

## Emaar partners with Dubai municipality



Emaar Properties has partnered with Dubai Municipality on a water use efficiency initiative aimed at reducing sewage production in 58 properties along Sheikh Zayed Road.

Specific water saving measures are being put in place along these buildings on Sheikh Zayed Road, a measure in line with the current focus of Dubai to promote green buildings.

Ahmad Al Matrooshi, UAE managing director, Emaar Properties, said: 'Dubai Municipality has unveiled a pioneering and model initiative that will contribute a long way to the Green Dubai vision announced by Sheikh Mohammed Bin Rashid Al Maktoum, UAE vice president and prime minister and Dubai ruler.'

'Enhancing water use efficiency can be integrated into the every day lifestyle of individuals and the sewage reduction programme will help achieve this.'

The new initiative includes the installation of water saving devices in taps, showers, cisterns, toilets and water tanks, eventually contributing to 15 to 35 per cent reduction in water use depending on the building. Residents will also benefit from reduced water bills.

Work has already begun and is being undertaken by City Services and MEET. Emaar is adopting the programme in all new developments including towers within Downtown Burj Dubai.

Certified to ISO14001:2004 for sustainable environmental practices, Emaar's support to the programme also highlights the corporate social responsibility initiatives undertaken by the company. -TradeArabia News Service