



DUBAI GREEN DEAL

Innovation in DSM End-User Participation

CEBC Workshop

28th September 2016

DUBAI CARBON AT A GLANCE

Timing & Nature of Our Business Have Been Key to it's Success



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Who are we?

Dubai Carbon was established on 18th January 2011, by an agreement between the Dubai Supreme Council of Energy (DSCE) and the United Nations Development Programme (UNDP), in the presence of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President & Prime Minister of the UAE & Ruler of Dubai, and HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, and UN Secretary General Ban Ki Moon.

Together with the UNDP, Dubai Carbon forms a Public Private Partnership (PPP). We are headquartered in Dubai, UAE, but we are growing regionally throughout the GCC countries. Dubai Carbon today acts as a Dubai level and UAE level focal point to capture, streamline, analyse and harmonise GHG data which is then utilised by the public & private sector to develop country level negotiations



DUBAI CARBON AT A GLANCE

Our Multi-Stakeholder Approach



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المجلس الأعلى للطاقة
Supreme Council of Energy



Energy Cluster created to foster Green Economic Growth amongst the stakeholders

Private-Sector-lead, supported by key leaders in utilities, smelter and refinery

Close partnership with International Organization and especially UNDP

Structured to maximize economic benefits through Porter's Economic Clusters Model



هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority



dubal
Dubai Aluminium



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A sample of our heritage:



What do we do?

Dubai Carbon's philosophy & approach to projects is in a manner that considers the financial outcome as much as the environmental impact, as all investment in green technologies must be economically viable. From this perspective we do not differ from any other management consultancy, however we do aim to maximise the return of investment in the field of environmental upgrade.

We undertake consultancy & project management on the basis of our extensive local knowledge & expertise, and the advantage of drawing on the international experience of our entire team. Our offerings are sustainability, energy & carbon solutions that promote economic viability whilst pursuing socio-environmental development.

THE TARGET

The Green Deal Has a Specific Target: The End User



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THE INDIVIDUAL UAE RESIDENT IS THE KEY TARGET THROUGH USER-SPECIFIC PROGRAMMES

1. One stop shop for ideas and knowledge
2. A marketplace for different providers
3. Oversight and due-diligence provided
4. Fast track energy efficiency

The Green Deal is a platform which allows users to view and adopt a series of pre-verified energy and water consumption measures

THE SYNERGY WITH DUBAI GEP

What does the Green Deal wish to address?



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BENCHMARKING & COMPETING

The UAE is generally a resource-rich environment.

Every resident utilizes large amount of resources for its lifestyle.

Behavioral sciences can support a social platform that induces individuals to compete amongst each other

ENERGY & WATER DEMAND

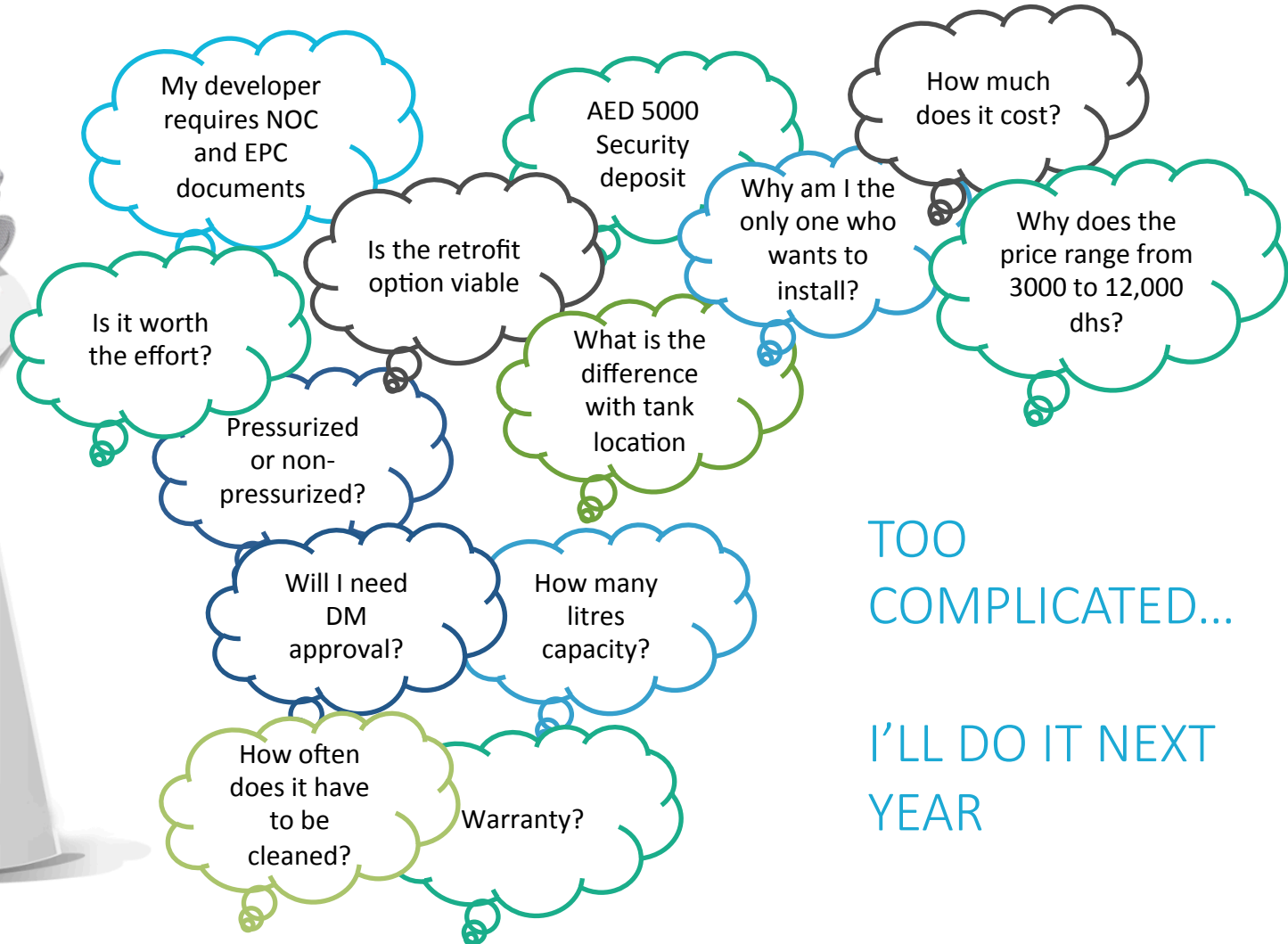
Due to the climate, often the amount of energy and water used is considered normal and low cost of water and electricity often do not compensate for change management. Target **quick-wins** that can be easily marketed (ie. Solar Water Heaters)

FACILITATING MARKET ACCESS

Retrofits are difficult. They require permits, knowledge, market intelligence and money. Create a **One-Stop-Shop** approach to help a quick implementation, almost impulsive, which carries highest legitimacy and value to all stakeholders.

BARRIERS TO PENETRATION

Why doesn't Mohammed install a solar water heater today?



TOO
COMPLICATED...

I'LL DO IT NEXT
YEAR

CROWD SOURCING SOCIAL PLATFORM

One Click Option to Solve the Problem



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SOCIAL COMMERCE

1. A subset of electronic commerce that involves using social media, online media that supports social interaction and user contributions, to assist in the online buying and selling of products and services
2. Effective on socially relevant themes
3. High community impact



GROUP BUYING

1. Shopping method that originated in China and currently widespread on internet (Groupon, deal a day etc)
2. People would swarm a store all at once and haggle for a group discount on a particular item
3. Leverages Economies of Scales to generate more “buying power” from the end user under Porter’s 5 forces market analysis



TRIED & TESTED



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An Initiative of
H.H. Sheikh Hamdan Bin Mohammed
Bin Rashid Al Maktoum
The Crown Prince of Dubai

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MY CART
0 ITEMS - 0.00 AED



FREE SHIPPING
on order over AED 300.00



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GREEN DEAL FAQ
shopping guidelines

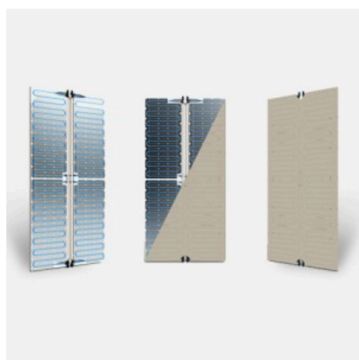


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PRODUCTS



AIR CONDITIONING RADIANT SYSTEM
1,227.00 AED-8,588.00 AED



ROOFTOP PV KITS
15,194.00 AED-158,106.00 AED



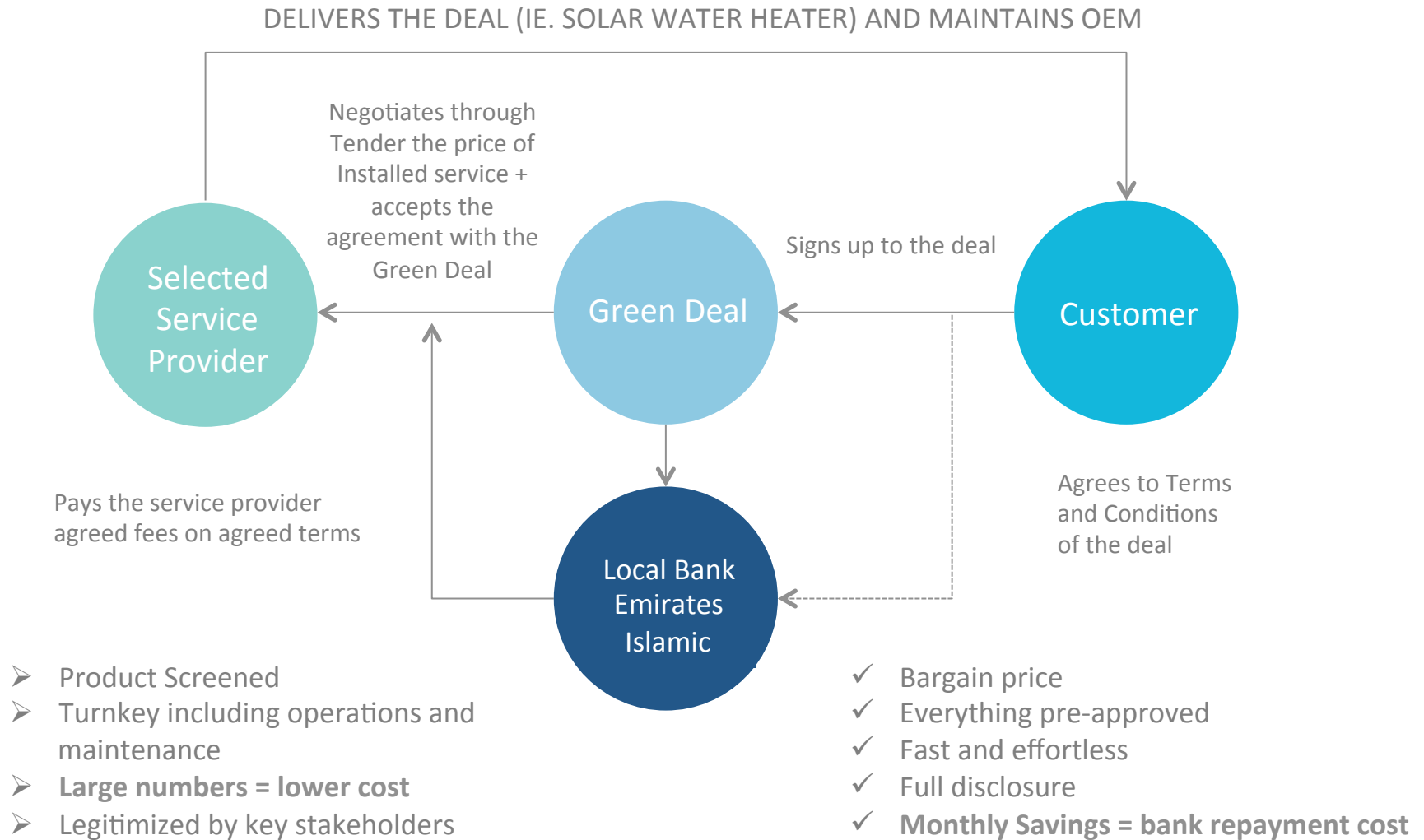
ENERGY & WATER AUDIT
1,000.00 AED



CLEANBOT
2,200.00 AED

THE MODEL

How would the Green Deal Work?



THE PROCESS

How do we launch a campaign under the Green Deal logo?



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A product is selected and researched in terms of its economic viability (savings > monthly cost) and in terms of strategic fit to DSM



The product supplier is screened for its ability to deliver the product and maintain the OEM commitment related to the deal



The Green Deal campaign is started and evaluated for its performance and campaign is ranked
Provider may be asked to cover campaign costs

NO COST TRANSACTION

Energy Lease Model



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“The end-user payments to the bank are equal or smaller than the savings achieved in order not to upset household economic equilibriums”

Solar Water Heaters (SWH) replace traditional water heaters. A typical villa will have 5 units and will consume around 11,000 kWh annually, assuming each unit is rated 1.5 kW and works for 4 hours every day ($5 \times 1.5 \times 4 \times 365 = 10,959$ kWh). This research will be conducted by DCCE and presented to the committee for approval.

The consumption of energy at an average cost of 38 fils equals to AED 4,161 per year per household or AED 346 per month.

If we benchmark AED 8,000 per SWH at 3% capital cost per annum, including a 2 year cleaning contract, the monthly fee paid to the bank will be AED 333, below the savings achieved. **The Green Deal is ON!**

ENDLESS RANGE OF PRODUCTS & SERVICES

Same House, Same Comfort, Improved Asset



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Solar Water
Heaters

Insulation
(Cotton – Fibre
Natural)

Low Energy
Glass

Window Film
and Shade
System

Chillers and
cooling

Pool chillers
and heaters

Timers and
low tech
controls

Solar rooftop
panels

Low Energy
Lighting

Programmable
timers

Ambience
Sensors

Lighting
sensors

All Appliances
A++ Label

Smart Controls

Cooling
Recovery of
Exhaust Air

Water Efficient
Plumbing
Fixtures

THE GREEN DEAL

How the Green Deal Operates



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PATRONAGE

The Green Deal was launched under the Patronage of HE Sami Al Qamzi and in close coordination with GEP and FDI.

Dubai GEP is the overall programme authority for anything related to the design and implementation



COMMITTEE

An ad hoc committee will be formed to design processes and systems to select and implement the measures.

The committee will be structured under Prince2 project management and will also track progress and performance



CAMPAIGN

The key to the programme is the campaign. The committee will review a communication strategy and will submit a budget for approval.

The Green Deal will be self-sufficient and a share of the proceeding will cover all future costs.

THE GREEN DEAL LAUNCH

The Green Deal is Live



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THE PRODUCTS

Solar Rooftop, Aircosaver, Water & Energy Audit, CleanBot & Radiant AC



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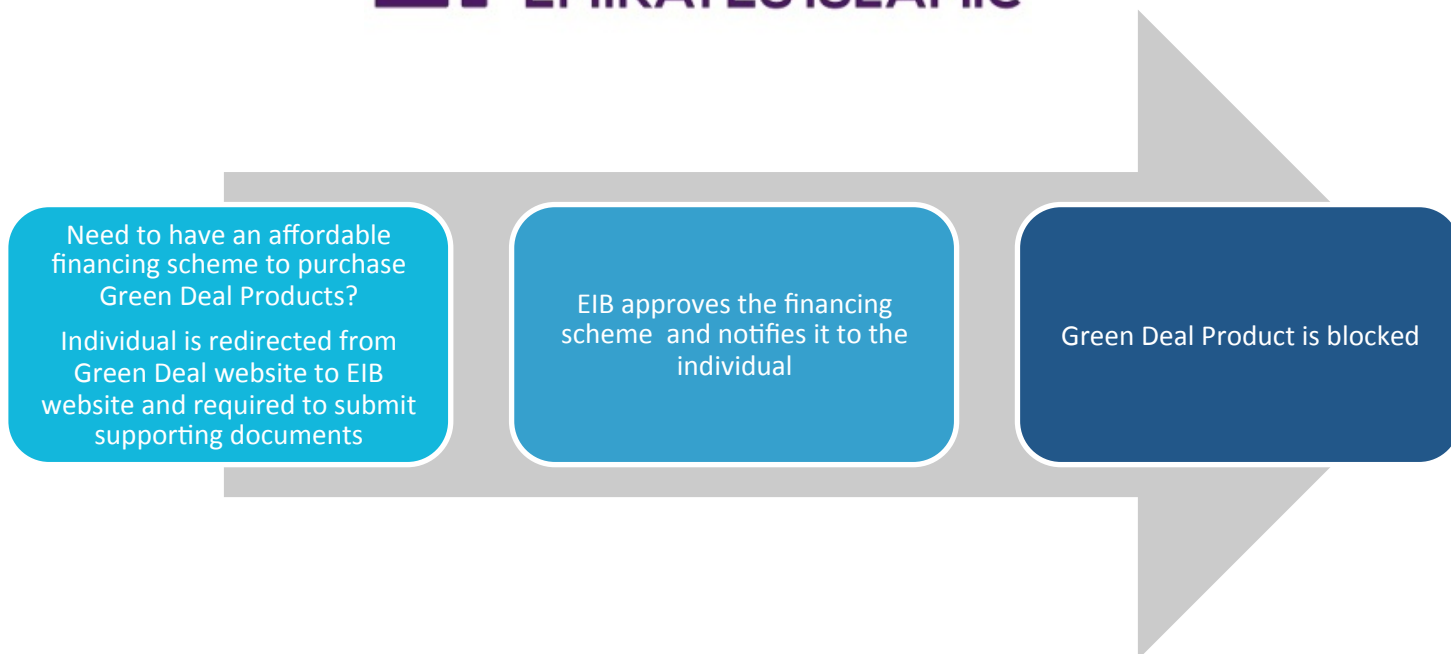
OUR BANK PARTNER

Emirates Islamic Bank



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The individual consumer can require an advantageous financing scheme provided by Emirates Islamic bank to purchase the products on the Green Deal website.

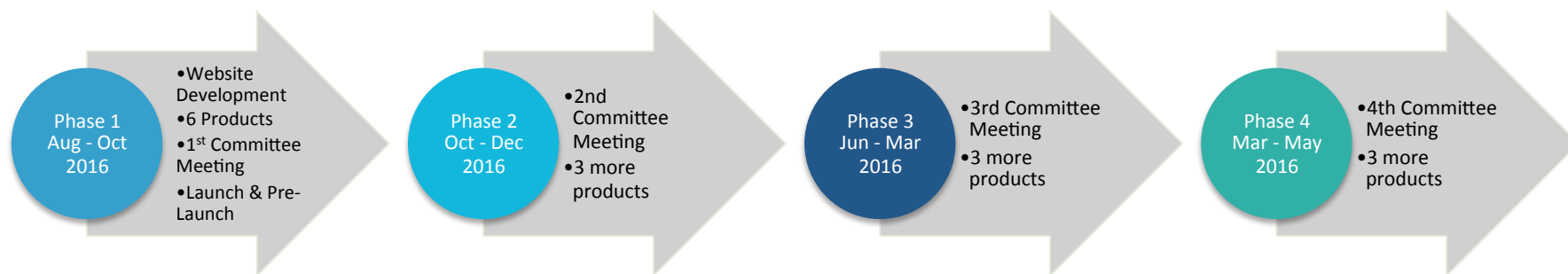


TIMELINE

Future Development



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Thank You