GREEN ECONOMY

A Gulf News Sponsored Report

Wednesday, September 4, 2024

Inventing for a better world

His creations in the energy storage space are allowing Enercap Holdings Chairman, CEO & CTO, Waseem Ashraf Qureshi to provide timely solutions to communities globally

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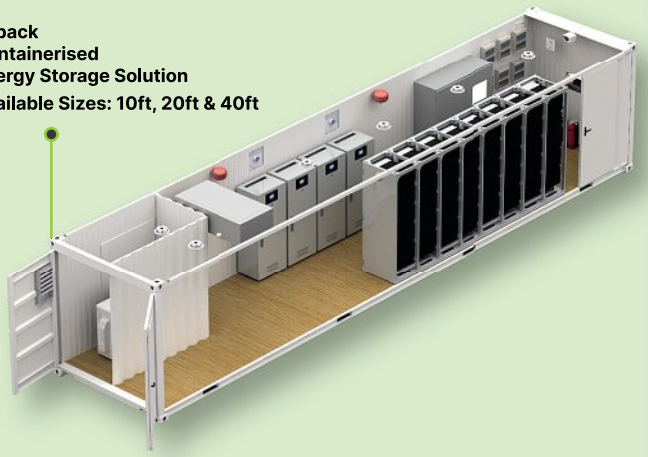

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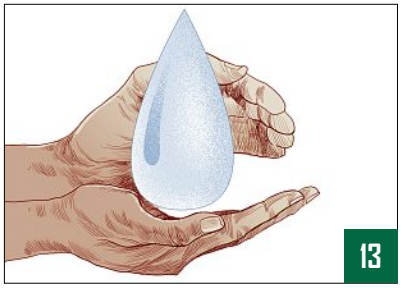

GREEN ECONOMY / OVERVIEW

Transformation to a global green economy leader

In its efforts to create and foster initiatives towards a sustainable world for future generations, the UAE journey has been nothing short of inspiring to nations of the world

By Sankar Sri Pillai | Head of Content, Supplements & Contract Publishing

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As one of the world's leading oil producers, the UAE's ambitious journey to transform its economy into a green, sustainable model that balances economic growth with environmental stewardship represents a bold and forward-thinking strategy. The shift, no doubt has positioned the country as a global leader in the green economy. Its initiatives encompass an array of policies vast in reach, with programmes and investments aimed to reduce carbon emissions, promoting renewable energy, and fostering sustainable development.

RENEWABLE ENERGY INVESTMENTS

At the heart of the UAE's green economy efforts is a substantial investment in renewable energy. The UAE's energy strategy, known as the UAE Energy Strategy 2050, aims to increase the contribution of clean energy in the total energy mix to 50 per cent by 2050, reducing the carbon footprint of power generation by 70 per cent. The country has already made significant strides towards this goal, with major projects like the Mohammad Bin Rashid Al Maktoum Solar Park in Dubai, and the Noor Abu Dhabi solar plant, which is among the largest solar power plants globally.

The Mohammad Bin Rashid Al Maktoum Solar Park, with an expected capacity of 5,000 megawatts by 2030, is a cornerstone of the UAE's renewable energy portfolio. This project is not only a testament to the UAE's commitment to green energy but also a significant step towards reducing reliance on fossil fuels. The solar park will help in lowering the cost of solar power, while simultaneously creating a robust solar industry within the region.

In addition to renewable energy, the UAE is also focusing on green building and sustainable infrastructure. The UAE Green Building Regulations and Specifications, introduced in 2014, mandate that all new buildings must meet specific energy and water efficiency standards. This initiative aims to reduce energy consumption in buildings by 30 per cent and water consumption by 40 per cent. By setting such standards, the UAE is fostering a culture of sustainability in its construction industry, ensuring that the rapid urbanisation does not come at the expense of the environment.

The Mohammad Bin Rashid Al Maktoum Solar Park, with an expected capacity of 5,000 megawatts by 2030, is a cornerstone of the UAE's renewable energy portfolio.

RIGOROUS SUSTAINABILITY CRITERIA

Furthermore, the UAE has developed initiatives like Estidama, a sustainability framework that is part of the Abu Dhabi Urban Planning Council's Vision 2030. Estidama, Arabic for sustainability, focuses on creating more sustainable communities and buildings. The Estidama Pearl Rating System is a building rating system that ensures that new developments meet rigorous sustainability criteria, particularly in energy and water efficiency.

The UAE's green economy initiatives are also reflected in its financial sector. The country is actively promoting sustainable finance, recognising that the transition to a green economy requires significant investment. The UAE has launched the UAE Green Bond and Sukuk Programme, which encourages the issuance of green bonds and sukuk to finance environmentally-friendly projects. This program aims to attract investments in renewable energy, energy efficiency, and other green projects, helping to channel capital towards sustainable development.

The UAE's energy strategy, known as the UAE Energy Strategy 2050, aims to increase the contribution of clean energy in the total energy mix to 50 per cent by 2050, reducing the carbon footprint of power generation by 70 per cent.

The UAE's commitment to a green economy is further demonstrated by its adoption of circular economy principles, which focus on minimising waste and making the most of resources. The UAE Circular Economy Policy 2021-2031 outlines a framework for transforming the country's economy into one that is more sustainable and less dependent on resource extraction. Waste management is a significant focus area, with the UAE aiming to divert 75 per cent of its waste from landfills by 2025.

Initiatives like the Sharjah Waste-to-Energy Plant, which converts waste into energy, are part of this broader strategy. The plant, a joint venture between Masdar and Bee'ah, represents the UAE's commitment to reducing landfill waste and generating energy from alternative sources.

RAISED AWARENESS

The UAE's green economy initiatives are complemented by efforts to raise environmental awareness and promote sustainability education. Programs like the UAE Sustainable Schools Initiative aim to instill environmental values in the younger generation, ensuring that future leaders are equipped to continue the country's sustainability journey.

Moreover, the UAE has launched numerous public awareness campaigns to encourage sustainable practices among its citizens and residents.

From massive investments in renewable energy to sustainable finance, green building regulations, and circular economy practices, the UAE is paving the way for a sustainable future. As the country continues to implement and expand these initiatives, it not only sets a benchmark for the region but also contributes significantly to global efforts in combating climate change and promoting sustainable development. Indeed, it is a testament to the UAE's vision and leadership in building a more sustainable world.

GREEN ECONOMY / ENERCAP

Inventing tech for the planet

Waseem Ashraf Qureshi, Chairman, CEO-CTO, Enercap Holdings PTE LTD says how his creations in the energy storage solutions space impacted society in positive ways

Please share a brief profile of your brand and service or product portfolio.

I have invented and developed a non-chemical, graphene-based energy storage device that is both environmentally sustainable and cost effective. Today our company Enercap is supplying systems across the globe helping balance and optimise grids, enabling fast electric vehicle charging, storing energy from renewable sources and helping store energy for homes. The energy storage systems I have invented operate in very high and low temperatures without degradation, can cycle up to 500,000 times, discharge 100 per cent of the energy, charge extremely quickly and has a round trip efficiency of 99.1 per cent.

Enercap currently manufactures products ranging from domestic energy storage solutions, energy storage systems for infrastructure such as telecom towers and data centres, all the way to microgrids and large BESS systems being deployed to manage grids. We are about to launch our Electric Vehicle Charging Stations, which will allow up to 1MW charging, as well as our Electric Vehicle Energy Storage system that can charge in five minutes. We have also recently developed a drone boat that can charge in five minutes that is extremely safe, durable and has a long range. We will be launching a number of these solutions along with some major announcements at the World Utility Conference in Abu Dhabi, being held between September 16 to 18, 2024.

How did you first get involved in the sustainability and green economy story?

It has always been my passion to invent technology that helps the masses and our planet. It's one thing to have an idea, but for that idea to have a major impact on society has its own gratification.

What are the recent initiatives that your brand has fronted in the field?

One can assume that all of our products are based on environmental sustainability, either through the efficient utilisation of renewable energy or with the optimisation either of the grid or other fossil-based energy input.

Our Enwall product is designed to enable the domestic user to store energy from solar panels and utilise that energy in the evening. Alternatively, the user can store energy from the grid at off-peak hours and use or sell back to energy to the grid at peak hours. Enwall can also be used with generators and other energy input. Enwall can be used in single or in three phase, and comes in various capacities ranging from 8kWh all the way to 20kWh.

Our Encharge electric vehicle charging stations are fast DC chargers that have 180KWH, 360KW, as well as a soon-to-launch 1MW capacity. Designed to fast charge EVs, electric buses and trucks, Encharge can charge EVs from the grid, through renewable energy or a combination of both and/or with our supercapacitor-based energy storage systems.

Enpack is our battery energy storage system for large-scale infrastructure, with up to 4.2MWH of DC energy storage available in a 40-foot container. Our system's unique features are making a huge impact on the way energy is managed, be it through renewable energy management or with utility companies where Enpack is helping grids manage grid balancing and frequency issues, peak demand management and renewable energy storage. Enpack is able to charge and discharge four times a day, which is unique and not applicable in chemical alternatives.

Enwall - AC Domestic Storage Inverter; 3KW, 5KW, 10KW; Storage: 5kWh, 10kWh, 20kWh; Phase: Single and Three

In general, all our solutions are environmentally sustainable in that they are 80 per cent biodegradable and 100 per cent recyclable with a deferred long life. On the other hand chemical battery alternatives are quite damaging to the environment in terms of manufacturing processes and then at end-of-life in landfill.

How do you see the UAE's green economy initiative expanding over the next five years, and how is your brand going to contribute towards the narrative?

Being a major player in manufacturing, and with the huge investment recently by an Abu Dhabi based group enabling us to expand our manufacturing facilities almost eightfold, we are privy to how the UAE is massively evolved in terms of policy making toward sustaining the environment. Most economic zones have stringent laws forcing companies to comply with sustainable goals, whilst one can clearly see how the UAE is further incentivising and pushing entities towards environmental sustainability.

How do you chart your personal contributions to your brand in terms of driving the green economy story forward over the next decade?

Being an inventor and the founder of the company, I am extremely proud of how Enercap is influencing the environment. At every stage of my inventions, I have diligently worked at ensuring my products have a positive impact. The recent investment by an Abu Dhabi Investment company in our brand is now allowing my dreams to come to fruition. This includes large-scale installations helping grids optimise with renewable energy, and helping roll out electric vehicle infrastructure to reduce carbon emissions. It's also enabling something very close to my heart to take shape - bringing energy to the masses through microgrids in impoverished parts of the world.

STATRON NON STOP POWER

Swiss Quality

We are a top quality solutions provider for UPS and battery storage systems

What can companies from the old economy contribute to the development of the new and green economy in the future?

For almost 50 years, Statron has been the go-to partner for uninterruptible power supply (UPS) solutions and battery systems. With a track record of successfully delivering and installing more than 35,000 UPS and battery systems for over 3,200 clients across 100 countries, Statron has established itself as a reliable and trusted leader in the industry. Their unwavering commitment to technical excellence and quality, rooted in traditional Swiss values, makes Statron the ideal choice for all UPS and battery system needs.

GLOBAL AND LOCAL

With 50 years of experience and success, our unwavering commitment to prioritising our customers has been a key factor. In order to better serve our clients, we have made the strategic decision to establish a robust network of subsidiaries. Our subsidiaries in Malaysia, India, the UAE, Hungary, Austria, Germany, the Netherlands, and the Swiss Romandie region enable us to maintain a strong and close presence near our clients. In addition to our own subsidiaries, we have cultivated an extensive network of active partners. This means that no matter where you are, our support is always within reach.

PRODUCT COMPETENCE

By investing around 10 per cent of our turnover in R&D and process improvements, we guarantee rock-solid Swiss quality. This is crucial for our uninterruptible power supply (UPS) applications, as they require high-quality products. Our R&D, engineering, and supply chain management teams ensure that.

SERVICES

Ensuring long lasting UPS system, reliability and quality are crucial, starting from installation and commissioning, all the way through maintenance and training. An emerging practice involves retrofitting of existing systems, particularly in cases with challenging access. This approach allows the replacement of all electronic components while retaining essential metal parts such as cabinets and cable connections. The key benefits include expedited delivery and simplified on-site installations.

PV parks, public (train) transport, wind parks, hydrogen plants, battery storage systems for fluctuating alternative power supply are becoming more and more important. What can a company based on old technology bring to the new grid and power supply structure?

SUPPORTING GREEN TECH

Statron has a well-established infrastructure, including manufacturing facilities, distribution networks and logistical expertise.

This infrastructure can be repurposed or upgraded to support green technologies and practices.

Statron's extensive customer base and market presence provide a valuable opportunity to introduce Eco-friendly products and technologies to a wider audience, facilitating increased consumer adoption through their well-established channels.

When it comes to new power supply with solar parks, the high fluctuation in supply characteristics demands the use of additional storage systems. Drawing on our deep expertise in power electronics and battery systems, Statron is well-equipped to provide this crucial support to our customers.

Statron also offers reliable battery systems tailored for rolling stock applications, ensuring uninterrupted power supply when it matters most.

Even traditional power supplies transitioning to greener technologies, such as waste-to-energy plants, require UPS support. Statron stands ready to meet this need with our proven solutions.

> **"Join the multitude of satisfied clients and witness Statron's unwavering dedication to unparalleled quality and service. A company like Statron is poised to be a dominant force in the future energy supply transition**
>
> **Dr Ruben Vogelsang**, CEO, Statron Group

GOING GREEN

Statron's sustainable and cost-effective battery storage systems are designed to meet your needs. Whether you need a complete turnkey system, a mobile version or a system integrated in your existing setup, the brand offers project-specific solutions for applications in the power range of 25kW to 2MW, with scalability options up to over 100MW.

Mobile battery energy storage environmentally friendly energy

The Butler S presents an innovative mobile energy storage solution, utilising a dependable Statron UPS paired with advanced lithium-ion battery technology to deliver unmatched reliability. In 2022, Statron and the development partner e-most won the IDEE-SUISSE Innovation Award for the Butler-S, a mobile energy storage system (Mobile BESS)

The advantages of the Butler are:

- High reliability
- No CO2 emissions
- Allows use of sensitive loads with constant voltage
- Permit-free and simple installation
- Minimal noise emission
- Better price/performance ratio compared to diesel generators

STATRON
NON STOP POWER
Swiss Quality

Power Generation

Statron's UPS are the preferred choice for backing up your systems across various power generation segments, from large gas-fired and coal-fired power stations to modern solar parks. Solar plants in UAE, KSA, Qatar or Hungary.

Transmission & Distribution

Statron offers ideal products for T&D substations of all sizes, suitable for installation in various locations worldwide. Substations in the Middle East, such as for DEWA, FEWA, SEWA, TAQA, KAHRAMAA, MOE, MEW, etc.

Oil & Gas

Statron's UPS systems are globally used in the Oil & Gas sector, including offshore platforms, refineries, and pump stations. In refineries and O&G plants across the Middle East, including BGC in Iraq, ADNOC in UAE, Saudi Aramco in KSA, and Qatar Petroleum in Qatar.

Infrastructure

UPS applications are vital for various infrastructure projects, and STATRON provides the expertise and products needed. We also offer Emergency Light Systems for hospitals and public buildings.

Industries

UPS solutions are crucial for industrial applications as power outages can be extremely costly. STATRON offers a wide range of backup products, including high ratings, compact, static, and modular systems to support any industrial application.

Railway

Railway applications are powered by battery systems in the rolling stock equipment. Whether it's cable cars in the Swiss Alps or highly advanced train compositions, STATRON has the expertise to engineer and supply the required battery system.

Embracing new technologies, such as hydrolyzers for H2 production in future green energy initiatives, demands reliable UPS systems. Statron leads the way in delivering the necessary support for these cutting-edge applications.

GREEN TECH APPLICATIONS

With almost 20 per cent of its total global business in 2023 looking at generating green solutions, Statron significantly supports green tech applications around the world. We share an overview on green tech solutions and the percentage in terms of Statron's overall business in alternative energy solutions

37%

Battery energy storage systems (BESS)

22%

Water power plants

14%

PV parks

14%

Public electric transport

9%

Mobile UPS/ Mobile battery energy storage systems (BESS)

4%

Biogas H2 production

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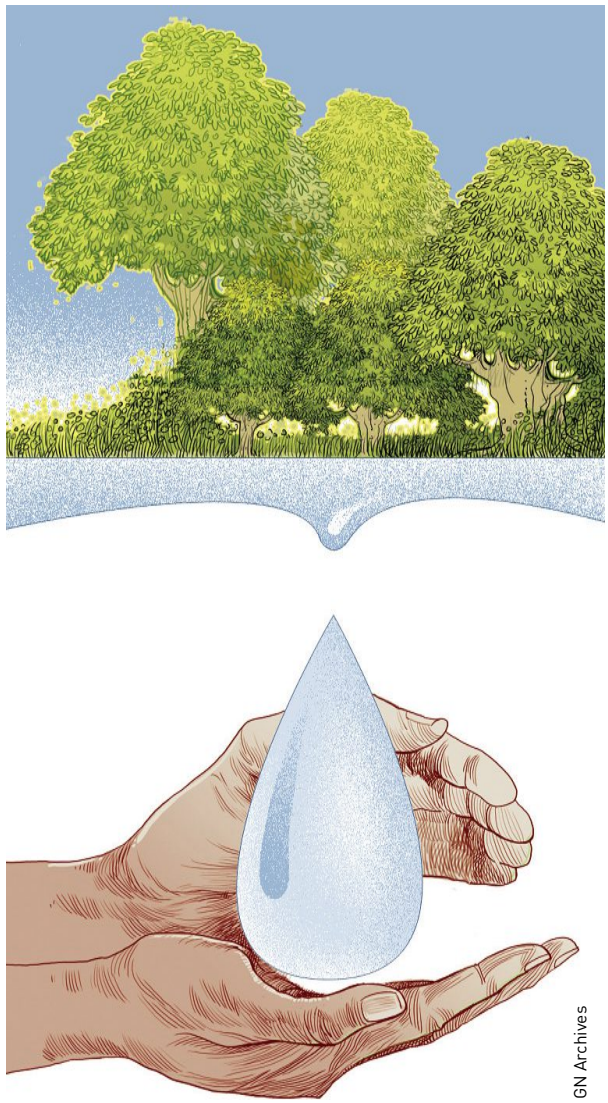
A nation quenched

The UAE's initiatives to secure its water future sets benchmarks for countries facing similar challenges to follow

Characterised by its arid and desert climate, the UAE has long recognised the critical importance of water management for sustainable development. With limited natural freshwater resources, the UAE turned to innovative technologies and forward-thinking policies to secure its water future. The nation's efforts in water management have positioned it as a regional leader, setting a benchmark for other countries facing similar challenges.

One of the cornerstones of the UAE's water management strategy is desalination. The country relies heavily on this process to meet its freshwater needs, as natural sources like rainfall and groundwater are scarce. The UAE has become one of the largest producers of desalinated water globally, with around 70% of its water supply coming from desalination plants. These plants, primarily located along the coastline, convert seawater into potable water through advanced technologies like reverse osmosis and multi-stage flash distillation.

The UAE has also been investing in research to make desalination more sustainable. Traditional desalination is energy-intensive, often relying on fossil fuels, which contributes to carbon emissions. To address this, the UAE is exploring the use of renewable energy sources, such as solar power, to fuel desalination plants. The Solar Desalination Pilot Project in Abu Dhabi is a prime example of these efforts, aiming to reduce the environmental impact of water production.



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INITIATIVES SET THE BAR

Beyond desalination, the UAE has implemented a range of water conservation initiatives to manage its water resources more efficiently. The government has introduced stringent regulations on water usage across various sectors, including agriculture, industry, and domestic consumption. In agriculture, which accounts for a significant portion of water use, the UAE is promoting the adoption of modern irrigation techniques like drip irrigation, which significantly reduces water waste compared to traditional methods.

The UAE's Water Security Strategy 2036 outlines comprehensive measures to reduce water consumption and enhance the sustainability of water resources. This includes public awareness campaigns aimed at encouraging residents and businesses to adopt water-saving practices. The introduction of water-saving fixtures in buildings, such as low-flow faucets and dual-flush toilets, has also been a key part of these conservation efforts.

In addition to conservation and desalination, the UAE is pioneering the reuse of treated wastewater. The country has invested in state-of-the-art wastewater treatment facilities that recycle water for non-potable uses, such as landscaping, agriculture, and industrial processes. This approach not only reduces the demand for desalinated water but also ensures that precious water resources are used more efficiently.

Abu Dhabi's Strategic Tunnel Enhancement Programme (STEP) is an ambitious project that exemplifies the UAE's commitment to water reuse. STEP involves the construction of a massive tunnel system to collect and treat wastewater, which is then recycled for various non-drinking purposes. This project highlights the UAE's innovative approach to integrating wastewater reuse into its broader water management strategy.

The UAE has become one of the largest producers of desalinated water globally, with around 70% of its water supply coming from desalination plants.

FUTURE BLUEPRINT

The UAE's efforts in water management are driven by a clear understanding of the challenges posed by its environment and the need for sustainable solutions. By embracing cutting-edge technologies, promoting conservation, and investing in water reuse, the UAE is not only securing its own water future but also setting an example for other nations grappling with water scarcity. As the world faces increasing pressure on water resources due to climate change and population growth, the UAE's approach offers valuable insights into how to build a resilient and sustainable water management system.

Spearheding innovation for a sustainable energy sector

Adapting and thriving in the green economy is the overarching goal for **Praveen Jaiswal**, CEO and MD, Axiom Global

Please share a brief profile of your brand and service or product portfolio.

Axiom Global Oil and Gas Trading is a dynamic and forward-thinking company dedicated to excellence in the energy sector. As a leading player in the industry, Axiom Global specialises in the trading of a wide range of petroleum products and commodities. Our commitment to quality, integrity, and customer satisfaction is at the core of our operations, ensuring we meet the diverse needs of our global clientele.

Service and Product Portfolio

- **Petroleum Products:** Axiom Global offers a comprehensive portfolio of refined petroleum products, including Marine Fuel Oil, Gasoil, etc. We ensure reliable and efficient supply chains to meet the demands of our customers across various industries.
- **Biofuels:** In line with our commitment to sustainability, Axiom Global is actively involved in the trading of biofuels. We source and supply high-quality biodiesel and other renewable energy products, supporting the transition to a greener future.
- **Marine Bunkering Services:** We provide comprehensive bunkering services, ensuring that vessels receive the highest quality marine fuels at key ports worldwide. Our services are designed to enhance operational efficiency and minimize environmental impact.
- **Axiom Aviation:** As part of our diversified portfolio, Axiom Aviation specialises in the supply of high-quality aviation fuels and services. We are committed to meeting the needs of the aviation industry by providing reliable fuel solutions that ensure the safe and efficient operation of aircraft. Our aviation division is known for its rigorous safety standards, timely deliveries, and customer-centric approach, making us a trusted partner for airlines, airports, and other aviation stakeholders. Axiom Aviation is committed to launch Sustainable Aviation Fuel (SAF) in UAE and is closely working in this regard to meet the requirement of Airlines for SAF.

Axiom Global Oil and Gas Trading is your trusted partner in navigating the complexities of the global energy market. With a focus on innovation, sustainability, and customer-centric solutions, we are committed to delivering value and driving growth for our stakeholders with our motto, Our Word is Our Bond.

How did you first get involved in the sustainability and green economy story?

Our journey into the sustainability and green economy story stems from a deep understanding of the sectors we operate in. As is evident from our portfolio, Axiom Global Oil and Gas Trading is heavily involved in industries such as transportation and fossil fuels. While these sectors are vital to the global economy, we recognise the significant impact they have on the environment and the urgent need to address this in the context of climate change.

The maritime and aviation industries are notoriously hard to abate compared to road transport. However, rather than waiting for future research and technological advancements to take shape, we took proactive steps to explore immediate solutions that could make a difference. One such solution is the adoption of drop-in fuels, which can seamlessly blend with traditional fuels to reduce carbon emissions.

Understanding the potential of biofuels as a viable option for reducing the carbon footprint of our operations, we were among the first bunker suppliers in the UAE to offer biofuel blends. Our commitment to sustainability is further demonstrated by our certifications, including ISCC Plus and CORSIA, which underscore our adherence to the highest standards in sustainable fuel supply and carbon reduction in the aviation industry.

These certifications not only reflect our

dedication to environmental responsibility but also position us as a leader in the industry, driving the transition towards a greener economy. By taking such proactive measures, we can contribute to a more sustainable future while continuing to meet the energy needs of our global clients.

What are the recent initiatives that your brand has fronted in the field?

In our ongoing commitment to sustainability, Axiom has spearheaded several innovative initiatives. Not only have we expanded our offerings to include biofuel blends for maritime vessels, but we've also embraced cutting-edge technology to enhance the sustainability and transparency of our supply chain. By integrating blockchain technology into our operations, we've ensured the traceability of our biofuel blends through robust sustainability declarations, thereby maintaining a secure and verifiable chain of custody.

Additionally, we are pioneering the use of E-BDN (electronic Bunker Delivery Notes) solutions at Dubai ports as part of our move towards digitalisation. This shift not only supports greener operations by reducing paper usage but also allows us to capture and analyse data more effectively. By leveraging this data, we can identify hidden bottlenecks and optimise our services, ultimately delivering even greater value to our customers.

How do you see the UAE's green economy initiative expanding over the next five years and how is your brand going to contribute towards the narrative?

> **"We expanded our offerings to include biofuel blends for maritime vessels, and also embraced cutting-edge tech to enhance the sustainability and transparency of our supply chain."**

With the UAE hosting COP28, it's clear that the nation is positioning itself as a leader in the journey towards achieving net-zero emissions. The recent introduction of a national biofuel policy is a step in that direction, underscoring the UAE's commitment to a sustainable future. While the maritime industry may currently be lagging on the path to net zero, the next five years hold exciting potential, particularly for the UAE. Axiom is committed to honour and implement the UAE Cabinet's decision on adoption of National Biofuel Policy, which is aligned with the vision to transition to cleaner and more sustainable energy sources. As a leading biofuel marketer, we are geared to market B-5, B-7 and B-20 and committed to supporting the implementation of this national policy.

We foresee the UAE not only becoming a central hub for biofuel supplies but also making strides in other green initiatives. The recent green electricity plan hints at the possibility of ports supplying electricity to ships, reducing reliance on fossil fuels. Moreover, the nation's expertise in carbon capture and other innovative technologies could pave the way for green methanol production and even the establishment of a CO2 hub.

At Axiom, we are excited to be part of this promising future. We are committed to contributing to the UAE's green economy initiative by continuing to innovate and lead in sustainable energy solutions, ensuring that we play a significant role in the region's transition to a greener, more sustainable economy.

How do you chart your personal contributions to your brand in terms of driving the green economy story forward over the next decade?

My personal contributions will be rooted in a commitment to innovation, leadership, and collaboration. I intend to champion the adoption of sustainable practices across all facets of our operations, ensuring that our business not only meets but exceeds the evolving standards of environmental responsibility.

A key focus will be on expanding our portfolio of low-carbon and renewable energy solutions, particularly in the maritime and aviation sectors. I plan to leverage emerging technologies, such as blockchain for supply chain transparency and digitalization for operational efficiency, to enhance our sustainability efforts. This includes driving initiatives that reduce our carbon footprint, such as the integration of biofuels and exploring alternative fuels like green methanol.

In addition to these technological advancements, I aim to foster a culture of sustainability within our organisation, encouraging every team member to contribute to our green economy goals. By collaborating with industry partners, stakeholders, and policymakers, I will work to position our brand as a leader in the global transition to a sustainable future.

Ultimately, my goal is to ensure that our brand not only adapts to the green economy but thrives within it, setting a benchmark for others to follow. My contributions will be measured by our ability to achieve tangible environmental impact while continuing to deliver value to our customers and stakeholders.

Focused on providing customer value

Product innovation and improved system efficiency are at the heart of operations for the Value Addition Group

Value Addition Group is an engineering company, specialising in providing solutions in the energy sector. The company, established in the year 1997 in the UAE primarily began with providing heating solutions and services for the process industry. As synonymous as the name of the company, Value Addition always remained focused on bringing value to its customers laying foundation towards green economy and sustainability.

Providing innovative products and improved system efficiency is always a frontline subject in Value Addition's history, says J. Rajasekharan, its Founder and Managing Director. Realising the abundance of solar incidence in this region, the company since 2003 started the journey successfully to implement solar heating, solar power, LED lighting, heat pumps, biomass, vapour absorption chilling and waste heat recovery systems on project scale in this market as time progressed. The Value Addition Group is a pioneer in the sector in the region, with the first solar thermal system, first solar power roof top system, first

solar powered LED lighting system, and the first waste energy to chilled water system. It also came up with the first solar PV carport system, first building integrated solar power system, and the first stand-alone hybrid solar powered RO plants, these are but a few of the examples that the Value Addition Group introduced in its quest to pave a roadmap for a green economy.

With the tag line Adding Value to Your Business, the company did not limit its services only to generation side, but also focused on the network side to enhance overall efficiency. With this focus the company has solved many network issues, reduced energy cost and improved operational efficiency paving road towards sustainability. Rajasekharan adds that many such successful stories have given an outstanding recognition for Value Addition by its proud customers.

Value Addition builds sustainable energy that accelerates climate action. One such proud contribution is a prestigious project through which Value Addition with its expertise reduced energy consumption of over 3.9 million kWh every year, equivalent to the electricity used by 272 homes and reduction in carbon emission of 1.5 million kg of CO2.

VALUE ADDITION GROUP'S MILESTONES

- 27+ years at the forefront of sustainable solutions
- 60+ MW net renewable energy installed
- 800+ projects successfully executed
- 500+ MW of heating power installed

As the UAE's visionary leaders announced the very ambitious plan for achieving net zero by 2050, Value Addition has become more enthusiastic in harnessing its action. We are committed to provide a very high quality and reliable solution. We started focusing greatly on improving network efficiency, upgrading plant performance via retrofits, besides applying more and more renewable energy solutions. These are some of the new steps Value Addition has adopted. We have initiated our portfolio on green hydrogen, solutions driven by electricity, bio fuel, biomass as strategy for energy transition.

As a commitment, the company is also investing its time and knowledge supporting the society for sustainable growth through NGOs.

J. Rajasekharan, Managing Director, Value Addition Group

GREEN ECONOMY/ AGSI

Dignitaries seen at the Make it in the Emirates (MIITE) event in Abu Dhabi during the announcement of the first net zero steel manufacturing plant in MENA region. From left: Sara Al Amiri, Minister of State for Advanced Technology in the UAE; Dr Sultan Al Jaber, Minister of Industry and Advanced Technology; Asam Hussain, CEO, AGSI; Mahra Al Suwaidi, and Dr Amna Bint Abdullah Al Dahak, Minister of Climate Change and Environment

AGSI
ARABIAN GULF STEEL INDUSTRIES

Helping transform the steel industry sustainably

AGSI is the UAE's first net zero steel plant and carbon neutral manufacturer

As the world increasingly focuses on sustainability and reducing carbon footprint, the steel industry has emerged as a pivotal player in driving meaningful change. Arabian Gulf Steel Industries (AGSI) is at the forefront of this transformation, leveraging the UAE's waste resources to create sustainable steel through innovative steelmaking and recycling practices.

AGSI, a national company based in Abu Dhabi specialising in manufacturing sustainable steel, has announced achieving net zero carbon emissions for its steelmaking operations. Further, the company is the first steel plant in the world to achieve carbon neutrality (accredited by a leading global auditor). This commitment is part of the company's strategy to enhance environmental responsibility and sustainable manufacturing.

This remarkable achievement is in line with the objectives of the UAE's National Strategy for Industry and Advanced Technology and the requirements of the circular economy and green industries. The milestone was recognised and announced at The Make It In The

Emirates (MIITE) event, in the presence of members of the Ministry of Industry and Advanced Technology (MOIAT) and Ministry of Climate Change and Environment.

INDUSTRY PIONEERS

AGSI is the largest steel recycler in the UAE, with a facility producing 600,000 metric tons of steel products annually from 100 per cent locally sourced steel raw material.

As a carbon neutral steel manufacturer, AGSI's commitment to environmental stewardship and sustainable manufacturing makes the company a pioneer in the green economy field and a pre-eminent contributor to the UAE's net zero vision and circular economy. "Our mission is to set the benchmark for sustainability and excellence in the steel industry. We intend to set a new standard in steelmaking, which will one day become a new normal. Together we can create meaningful and lasting change whilst contributing towards the UAE's net zero goals," says Asam Hussain, CEO, AGSI.

The company invests in decarbonisation strategies and low-carbon technologies to fulfill its commitment to sustainability. In 2023, AGSI reduced its carbon footprint by 30 per cent year-on-year, from 0.2tCO2e/tcs in 2022 to 0.14tCO2e/tcs in 2023 and further to net zero for its steelmaking facility in Abu Dhabi. This remarkable achievement made the company the only steel producer in the region with net zero steel production.

LARGEST STEEL RECYCLER

In its journey toward decarbonisation, steel scrap has become a cornerstone of AGSI's manufacturing process playing an important role in the UAE's circular economy. As the largest steel recycler in the UAE, the company produces steel from 100 per cent locally sourced steel scrap for local construction and infrastructure projects. This creates the circularity of steel and endless use of steel (making it a fundamental component to the circular economy).

It is important to note that every ton of steel scrap used for steel production avoids the emission of 1.5 tons of CO2, and the consumption of 1.4 tons of iron ore, 740kg of coal and 120kg of limestone (source: World Steel Association). AGSI is, therefore, an enabler and accelerator in meeting decarbonisation goals and is a key contributor to the green economy.

HIGH ON TECHNOLOGY INVESTMENT

AGSI has invested in innovative processes and state-of-the-art technologies to reduce carbon footprint and lower greenhouse gas emissions. The company is leading the way by adopting scrap-based Electric Induction Furnace (IF) technology, a key component in their commitment to decarbonisation. The use of electric IF represents a significant shift from traditional steelmaking methods, which are heavily reliant on coal and iron ore. Instead, AGSI's IF technology uses 100 per cent electricity, which is partially sourced from renewable energy, to melt steel scrap, transforming it into high-quality steel products. This process not only reduces the need for virgin raw material but also substantially reduces energy consumption and carbon emissions as there is no emissions of CO2, NOx, and SO2 during the melting process.

CRUCIAL PARTNERSHIPS

AGSI's team is also working with a number of major developers who prioritise green materials like net zero steel to create buildings and infrastructure that are not only efficient and resilient but also aligned with global climate goals. The company is at the forefront of this movement, leading the steel industry towards a future where sustainability is the standard, not the exception. The entire AGSI team is excited and motivated to actively contribute to the country's green initiative, playing a vital role in the national drive towards a sustainable future.

AGSI's continuous decarbonisation efforts and a broader commitment to the environmental, social, governance (ESG) agenda, are at the heart of the company's corporate strategy. The team understands that the journey to a greener future requires collaboration, innovation, and dedication. Each member of the organisation is aligned with the shared goal of reducing the environmental footprint, whether through adopting new technologies, improving processes, or engaging in community initiatives that support sustainability. In addition, the focus on People Sustainability and pioneering green skills agenda is driving the company to excel in environmental stewardship and contributing to the climate change agenda.

Hussain says, "As the first net zero steel plant in the UAE that has achieved carbon neutrality, our energy-efficiency practices are a crucial contributor to our carbon-free manufacturing production process and a key pillar of our Sustainability Strategy contributing to the green economy.

As one of the hosts of the Energy Efficiency Club, established in partnership with the Abu Dhabi Distribution Company, a subsidiary of the Abu Dhabi National Energy Company (TAQA), we are dedicated to sharing our knowledge and best practices in energy management, various energy efficiency initiatives undertaken by us, as well as our environmental stewardship to promote sustainable manufacturing practices."

Born and raised within the green economy

As Founder & Board Director, Climate Strategies, **Lucia Fuselli's** professional career has been driven by her passion for delivering sustainable solutions to fight climate change

Please share a brief profile of your brand and service or product portfolio.

Climate Strategies is a consultancy advising public and private stakeholders on clean energy, decarbonisation, sustainability/ESG and climate. We work at the intersection of policy, finance and business strategy to deliver holistic, tailored solutions with the goal to become a trusted partner of decision makers and industry champions and the long-term vision to empower a just energy transition and the achievement of climate goals to help institutions, corporates, governments and NGOs.

Our services encompass policy and market analysis, climate risk assessment, climate stress testing, climate risk assessments, climate scenario analysis, business development and partnerships set-up, decarbonisation roadmaps, ESG reporting and disclosures strategy and assistance. It also encompasses bankability assessment of projects, advisory on climate finance including advising the client from concept note to board approval, capacity building, content creation and digital transformation focused on sustainability and climate.

How did you first get involved in the sustainability and green economy story?

I have started my career in clean energy, then moved to climate finance working for several development banks and climate funds, then took on senior sustainability advisory roles in international organisations and climate high-level events (e.g. COP) so we can say that as a professional I am "born and raised" within the green economy. It's been also the opportunity to work in 3 different continents and with a global remit, true demonstration of the fact that climate is a global problem and requires global collaboration.

What are the recent initiatives that your brand has fronted in the field?

We are obviously working a lot with companies in setting up decarbonisation strategies and ESG reporting strategies. For example, for a cement company in Oman, we developed their first decarbonisation roadmap, starting from the baseline emissions assessment and energy and resources use, before mapping process control systems to optimise kiln operations and suggesting technological solutions to deeply as long-term investments. We then identified low hanging fruits for emission reductions prioritising impact/redditivity ratio, and conducted a needs-based assessment to understand capacity development and resourcing requirements in the short, medium and long term. That was also instrumental in optimising an internal stakeholder strategy and a reporting framework to respectively enable and monitor company transformation.

For another Chinese company, a solar PV manufacturer, we assessed the feasibility of setting up a high-efficiency PV-panels manufacturing facility in three different countries in the Gulf, with a deep dive on Saudi Arabia.

Investors (such as Sovereign Wealth Funds) are obviously more interested in decarbonisation at a portfolio level, as well as in establishing investment criteria. For one of these we have provided an assessment of the baseline and suggested a roadmap combining green investment strategy and criteria, decarbonisation plans for some key positions, and an exit strategy for the residual or non-performing part of the portfolio. In parallel we provided capacity building for the executives and members of the board.

We also work internationally with NDAs and national entities at a concept-note level to access financing from leading development banks. For example, we are currently

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working with an East African state on the concept note and structuring of an e-mobility programme.

In the past year we also helped conduct and structure the content for the first ESG International Summit in Saudi Arabia, which also had a session in Dubai just last week.

At the same time, we are supporting some international working groups. For example, with the Green Grids Initiative and UNESCAP, I am leading a workstream aimed at drafting some climate finance principles for Green Grids, and with the World Association of Public-Private Partnerships I am collaborating on an article trying to identify and address access barriers to climate finance. In both cases, we aim to present the results for consultation at COP29 this year.

It's hectic times but promising ones, and it feels great to be part of a nascent leading voice in the global green economy.

How do you see the UAE's green economy initiative expanding over the next five years and how is your brand going to contribute towards the narrative?

The UAE has championed the green economy in the region: I see the initiative gaining articulation and depth in all its 6 fields, particularly in policies, nature-based solutions and innovative technology manufacturing.

> **"In the past year we also helped conduct the first ESG International Summit in Saudi Arabia, which also had a session in Dubai just last week."**

The way we want to contribute is at the institutional level, to help shape the policy framework further, to a level of maturity that enables streamlined access to funding, securitisation beyond the mega-funds and the utilisation of innovative financial products. We also want to help the institutions develop synergies between the 6 fields of the green economy, the increase socioeconomic benefits exponentially but also to develop systemic resilience.

At the corporate level, we want to help our client connect the dots between decarbonisation, green finance and sustainability reporting to maximise return of investments but also to ensure continuous improvement even after our services reconcluded.

Finally we would like to connect institutional and private companies in a multi-stakeholder dialogue because that's indispensable for effective policymaking and industrial development, particularly when it comes to energy transition, and as such it's the key to develop and maintain a country's competitive advantage nowadays.

How do you chart your personal contributions to your brand in terms of driving the green economy story forward over the next decade?

In 10 years time, I'd like to think of having founded a brand that's one of the leading sustainability advisories in the region, one that started in the Gulf to then later expand internationally.

I would like my brand to be leading not only and not primarily by business volume but for the robustness of its solutions, its level of impact on the green economy in the GCC and for how it facilitates innovation at the service of climate action.

GREEN ECONOMY / UAE GREEN CONSTRUCTION

Sustainable skylines promise hope

Brick by sustainable brick, the UAE's build to becoming a powerhouse in the regional and global green construction sector is a story of resilience and innovation

Rapidly establishing itself as a regional and global hub for green construction, the UAE has in recent years led by example to show its overall commitment to sustainability as a cause. From the groundbreaking Expo 2020 Dubai pavilions, which were designed with sustainability at their core, to the Sharjah Sustainable City, a net-zero energy community launched in 2020, the UAE sets new standards in eco-friendly construction. Known for its ambitious architecture and rapid urban development, the UAE has shifted its focus towards sustainability, driven by the global need for environmental responsibility and the nation's own vision for a sustainable future. With comprehensive policies, cutting-edge technologies, and significant investment, the UAE is not just adopting green construction practices but also leading the charge in redefining the industry.

At the core of the UAE's emergence as a green construction leader are its robust regulatory frameworks that mandate sustainability in building practices. In 2010, Dubai launched the Green Building Regulations and Specifications, which became mandatory for all new buildings in 2014. These regulations cover various aspects of construction, including energy efficiency, water conservation, and the use of sustainable materials. Similarly, Abu Dhabi's Estidama programme, introduced under the Abu Dhabi Urban Planning Council, established the Pearl Rating System, a unique sustainability rating system designed for the region's specific environmental conditions.

The UAE's commitment to green building is also evident in its Energy Strategy 2050, which aims to cut carbon emissions by 70 per cent and improve energy efficiency by 40 per cent by mid-century. This strategy underpins the country's drive towards sustainable construction, ensuring that new developments not only meet high environmental standards but also contribute to the nation's broader sustainability goals.

LANDMARK PROJECTS

The UAE is home to some of the world's most iconic green buildings, which showcase the nation's leadership in sustainable construction. The Burj Khalifa, the world's tallest building, incorporates several green features, such as a high-performance exterior cladding system that reduces solar heat gain and a condensate collection system that recycles water for landscaping.

However, it is the UAE's commitment to entire sustainable communities that truly sets it apart. The Masdar City project in Abu Dhabi is a pioneering example of green urban development. Designed to be one of the world's most sustainable cities, Masdar City aims to achieve net-zero carbon emissions through the use of renewable energy, sustainable building materials, and advanced waste and water management systems. The city's buildings are constructed to minimise energy consumption, with features such as passive design techniques, energy-efficient lighting, and rooftop solar panels.

In Dubai, the Sustainable City is another prime example of the UAE's leadership in green construction. This community is designed to produce more energy than it consumes, with over 500 villas equipped with solar panels, energy-efficient appliances, and sustainable landscaping. The development also includes a car-free zone, organic farms, and recycling facilities, setting a new standard for sustainable living in the region.

TECHNOLOGICAL INNOVATION

The UAE's rise as a green construction hub is also driven by its embrace of technological innovation. The country is at the forefront of integrating smart technologies into construction, making buildings not only environmentally friendly but also highly efficient in their operation. Building Information Modeling (BIM), a digital tool that enables the efficient design, construction, and management of buildings, is widely used across the UAE's construction industry. This technology allows for precise planning, reducing waste and energy consumption during construction.

Moreover, the UAE is investing heavily in research and development to advance sustainable construction technologies. The country has become a testing ground for innovative materials and construction methods, such as 3D-printed buildings. Dubai's 3D Printing Strategy aims to make the city a global leader in this technology, with the goal of having 25 per cent of new buildings constructed using 3D printing by 2030. This method significantly reduces construction waste, material usage, and the overall environmental impact of building projects.

As the UAE continues to pioneer green construction, its influence is spreading beyond its borders. The nation is increasingly seen as a model for sustainable development in the Middle East and North Africa (MENA) region, where other countries are beginning to adopt similar regulations and practices. The UAE's expertise in green construction is also being exported to other parts of the world, with Emirati companies involved in sustainable building projects in Africa, Asia, and Europe.

The UAE is also playing a leading role in global green building organisations. Dubai, for instance, is home to the World Green Building Council's MENA Network, which promotes sustainable construction practices across the region. The UAE's active participation in international forums and its commitment to meeting global sustainability standards, such as those set by the Paris Agreement, further underscore its role as a global leader in green construction.

BUILD A SUSTAINABLE FUTURE

Through its integration of advanced technologies, setting stringent regulatory standards, and developing iconic green projects, the UAE is not only transforming its own urban landscape but also setting an example for the world to follow. As the global demand for sustainable construction continues to grow, the UAE is well-positioned to lead the industry, driving innovation and setting new standards for what is possible in green construction. The nation's ongoing efforts are not just about building for today but about creating a sustainable future for generations to come.

GN Archives

A fish eye view of the Expo 2020 Pavilion

From the groundbreaking Expo 2020 Dubai pavilions, which were designed with sustainability at their core, to the Sharjah Sustainable City, a net-zero energy community launched in 2020, the UAE sets new standards in eco-friendly construction.

GREEN ECONOMY / ESG MENA

"Sustainability is in our DNA"

Sal Jafar, Chief Executive Officer, ESG Mena explains why collaboration is crucial to achieving sustainable development goals

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ESG Mena launched in 2022 as the first ESG knowledge hub in the region, delivering the latest news, analysis, and expert insights on ESG, sustainability, and climate action.

With an on-the-ground team in the UK, UAE, Jordan, and Egypt, the company advocates for climate action and good governance within the private sector and beyond, with the overarching aim of supporting the realisation of a greener and more equitable future.

As an ESG knowledge hub, sustainability is in our DNA — it is our anchor — and from the beginning, our mission has been to shout from the rooftops that the business world needs to change for the better. We provide access to the knowledge required to facilitate this change, spotlighting the companies that are taking action (and those that are not), the evolving regulatory landscape, and information on the tools and guidance to support progress.

Since day one, we have been speaking to the experts, deep-diving into under-reported aspects of climate action and ESG, covering key conferences and summits, holding companies to account, and forging partnerships to move the needle in the region.

Indeed, ESG Mena believes that collaboration is crucial for achieving sustainable development goals and the green economy, closing the inequality gap, and, ultimately, protecting our planet and people from the intensifying climate crisis.

With this guidepost, ESG Mena is a member of the Irena Coalition for Action to support the transition to renewables, believing wholeheartedly in the realisation of a fast, fair and funded fossil fuel phase-out.

Similarly, we are members of the Clean Energy Business Council (CEBC) and also facilitate ESG and environmental knowledge-sharing workshops through a partnership with Dubai Media Academy.

With the Academy, we conduct training sessions on environmental and ESG topics for various sectors, including for journalists and department heads in government institutions and schools.

ESG Mena believes that the transition to a fully green economy must happen fast if the world is to turn the tide on the damage it has done and prevent further destruction to ecosystems, biodiversity, lives, and livelihoods.

In the next five years, we hope to see:

- More regulation, support and incentives for ramped-up renewable energy expansion and an accelerated fossil fuel phaseout.
- A firm push towards sustainable upstream solutions to combat plastic pollution.
- Increased efforts to realise an equitable, inclusive and sustainable food system transformation, with policies and initiatives to support an accelerated shift towards plant-based food.
- More partnerships and initiatives aimed at educating and mobilising diverse stakeholders.
- Robust corporate sustainability regulations to hold companies accountable for climate action (or inaction) with improved and expanded reporting and disclosure and comprehensive anti-greenwashing laws.

ESG Mena will be here on this journey to ask the hard questions, hold companies accountable, and advocate for change.

With regard to my personal contributions to the company to drive the green economy forward over the next decade, as the founder and head of ESG Mena, I will continue to work to expand both our reach and presence across the region. I also look to spotlighting innovation far and wide, giving a voice to the change-makers, and striving to ensure that the region prioritises people and planet over profit.

> **"ESG Mena is a member of the Irena Coalition of Action to support the transition to renewables, believing in a fast, fair and funded fossil fuel phaseout."**

Indeed, while in recent years, we have seen promising pledges and commitments on corporate action, many are yet to be realised. It is now time to turn words into action.

The reality is that no matter how much countries and companies tout their sustainability targets and achievements, the world is off-track from reaching sustainable development goals, renewable energy goals, and the Paris climate goals, with many of the world's top climate scientists now expecting the world to far exceed 1.5 degrees. This should be a wake-up call for companies and governments alike.

His Highness Dr Shaikh Sultan Bin Mohammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah inaugurates the Sharjah Waste to Energy plant, the first of its kind in the Middle East, in May 2022

GN Archives

Nothing goes to waste

Environmental challenges posed by rapid urbanisation have prompted the UAE to devise unique approaches to solving critical issues in waste management

The Sharjah Waste-to-Energy Plant stands as a symbol of the UAE's commitment to sustainability. Inaugurated in 2022, this state-of-the-art facility is the first of its kind in the region and represents a significant milestone in the UAE's efforts to reduce its environmental footprint. The plant, a joint venture between Masdar and Bee'ah, converts over 300,000 tons of municipal solid waste annually into 30 megawatts of energy, enough to power thousands of homes.

This initiative is part of Sharjah's broader goal to achieve zero waste to landfill, setting a precedent for the rest of the nation and the region.

The Sharjah Waste-to-Energy Plant is just one example of the UAE's rapid advancements in the waste management sector. Over the past decade, the country has undertaken a series of initiatives that have transformed how it handles waste, with a strong emphasis on sustainability, innovation, and the integration of circular economy principles.

These efforts are positioning the UAE as a regional leader in waste management and are contributing to the nation's broader environmental goals.

RAPID DEVELOPMENTS

The UAE's approach to waste management has evolved rapidly, driven by the need to address the environmental challenges posed by rapid urbanisation and industrialisation. One of the key pillars of this approach is the development of integrated waste management systems that encompass waste reduction, recycling, and energy recovery.

Dubai's Integrated Waste Management Master Plan 2030 is a prime example of this comprehensive strategy. The plan outlines the construction of new waste treatment facilities, the expansion of recycling programmes, and the implementation of stricter regulations to minimize waste generation.

Central to this plan is the Dubai Waste Management Centre, which is set to become the world's largest waste-to-energy plant upon completion. With the capacity to process 1.9 million tons of waste annually and generate 200 megawatts of electricity, the facility will play a critical role in Dubai's efforts to reduce landfill use and transition towards a more sustainable waste management system.

In addition to large-scale infrastructure projects, the UAE is also focusing on promoting recycling and resource recovery. The country has invested heavily in recycling facilities, such as Dubai Municipality's Materials Recovery Facility, which processes 240,000 tons of recyclable materials each year. These facilities are essential to diverting waste from landfills and reducing the environmental impact of waste disposal.

EMBRACING THE CIRCULAR ECONOMY

The UAE's waste management strategy is increasingly centered around the concept of a circular economy, where resources are kept in use for as long as possible, and waste is minimised through better resource management. The UAE Circular Economy Policy 2021-2031 lays out a framework for achieving this vision, targeting key sectors like manufacturing, construction, and food.

In Abu Dhabi, Tadweer, the Center of Waste Management, plays a vital role in implementing circular economy principles. Tadweer oversees a range of waste management activities, including the collection, transportation, and treatment of waste, and it runs several waste-to-energy and composting projects. By focusing on resource recovery and reuse, Tadweer is helping to reduce the dependency on landfills and contribute to the UAE's broader sustainability goals.

TACKLING FOOD WASTE

Food waste is another area where the UAE is making significant progress. Recognising the environmental and economic impact of food waste, the UAE has launched several initiatives to reduce food waste at all stages of the supply chain. The National Food Waste Reduction Programme aims to cut food waste by 50 per cent by 2030, aligning with the United Nations' Sustainable Development Goals (SDGs).

Initiatives under this program include public awareness campaigns, partnerships with businesses to donate surplus food, and the use of technology to monitor and reduce food waste. The UAE Food Bank, launched in 2017, has been particularly successful in redistributing surplus food to those in need, further reducing the amount of food waste that ends up in landfills.

With the capacity to process 1.9 million tons of waste annually and generate 200 megawatts of electricity, the facility will play a critical role in Dubai's efforts to reduce landfill use and transition towards a more sustainable waste management system.

CHALLENGES AND OPPORTUNITY

While the UAE has made remarkable strides in waste management, challenges remain. The country needs to continue reducing per capita waste generation, improve the efficiency of waste processing, and encourage more widespread adoption of recycling practices among the population.

However, these challenges also present opportunities for innovation. The UAE is investing in research and development of new waste management technologies, such as artificial intelligence for waste sorting and blockchain for tracking waste streams.

These innovations not only improve the efficiency of waste management but also position the UAE as a global leader in this critical area.

Characterised by ambitious projects like the Sharjah Waste-to-Energy Plant and a strong focus on sustainability, the UAE is setting new standards for the region. By embracing innovative technologies, promoting recycling, and integrating circular economy principles, the UAE addresses its environmental challenges with zeal, paving the path to a greener future.

As the country continues to invest in sustainable waste management, it solidifies its position as a leader in the global movement towards environmental stewardship and sustainability.

Getting customers to enjoy a green drive

In conversation with **Marco Torta,** Area Manager, Iveco Regional Representative Office

Please share a brief profile of your brand and service or product portfolio.

Iveco designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles and dedicated services, developed to help customers to manage their fleet and business efficiently.

Iveco produces on-road and off-road trucks and commercial vehicles in light, medium and heavy product ranges.

How did you first get involved in the sustainability and green economy story?

Iveco started to produce green vehicles from the late 90s, starting with CNG and LNG commercial vehicles. Here, we first started with our Daily (light range), and then extended the line-up to medium and heavy vehicles. Today, in Europe, Iveco is a leader in this segment.

In recent years, Iveco also started production on electric heavy vehicles in collaboration with Nikola. Now, the electric heavy line up is fully produced by Iveco at our factory in Ulm, Germany. In 2022, Iveco launched the Edaily in Europe, our new light commercial vehicle.

Moreover, Iveco and Hyundai have been working together since 2022 as well, having already collaborated on a hydrogen-powered commercial vehicle - the eDAILY FCEV, equipped with Hyundai's 90kW hydrogen fuel cell system and a 140kW electric motor.

What are the recent initiatives that your brand has fronted in the field?

Iveco enjoys collaborations and partnerships with several companies worldwide, with the initiatives covering three main segments:

- Product technology investment and know how
- Services and Energy ecosystem
- New markets and business model

How do you see the UAE's green economy initiative expanding over the next five years and how is your brand going to contribute towards the narrative?

> **"We have received several requests for electric vehicles, with the UAE market showing great interest in green vehicles."**

We have received several requests for electric vehicles, with the UAE market showing great interest in green vehicles.

There are several initiatives promoted by local authorities such as:

- Global EV Market, a project designed to develop the UAE into a global market for EVs. The project supports the shift to green mobility and aims to increase EVs to 50 per cent of total vehicles on UAE roads by 2050.

- ADNOC Distribution and Abu Dhabi National Energy Company (TAQA) announced the formation of a new mobility joint venture, E2GO, to build and operate EV infrastructure in Abu Dhabi and the wider UAE.

The partnership will include a network of fast chargers at key locations, with associated solutions such as parking and tolling services, in addition to related digital platforms to facilitate EV charging

- The Dubai Roads and Transport Authority (RTA) has rolled out a long-term strategy for net zero emission public transport by 2050.

We believe that the UAE is moving in the right direction. Of course, these projects require time and funds, but we are sure that the local government will achieve their targets.

In the next five years we are expecting an increase of electric trucks and buses, required mainly by municipalities and public companies,

How do you chart your personal contributions to your brand in terms of driving the green economy story forward over the next decade?

My personal aim is to introduce the new generation of Iveco trucks , such as electric and hydrogen vehicles (when available) in order to get customers to enjoy driving our vehicles in a green environment.

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