

Sustainability Factsheet

From government initiatives involving multiple entities to efforts within the private sector, sustainability has been embraced across Dubai, with stakeholders understanding the profound impact new strategies and best practices can have in the long term.

And while some initiatives are still on the horizon or in their planning phases, others are well underway and already making an impact, and will be affecting aspects of the delegate experience at the 57th ICCA Congress in Dubai.

Leading the way, **Dubai's government** has placed a focus on the issue with the introduction of the Dubai Plan 2021, with one of the themes – ‘The Place’ – aimed at making Dubai a smart and sustainable city. The theme addresses the importance of sustainability in managing against Dubai's future growth by ensuring the availability of clean energy sources and protecting natural resources such as soil, water, and air, and promoting sustainable consumption.

Energy

Renewable and Clean Energy is one of 7 high-priority sectors in the UAE National Innovation Strategy and the **Dubai Clean Energy Strategy 2050** aims to transform Dubai into an international hub for clean energy and green economy, by providing 7% of Dubai's total power output from clean resources by 2020, 25% by 2030, and 75% by 2050.

The **Dubai Electricity and Water Authority (DEWA)** has developed several sustainability initiatives aimed at turning Dubai into a smart city. “Shams Dubai” is DEWA's first smart initiative to connect solar energy to buildings, a part of the Distributed Renewable Resources Generation programme. DEWA has also launched the “Green Charger” initiative to establish the infrastructure and build electric vehicle charging stations, to promote green transportation in the city. Another sustainability initiative powered by DEWA is the Mohammed bin Rashid Al Maktoum Solar Park, the largest single-site solar park in the world.

Tourism

Dubai's **Department of Tourism and Commerce Marketing (Dubai Tourism)** launched the [Dubai Sustainable Tourism \(DST\) initiative](#) in 2012. The aim of the initiative is in line with the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to transform Dubai into a sustainable environmental destination. This will be accomplished through an ongoing programme dedicated to improving and encouraging conservation of the city's resources, as well as reducing the carbon footprint of Dubai's tourism industry in line with Dubai's Carbon Abatement Strategy, which commits to a 16% reduction in carbon emissions by 2021.

The initiative is built around four pillars: Standards, developed specifically to fit with the Dubai hospitality sector and add value to the industry; Education, to empower people and build the capacity in the hospitality industry through effective training and tailored made workshops; Programmes and Campaigns, to facilitate the standards implementation, allow a structured monitoring process and enhance reporting mechanisms in the hospitality sector; and Awards, recognising those companies within the tourism sector that have demonstrated good practices when it comes to reducing the their carbon footprint.

Dubai Tourism is carrying out its sustainability initiative in collaboration with strategic partners including Etihad ESCO, Dubai Carbon, Emirates Environmental Group, Emirates Wildlife Society – WWF and Emirates Green Building Council, as well as the Dubai Supreme Council of Energy, Dubai Electricity and Water Authority, and Dubai Municipality.

ICCA Congress venue

Dubai World Trade Centre (DWTC), the region's largest events space and the venue for the 2018 ICCA Congress, is committed to sustainability, as evident through a number of its initiatives. Among them is DWTC's contribution to the UAE Food Bank, which is committed to distributing food to those in need while eliminating food waste. This is done by working with local authorities as well as local and international charities to create a comprehensive ecosystem to efficiently store, package and distribute excess fresh food from hotels,

restaurants and supermarkets. Launched in January 2017 under the umbrella of the Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI), it is the first Food Bank in the UAE. DWTC retail outlets have also partnered with 'KeepEat', an active app that allows visitors to buy food at the end of the day at 50% discount, reducing food waste.

Committed to contributing to the UAE's clean energy agenda, DWTC is also deploying sustainable and renewable energy solutions across its developments. In June 2018, DWTC completed a rooftop solar photovoltaic (PV) installation above one of their largest congress halls. The 1-megawatt system includes more than 3,000 PV panels covering 6,600 square meters of rooftop space. The solar power generated will help save 2,000 tonnes of carbon dioxide each year, equivalent to taking 172 cars off the road. Alongside this, DWTC is reducing its energy consumption by 5-7% year-on-year and has been rolling out free charging stations for electric vehicles.

Another important initiative at DWTC, in the area of waste management, is its plan to go 'paperless', while the venue is already pro-actively redirecting waste from landfill, with a number of routes to redirect plastics, electronics, carpet and wood.

Official Congress Hotels

AccorHotels (Fairmont Dubai, Hotel Ibis One Central, Novotel World Trade Centre Dubai) has committed to sustainability initiatives for many years and has constantly worked to redefine boundaries. The Planet 21 programme, for instance, demonstrates the Group's ambitious goals for 2020, based around four strategic priorities: working with its employees, involving its customers, innovating with its partners, and working with local communities.

The **Conrad Hotel** is driving green initiatives by encouraging guests to join the movement by saving on energy and washing. They have also implemented a number of initiatives in the hotel to bring down the amount of energy and water consumed. These include: introducing energy-saving light bulbs, reducing water-flow restriction without affecting customer experience, as well as incorporating a building management system to save water and electrical energy.

Sheraton Grand Hotel Dubai is a Green Key certified property, meaning sustainability has been integrated at a very high level in the management and operation of the hotel. Among its energy saving initiatives and sustainability related activities have been the installation of high-efficiency lighting in guestrooms, public areas and back of house areas, and its Make A Green Choice programme, which rewards guests for choosing to conserve natural resources in their guest rooms.