

# Innovative Solar Projects in MENA

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Presenter:  
Azmi Sallam, PMP







# AGENDA

- About Yellow Door Energy
- Innovation: Solar PPA
- Case Studies
  - MAF Carrefour
  - Classic Fashion
- Additional Technologies
- Insights and Summary

3.1 MWp | Al Nabooda Automobiles | Dubai, UAE



# ABOUT OUR COMPANY



**2015**

founded in the  
UAE and Jordan



**120+ MW**

of commercial &  
industrial solar  
projects



**UAE  
Jordan  
Pakistan  
Saudi Arabia  
Bahrain**



**Your  
Sustainable  
Energy  
Partner**

# INTERNATIONAL SHAREHOLDERS



**\$112 billion**  
of assets in 2020



**\$22 billion**  
invested in 2020



**\$45 billion**  
in revenue in 2020



**\$7.9 billion**  
of assets in 2020

Sources:

[https://www.ifc.org/wps/wcm/connect/corp\\_ext\\_content/ifc\\_external\\_corporate\\_site/annual+report/financials](https://www.ifc.org/wps/wcm/connect/corp_ext_content/ifc_external_corporate_site/annual+report/financials)

<https://www.apicorp.org/investor-relations/financial-summary>

<https://www.equinor.com/en/news/20210319-annual-sustainability-reports-2020.html>

<https://www.mitsui.com/jp/en/ir/data/highlight/index.html>



# INNOVATION | ABOUT SOLAR PPA\*

*\*Solar power purchase agreement, also known as a solar lease / solar agreement through a build-own-operate-transfer (BOOT) arrangement*

A solar power purchase agreement is a contract with a **performance guarantee** on the solar plant. There is **no capital expense**. The customer pays a monthly solar bill once the solar plant is operational.

## BENEFITS

- ✓ Save Significantly (10-50%) on Electricity Bills
- ✓ Provide No Upfront Investment
- ✓ Manage Long-Term Electricity Costs
- ✓ Focus on Your Core Business
- ✓ Own the Solar Plant After the Project Tenure
- ✓ Enhance Sustainability & CSR

5.5 MWp | Classic Fashion | Al-Mafraq, Jordan



## CASE STUDY



# COMPANY PROFILE | CARREFOUR MAJID AL FUTTAIM



## COMPANY BACKGROUND

- MAF is the leading shopping mall, communities, retail and leisure pioneer in MENA with AED 35.2 billion revenue in 2019
- In 1995 MAF launched the first Carrefour store in the Middle East in City Centre Deira, UAE
- In 2006 MAF launched Carrefour in Jordan
- Today there are 30+ Carrefour stores in the Kingdom
- In MENA there are 300 Carrefour stores

## MOTIVATION FOR GOING SOLAR

- ✓ Intrinsic: “Sustainability is at the heart of everything we do”
- ✓ Strives to become one of the most environmentally considerate companies in the world
- ✓ Supports the UN’s Sustainable Development Goals



## SUSTAINABILITY TARGETS ON 3 MATERIAL ISSUES

- **Transforming Lives:** Local Economic Development, Disruptive Technology, Customer Experience
- **Empowering Our People:** Healthy Workplaces, Attracting & Retaining Talent, Training & Development, Human Rights & Employment Conditions
- **Rethinking Resources:** Net Positive Carbon and Water by 2040, Circular Economy



Sources: Majid Al Futtaim Sustainability Report 2018, Majid Al Futtaim Corporate Website



# IMPLEMENTATION | SOLAR PPA IN JORDAN



**17  
megawatts**  
of capacity of  
ground-mount solar PV



**29,000  
megawatt-hours**  
of clean energy  
generation per year



**> 50% savings on  
electricity bills**  
with BOOT solar agreement



**20,000 tonnes**  
of carbon emissions  
avoided per year



**6,300 tonnes**  
of jet fuel  
eliminated



*Photo Credit: Yellow Door Energy and Google Maps*

- ✓ Permitting: Land ownership, utilities and governmental approvals
- ✓ Financing
- ✓ Engagement with local communities
- ✓ Engineering and compliance with grid code standards
- ✓ Construction and Commissioning



## CASE STUDY



# COMPANY PROFILE | CLASSIC FASHION

## COMPANY BACKGROUND

- Largest apparel maker in the Middle East with annual turnover of \$600 million in 2019
- Founded in 2003 in Jordan and today has over 30,000 employees in 20 factory facilities
- Vendor of Walmart, Adidas, Armani, Under Armour, Target & more

## MOTIVATION FOR GOING SOLAR

- ✓ Commitment to being a preferred vendor to its business partners
- ✓ Since 2015 has been supporting UN's Sustainable Development Goals and Jordan's Vision 2050

## SUSTAINABILITY TARGETS

- No quantifiable renewable energy targets
- However, the company has many women empowerment programs to support its workforce

Sources: Classic Fashion's Corporate Website and YDE Internal Sources





# IMPLEMENTATION | SOLAR PPA IN JORDAN



**5.5  
megawatts**  
of capacity of  
ground-mount solar PV



**12,500  
megawatt-hours**  
of clean energy  
generation per year



**Significant  
cost savings**  
with BOOT solar  
arrangement



**8,750 tonnes**  
of carbon emissions  
avoided per year



**2,800 tonnes**  
of jet fuel  
eliminated



  
**MESIA**  
**SOLAR PROJECT  
OF THE YEAR  
2021**

“Classic Fashion is committed to being a responsible business and a preferred vendor to its business partners. Since 2015, we have been working on various projects connected with the United Nations’ Sustainable Development Goals and the Jordan Government’s Vision 2025 program.”

*Mr. Ramdas Shreedharan Nair*  
**CEO**  
*Classic Fashion*



## **ADDITIONAL TECHNOLOGIES**

Energy efficiency  
Energy storage  
Water  
EV Chargers  
Solar Screens  
And more!





# INSIGHTS AND SUMMARY



- **Solar PPAs** help businesses save money and become more sustainable, without any upfront investment.
- **New technologies** continue to improve efficiencies, lower cost and enhance environmental quality
- To jumpstart your sustainability journey, **contact a reputable sustainable energy partner** today!

246 kWp | Kamal Osman Jamjoom | Dubai, UAE



# Thank you!



Presenter:  
Azmi Sallam, PMP

**LET'S TALK!**

[gosolar@yellowdoorenergy.com](mailto:gosolar@yellowdoorenergy.com)

+962 6 554 1655

Suite 302 Prime Center 13  
Amman, Jordan