



مركز البيئة للمدن العربية  
Environmental Center for Arab Towns

# ECAT

## Achievements Report

### 2010-2012



بلدية دبي  
DUBAI MUNICIPALITY





It is our pleasure to issue the most important achievements and initiatives by the Environmental Center for Arab Towns which is hosted by Dubai Municipality to be the epicenter to raise environmental awareness and the transfer and exchange of expertise and success stories among Arab Towns to achieve the desired goals in the preservation of the environment and its natural resources. We wish to emphasize that the implementation of environmental projects and eco-friendly initiatives in a specific time frame and associated with urban development plans in the cities is the key to the emergence of green cities in order to achieve true sustainability and development in Arab Towns. The protection of the environment is a general and important issue should not be left to governments or for the professionals only for consideration, everyone in society is responsible and to take part in protecting the environment in their respective locations.

**H.E. Eng. Hussain Nassir Lootah**  
Director General of Dubai Municipality  
Chairman of the Board of Trustees of  
Environmental Center for Arab Towns



The Arab Towns Organization is highly appreciating the active and effective role played by the Environmental Center for Arab Towns in preserving the environment in the Arab Towns. We always look forward to more achievements and environmental initiatives aimed at improving the current environmental situation of Arab Towns to produce healthy, safe and clean cities for us and future generations. It is worth mentioning that the Arab Towns Organization is a non-governmental organization, specializing in the affairs of towns and municipalities in the Arab world where there are six specialized institutions under the umbrella of ATO, including the Environmental Center for Arab Towns and they all converge at one goal that is to promote the Arab cities.

**H.E. Abd Al-Aziz Yousef Al-Adsani**  
Secretary General  
Arab Towns Organization



Given the importance of preserving the environment of all its components water, air and soil, the Environment Centre for Arab Towns strives to protect our environment through many environmental projects and initiatives, where the most important achievements are summarized in this booklet. The center is a beacon to raise environmental awareness is also working on knowledge transfer and knowledge exchange among Arab towns, in addition to the role in empowerment of people and get them to play active roles in order to achieve sustainable development, and to show the important role of society in changing behavior patterns and negative habits in dealing with the environment.

**Eng. Mohamad Mahmoud Al Noori**  
Director, Environmental center for Arab Towns



## About ECAT?

The Environmental Center for Arab Towns (ECAT) is a scientific research institute which deals with environmental issues concerning Arab city's natural resources, economic progress and sustainable development. ECAT is affiliated with the Arab Town Organization (ATO) and operates under the umbrella of the Director General of Dubai Municipality and ten representatives from ATO member cities. The center specializes in offering Awareness and research services in different environmental fields to all the cities which are members in the ATO.

By staying true to our mission of Working together to preserve the natural and urban environments and protect them from pollution in the shadow of sustainable development, we aim to realize our objectives.

ECAT plans to establish a universal environmental strategy for Arab cities, and offer them technical support, reconsulting services and environmental expertise in the fields of environmental health, natural resources and urban sustainable development. Through organizing trainings, seminars, and conferences ECAT will prepare environmentally aware cadres and encourage collaboration among environmental agencies and organizations, regionally and internationally. Moreover, ECAT will identify environmental concerns in Arab cities and take the necessary measures to address them. In this endeavor, the center will attempt to consolidate connections, reinforce cooperation and facilitate the exchange of environmental expertise among Arab cities. Finally, the center aims to establish an Environmental Data Bank using the most advanced technologies to serve as a valuable source of accurate and reliable environmental information.



# Vision, Mission, Value

## **Vision:**

Arab Towns with healthy, pollution-free environments and aware, involved societies.

## **Mission:**

Working together to preserve the natural and urban environments and protect them from pollution in the shadow of sustainable development.

## **Values:**

The centre aims to fulfill its vision and mission based on the following values:

- **Participant:** Effective contribution to provide environmental solutions to address the needs of Arab towns
- **Knowledge:** Acquiring, developing, and sharing knowledge in the environmental field.
- **Partnership:** Constructive and productive cooperation with all parties concerned in the aim of improving environmental practices in Arab towns.
- **Innovation & Appreciation:** Spread the spirit of creativity and excellence through the adoption and implementation of constructive environmental projects in Arab towns.



## Main Objectives

1. Establish a universal environmental strategy for Arab towns.
2. Provide ATO members with technical assistance and support in establishing environmental procedures and implementing strategies to preserve the natural equilibrium between all elements of nature in the shadow of sustainable development.
3. Offer technical support, consulting services and environmental expertise to ATO members in the fields of environmental health, natural resources and urban sustainable development.
4. Study the different aspects of the nature and urban environments in Arab towns and conduct research to identify and explore environmental concerns and take the necessary measures to address them.
5. Establish an Environmental Data Bank by applying an efficient Geographic Information System (GIS) to the fields of monitoring, updating, analyzing and comparing data concerning the Arab Environment. This will facilitate the documentation process and increase the level of coordination among Arab Towns.
6. Consolidate the connections, reinforce cooperation and facilitate the exchange of environmental expertise between Arab towns. This can be achieved through sharing ideas, developing mutual programs and exchanging visits between members of the ATO.
7. Prepare environmentally aware cadres in all ATO member cities which are qualified and trained in the environmental field. Trainings will be conducted in accordance with the most innovative methods and up-to-date scientific techniques.

## ECAT Partners

### Dubai Municipality (DM)

Dubai Municipality is regarded as one of the largest establishments in Dubai in terms of the number of people it employs, the wide range of services it provides to the public and the projects it carries out. Dubai Municipality is a major driving force behind the development process of Dubai City as a whole.

#### Vision:

Creating an excellent city that provides the essence of success and comfort of sustainable living.

#### Mission:

Working to plan, design, build and manage the municipal infrastructure, facilities and services through the appropriate investment in our human and other resources maintaining the sustainable development.

#### Values:

In the quest towards achieving our strategic vision and our grand mission at all levels; we act based upon the following core values:

**Employees:** The real asset

**Stakeholders:** Commitment to partnership and appreciation of their needs and expectations

**Transformation:** Appreciation of change and strive for positive development

**Performance:** Doing the right things right.

**Interdependence:** Focus on teamwork through cooperation and sharing of ideas.

**Innovation:** The adoption of initiatives and the recognition of innovators



### Arab Town Organization (ATO)

The Arab Town Organization (ATO) is a regional, non-governmental organization specialized in municipal and town affairs of the Arab World. It is nonpolitical and has no ideological affiliation and does not interfere in the political affairs of any country. The ATO was established in 1967 with its headquarters in Kuwait city.

#### Goals of ATO:

- Encouragement of cooperation and exchange of expertise among Arab towns.
- Raising the standard of municipal services and utilities of Arab towns.
- Preservation of the character and heritage of Arab towns.
- Adoption of comprehensive planning that will ensure that Town's activities, services and development emanate from their social, economic, environmental and cultural features.
- Development and modernization of municipal and local government institutions and legislations.
- Providing financial loans for member towns to assist them in implementing their developmental projects.



## Communication Methods

### ECAT Website

The Environment Centre for Arab Towns has designed its website to be a gateway to a bright horizon of innovative technologies and comprehensive information, research and studies in the environmental field. ECAT's website will provide an environmental baseline database, in addition to comprehensive and detailed information related to various environmental issues. It is to become the new addition to the world's environmental websites which address the environmental concerns and issues related to the Arab world. The objective of our website is to increase the level of environmental awareness, education and social involvement of the community to activate their role for the benefit and protection of their environment. The website can be accessed on this link [www.ecat.ae](http://www.ecat.ae).

The website main page consists of various features as the following:

- 1. Environmental Information:** This is one of the main features of the website that consist of comprehensive information about different environmental issues focused under four main topics. Air that is further subdivided into Air Pollution Monitoring & Control, Air Pollution legal Aspects, Air Pollutants and their Effects, Indoor Air Pollution, Ozone depletion, and Climate change), Waste that is divided into Municipal Solid Waste (MSW), Hazardous waste, and Non-Hazardous waste, Water divided into Drinking water, Surface water, Ground water, Waste water, and Water Management issues and Energy that is divided into Electrical Energy, Wind Energy, Solar Energy, Green Building, and toward a Sustainable Energy).
- 2. Environmental Database:** consists of environmental dataset from different Arab Cites. The database will create a system for environmental data exchange and data sharing between different governmental entities and researchers for planning & decision support tools for policy makers in the Arab region.
- 3. Rules/Regulations & Technical innovations** will covers different information about regulations, laws and environmental legislation used internationally and in the Arab region, in addition, information on innovation strategies and state-of-Art methods and technology used in environment monitoring and risk assessment.
- 4. Directory Search** consists of a unique feature that allows visitors to obtain information on Environmental agencies, Environmentalists, consultants, universities and institutes concerned about environmental issues located in any Arab country.
- 5. News** where visitors will be able to select two types of news (Arab or International news): the Arab News will illustrate environmental news in the Arab region while the International News will cover the environmental news world wide.
- 6. Events (ECAT's event & other events)** users will be able to view all environmental events taking place in the region. The user will have access to all the information concern an event that either are organized by ECAT or are taking place in the Arab region. The Event Section covers detailed information about the Event, Program, Speakers, Sponsorship opportunity, Exhibition, Venue, pricing, Registration Form, and Hotel arrangements.

The screenshot displays the homepage of the Environmental Center for Arab Towns (ECAT). The header features the organization's logo and name in Arabic and English. Below the header is a navigation menu with categories: About Us, Environment Information, Rules and Regulations, Technological Innovation, Data Library, International Events, Key Partners, Photo Gallery, Careers, Comments and Suggestions, and FAQ. A search bar is located in the top right corner. The main content area is divided into several sections: a 'Who we are' section with a brief description of ECAT, a 'Directory Search' section with a search input field, a 'Children Section' with a link to an e-magazine, and a 'Latest News' section featuring a headline about the 'Future Cities Exhibition' in Dubai. A weather widget for Dubai is also visible, showing a temperature of 24°C and a sunny forecast. The footer contains copyright information and a visitor count of 28722.

## Kid's Corner Website

The ECAT Kids corner has a comprehensive flavor of the ECAT's Website. It was designed and executed to encourage children of all ages to take part and be involved in their environment by allowing them to explore its different aspects up close and providing them with valuable yet simple and detailed information and giving them the opportunity to participate in a wide range of diversified activities.

The Kids' corner website consists of two main features as the following:

**1. Environment Information:** In these sections the kids will be able to read and learn about their environment. The information will be provided in a simple language that kids in all ages can understand. The environmental issues represented in a colorful nature picture that kids can relate to. The kids page is divided into different section that are:

- **Air** section that provides information about air quality, global warnings and other air related issues
- **Energy** which consist of Information about different types of energy such as solar, winds, and other energy types
- **Garden** with us that contains information about the agriculture, gardening, soil and other issues related to gardening
- **Reduce, reuse & recycle** which will take about different issues related to recycling and how children be involved in recycling.
- **Teachers section** will include specific environmental information for teachers that they can use in the classroom
- **Pond area** will have information on marine life and issues related to water
- **Plants & Animals** will have information and advices about the plants and animals and how to save them from extinction.
- **Transportation** will have information about transportation its pros and cons.



**2. Activities:** These are the fun sections where children will have fun while learning about their environment through various features.

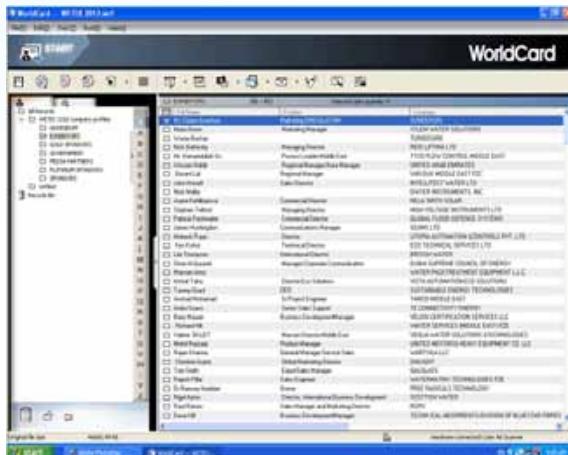
- **Fun Corner** is where kids will be able to find games, cartoons, videos and Screensavers all related to the environment.
- **Participate with us** this section will allow children participate with ECAT different activities and competitions.
- **Color our world** page where kids can find drawing tools, environment images paints and wallpapers that can be painted and submitted for the competition.
- **Stories time** section where children will have the opportunity to be an author to create their own environment story or write about an environment issue or just read a story.



### ECAT Database

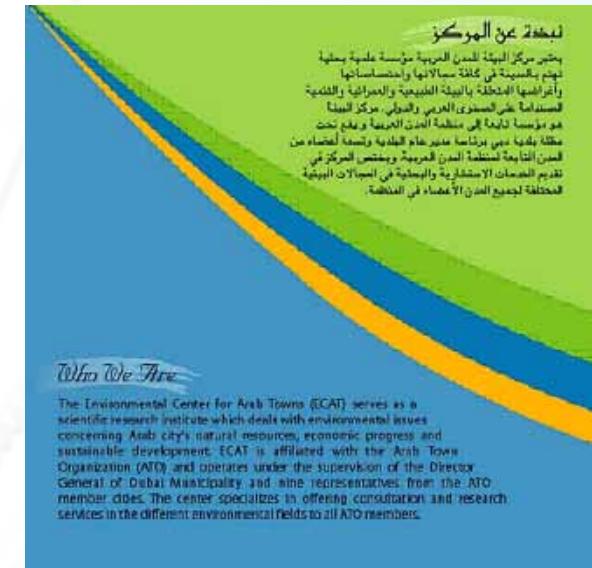
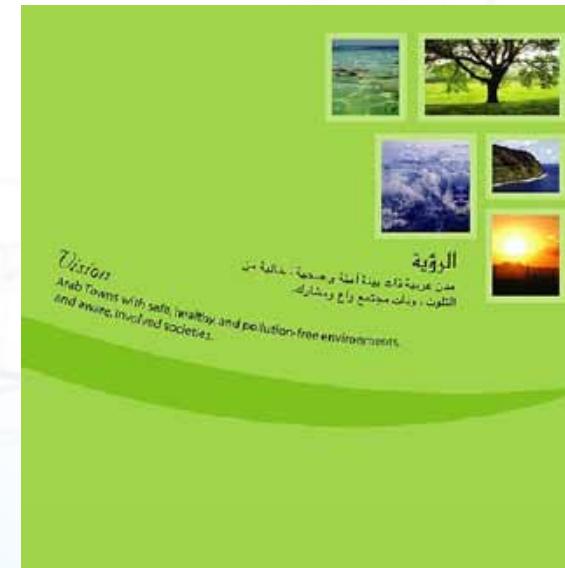
The database in the Environmental Center for Arab Towns contains a database of the names and addresses of experts and environmental consultants in Arab and foreign countries, in addition to centers, institutions and organizations working in the field of the environment in the Arab countries including information about the organization and its activities and its website.

As well as, the bank will include information and environmental data and census data about every Arab cities, in addition to information about the use of technology, specifications and modern methods and tools in the environmental fields and environmental studies and research in various areas.



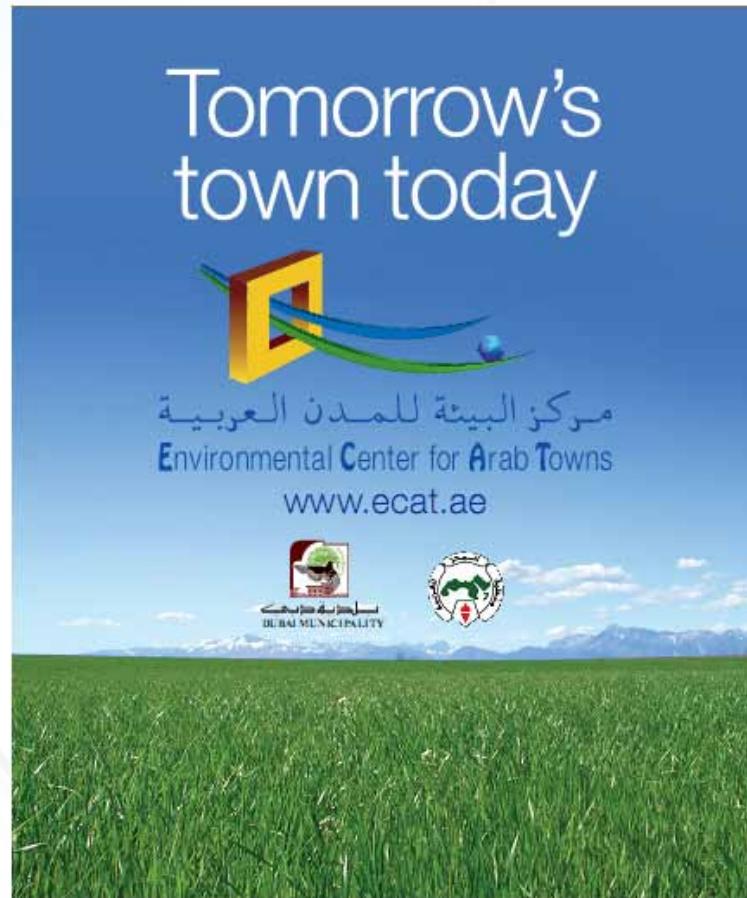
### ECAT Brochure

The brochure of the Environmental Center for Arab Towns is considered as a definition tool about the center, as it contains an overview about the centre, its vision and its mission, in addition to the values and goals to which it is aiming. As well as, the booklet provides an overview about the founding partners of the center, which are the Arab Towns Organization and Dubai Municipality to be re-printed for the second time.



### Advertisements of the Environmental Center for Arab Towns (ECAT)

Out of a permanent desire of the Environmental Center for Arab Towns for effective presence in various fields and events, and taking advantage of all media, whether visual or print, for marketing the center and introducing its institutional vision, and its role in helping Arab cities to adopt sustainable development policies. Many advertisements were published in local newspapers in addition to magazines and journals that are concerned about the environment on the local and regional levels, especially (Green Middle East magazine), (Motivate Publishing), (Go Green).



### Board Member Meetings

#### The coordination meeting of the Board of Trustees of the Environment Centre for Arab Towns in conjunction with the "Knowledge of Cities and the future of youth" Conference 2010

The Board of Trustees of Environmental Center for Arab Towns hold its meeting on the sidelines of the meetings of the executive Bureau of the Arab Towns Organization at its forty-eighth session from 3 to 5 October, 2010, in Kuwait City, chaired by Chairman of the Board of trustees of the Environmental Centre for Arab Towns, H.E. Hussain Nasser Lootah, General Managing of Dubai Municipality, in the presence of representatives from 10 Arab Cities that forms the members of the Board of trustees of the Environmental Centre for Arab Towns which includes the following: Director of Environmental Center for Arab Towns, member of the municipal council and advisor of the secretary general of the Arab Towns Organization Eng. Mona Mohammed Bouresli, Mr. Ghassan Samman from the Arab Urban Development Institution and Ms. Nada Yamout from the municipality of Beirut, Mr. Abdul Ghafoor Obeidam of Arab Towns Organization Award, Dr. Farraj Sheikh Ghazzawi and Saif al-Rashidi of Muscat Municipality, Mr. Abdullah Al Saadi, Director of Technical Affairs of Muscat Municipality, Mr. Adnan Syed, director of the Department of Environmental Affairs in Kuwait Municipality and Mr. Abdullah Al Naim, Governor of Riyadh Region.



Where Eng. Hussain Nasser Lootah initiated the meeting thanking the attendance their decent arrival for a meeting as well as thanks to the Arab Towns Organization for nestling the coordinating meeting of the Board of Trustees of the Environmental Center for Arab Towns. The board examined the report of the Chairman of the Board of Trustees, and the meeting recommended the need to activate the recommendations emanating from the conferences and events organized by the Environmental Center for Arab Towns. In addition, the environmental workshop conducted by the Environmental Center for Arab Towns was displayed in cooperation with the National Geographic Explorer Co., which aims to spread environmental knowledge and education for kids through the educational programs. Environment Magazine for children was welcomed as well as the need to find effective solutions to overcome the poor communication between members and in the conclusion, Beirut Municipality became a member of the Board of Trustees of the Environmental Center for Arab Towns.



### Meeting of the top advisory body to the Arab Towns Organization

The top advisory body to the Arab Towns Organization held its eleventh session in the permanent headquarters of the Arab Towns Organization in Kuwait City on 11 February 2012 under the chairmanship of His Excellency the Secretary General of the Arab Towns Organization and attend Excellencies and members of the top advisory body.

The Environmental Center for Arab Towns participated in the top advisory body meeting consisted of Mr. Obaid Salem Al Shamsi - Assistant Director-General for International Affairs and Partnerships and Eng. Mohamed Al Noori, director of the Environmental Center for Arab Towns. The participants examined the ECAT'S achievements of year 2011, environmental projects and initiatives of the Centre, the launch of the EnviroCities e-Magazine website and the Centre's efforts in issuing the Environmental Educational Kids Magazine in addition to preparations of the centre to organize the Third EnviroCities International Conference 2012 in addition to participations and events involved by the center.



## Projects & Initiatives

### EnviroCities e-Magazine

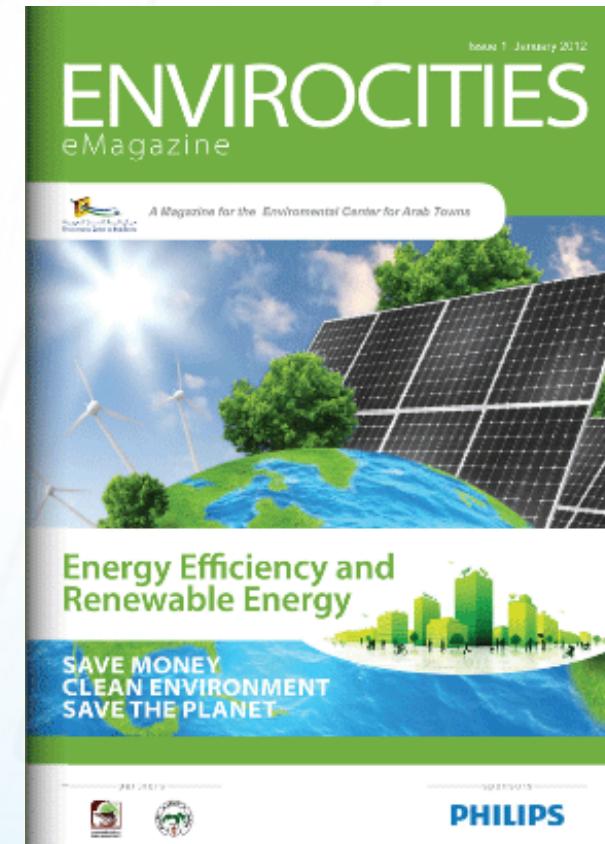
HE Dr. Rashid Ahmad bin Fahad, Minister of Environment and Water inaugurated the website for the EnviroCities e-Magazine launched by the Environmental Center for Arab Towns in both Arabic and English languages. The magazine deals with the environmental issues at all local, regional and global levels in a way which reflects positively on increasing the environmental awareness, complying with standards of the sustainable practices in the region and focusing on the success stories and lessons learned from the successful environmental projects in Arab and global cities and the environmental Center for Arab Towns to assume its responsibilities in helping to promote the environmental initiatives and access to the largest possible number of citizens. The magazine also aims to increase the environmental awareness on the importance of a healthy environment and their impacts on good health and the transfer and exchange of experiences among the various institutions and bodies in various environmental topics.

The Website for EnviroCities e-Magazine: [www.envirocitiesmag.com](http://www.envirocitiesmag.com)



### The First Issue of EnviroCities E-Magazine: "Energy efficiency and renewable energy"

The first issue was launched under the title "energy efficiency and renewable energy," it represents one of the most important topics local, regional and international levels where energy security providing became an essential priority for all governments purposes of economic, social and environmental development. This issue focuses on the renewable energy in terms of its economic and environmental importance as well as the sources of solar thermal, water and wind energy. The issue also demonstrated some of the on ground projects in the Arab towns as a mean of transferring and exchanging experience. Energy conservation and it's efficient use form a large part of this issue especially the best practices that must be followed by all citizens to reduce energy consumption.



**The second issue of the Envirocities e-Magazine : “Water is Life: we all can make a difference for water conservation”**

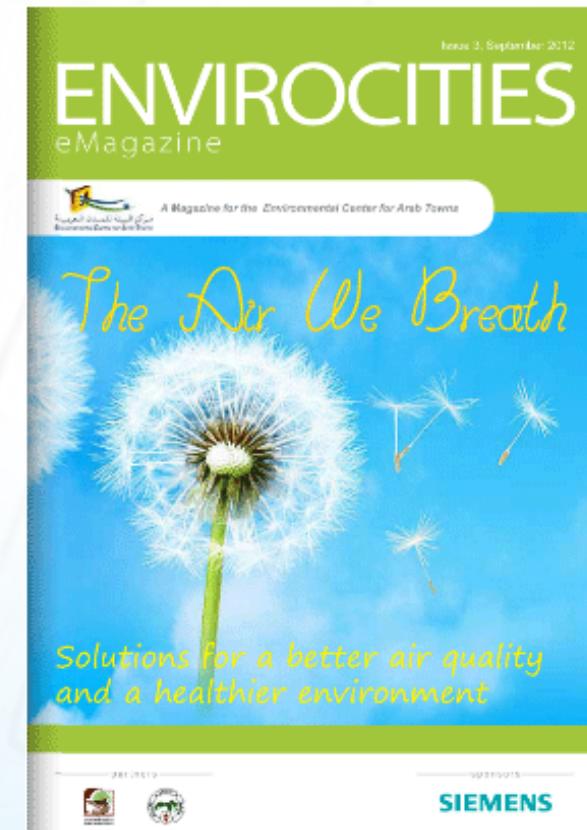
The Environmental Center for Arab Towns and Dubai Municipality has launched the second issue of the Envirocities e-Magazine entitled “Water is Life: we all can make a difference for water conservation”. This issue contained a collection of articles specialized on environmental issues of water where the focus was on integrated and sustainable management of water, water demand management, latest eco-friendly technologies used for water conservation, protection of marine water in addition to concentration on environmental tips for water efficiency use by all people.



**The Third issue of the Envirocities e-Magazine: ‘The Air We Breathe’**

The Environment Center of Arab Towns have jointly released the third edition of Envirocities e-Magazine with Dubai Municipality and the support of Siemens. The e-magazine with the theme ‘The Air We Breathe’ is available now in both English and Arabic languages. This issue is focusing on the quality air pollution featuring studies and analysis from well experienced experts, researches and scientists in the field.

This issue focuses of Air Quality, its parameters, limits and monitoring methods, in addition to Air Pollution, causes, effects and sources. This issue also covers the health impacts of Air Pollution in all levels, Environmental, human and economic impacts, in addition to environmental tips to reduce the risks of Air Pollution to raise Environmental Awareness.



### The Forth issue of the Envirocities e-Magazine: 'The Waste Management'

Dubai Municipality and the Environmental Center of Arab Towns have jointly launched the fourth issues of the Envirocities e-Magazine entitled 'The Waste Management'. The e-magazine is available now in both English and Arabic languages. This issue included a number of articles on the importance of environmental waste management by a group of specialists and researchers from many Arab and other countries. The focus in this issue is on the importance of waste management using modern scientific methods in addition to waste recycling, reuse and minimization, re-use of wastewater for garden irrigation, increasing green areas in cities and cleaner biogas production. It also covers the importance of recycling electronic waste to maintain our natural resources and health security and disposal of hazardous and medical waste.



### Kids Magazine (Bea2ti)

The Environmental Center for Arab Towns and Dubai Municipality aims at publishing the environmental education magazine for kids in both Arabic and English languages printed and online version because we believe the importance of direct communication with students and children in effective and attractive ways which consider level of their understanding and perception, and contribute to spread a culture of conservation of natural resources and environmental protection in a way which finds a future generation responsible and fully aware of the importance of caring for nature and environment. This kid's magazine will be launched through a varied scientific content which addresses several topics including the best practices to reduce water and energy consumption, importance of recycling, use of environmentally friendly products. This magazine will activate the role of the center in raising the environmental awareness about the importance of the healthy environment and their impacts on good health and to help us to spread the environmental message to the largest possible number of citizens in the Arab World. This magazine is launched in collaboration with Alias Publishing.



## The Third EnviroCities International Conference 2012

### “Climate Change: The Role of Cities” Medinah, KSA

Al Madinah Regional Municipality, Dubai Municipality and The Environmental Center for Arab Towns are launched the third International Conference, EnviroCities 2012, under the title, “Climate Change: The Role of Cities” on 3-5 December 2012 at Le Meridien Madina Hotel, KSA.

The conference aims at improving the environmental situation in Arab Cities especially with the current challenges facing these cities and it offers the delegates a distinctive forum for exchanging ideas and discussing the role of cities in climate change including strategies and initiatives across the region. The conference brought together more than 400 delegates including leading figures in the field from around the world including local government’s officials, practitioners, and specialists.

Climate change is a global phenomenon. Rising global temperatures will result in disturbed weather patterns and a rise in sea level. Urban centers are strongly affected by climate change. However, cities are also a key contributor to climate change, as city activities are a main source of greenhouse gas emissions. If global efforts to address climate change are to be successful, they will need to integrate city requirements and environmental management capacities. Only with a coordinated and integrated approaches and actions at the global, regional, national and local levels can success be achieved. Many cities are taking the lead to reduce their impact on the global climate.

The main sources of greenhouse gas emissions in cities are the use of energy in industrial purposes, transportation, and buildings (heating or cooling, lighting, and appliances) and waste decomposition. Transport is an important contributor to GHG emissions in almost all cities, although its relative contribution varies a lot from different cities worldwide.

In the Arab Region, the impacts of climate change are clearly noticed, ranging from longer and more intensive drought periods, very less rainfalls, water scarcity among others. In general, marginalized people will be more affected. In an era of rapid urbanization, mainly developing countries, cities are increasingly at risk, as climate change impacts add to and reinforce existing environmental, economic and social problems.



## Main Objectives

### The key objectives of the conference include:

1. To protect Arab city from climate change impacts and to set objectives and control measures for mitigation and adaptation to face consequences of this phenomena.
2. To promote government and private sectors in Arab cities to take efficient role in setting solutions and adopting pioneer initiatives to reduce the impacts of climate change.
3. To encourage participations and sharing experiences on how to address the challenges caused by climate change, and to specify the strategies, mechanisms, and capabilities required to deal with this challenge.
4. To determine the best global practices applied in climate change and to build an effective network with specialized international organizations to get their support and guidance for proper implementation of these practices in Arab cities.
5. To determine the potential of aligning or adopting UN initiatives to support local actions.

## Topics

It is crucial to recognize that cities and urban population are not just victims of climate change but also as part of the problem. And if cities are part of the problem, that means they must also be part of any solution.

Cities are centers of innovation and can provide opportunity to introduce clean energy systems specially renewable energy, sustainable transportation and waste management to reduce greenhouse gas emissions. With access to updated climate science, cities can also work with scientists and experts to assess impacts and vulnerability, and with local stakeholders to design and implement effective adaptation strategies to respond to the unavoidable impacts of climate change.

### The key topics of the conference include:

- Climate Change indicators, causes and parameters.
- Strategies, legislations and Methods for Climate Change Mitigation and Adaptation
- Zero Carbon Cities
- Green Energy
- Green Building
- Cities Best Practices and Success Stories for Climate Change Mitigation and Adaptation
- Green Transport
- Green Lifestyles
- Green Economy

## Targeted Participants

- Ministers and senior government officials
- Representatives from governments, corporations and the private sector
- Non-governmental organizations (NGO's)
- Regional organizations concerned with sustainable green issues
- Experts and researchers
- Building professionals and architects and building material suppliers & professionals
- Green technology service providers
- Renewable energy suppliers
- Engineers
- Green technology
- Real estate
- Public transportation
- Media and News Agencies
- Tourism and Hospitality



## The Second EnviroCities International Conference 2010

### “Green Cities” Dubai – UAE

The Environmental Centre for Arab Towns launched the second International conference, EnviroCities 2010, under the title, “Green Cities” on 28-29 November 2010.

With two-thirds of the humanity expected to live in cities by 2050, the future of our lives and the generations to come is dependent upon our care and concern for our cities. Today’s cities witness a residential and industrial boom that lead to increased emissions of air pollutants, augmented production of waste, lack of vegetation, the loss of biodiversity and other negative effects that threaten life on Earth. It is therefore indispensable for all who are associated with cities of the future, to have a fine understanding of the green city concepts, standards and tools to achieve and maintain a safe, healthy and sustainable city environment.

“Green Cities” is a modern global concept, drawn out from various sustainable engineering and environmental ideas and practices like the Green Buildings, Sustainable Transport, A forestation, Renewable Energy and Green Economy.

Green Buildings provide a safe and healthy environment, in addition to comfort and economic benefits.

Sustainable Transport aims at low footprint means of transport, enhanced mass transport networks that reduce air pollution and thereby adverse impacts from global warming.



#### The key objectives of the conference include:

1. Promote development of the Green Cities Concept in the Arab region
2. Understand policies, management strategies and tools for green cities;
3. Review opportunities and challenges in the transformation to green cities;
4. Share technical information on green city development and implementation;
5. Highlight best practices, trends and success stories;
6. Encourage dialogue between decision makers, city authorities, planners, engineers, architects, developers and individuals from diverse disciplines
7. Enhance awareness on application of latest global green technologies;
8. Get all stakeholders including community positively involved;
9. Facilitate local, national and regional networks for future associations;
10. Develop plans of action.
11. Expert academicians, researchers, policy makers, engineers, architects etc. from around the world will be participating in the event to share their knowledge and practical experiences on the opportunities and challenges of green cities.

#### Key Topics

- Green City Goals, Policies, Indicators, Green City Branding
- Green City Management of Land, Energy, Water & Wastes
- Zero Carbon Cities
- Green Building Codes
- Cool Green Cities - Urban Heat Islands, impacts and solutions
- Success Stories from Built Environment
- Green Transport
- Green Hotel
- Green Lifestyles
- Green Economy

#### Targeted Participants

- Ministers and senior government officials
- Representatives from governments, corporations and the private sector
- Non-governmental organizations
- Regional organizations concerned with sustainable Green issues
- Experts and researchers
- Building professionals and Architects
- Landscaping professionals & Architects and green technology service providers
- Building Material Suppliers & Professionals
- Engineers
- Green Technology
- Real Estate
- Public Transportation
- Tourism and Hospitality
- Media and News Agencies



### Future Cities Conference & Exhibition 2011

(Vision, Innovation and Transformation in Sustainable Urban Development)

Future Cities 2011 was officially inaugurated by Sheikh Maktoum Bin Mohammed Bin Rashid Al Maktoum, Deputy Ruler of Dubai.

**Date:** 27-29 September 2011

**Venue:** Dubai World Trade Centre

**Frequency:** Co-located with CityScape Global.

**Organizers:**

1. The Environmental Centre for Arab Towns.
2. Dubai Municipality
3. Informa Exhibition



### Future Cities Conference & Exhibition 2012

(Vision, Innovation and Transformation in Sustainable Urban Strategy)

Future Cities 2012 was officially inaugurated by Sheikh Maktoum Bin Mohammed Bin Rashid Al Maktoum, Deputy Ruler of Dubai.

**Date:** 2-5 October, 2012

**Venue:** Dubai World Trade Centre

**Frequency:** Co-located with CityScape Global.

**Organizers:**

1. The Environmental Centre for Arab Towns.
2. Dubai Municipality
3. Informa Exhibition



After the inauguration, Sheikh Maktoum toured various pavilions set up by companies and organizations to showcase products, projects and models that promote alternatives and solutions to minimize the risks future cities may face.

Sheikh Maktoum also opened Dubai Municipality and the Environmental Centre for Arab Towns pavilion and spent considerable time there. The stand showcases models of projects and initiatives that protect environment and sustainable development.

The importance of this conference was epitomized in provide an exceptional opportunity for the cities officials to meet and exchange the collective experiences and engage in an open dialogue to discuss ideas and solutions to ensure the sustainable development of tomorrow leading cities, as the conference and exhibition of the future cities provided the first forum of the confluence of the interested in the public and private sectors to discuss the variables and the enormous challenges facing officials in the cities to maintain sustainable urban growth in times of difficult economic crisis through presentations, interviews and seminars. It also helped the specialized delegates and speakers in finding solutions and long-term strategies to ensure the social, economic and environmental development for the leading cities of the future. It also worked to strengthen Dubai's position as a leading global city and highlighted the great achievements that have been made.

ECAT aims of organizing Future Cities Conference & Exhibition to meet the vision and mission of the center, in a way reflects positively on increasing awareness, committing to standards of sustainable practices in the region, and helping to promote the environmental initiatives and spread the environmental awareness.



### Sustainable Facilities Expo Conference & Exhibition 2011

The Environmental Center for Arab Towns and Dubai municipality launched a joint initiative with dmg :: events that promote energy efficiency in construction and building management. The Sustainable Facilities Expo is Dubai's first green exhibition in construction and facilities management, and conducted alongside FM EXPO and World FM Congress between 17-19 May, 2011 in Dubai World Trade Centre.

#### Speaking about the partnership, Mohamed Al Noori, Director of the Environmental Center for Arab Towns said:

"The Environmental Center for Arab Towns (ECAT) is a scientific research institute which deals with environmental issues concerning any Arab town's natural resources and sustainable development. It is hosted by Dubai Municipality and part of the Arab Towns Organization. As such we are perfectly placed to align with dmg:: events and educate the market as to its responsibility and help promote initiatives that reduce carbon emissions from any building."



#### H.E Lootah, Director General of Dubai Municipality and chairman of the Board Member of Trustees of ECAT adds:

"The world building industry accounts for almost 40% of global greenhouse gases and the facilities management industry is in the best position to help reduce that figure. So working alongside Sustainable Facilities Expo, ECAT will be able to reach an influential audience with a message that the environment has no borders or political affiliations and as such; we need to learn from each other in terms of best practice that will reduce a buildings carbon footprint. By working together in such a manner the region can better preserve the urban environments and protect them from pollution in the shadow of sustainable development."

**Event Director for FM EXPO and Sustainable Facilities Expo, David Wilson added:**

“Pragmatic solutions that reduce energy costs are in demand especially as big construction developments present a higher carbon footprint. This is putting pressure on developers to balance carbon emissions during the lifecycle of the building and facility management companies are expected to provide this solution to developers and owners. But if the industry is to rise up to the challenge it needs the backing of governments and municipalities around the region who can help promote FM at a board level – that is why we are honoured to be in partnership with the Dubai Municipality and its Environmental Center for Arab Towns and Arab Towns Organization.”

The exhibition aims at raising awareness to reduce energy and water consumption and minimize environmental risks to cities, in addition to increasing the life span of buildings and creating a healthy work environment.

The Sustainable Facilities Exhibition is the first green exhibition in the Emirate of Dubai in the construction and facilities management and this event coincides with the Facilities Management Conference and Hotels & Offices Exhibition.

This initiative comes as satisfaction of the vision and mission of the Environmental Center for Arab Towns in educating the market by promoting the efficiency of energy use in the construction and management of buildings where the exhibition included a characteristic elite of exhibitors in various vital sectors operating in the environment, energy, public health, construction, chemicals, recycling and techniques in a way reflected positively on the increase of awareness and commitment to standards of sustainable practices in the region and the Environmental Center for Arab Towns to assume its responsibilities in helping to promote initiatives that reduce carbon emissions from any building and spreading environmental awareness.”

**ECAT, Dubai Municipality and Panasonic Marks the World Environment Day 2011 by planting Ghaf trees**

About 150 ghaf trees were planted in Mushrif Park to mark World Environment Day 2011 by Dubai Municipality, in cooperation with the Environmental Centre for Arab Towns and Panasonic Middle East.

The Municipality believes in the importance of environmental awareness and wants to define its role in environmental protection and conservation to achieve sustainability and real development, said Hussain Nasser Lootah, Director General of Dubai Municipality.

The tree-planting event was organized to match the theme of WED 2011, ‘Forests: Nature at your service’, said Mohamad Al Noori, Director of the Environmental Centre for Arab Towns.

“The event aims to enable people to achieve sustainable and equitable development and reinforce the society’s role in changing the behavior and negative habits in dealing with the environment, as well as to stimulate the principle of joint work for a better future,” he said.



## Events participated

### The “Knowledge of Cities and the future of youth” Conference 2010- Kuwait

ECAT participated on the “Knowledge Cities & Future of Youth” Conference which was held from 3-5 October 2010 in the State of Kuwait. ECAT organized an environmental workshop during the conference to raise the environmental awareness entitled: “Environmental Education among the Challenges of the Present and Future Visions.

#### The key topics of the workshop were:

1. Environmental education strategies: the discussion in this topic included policies, plans and programs of the government departments, including the Ministries of Education and Higher Education in the area of environmental education support.
2. Elements of environmental education: the discussion concentrates on the aims and principles of environmental education, curriculum and tools used in this region.
3. Experiments and pilot initiatives in environmental education: the discussion includes the trials and pilot initiatives in the field of environmental education, at the local, regional or international levels for knowledge exchange and knowledge transfer among the Arab Towns.
4. Environmental challenges of environmental education: This could include the nature and size of challenges facing environmental education at the national, regional or international levels, as well as ways to confront.
5. Outlook and prospects of environmental education: includes discussion for the future development of environmental education through the upgrading of the mechanisms of action and adopt modern methods and techniques in the implementation of plans and programs in this area and in line with the concepts of sustainable community development.



### World Future Energy Summit 2010, 2011, 2012

The World Future Energy Summit (WFES) is the world's foremost annual event, dedicated to advancing future energy, energy efficiency and clean technologies. Held under the patronage of His Highness Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, WFES includes a world class summit, an international exhibition, the Project & Finance Village, the Young Future Energy Leaders program, corporate meetings and social events.

The World Future Energy Exhibition hosts over 600 leading players in the production, installation and integration of products in the renewable energy value chain.

The best and most innovative technologies from the world of energy always are shown at WFES. Bellwethers, growth companies and start ups will come together to promote existing climate change technologies, the latest innovations and inspiring research and development projects.

This Summit includes a group of distinctive speakers of kings and heads of states and governments and corporate leaders, policy makers and senior executives, investors and scientists and related companies in addition to students and faculty and journalists from all over the world, and has provided this summit a key platform to display different views and strategies that must be followed to prevent environmental disasters be a big impact on humanity.

The forum aims to share knowledge and experiences between specialists in the areas of environmental, continuity in the provision of many possibilities and opportunities in the energy-related sector, which will also have a focus on green buildings and clean transportation. The summit also provides comprehensive solutions in the environmental sectors that focus on water, waste and air pollution.



**In addition to the following objectives:**

1. Position your company as an investor in sustainable energy solutions
2. Take a leadership position in the future energy market
3. Gain access to global leaders, policy and decision makers
4. Host exclusive networking events
5. Profile your technologies and projects and meet global partner
6. Reach over 26,000 visitors attending WFES
7. Align your brand to a high profile regional and international event marketing campaign
8. Benefit from global media coverage
9. Expose your brand to over 894,000 website visits

The unlimited honored support from the Board member of Trustees of the Environmental Center for Arab Towns and Director General of Dubai Municipality, and over the past years the Environmental Center for Arab Towns participates in World Future Energy Summit as one of the well-known organization that participates in the exhibition. It's a unique opportunity for the center to demonstrate its services, achievements, events and promoting it in addition to building comprehensive databases and leading partnerships between the center and other institutions. Brochures, booklets and achievements reports are distributed at the summit. Besides, several meetings are being held with various experts, decision makers, and environmental institutions locally and internationally.



**Water, Technology & Electricity Conference & Exhibition WTEX 2010, 2011, 2012**

The Water, Technology, Energy and Environment Exhibition is an international forum brings together under one roof some of the manufacturers, decision makers, executives and users in the field of water technology, energy and the environment with the participation of many countries from different continents in addition to ministries, government departments and non-profit organizations.

The exhibition is accompanied with a number of seminars and lectures that are held over three days in the morning and afternoon shifts. They are varied and rich in its up-to-date scientific and technical contents, an important source for the new developments on various topics and themes that are covered by the exhibition, and of great benefit to specialists in various fields of water, energy and environment.

**The participation of ECAT is aimed to:**

1. Take advantage of technology, new products and services.
2. Meet the decision-makers and policy-makers face to face in one place at one time.
3. Gain information and collection of the available environmental Technologies.
4. Promote the Center to a global audience.
5. Establish databases with valuable information, which in turn will lead to raise environmental awareness
6. Support the center position in the region through the vital marketing in the exhibition.



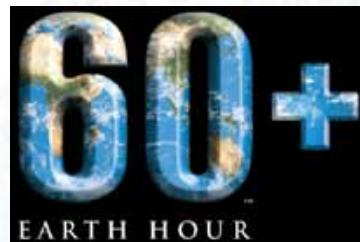
The participation of the Environmental Center for Arab Towns in Water, Technology, and Energy & Environment Exhibition is represented as one of the participants in the accompanied exhibition. Over the past four years, the Centre's participation in Water, Energy & Environment Exhibition was as a unique opportunity to display its services, achievements and events and to be promoted globally in addition to setup comprehensive databases and leading partnerships between the center and other institutions. In addition to, it distributed a number of manuals and brochures of the Center as well as posters and definition regulations, in addition to display three documentaries for the center and all this come in highlighting the objective of the presence of the Centre in the UAE in general and Dubai particularly.



### Earth Hour Event 2011

Earth Hour is a global event during which, homeowners and businesses are required to turn off the unnecessary lights and electronic equipment for one hour on the last Saturday of March every year, so as to raise awareness of the danger of climate change.

Participation of the Environmental Center for Arab Towns with the Ministry of Public Works in the United Arab Emirates from 24 to 27 March 2011 has been represented by offering a workshop and lectures on the "Landscaping" initiative and the importance of preserving the environment as well as distributing awareness leaflets, brochures and souvenirs.



### World Environment Day 2010,2011,2012

**WED 2010: Many Species..One Planet..One Future**

**WED 2011: Forests: Nature of your service**

**WED 2012: Green Economy: Does it Include you?**

Environmental Center for Arab Towns and Dubai Municipality participates the international community in celebrates the World Environment Day, which falls on the fifth of June of each year in Dubai Mall for 3 days to raise the environmental awareness. This celebration is one of the principal means the United Nations Environment Programme has resorted to in order to work on increasing awareness of the environmental issues and motivate the political and public leaders to work for preserving, conserving and protecting them.

the United Nations Environment Programme (UNEP) for Environment aims in general at developing the human dimension of environmental issues, by enabling people to play effective roles in order to achieve the equitable sustainable development, establish the importance of the role of the community in changing the behavior patterns and the negative habits in dealing with the environment, and stimulate the principle of partnership so peoples delight in a more secure and well-being future. The World Environment Day is a popular day celebrated by us through various environmental activities such as folk processions, bikes festivals, purposive concerts and school competitions, forestation campaigns, recycling and cleanliness.

The Center's participation comes in order to effectuate its role in society, and to highlight its role and efforts established to serve and preserve the environment. The goal of Environmental Center for Arab Towns through this celebration is to embody the principle of mutual cooperation and coordination between the institutions concerned with environment in the preparation and implementation of the environmental programs, and the development of awareness and environmental education to the community on the issues of preservation of the environment, in addition to activate the public's participation in environmental competitions and programs.



## Awards

### Best Structure Award in the UAE Web Awards Ceremony 2012

The Envirocities e-Magazine Launched By the Environmental Center for Arab Towns Won the Best Structure Award from the UAE Web Awards that presented by the Pan Arab Web Awards Academy in a ceremony honoring the winners having the best websites in UAE with the participation of representatives from nine Arab countries includes: Jordan, Oman, Qatar, Bahrain, Kuwait, Egypt, Saudi Arabia, Lebanon and United Arab Emirates on 29 April, 2012.

It is worth mentioning that the Envirocities e-Magazine published in both Arabic and English language and dealing with environmental issues at local, regional and global levels to raise environmental awareness and commitment to standards for sustainable practices. It is also focusing on success stories and lessons learned from the successful environmental projects implemented in Arab Towns. The magazine website is [www.envirocitiesmag.com](http://www.envirocitiesmag.com) and it is designed by Traffic Company.



### "Outstanding Achievement Award" for Eng. Mohamed Al Noori, Director of ECAT

Eng. Mohamed Al Noori the Director of Environmental Centre for Arab Towns Granted the "Outstanding Achievement Award" from The Pan Arab Web Awards Academy in recognition of his efforts and contribution to the development of the environmental awareness and initiatives in the Arab world in general and the United Arab Emirates in particular during the 6th UAE web awards ceremony happening on the 29th of April 2012 at Al Bustan – Rotana Hotel, Dubai.



### Gold Medal Award of the Excellence Initiatives in the Arab World for Eng. Mohamed Al Noori, Director of ECAT

Under the Patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council, and in the presence of His Excellency Humaid Mohammed Al Qatami Minister of Education, Eng. Mohamed Al Noori the Director of Environmental Centre for Arab Towns was granted the gold medal award of the excellence initiatives in the Arab world in recognition of his efforts in the adoption of many environmental initiatives which aim to promote the environmental awareness in the Arab world at the second Tatweej ceremony on Thursday, November 8, 2012 in Royal Armani Hall, Burj Khalifa in Dubai.

Tatweej Academy of Excellence & Quality aims at highlighting the role of both Arab officials and civil personalities who have made achievements and initiatives serve the Arab peoples and work to develop their abilities in all fields and leaders from various sectors who have made achievements and initiatives in the fields of their business and the distinct companies earned testimonies of excellence and certificates such as ISO quality in the Arab region to show vision of the distinctive companies and publish their objectives and activities through connecting companies with one electronic network to support their aspirations and thus to facilitate communication between them and motivate companies in the Arab region to develop strategies of their departments to reach the international quality standards and organize an annual forum for companies which aims at developing relations and exchanging information which facilitates establishing wider opportunities for cooperation and coordination between all the vital sectors in the Arab region.



### Agreements & Collaborations

The Environmental Center has been on building and private sector as part of their Corporate social Responsibility (CSR) partnerships since its establishing with different bodies and institutions working in the environmental fields seeking to create a network of cooperation with all authorities working in the environmental field for closer relations and exchange of expertise and achieving the goals of the center for building Arab staffs qualified and trained in all environmental areas, as well as to increase environmental awareness about subjects related to the problems faced by the Arab cities, so the Centre has signed a memorandum of understanding with each of the following bodies:

#### Panasonic Middle East

Panasonic Company is working tirelessly to support the concepts of safety and environmental sustainability through its activities and educational programs, which aspires to promote environmental awareness and knowledge in the context of community responsibility. And as a strategic partner with the Environmental Center for Arab Towns in establishing a lot of events and activities side by side with the awareness initiatives of the center such as participation in the activities of the World Environment Day and participating in the Conference and Exhibition WETEX 2011, in addition to the campaign of planting Ghaf trees in the garden of Musharraf.

**Panasonic**  
ideas for life



### Philips Lighting Middle East

Environmental Center for Arab Towns keens on cooperating with Philips Lighting Middle East because it is considered one of the leading companies in the field of energy. As well as, the Center seeks to achieve the vision of modernity through rational planning and optimal investment of resources and building partnerships with stakeholders such as Philips.

The field of common interest between the Environmental Center for Arab Towns / Dubai Municipality and Philips is representing in the growing threat of the global climate change, and the need for public awareness not for the problems that we face, but also for the need for solutions with effective and simple cost, in addition to preparing them as fast as possible. As everyone and every company and every government agency adopt them in order to face these challenges.

Phillips participated with the Environmental Center for Arab Towns in many of its activities, events and conferences and exhibitions in addition to financing and financial sponsorship of the cooperative activities between the two institutions as part of its social responsibility towards the partnership.

**PHILIPS**



### SIEMENS

SIEMENS has supported the EnviroCities e-Magazine for the second and third issues, as the company's contribution represented in raising environmental awareness, as well as its belief in the importance of preserving the environment as a part of its social responsibility for supporting positive initiatives relating to environmental issues.

**SIEMENS**

### Averda

Averda Company specialized in the field of waste management and effective in raising awareness about the importance of environment protection especially in recycling.

Averda was sponsored the participation of the environmental centre for Arab Towns for the WETEX 2012 and joined ECAT in the stand as part of their role in supporting environmental activities and its corporate social responsibility to raise environmental awareness in the region.



## Partnerships

### Corporate Social Responsibility (CSR) Network

ECAT was one of the first organizations to become a member of the Emirates Environmental Group (EEG) Corporate Social Responsibility (CSR) network. CSR demonstrate commitment to the global sustainable development agenda and aims to find balance responsibilities in businesses toward environment, society and the economy in addition to ensure the future sustainability of those three elements. Furthermore, best practices in CSR activities undertaken by different corporate organizations and public sector are showcased in order to share the experience and develop network for liaison and partnership.



### United Nations' Global Compact Initiative

The Environmental Center for Arab Towns (ECAT) is proud to be a member of the Global Compact initiative which was launched in Dubai, 2006. Global Compact brings business together with UN agencies, labor, civil society and governments to advance ten universal principles in the areas of human rights, labor rights, environment, and anti-corruption. Through the power of collective action, the Global Compact seeks to mainstream these ten principles in business activities around the world and to catalyze actions in support of broader UN goals. With over 3000 participating companies and hundreds of other stakeholders from more than 100 countries, it is the world's largest voluntary corporate initiative. The Global Compact is a network; at its core are the Global Compact Office and six UN agencies: Office of the High Commissioner for Human Rights, United Nations Environment Programme, International Labour Organization, United Nations Development Programme, and United Nations Industrial Development Organization. The Global Compact involves all the relevant social actors: governments, who defined the principles on which the initiative is based; companies, whose actions it seeks to influence; labour, in whose hands the concrete process of global production takes place; civil society organizations, representing the wider community of stakeholders; and The United Nations, the world's only truly global political forum, as an authoritative convener and facilitator.

As a member of this network, ECAT is committed to support and promote environmental protection and the 10 principals of Global Compact and is committed to making the Global Compact and its principles part of its strategy, culture and day-to-day operations.

(For more information on global compact, please visit [www.unglobalcompact.org](http://www.unglobalcompact.org))





مركز البيئة للمدن العربية

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