

## “Heroes of the UAE’ giveaway “Bright” savings message

August 09, 2009

*EWS-WWF, Environment Agency- Abu Dhabi & Abu Dhabi Water and Electric Authority unite to distribute energy-saving light bulbs in Abu Dhabi-*

**(Abu Dhabi)** Up to 40,000 energy-saving light bulbs are being handed out in Abu Dhabi as part of a new outreach initiative by ‘Heroes of the UAE’ ([www.heroesoftheuae.ae](http://www.heroesoftheuae.ae)), the inspirational campaign developed to tackle the UAE’s ecological footprint, climate change and rising energy demand.

Organized by the Emirates Wildlife Society in association with the World Wide Fund for Nature (EWS-WWF), the Environment Agency of Abu Dhabi (EAD) and Abu Dhabi Electricity and Water Authority (ADWEA), the mass promotion will take place in Marina Mall, Abu Dhabi, over consecutive weekends, 7<sup>th</sup> - 8<sup>th</sup> and 14<sup>th</sup> – 15<sup>th</sup> August, 2009.

The aim of the initiative is to encourage sustainable living, urging local residents to take direct action at home by installing energy-saving light bulbs as a first step to reducing their own household carbon footprint. Remarkably, if all 40,000 energy-saving light bulbs replace existing traditional light bulbs, the potential carbon dioxide (CO<sub>2</sub>) emissions savings resulting from the promotion will be equivalent to taking 2000 cars off the road, Razan al Mubarak, Managing Director, EWS-WWF explains;

“Households alone are responsible for over 50% of the UAE’s carbon footprint, consuming huge amounts of energy on a daily basis with lighting an important contributor. We hope as many people as possible will come visit our volunteers at the ‘Heroes of the UAE’ stand at Marina Mall and take away energy-saving light bulbs to install within their own home. It’s just one very simple action where we can all join in the fight against climate change, and know that we are making a real difference.”

Lighting accounts for almost 10% of household energy consumption. By switching to energy –saving light bulbs the average two-bedroom apartment could save up to 800 Dirhams per year off their electricity bill. In addition to being more efficient, energy-saving light bulbs last up to 10 times longer than traditional versions- giving yet another reason why every household should make the switch.

As H.E. Majid Al Mansouri, Secretary-General of EAD emphasised, the scale of the problem requires action beyond lighting in the home;

“EAD believes in partnerships that contribute greatly towards conserving natural resources, protecting wildlife and enhancing environmental awareness. We need to continue instilling in our children, the next generation, as well as citizens and residents of the UAE a sense of responsibility towards the environment. Each one of us can make a positive contribution by implementing some very simple changes in our lifestyles. Only when each home adopts positive habits, will we be able to reduce our country’s carbon footprint.”

H.E. Abdulla Saif Al Nuaimi, Director of Privatization for the Abu Dhabi Water and Electricity Authority (ADWEA), stated;

“We are delighted to sponsor the ‘Heroes of the UAE’ campaign and supply the energy-saving light bulbs being distributed freely to the people of Abu Dhabi. This is a fantastic way to engage with local people, showing them how they can help protect the UAE environment while also substantially reducing their utility bills. As a result of visiting the stand and learning more about the campaign, hopefully people will be more responsible with their energy usage, helping them recognise that some current habits are simply not sustainable.”

The UAE is the fifth highest per capita consumer of energy in the world – 7 times the global average. Furthermore, a potential risk exists within the UAE that energy demand could outstrip supply. Equally the UAE also has one of the highest per capita Ecological Footprints in the world, with over 80% of this footprint related to CO<sub>2</sub> emissions, largely due to fossil fuel-based energy consumption. Global temperatures are likely to rise alongside these rising CO<sub>2</sub> emissions. And as a result, the UAE is predicted to face hotter summers, rising sea levels, coastal erosion, biodiversity loss, scarcer freshwater, more extreme storms and economic impacts.

During the promotion, campaign volunteers will be on hand to distribute the ‘Heroes’ energy-saving light bulbs, provide useful information and energy conservation tips to visitors of Marina Mall, encourage visitors to take a personal pledge to reduce their household energy consumption. Stationed on the ground floor of Marina Mall by the main entrance, the promotion will take place on the weekends of the 7<sup>th</sup> and 8<sup>th</sup>, 14<sup>th</sup> and 15<sup>th</sup> of August from 2pm to 10pm on Fridays and 10 am to 6pm on Saturdays.

As part of an ongoing commitment across all levels of UAE society, the initiative will be launching a schools engagement phase as well as initiatives tackling the private sector and government institutions in coming months. The campaign was developed in association with the Environment Agency – Abu Dhabi and has been endorsed by the Ministry of Environment and Water and the Ministry of Energy, and sponsored by the ADWEA, Masdar and the Abu Dhabi Media Company.

#### **-1. Some simple facts about Compact Fluorescent Lightbulbs (CFL)**

- By switching to CFLs, you can save upto AED 806[1] off your energy bill.
- CFLs last 10 times longer than incandescent bulbs.
- They work with your existing fixtures.
- They emit 4 times less CO<sub>2</sub> emissions.

#### **a) Where to buy CFLs**

CFLs are readily available in the UAE in all major supermarkets, department stores and convenience stores[2], including: Abela Superstore; ACE Hardware; Al Maya Lal’s; Carrefour Hypermarkets; Choitram supermarkets; Emarat Gas Stations; Geant Hypermarkets; Hyperpanda; IKEA; Sharaf DG Stores; Spinneys; SPEEDEX superstore; Union Co op stores.

#### **b) Start with one bulb**

Try just one to make sure it gives the kind of light you want. Look for bulbs with a color temperature between 2650 and 2850 degrees Kelvin or labeled "warm white."

**c) Finding a CFL with similar brightness to an incandescent bulb**

Look for CFLs with wattage about one-quarter of the incandescent you're replacing.

**d) Check the shape and size**

CFL bulbs can be bigger than standard incandescent bulbs. Inspect your lamp shade, and socket to ensure that your lamp can accommodate the CFL.

**e) Dispose of burnt-out or broken CFLs properly:**

- open a window and leave the room for 15 mins or more
- collect all broken materials using a wet rag, being careful not to disturb the dust
- Place all materials (including the rag) in a sealed plastic bag and place that bag in a second bag
- Wash your hands afterward.
- If possible, place in specialist recycling facilities that are designed to deal with CFLs or ask the outlet if they provide a recycling facility for these bulbs.
- If recycling facilities are not available then dispose as normal

**2 Some simple facts about LEDs**

- Last up to 10 times longer than CFLs and far longer than incandescent bulbs.
- As they are solid and without a filament, they do not break as easily as CFL or incandescent bulbs.
- Do not cause heat build-up
- No mercury is used in the manufacturing of LEDs.
- Use only 2-10 watts of electricity (1/3rd to 1/30th of Incandescent or CFL) Small LED flashlight bulbs will extend battery life 10 to 15 times longer than with incandescent bulbs.
- Although LEDs are expensive, the cost is recouped over time and in battery savings.
- Due to the low power requirement for LEDs, using solar panels becomes more practical and less expensive than running an electric line or using a generator for lighting.

**Selection and use of LEDs**

Many different models and styles of LED bulbs are emerging in today's marketplace. When choosing a bulb, keep in mind the following:

- Read the package to choose your desired illumination level. For example, a 3W LED is equivalent in output to a 45 W incandescent.

- Choose appropriate colours and between warm and cool light - LEDs are available in 'cool' white light, which is ideal for task lighting, and 'warm' light commonly used for small area lighting.
- LEDs are available in several types of 'pin' sockets or the standard 'screw' bases for recessed or track lighting.

**For more information join [heroesoftheuae.ae](http://heroesoftheuae.ae).**

### **Emirates Wildlife Society in association with Worldwide Fund for Nature (EWS-WWF)**

EWS is a national (UAE) environmental NGO working at the federal level. EWS is established under the patronage of HH Sheikh Hamdan bin Zayed Al Nahyan – Chairman of EAD. The mission of EWS is to conserve the natural heritage of the UAE and to promote sustainable lifestyles. In the UAE, EWS works in association with WWF, to implement conservation actions for the protection of local biodiversity. EWS-WWF has been active in the UAE since the beginning of 2001 and has initiated several conservation projects in the region.

### **Environment Agency – Abu Dhabi (EAD)**

The Environment Agency – Abu Dhabi (EAD) is a governmental agency that was established in 1996. We are committed to protecting and managing biodiversity, providing a clean environment, raising environmental awareness and promoting Sustainable Development in the Emirate of Abu Dhabi. We provide a direction for Government, business and the community to build environmental considerations into the way they plan and live without compromising Abu Dhabi's development or our environment. In 2008, EAD was awarded ISO 9001 for Quality; ISO 14001 for Environment and ISO 18001 for Health and Safety.

(Environment Agency)