parameters as contractor; provide on-going monitoring and identification of project performance after completion; and carry out measurement and verification of carbon footprint of the building in real time.

Dilip Rahulan, Chairman and CEO, Pacific Controls, said: "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."

The Energy Star Award will be bestowed on participating building owners. It comprises of five successive levels, based on the energy efficiency improvements achieved through the Energy Star Program, beginning with a minimum of 10 per cent for one star and ending with five stars for 30 per cent and above.

Apart from the obvious cost savings for the end user in the form of lower energy utility bills, the programme will help decrease pollution, water consumption and resultant waste.

The building owners will be able to recover their investment towards the program from the savings that they make. The payback period for the building owner would be in the range of 18-24 months depending upon the Star rating the client opts. Due to compelling return on investment the uptake of this program is expected to be high.

Etisalat operates in 18 countries across Asia, the Middle East and Africa, servicing over 107 million customers out of a total population of approximately two billion people.

Pacific Controls has established a Command Control Center for energy and managed engineering services. Global assets are connected in real time to the cloud using M2M hardware developed by Pacific Controls.

The company has delivered some of the world's largest ICT enabled integration projects. □