

Arab Virtual Forum for Business Sector Sustainable Practices 2022

Sustainable Responsibility and Natural Resources Protection

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Sustainable Responsibility and Natural Resources Protection

C O N T E N T

- ❖ Natural Resources?
- ❖ Who and how to protects our Resources?
- ❖ Where is all the water on earth
- ❖ Capturing Humidity
- ❖ Plastic Pollution
- ❖ Acting on it

- ❖ Conclusion

Sustainable Responsibility and Natural Resources Protection



What are Natural Resources:

Rivers, Air, Oceans, Beaches, Sand, Oil, Fish and Reefs, Trees, Rocks, Animals, Ants, Sunlight, Soil, minerals, water wells etc.



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Who protects our Resources?

Individual Responsibilities

Corporate Responsibilities

Government responsibilities



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Individual Responsibilities:

- ❖ Starts at home...
- ❖ Waste less
- ❖ Freeze, Can, Measure
- ❖ Reuse
- ❖ LESS plastic bags
- ❖ Reduce single use bottles
- ❖ Switch off – Car, light, water
- ❖ Or what ever you are passionate about



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Corporate Responsibilities

- ❖ CSR Programs
- ❖ Dubai-CAN
- ❖ Reuse
- ❖ Sponsor Startups
- ❖ Programs to reach Zero Carbon
- ❖ Establish and adhere to annual environmental protection KPI's
 - ❖ Less dumping and pollution



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Government Responsibilities

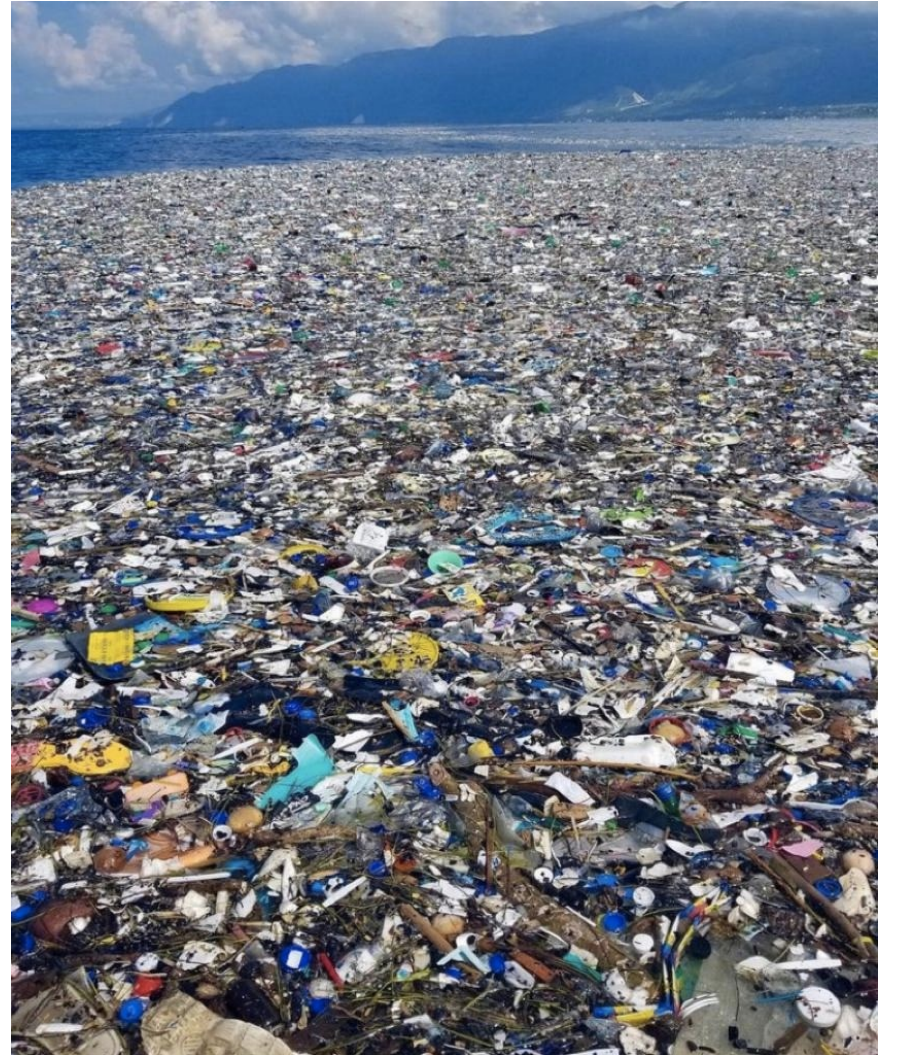
- ❖ Introduce regulations like plastic bags reductions
- ❖ Connect start-ups with capital
- ❖ Drive solutions like solar power plants
- ❖ Continue supporting UN SDG
- ❖ Encourage more recycling
- ❖ Introduce incentives
- ❖ Keep listening to SME's = 96 % of businesses in Dubai



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Today, we will focus on a small segment of our resources

- 1) Water
- 2) Plastic Pollution



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Where is all the water on earth?

“And we made every living being out of water”

وَجَعَلْنَا مِنَ الْمَاءِ كُلَّ شَيْءٍ حَيٍّ أَفَلَا يُؤْمِنُونَ

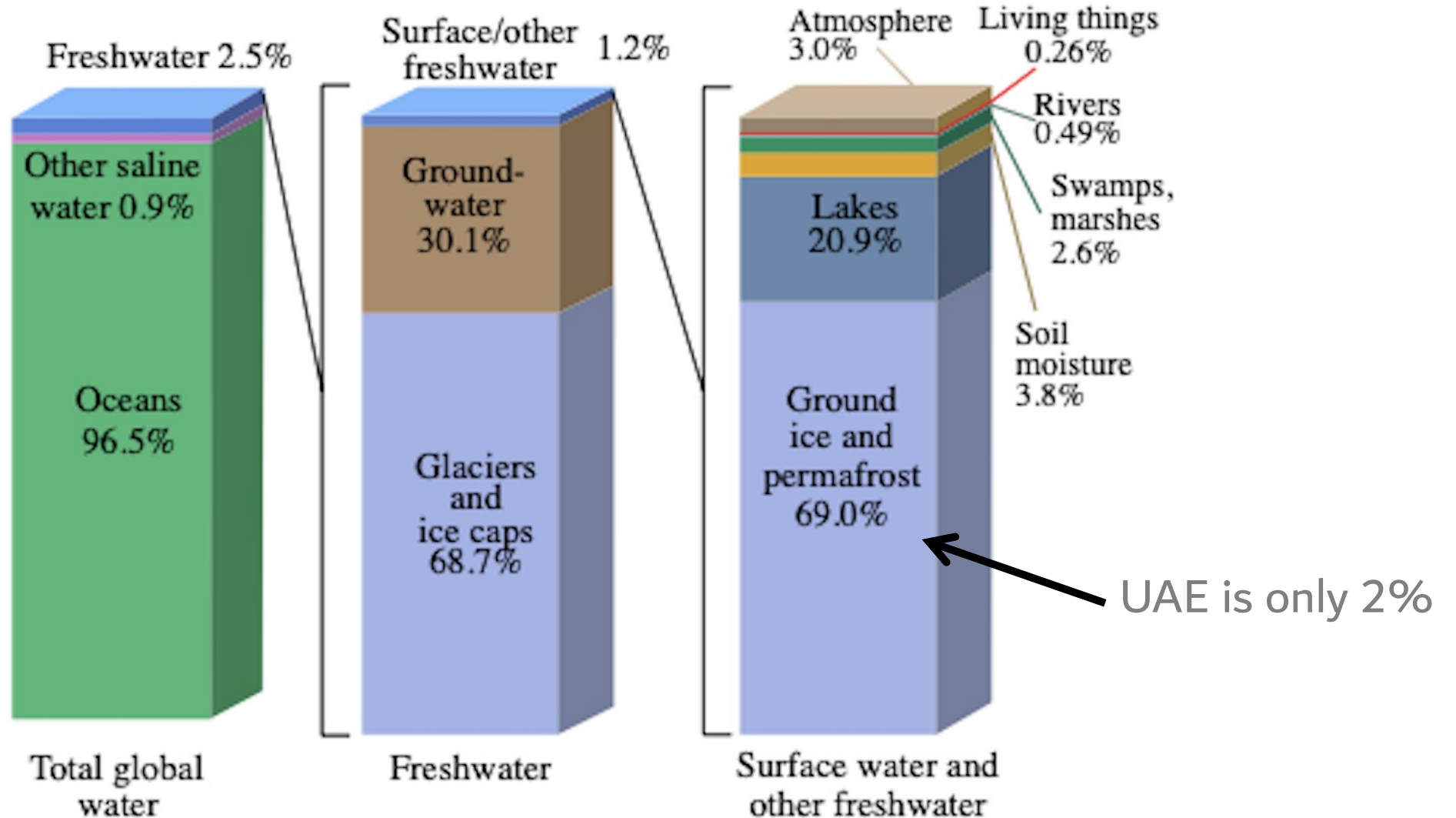
More than 70 percent of Earth's surface is covered by water, only 2.5 percent of it is freshwater. Out of that freshwater, almost 70 percent is permanently frozen

Same amount of water been on earth before dinosaurs. Water can not be created nor destroyed

Inside the earth rocks, there may be 5 times more water than in oceans

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Where is
all the
water on
earth?



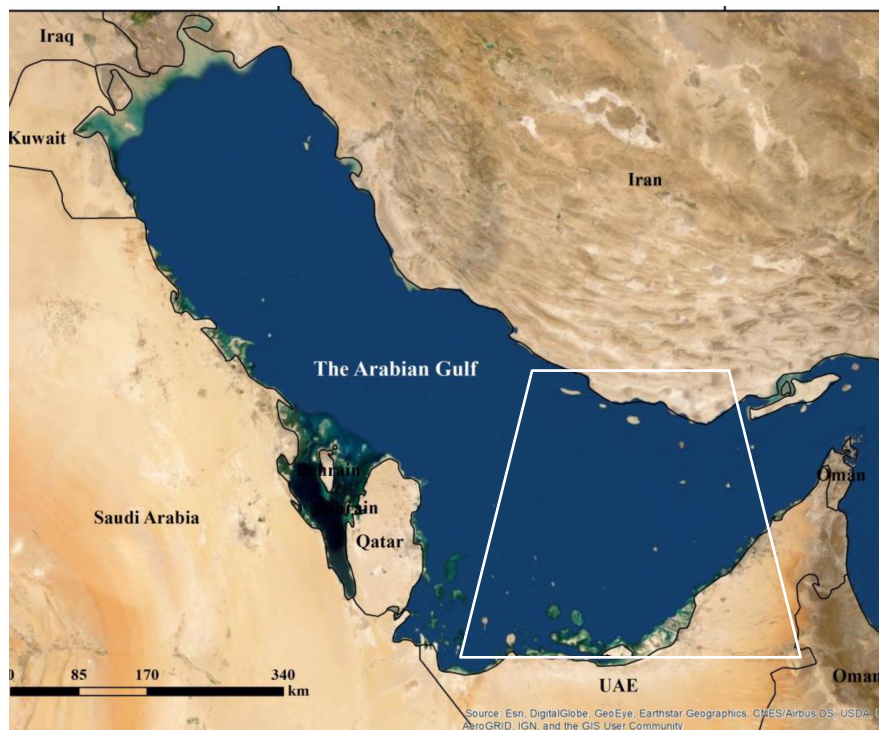
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In the UAE, most our water comes from:

- 1) The Arabian Gulf
- 2) Imported Bottled Water
- 3) Underground – 2%
- 4) And now ... from air - Humidity

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Capturing humidity



IN THE UAE		
		Litres
Humidity		37,000,000,000,000,000
Daily Drinking Consumption		20,000,000

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Solar powered
humidity capture

SOLAR DRIVEN AIR TO WATER GENERATION PLANT			
DRINKING WATER	SOLAR PLANT	LAND	TOTAL COST
LITRES			AED
20 MILLION	5.3 GW	50 SQ. KM	10 BILLION

Use Sand for
energy Storage



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Why capture humidity?

- ❖ Alternative and backup to sea water (Security)
- ❖ Smaller capital investment
- ❖ Small Footprint (200 SM)
- ❖ Could be located anywhere there is humidity
- ❖ Remote locations
- ❖ Next to consumption centers - Ranches – Towers
- ❖ Naturally Sodium Free
- ❖ Naturally filtered in Air



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Plastic Pollution

Its everywhere

- ❖ Micro plastics
- ❖ Plastic oceans
- ❖ Animal Food
- ❖ Beaches
- ❖ Rivers
- ❖ Mountains
- ❖ Sand dunes



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Corporate Responsibility

What did we do as a company...

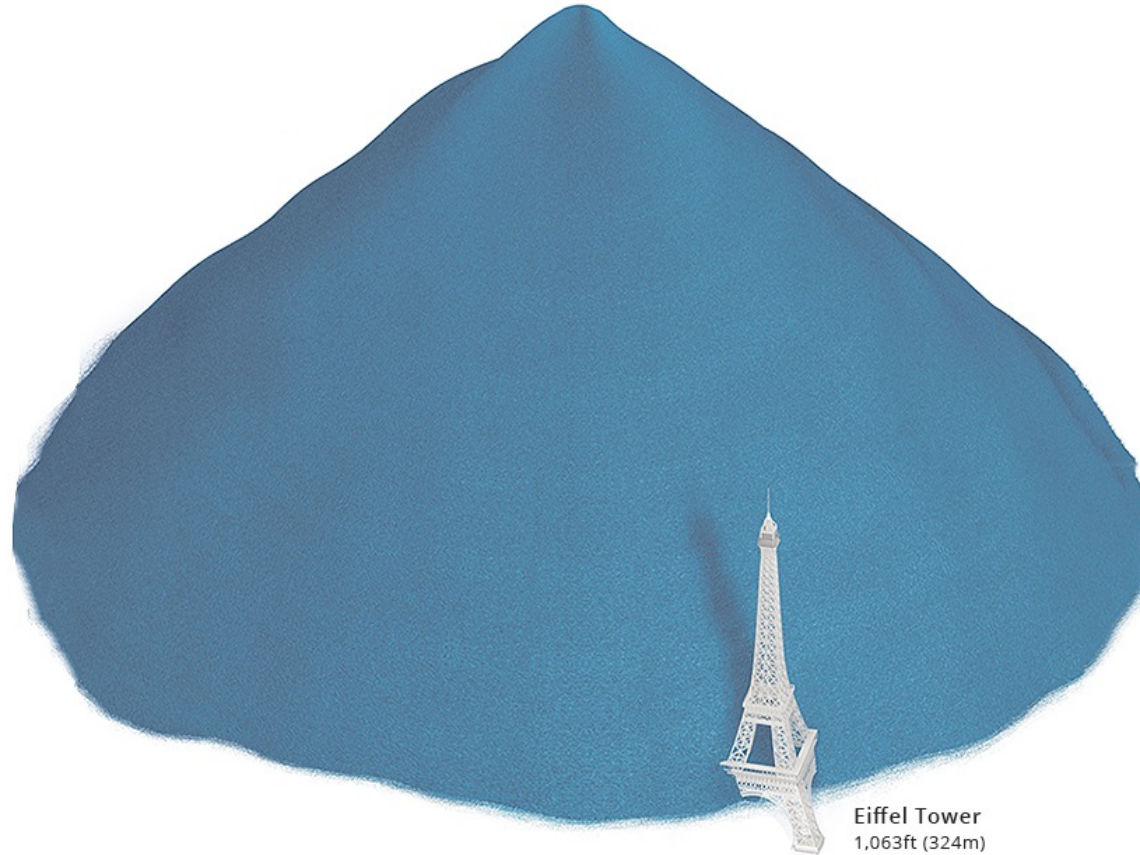
- ❖ Created the first ever bottled water from air
- ❖ In a RETURNABLE glass bottle
- ❖ New Secure Water Source
- ❖ Major impact on plastic pollution



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What did we do as a company...

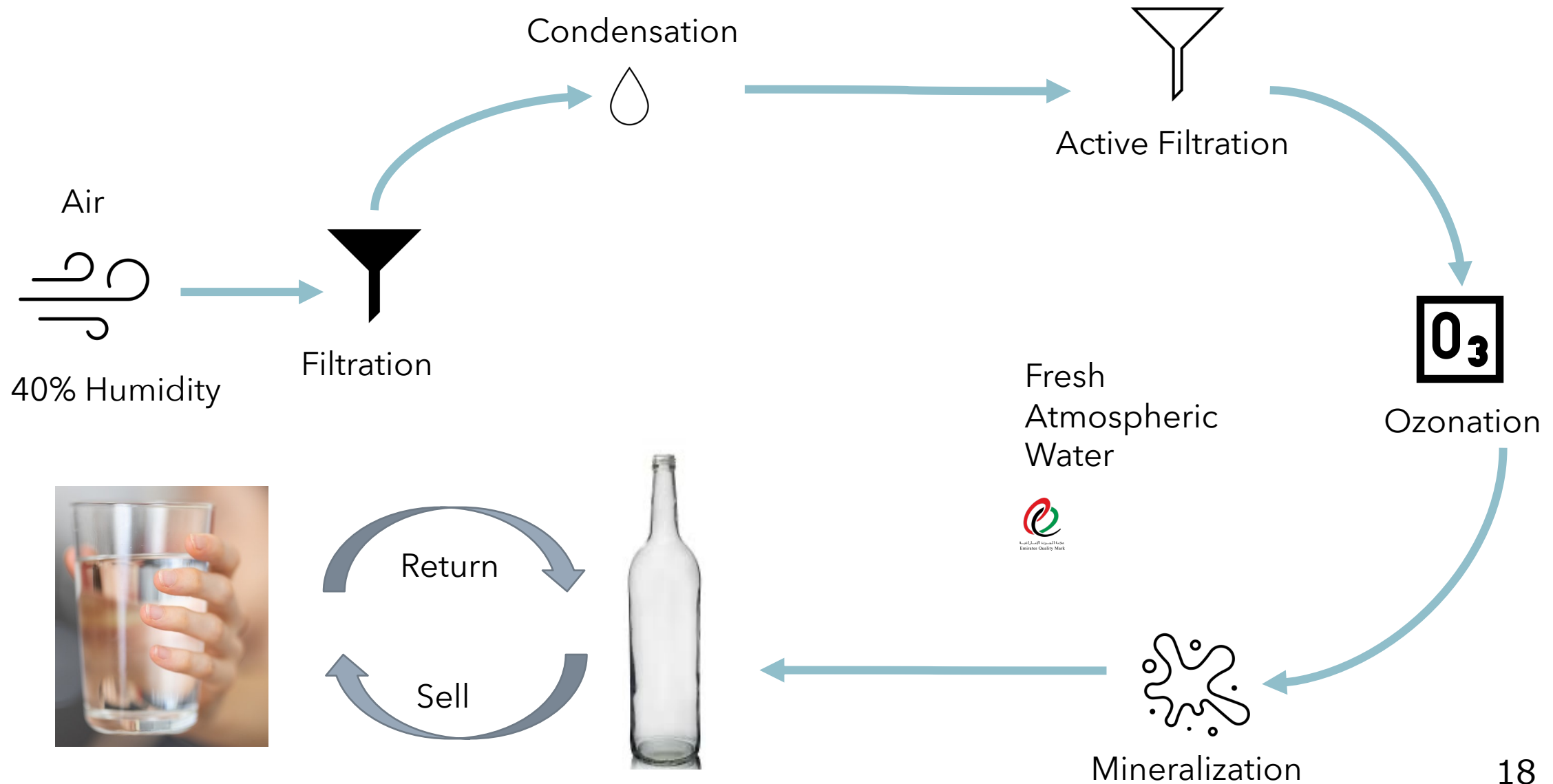
- UAE plastic consumption over 10 years
- 40 billion bottles



- Our Plastic Savings over 10 years
- 1.3 billion bottles



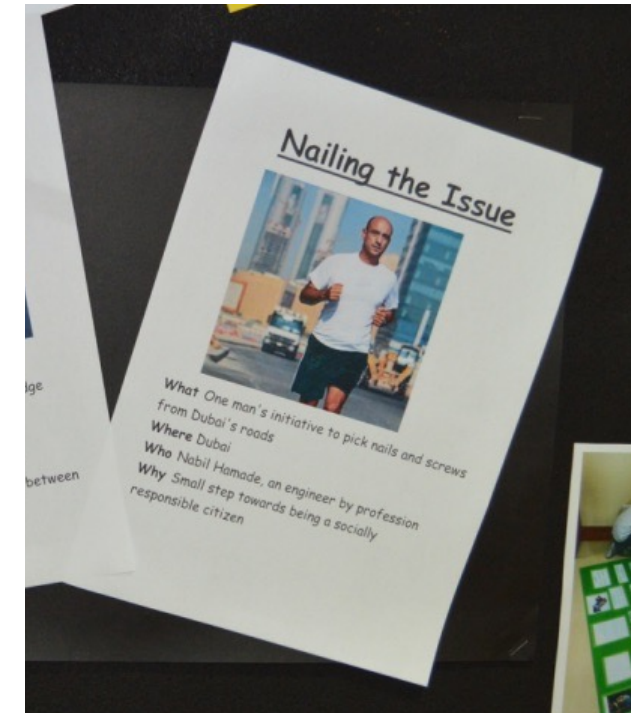
What have we done? Water from humidity process



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Individual Responsibility
What have I done?

Dubai 2009



Raha School 2013

Why Nabil Hamade collects rusty nails

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Conclusion

We can fix this!

Its in our hands, your hands, and my hands

We are all responsible

If we don't, Nature **will** find a way !

