

# TARSHEED

Rethink فكر



IT IS TIME FOR US TO RETHINK  
OUR CONSUMPTION HABITS



**Future generations** will be living in a world that is very different from that to which we are accustomed. It is essential that we **prepare** ourselves and our children for that **new world**



**H.H. Sheikh Zayed bin Sultan al Nahyan**

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# INTRODUCTION

The Emirate of Abu Dhabi has great ambitions and plans for an even better social and economic future, so naturally, this imposes pressure on its infrastructure and natural resources. To address the increasing need for water and electricity, the Government formulated policies and programs to ensure that this growth can occur without compromising the security of water and electricity in the future and in a manner which considers protection of our precious environmental resources.

Resources are not limitless, and the UAE has one of the highest per person consumption of water and electricity in the world, with over 80% greater water consumption and 100% greater electricity consumption than other developed countries.

However, it's not the government's responsibility alone to preserve the resources. Government and citizens need to work together, and everyone must rethink their consumption habits for the benefit of Abu Dhabi- both today and in the future.

# TARSHEED PROGRAM

Abu Dhabi Electricity and Water Authority (ADWEA) and its distribution companies launched the Tarsheed — conservation in Arabic — initiative in 2017. The programme aims to raise public awareness of resource issues and achieve a 20% reduction in the emirate's water and electricity usage, by 2030. Tarsheed aims to achieve its objectives in three ways:

- **Education:** To promote awareness and change behavior
- **Technology:** To reduce energy and water consumption
- **Efficiency:** measures to reduce demand

# TARSHEED INITIATIVES

In addition to educational and public awareness campaigns, several resource-friendly schemes have been launched under the Tarsheed umbrella, with more being planned. Five schemes are currently in operation, each seeking practical ways to reduce the emirate's water and electricity usage and find sustainable solutions to ever-increasing demand for resources:

- Masjidi Water Reduction in Mosques
- Kafa'ati (an initiative to improve buildings' efficiency)
- Residential Water Leak Detection and Alert
- Industrial Electric and Water Consultation
- Irrigation and Planting Optimisation for Private Landscaped Areas



# WHAT'S NEXT?

The first wave of Tarsheed programmes is well under way, aiming to create an environment that encourages customers to change their usage habits. Several new initiatives will be introduced over the coming years to further improve consumption efficiency, placing heavy emphasis on cost reduction, sustainability, environmental preservation and resource security.

For more information, please visit our website [www.tarsheedad.com](http://www.tarsheedad.com)



# KAFA'ATI

## AN INITIATIVE TO IMPROVE BUILDING EFFICIENCY

Kafa'ati – my efficiency – is a plan to introducing energy and water efficient technologies in commercial, government and institutional buildings. As cooling and lighting consume the majority of power in these buildings, the Kafa'ati programme aims to save 446 GWh of electricity annually, covering 5 million square metres of air-conditioned space.

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# MASJIDI

## WATER REDUCTION IN MOSQUES

Usage records from Abu Dhabi mosques demonstrate an urgent need to dramatically eliminate water wastage due to cleaning, personal ablutions and landscaping. This initiative aims to halve the volume of ablution water currently used, which will give an annual saving of over 2 million cubic meters. To achieve this reduction, 13,000 highly efficient, low-flow, automatic shut-off water taps will be installed in nearly 840 public mosques.

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# RESIDENTIAL WATER LEAK DETECTION AND ALERT

High water bills may be due to undetected leaks rather than inefficient consumption. Using specially designed software, ADDC can monitor a home's water usage by taking remote daily meter readings to detect unusually high consumption. When notified, if a customer cannot explain a sudden increase ADDC's customer service representative will notify them of a potential leak on their side of the meter, so they can appoint a licenced contractor to detect and repair the problem.

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# INDUSTRIAL ELECTRIC AND WATER CONSULTATION

This initiative aims to gain a greater understanding of industrial water and electricity usage patterns within the emirate, to seek ways of improving overall efficiency. The research and findings from conducting a high-level review of six major sectors — cement, steel, building materials, plastics, food and manufacturing — will be compared to international best practices for each industry, and recommendations for improvements made accordingly.

The six industries targeted are major consumers of electricity and, in some cases water, and are each predicted to experience future sector growth within Abu Dhabi. Any lessons learnt from the consultation can be applied across other parts of the economy to reduce resource usage, lower wastage and boost efficiency.

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# IRRIGATION AND PLANTING OPTIMISATION FOR PRIVATE LANDSCAPED AREAS

Landscape irrigation for private homes and municipal areas puts a major strain on our water resources, accounting for up to 50% of total consumption. Abu Dhabi City Municipality aims to reduce irrigation demand by studying the water efficiency of private landscaped areas.

Eight pilot projects will ensure less-thirsty plant species are being used, assess the landscapes' layout, add moisture-retaining soil additives and evaluate the irrigation systems in use, automating them where possible. The results and lessons from these pilot studies will form the basis of a manual for homeowners, highlighting the best methods to reduce garden irrigation.

For more information, please visit our website [www.tarsheedad.com](http://www.tarsheedad.com)



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A program by



شركة أبوظبي للتوزيع  
Abu Dhabi Distribution Co.



هيئة مياه و كهرباء أبوظبي  
Abu Dhabi Water & Electricity Authority

برنامج من



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