

## **Dewa honours winners of 'Best Consumer Awards' and launches sixth round of Conservation Initiative**

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**The Dubai Electricity and Water Authority (Dewa) today announced 13 environmentally-conscious residential customers have won cash prizes totalling Dhs22,000 for significantly reducing the use of water and electricity.**

Designed to encourage people to conserve vital resources, the Awards were presented at a ceremony organized by Dewa on the sidelines of the Water, Electricity and Environment Technologies (WETEX) 2009 exhibition in Dubai.

Saeed Mohammad Al Tayer, Managing Director and CEO of Dewa, said: 'With residents constituting 80% of water and 70% of our electricity consumer base, there is an urgent need to encourage all consumers to be prudent in their electricity and water consumption, especially during the summer season.'

'In the current difficult economic situation, it is crucial for every consumer to be more cautious and implement all means available to reduce their energy consumption. We are confident the Best Consumer Award will increase awareness of the need to help protect the environment by the conservation of vital resources.'

The sixth round of the 'Best Consumer Award' was also officially launched at WETEX 2009 and will run until 31 August. The awards are part of Dewa's wider energy conservation programme that includes schools, hotels, Dubai Government departments, in addition to the commercial and industrial sectors.

Engineer Amal Koshak, Senior Manager - Demand & Tariff Management, Dewa, expects a high number of participation in the 'Best Consumer Awards' this year, given the achievements of the award in the previous years. Engineer Koshak affirmed that the awards will also support the conservation programme that Dewa intends to integrate into the daily life of Dubai's population.

She added:

'Every single person participating in these awards will be a winner. Even those who do not win cash rewards will benefit from substantial savings in their water and electricity bills.'

To participate in the awards, contestants must fill in a special form, with their name, address, and Dewa subscription number. With this information, Dewa's conservation team will track the household consumption and benchmark it to last year's usage for determining the winners.

{ AME Info }