

حكومة دبي
GOVERNMENT OF DUBAI



المجلس الأعلى للطاقة
Supreme Council of Energy



Dubai Demand Side Management Strategy 2050 2024 Annual Report



2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

2022

2023

2024

2050



H.H Sheikh Mohamed bin Zayed Al Nahyan

President of the United Arab Emirates



H.H Sheikh Mohammed bin Rashid Al Maktoum

Vice President and Prime Minister of
the United Arab Emirates and Ruler of Dubai

ABOUT THE DUBAI SUPREME COUNCIL OF ENERGY

The Dubai Supreme Council of Energy was formed in August 2009 under Law 19 of 2009, issued by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, and Ruler of Dubai. His Highness Sheikh Ahmed bin Saeed Al Maktoum was appointed Chairman for the Council, His Excellency Saeed Mohammed Al Tayer as Vice Chairman, and His Excellency Ahmad Al Muhairbi as Secretary General.

The Council consists of the following members: the Director General of the Department of Petroleum Affairs, the President and Chief Executive Officer of DUBAL Holding, the Chief Executive Officer of Emirates National Oil Company and a single representative from the Dubai Supply Authority, Dubai Petroleum Establishment, Dubai Municipality, Dubai Nuclear Energy Committee and Roads and Transport Authority.

The Council has an Advisory Committee from competent and specialised workforce.

The Governing body seeks to ensure that the Emirate's growing economy will have sustainable energy while preserving the environment. The Authority is developing alternative and renewable energy sources for the Emirate, while increasing energy efficiency to reduce demand.

Under the visionary guidance of His Highness Sheikh Mohammed bin Rashid Al Maktoum, the Dubai Integrated Energy Strategy 2030 was developed in 2010 and deployed in 2011 to set the strategic direction of Dubai towards securing sustainable supply of energy and enhancing demand efficiency (for electricity, water and transportation fuel).

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**DSM
DIRECTORATE
FOREWORD**

01

DSM DIRECTORATE FOREWORD

This report outlines the progress and performance of the Dubai Demand Side Management (DSM) Strategy 2050 for the year 2024.

The DSM Strategy plays a critical role in driving Dubai's sustainable growth and is increasingly important in the context of the UAE's Net Zero by 2050 commitment.

The strategy sets ambitious targets: **a 30% reduction in annual electricity, water, and fuel consumption by 2030, and a 50% reduction by 2050**, compared to business-as-usual projections.

As of the end of 2024, the implementation of the DSM Strategy resulted in:

- **13 TWh of annual electricity savings**
- **56.5 billion imperial gallons or 256.9 Million m³ of annual water savings**

These savings represent **19.4% and 20.8%** reductions compared to business as usual consumption, for electricity and water, respectively—both exceeding the targets set for the year.

Since the strategy's launch in 2011, the avoided costs associated with reduced electricity generation capacity and natural gas consumption are estimated at approximately **AED 19.1 billion**. Furthermore, the strategy has contributed to the **avoidance of 28.45 million metric tons of CO₂ emissions**.

These notable achievements reflect the collaborative efforts of all programme champions and their continued dedication to the annual targets and long-term roadmap through 2030 and beyond to 2050.



**OBJECTIVES
AND SCOPE OF
THIS REPORT**

02

OBJECTIVES AND SCOPE OF THIS REPORT

The objective of this report is to present the progress and performance of the Dubai Demand Side Management (DSM) Strategy 2050: a strategy spearheaded by the Dubai Supreme Council of Energy (DSCE), implemented by key government entities in Dubai. The report comprises a description of the DSM Strategy, and a presentation of the achievements in 2024.

It highlights achievements in electricity and water savings attained from implementing DSM programmes in comparison with pre-set target savings, along with other performance indicators, such as reductions in per capita consumption and monetary benefits of the strategy.

Data presented in this document are the result of a reporting system that the DSCE maintains in collaboration with the DSM programme owners: Dubai Electricity and Water Authority, Dubai Municipality, Roads and Transport Authority, the Regulatory and Supervisory Bureau for Electricity and Water in Dubai, Etihad Energy Services, Ministry of Industry and Advanced Technology (MoIAT) and Dubai Free Zone Council (DFZC).

Note that the results reported are based on the most recent data available at the date of report publication. As DSM measurement and verification is a continuous improvement process, annual reports may include changes in reported historical figures year to year.



03

**CONTEXT AND
OVERVIEW
OF THE DSM
STRATEGY**

3.1 POLICY CONTEXT

The Demand Side Management (DSM) Strategy is part of the Dubai Integrated Energy Strategy (DIES) 2030, whose main goals are to secure Dubai's uninterrupted energy supply and moderate its growing electricity and water demand.

Optimizing energy demand is a strategic priority for Dubai to reduce the need for next generation capacity and free up resources for strategic investments that promote economic growth. At the same time, DSM contributes to a safer environment by reducing carbon emissions.

Building on the success of Dubai Demand Side Management (DSM) Strategy since its implementation in 2013, the Dubai Demand Side Management Strategy 2050 was updated in June 2024 and launched through DSCE Directive 1 of 2024 issued by H.H. Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the DSCE.

The objective of the Strategy remains to achieve at least 30% savings target by 2030 and has been expanded to achieve at least 50% savings by 2050 compared to 2023 updated business as usual (BAU).



Exhibit 1: DSCE Directive No 1 of 2024 on the Updated DSM Strategy 2050

The Dubai DSM Strategy update takes into consideration key developments since 2019 (last update):

- The UAE Net Zero 2050 Strategy which commits to achieving Net Zero by 2050 in the UAE
- The National Energy and Water Demand Side Management Programme 2050 which aims to reduce energy demand by 40% and water demand by 50% by 2050 in the UAE
- The Dubai Economic Agenda (“D33”) which focuses on setting several key priorities to increase the value added of the industrial sector and promoting export growth, while growing the sector in a sustainable and efficient manner
- Development of sufficient insights into the mobility sector to support the establishment of fuel savings targets for light passenger vehicles
- Additional technology and policy developments, which create a more favorable environment for DSM, by reducing costs and creating opportunities for synergies with the rest of the energy systems
- Other relevant UAE Federal level strategies, policies and initiatives.

CONTEXT AND OVERVIEW OF THE DSM STRATEGY

3.2 DEMAND SIDE MANAGEMENT STRATEGY AND TARGETS

The DSM Strategy 2050 establishes Dubai as a global benchmark for energy efficiency by doubling efficiency improvements to achieve at least 30% savings by 2030 and 50% savings by 2050 across electricity, water and fuel consumption. The strategy comprises twelve programmes that address different aspects of electricity, water and fuel consumption in Dubai. Programmes are supported by seven implementation mechanisms.

CONTEXT AND OVERVIEW OF THE DSM STRATEGY

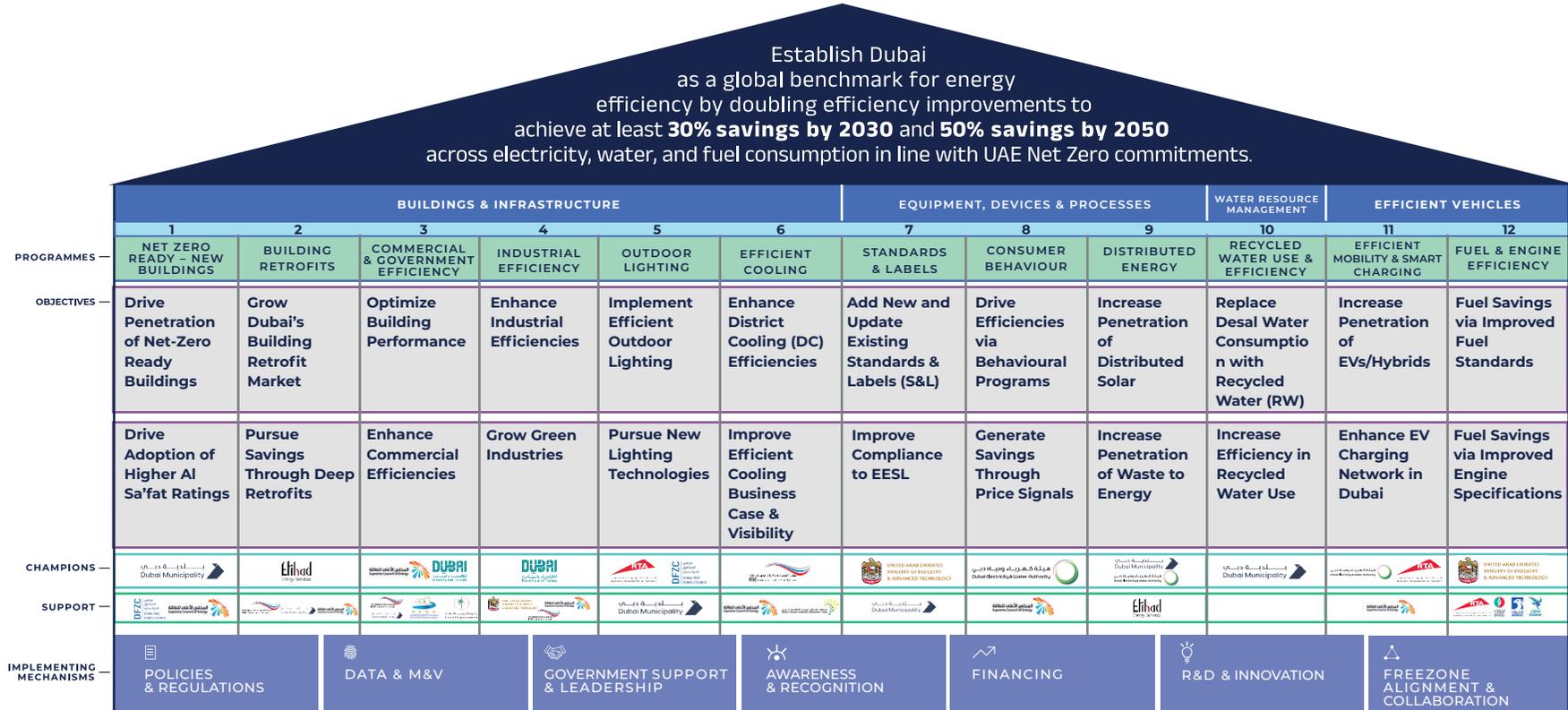


Exhibit 2: Architecture of the Dubai Demand Side Management Strategy 2050

DSM TARGETS

The Government of Dubai remains committed to achieving ambitious electricity, water and fuel savings by implementing the DSM programmes.

CONTEXT AND OVERVIEW OF THE DSM STRATEGY



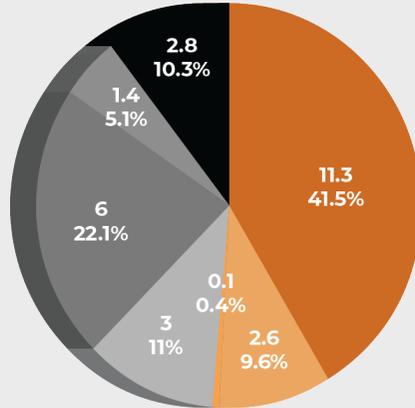
	2030	2050
 Electricity	27.2 TWh	86.8 TWh
 Water	106.9 BIG	383.2 BIG
 Fuel	224 M Liters	1,757 M Liters

30%
Saving By 2030

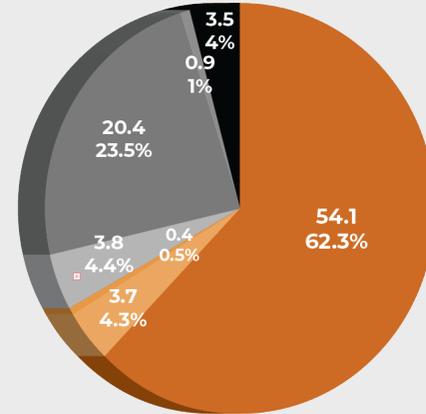
50%
Saving By 2050



2030 Electricity Target (In TWh, By Programme)



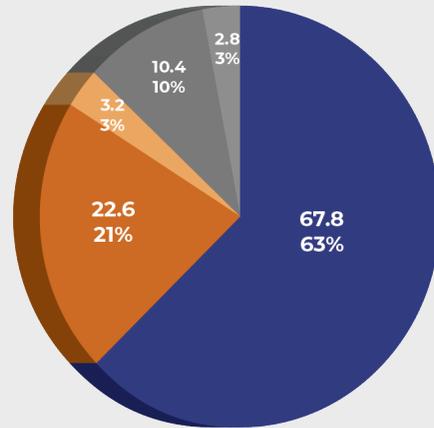
2050 Electricity Target (In TWh, By Programme)



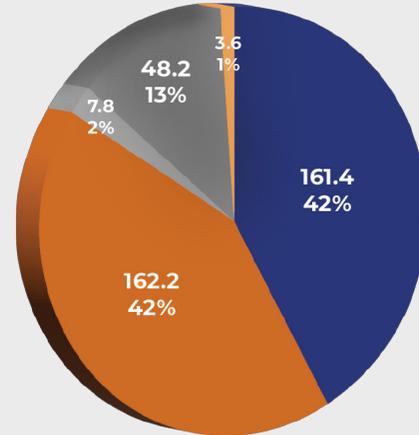
- P1 Net Zero Ready - New Buildings
- P5 Outdoor Lighting
- P7 Standards & Labels
- P9 Distributed Energy
- P2 Building Retrofits
- P6 Efficient Cooling
- P8 Consumer Behaviour



2030 Water Target (In BIG, By Programme)



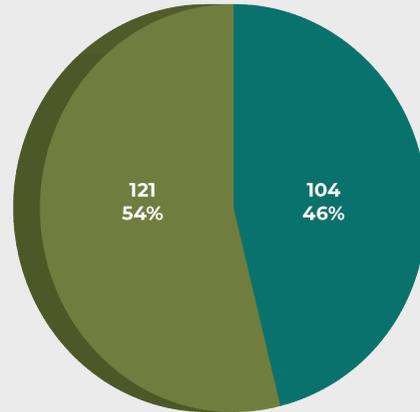
2050 Water Target (In BIG, By Programme)



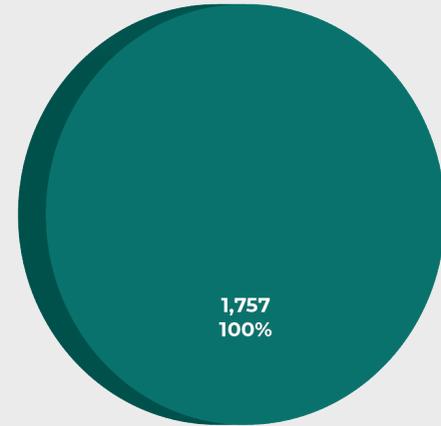
- P1 Net Zero Ready - New Buildings
- P2 Building Retrofits
- P7 Standards & Labels
- P8 Consumer Behaviour
- P10 Recycled Water Use & Efficiency



2030 Fuel Target (In Million Liters, By Programme)



2050 Fuel Target (In Million Liters, By Programme)



 P11 Efficient Mobility & Smart Charging

 P12 Fuel & Engine Efficiency

Programme	Description
1 Net Zero Ready New Buildings	Drive the uptake of new buildings that are ultra-efficient in their consumption of electricity and water through regulations that increase minimum standards and incentives to pursue higher Al Sa'fat (or equivalent) ratings with the overall intent to support Net Zero Readiness.
2 Building Retrofits	Implement shallow and deep retrofits in existing buildings to drive electricity and water efficiencies and encourage the growth of the retrofit market in Dubai and drive additional savings by overcoming technical and financial barriers.
3 Commercial & Government Efficiency	Enhance Electricity Use Intensity (EUI) and Water Use Intensity (WUI) of existing commercial and government buildings by improving operational efficiencies through building energy management schemes and systems and establishing a minimum standard for Government buildings.
4 Industrial Efficiency	Establish clear guidelines to promote efficiencies across both new and existing industrial consumers, promote and implement retrofits to drive optimization of industrial processes, and adapt federal regulation where applicable in the industrial sector.
5 Outdoor Lighting	Replace inefficient lighting in public spaces (i.e. roads and parks) with efficient LEDs, install efficient lighting in new developments and assess and implement modern lighting solutions and technologies to drive further efficiencies, such as adaptive lighting and/or solar lighting.
6 Efficient Cooling	Encourage the adoption of efficient cooling technologies, such as District Cooling (DC), where appropriate and identify opportunities to alleviate financial, technical, or perceived barriers.
7 Standards & Labels	Enhance Minimum Energy Performance Standards (MEPS) of appliances and equipment (industrial and non-industrial), continuous improvement and update of those standards, and develop robust market surveillance and testing.
8 Consumer Behaviour	Engage main user groups in electricity and water conservation through the implementation of behavioural change programmes, consumer analytics and awareness campaigns and identify opportunities for tariff restructuring to drive further efficiencies (if needed).
9 Distributed Energy	Promote the adoption of Distributed Energy in its various forms, namely distributed solar and Waste to Energy, to support Net Zero development.
10 Recycled Water Use & Efficiency	Promote the use of Recycled Water (RW) in Dubai instead of desalinated water in various applications, such as for DC and irrigation and improve the efficiency of RW consumption through smart grid monitoring, improvements in irrigation tools and equipment, and behavioural change.
11 Efficient Mobility & Smart Charging	Increase the uptake of Green Vehicles (EVs + Hybrids) across Government and non-Government consumer groups through continued development of the underlying infrastructure, encouraging diversified market offerings, and by encouraging Government entities to lead by example.
12 Fuel & Engine Efficiency	Enhance fuel and engine specifications and standards to drive overall fuel efficiencies in Dubai's mobility sector and support the abatement of transportation fuel.

Implementation Mechanism	Description
1 Policies & Regulations	Enforce policies and regulations to drive the implementation of the updated DSM Strategy.
2 Data & M&V	Facilitate proper measurement, verification, and monitoring of DSM savings to assess performance against targets.
3 Government Support & Leadership	Encourage Government entities to lead-by-example the implementation of the updated DSM Strategy.
4 Awareness & Recognition	Develop and execute general and targeted information campaigns as well as education, home reporting and labeling schemes to change consumers' behavior.
5 Financing	Develop financing mechanisms that support the implementation of DSM Initiatives in Dubai.
6 R&D and Innovation	Introduce and localize new efficient technologies, conduct fundamental studies for DSM, and enable DSCE to lead in innovating for DSM by supporting Dubai's overall sustainability and smart cities strategy.
7 Freezone Alignment & Collaboration	Drive collaboration and alignment between DSCE and DFZCs DSM Strategies across data collection and reporting, technical support, communication and engagement, and monitoring and compliance.

Exhibit 4: Implementation mechanisms of the Dubai DSM Strategy 2050

3.3 INSTITUTIONAL FRAMEWORK

The DSM Strategy is managed by the DSCE, the policymaking entity for Dubai's energy sector. The DSCE is chaired by H.H. Sheikh Ahmed bin Saeed Al Maktoum and comprises Vice-Chairman H.E. Saeed Al Tayer, and top executives from key Dubai entities.

The DSM Directorate acts as a Programme Management Office for the DSM Strategy and manages and oversees the implementation of DSM programmes, ensuring effective execution and alignment with established targets. The Directorate maintains robust monitoring and evaluation mechanisms to assess the performance of DSM Programmes, measuring electricity, water, and fuel consumption savings against targets.

Programme champions and support entities shall be assigned to each DSM programme and are responsible for programme targets and reporting on the progress of the implementation and delivery of initiatives to the DSCE on a regular basis for the purposes of data collection and analysis.

The DSM Executive Committee, chaired by the DSCE and comprising senior representatives from all champion and support entities, provides direction and ensures collaboration between key DSM related entities.



DSM EXECUTIVE COMMITTEE MEMBERS

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On the date of publication of this report, members of the DSM Executive Committee are:

Name	Designation	Entity	Membership
H.E. Ahmad Al Muhairbi	Secretary General	DSCE	Chairman
Faisal Al Rashid	DSM Senior Director	DSCE	Vice Chairman
Joyce Honeine	DSM PMO Director	DSCE	Member & Secretary
Ramiz Alaileh	Executive Director	RSB	Member
Yousef Al Marzooqi	Director of Standards & Technical Regulations	MoIAT	Member
Ahlam Al Marzooqi	Director of Conformity Affairs	MoIAT	Member
Fahd Al Awadhi	Director, Drainage & Recycled Water Projects	DM	Member
Meera Muhsen Alameri	Head of Research & Building Systems	DM	Member
Mohammed Al Shamsi	Chief Sustainability & Climate Change Officer	DEWA	Member
Sultan Al Zaabi	Sr. Manager, Demand Management & Tariff	DEWA	Member
Abdulrahman Al Hosani	Associate Vice President – Manufacturing & Export	DET	Member
Hamad Al Shehhi	Director of Roads	RTA	Member
Abdulla Lootah	Director of Roads Maintenance	RTA	Member
Dr. Waleed Al Nuaimi	Chief Executive Officer	Etihad ES	Member
Samer Khoudeir	Chief Sales & Marketing Officer	Empower	Member
Talha Al Banna	Head of Asset & Property Management at JAFZA	DFZC	Member
Alia Busamra	Chief Sustainability & Climate Change Officer	ENOC	Member

**DSM
STRATEGY
PERFORMANCE**

04

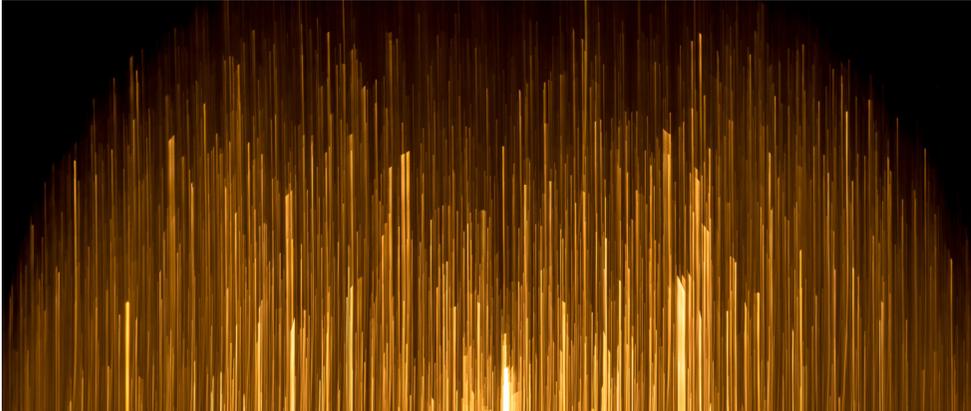
4.1 ELECTRICITY AND WATER SAVINGS

OVERALL SAVINGS

The Demand Side Management (DSM) Strategy continues to produce positive results in 2024. At the end of 2024, DSM programmes have exceeded both electricity and water targets and saved **13 TWh of electricity and 56.5 Billion Imperial Gallons (BIG) or 256.9 Million cubic meters of water.** Compared to business as usual consumption, which is the reference for the 30% by 2030 target, **those savings represent 19.4% and 20.8% of the total baseline consumption for electricity and water,** respectively (see exhibit 5).

The significant increase in water savings in 2024 compared to 2023 is driven by the inclusion of all relevant recycled water as part of the savings, as defined in the Updated DSM Strategy 2050.

DSM STRATEGY PERFORMANCE



IN 2024



Savings of
13 TWh



Reduction of
19.4% vs. Business
as usual



Savings of
56.5 BIG
Equivalent to
256.9 Mm³



Reduction of
20.8% vs. Business
as usual



Exhibit 5: Actual annual savings achieved from the implementation of the Dubai Demand Side Management Strategy programmes, versus target savings (A. Annual electricity savings B. Annual water savings)

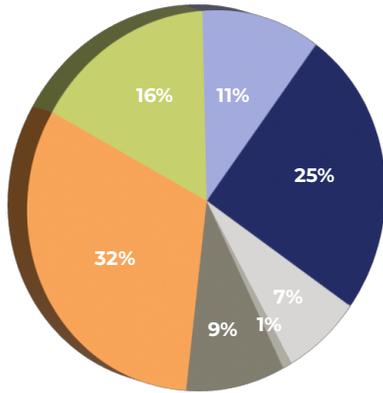
Note: Results reported are based on the most recent data and knowledge available; historical results may be altered due to changes in assumptions and/or new data availability

Source: DSM Programmes Owners, DSCE DSM PMO analysis

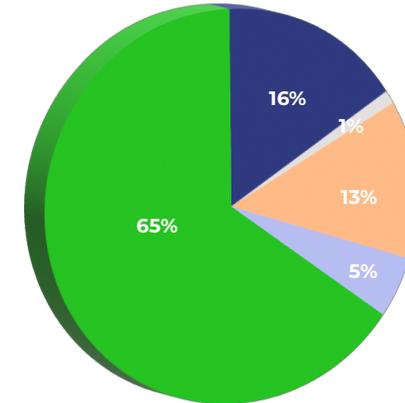
CONTRIBUTION OF DSM PROGRAMMES TO SAVINGS

In terms of programme contribution to 2024 savings, standards and labels and net zero ready-new buildings are the largest contributors to electricity savings accounting for more than 57%. Water savings are largely driven by recycled water use & efficiency accounting for 65% followed by net zero ready-new buildings at 16%.

⚡ Electricity



💧 Water



% Contribution of
DSM programmes
to total savings

■ P1 Net Zero Ready - New Buildings

■ P5 Outdoor Lighting

■ P7 Standards & Labels

■ P8 Consumer Behaviour

■ P2 Building Retrofits

■ P6 Efficient Cooling

■ P9 Distributed Energy

■ P10 Recycled Water Use & Efficiency

Exhibit 6: Contribution of programmes to the total Dubai DSM Strategy savings (in %, 2024)

Note: Results reported are based on the most recent data and knowledge available; historical results may be altered due to changes in assumptions and/or new data availability

Source: DSM Programmes Owners, DSCE DSM PMO analysis



A. Annual Electricity Savings by DSM programme

DSM Programme	2024 Savings GWh	2024 Target GWh	2024 Savings vs. Target	2023 Savings GWh	Comments
 Net Zero Ready New Buildings	3,190	3,348	-5%	2,573	Savings based on commissioned green building data received by DM, Trakhees, DSO and DDA.
 Building Retrofits	877	871	1%	709	Savings result from electricity retrofits executed by accredited energy services companies (ESCOs) as reported by RSB Dubai as well as internal retrofits reported by Free Zones.
 Outdoor Lighting	78	63	24%	65	Savings include outdoor lighting installations and retrofits executed by RTA, Dubai Municipality (DM), and selected Free Zones.
 Efficient Cooling	1,197	1,181	1%	1,159	Savings based on data received from the five main district cooling operators in Dubai through RSB.
 Standards & Labels	4,095	2,472	66%	3,029	Savings result from enforced energy efficiency standards by MoIAT for unit air conditioners (mostly), indoor lighting, refrigerators, washing machines, dishwashers and water heaters.
 Consumer Behavior	1,419	1,372	3%	1,357	Savings result from DEWA My Sustainable Living Programme (MSLP) and residual impact from tariffs introduced in 2011.
 Distributed Energy	2,127	2,242	-5%	813	2024 Savings result from: 1. Shams Dubai connected capacity of 684 MW as of end of 2024 and 2. Waste to Energy plant with capacity of 206 MW Increase compared to 2023 savings is largely attributed to the inclusion of Waste to Energy in 2024.
Total	12,983	11,549	12%	9,705	
Total vs. BAU	19.4%			15.9%	

Exhibit 7.A: Actual annual electricity savings by programme of the Dubai Demand Side Management Strategy in 2024

Note: Results reported are based on the most recent data and knowledge available; historical results may be altered due to changes in assumptions and/or new data availability



B. Annual Water Savings by DSM programme

DSM Programme	2024 Savings MIG	2024 Target MIG	2024 Savings vs Target	2023 Savings MIG	Comments
 Net Zero Ready New Buildings	9,131	4,565	100%	7,088	Savings based on commissioned green building data received by DM, Trakhees, DSO and DDA.
 Building Retrofits	508	487	4%	462	Savings result from water retrofits executed by accredited energy services companies (ESCOs) as reported by RSB Dubai as well as internal retrofits reported by Free Zones. Increase in savings compared to 2023 driven by Free Zones.
 Standards and Labels	7,252	3,218	125%	6,667	Savings result from enforced energy efficiency standards by MoIAT (mainly water fixtures).
 Consumer Behaviour	2,913	1,552	88%	2,717	Savings result from DEWA My Sustainable Living Programme (MSLP) and residual impact from tariffs introduced in 2011.
 Recycled Water Use & Efficiency	36,699	26,007	41%	1,961	Significant increase in savings compared to 2023 due to calculation methodology change to include: 1. Replacement of desalinated water use with recycled water in multiple applications namely public and private landscaping and district cooling 2. Recycled water efficiency measures applied to the irrigation of public landscapes by Dubai Municipality.
Total	56,503	35,829	58%	18,895	
Total vs. BAU	20.8%			12.4%	

Exhibit 7.B: Actual annual water savings by programme of the Dubai Demand Side Management Strategy in 2024

Note: Results reported are based on the most recent data and knowledge available; historical results may be altered due to changes in assumptions and/or new data availability

4.2 REDUCTION IN CONSUMPTION PER CAPITA

Per capita consumption confirms the positive impact of the DSM programmes. Looking at long term trends, since the inception of the DSM Strategy, **consumption per capita has decreased by 12% for electricity and 18% for water** compared to 2010 consumption (baseline).

DSM STRATEGY PERFORMANCE

- 1. Annual population used in the calculation is an estimate of the average Dubai population taking into account residents of Dubai, and a weighted contribution from people working in Dubai but residing in neighbouring emirates and from tourists.
- 2. Total consumption used is the consumption at end-user level and excludes power stations and desalination auxiliaries, as well as losses in the transmission and distribution networks.

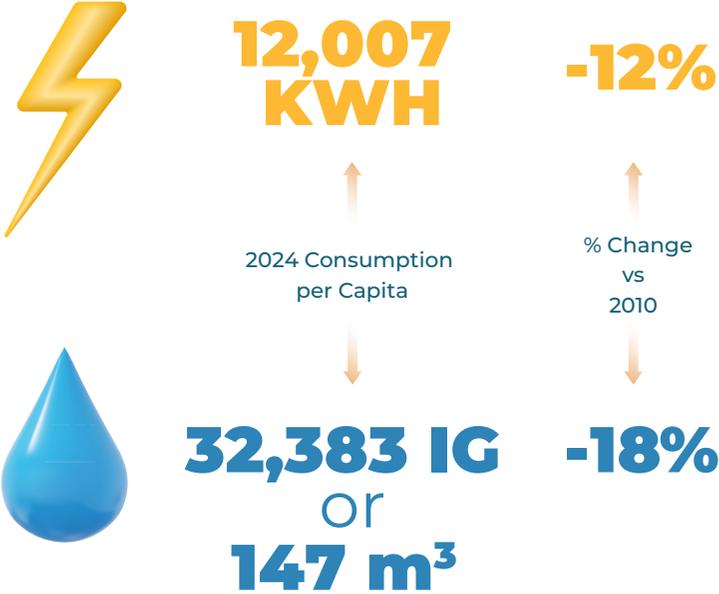
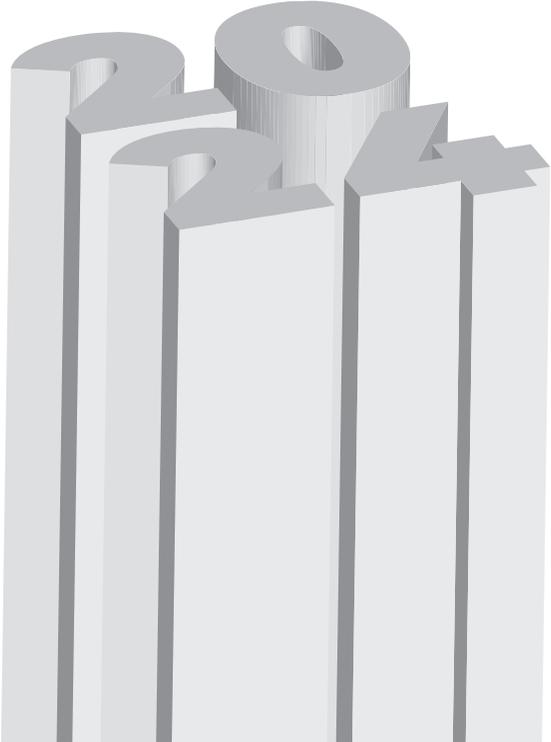


Exhibit 8: 2024 Electricity and water consumption per capita, change vs. 2010

4.3 OIL EQUIVALENT SAVINGS AND CARBON ABATMENT

DSM Annual Report 2024

Oil Equivalent Savings

Electricity savings translate to oil savings by reducing the overall demand for fossil fuels. While the UAE and Dubai primarily rely on natural gas for electricity generation, efficient energy use decreases the total energy demand, indirectly conserving oil used in other sectors. In fact, to date, **the DSM strategy has resulted in savings equivalent to 13.5 Millions Tons of Oil.**

SINCE 2011



13.5 Million tons of oil Equivalent Saved through the DSM Strategy



Reduction in Carbon Emissions

An important impact of savings on electricity and water consumption is the reduction in carbon dioxide (CO₂) emissions resulting from avoided electricity and water generation, which today relies in large part on non-renewable sources. In fact, since 2011, the **DSM strategy implementation has resulted in 28.45 Million Metric tons of avoided CO₂ emissions equivalent to 2.6 Million cars taken out of Dubai roads for 2 full years.**

SINCE 2011



Avoided CO₂ Emissions
(in Million Metric Tons)
28.45 Million Metric Tons of CO₂



Equivalent to
2.6 Million cars taken out of Dubai roads for **2 full years**



4.4 COST SAVINGS

Savings in electricity and water consumption from the DSM Strategy lead to economic savings in the form of avoided cost and freed up resources that can be diverted to other purposes.

The benefits of the DSM Strategy are determined as part of a Total Resource Cost (TRC) Test, i.e., from the perspective of all participants, including DSM programme owners (with DEWA as both utility and programme owner), implementing entities (developers, ESCOs, district cooling operators), and end users (DEWA customers).

Reduced demand in electricity and water since strategy initiation in 2011 and up to 2024, translate into approximately AED 19.1 billion: AED 3.4 billion of avoided capital investments and AED 15.7 billion of avoided operational costs. **This is the equivalent of 12 x 200MW open cycle turbine units and around 560,000 million standard cubic feet of natural gas.**

Since 2011

Saved

19.1

Billion AED in operational costs and capital investments



Equivalent to

~560,000

Million Standard Cubic Feet (MSCFT) of natural gas

12 x 200

Megawatt open cycle gas turbine units

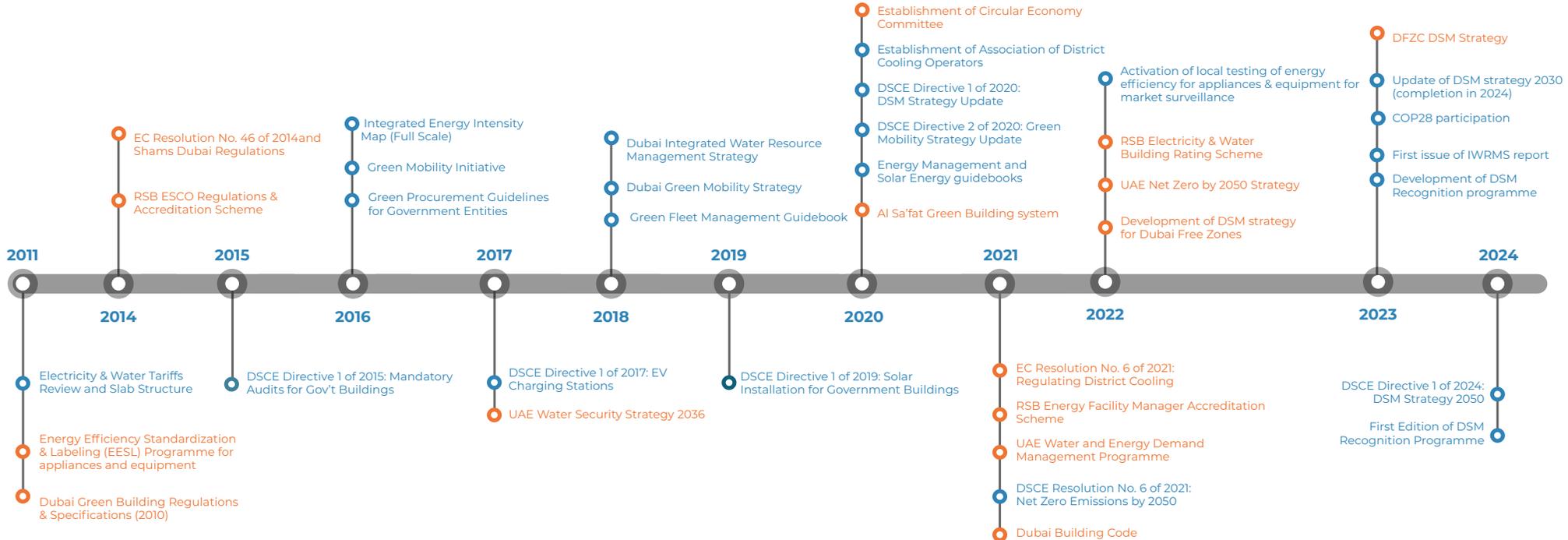


In addition to its direct benefits, the DSM Strategy brings several indirect benefits to Dubai. This more extended set of advantages includes, environmental conservation, positive impact on residents' health, job creation, reinvestment of saved resources, and higher attractiveness to investors resulting from a more sustainable and efficient city.

With all the valuable environmental, socio-economic, and financial benefits, Dubai Government is strongly committed to addressing any challenges the DSM Strategy may face along the way.

4.5 DSM SUCCESS ROADMAP (2011-2024)

DSM STRATEGY PERFORMANCE



Legend: ■ Led by DSCE ■ Supported by DSCE

Exhibit 9: Timeline of main Dubai Demand Side Management policies from 2011 to 2024

4.6 DSM KEY ACHIEVEMENTS TILL END OF 2024

Net Zero Ready- New Buildings

>63,000

Green buildings

Building Retrofits

>18,700

Buildings and villas retrofitted with energy efficiency measures¹

Efficient Cooling

**0.845
KWh/TRh**

Actual district cooling efficiency

50%

Share of efficient cooling (DC and non-DC) out of total cooling capacity

Outdoor Lighting

>46,000

LEDs installed in roads and parks

Standards & Labels

47%

Share of 4 and 5 star appliances²

Distributed Energy

>684 MWp

of Solar rooftop capacity installed

206 MW

Capacity of Waste to Energy Plant

Consumer Behaviour

100%

Smart Meters in Dubai

Recycled Water Use & Efficiency

100%

Public green areas irrigated with treated sewage effluent

Efficient Mobility & Smart Charging

~ 70,000

Registered green vehicles (hybrid and electric)

54%

Electric vehicles out of total green vehicles

>740

Public Electric Vehicle Charging Points

Exhibit 10: DSM Key Programme Achievements Until End of 2024

1) In Building Equivalents. Each building equivalent generates 46,667 KWh of savings per year

2) Appliances included are air conditioners (AC), refrigerators, washing machines and dryers, dishwashers and water heaters

4.7 AWARENESS INITIATIVES

DSM RECOGNITION PROGRAMME

In line with Dubai's strategic goals to advance sustainability and promote resource efficiency, the DSCE launched the inaugural Dubai Demand Side Management Recognition Programme in 2024. The programme acknowledges outstanding contributions from public and private entities in implementing impactful initiatives aligned with the DSM Strategy and IWRMS.

The award ceremony recognized 26 winners out of 86 nominations across various categories in energy efficiency, water conservation, circular economy, and decarbonization. This initiative highlights Dubai's progress in fostering a culture of excellence, collaboration, and innovation in demand-side management.

Key highlights include:

- 13 government sector winners, including DEWA, Dubai Municipality, RTA, Dubai Police, and the Ministry of Industry and Advanced Technology.
- 13 private sector winners, including Enova, Empower, DP World, SEE Institute, Unilever, and Expo City Dubai.
- Individual awards were granted to energy and water efficiency leaders from DEWA, ENOC, Dubai Municipality, and GRFN.
- Recognized categories included retrofit projects, solar initiatives, green buildings, electric mobility, district cooling, and circular economy programmes.

This programme serves as a key enabler to drive awareness, scale impact, and showcase exemplary practices that support Dubai's DSM Strategy target of 30% reduction in energy and water demand by 2030.



Exhibit 11: Pictures from DSM Recognition Programme Ceremony - May 2024

SOCIAL AND DIGITAL MEDIA

In an effort to improve public awareness on energy efficiency, DSCE continued its active presence on social media namely LinkedIn and Instagram. Energy efficiency tips and information are continuously shared through DSCE DSM Directorate platforms.



In addition, DSCE's My Energy My Responsibility website is a one-stop shop to provide information on energy efficiency, along with measures that can help reduce energy consumption. The website is organized into two sections: At Home and At Work with relevant materials and is regularly updated with new resources, such as guidebooks, calculators, marketing materials, updates on initiatives related to energy efficiency.

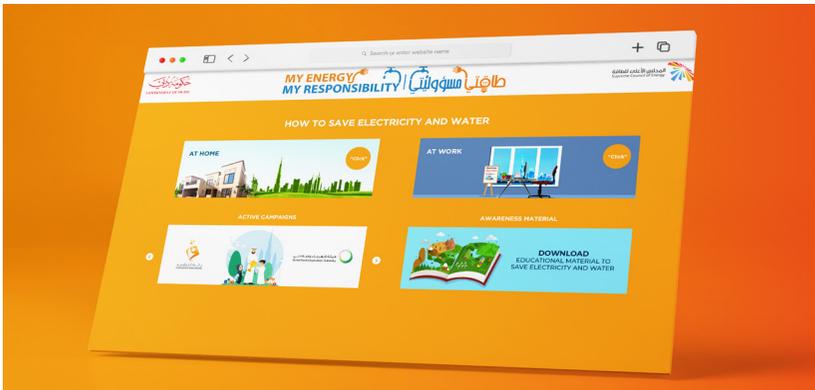


Exhibit 12: Snapshot of My Energy My Responsibility website

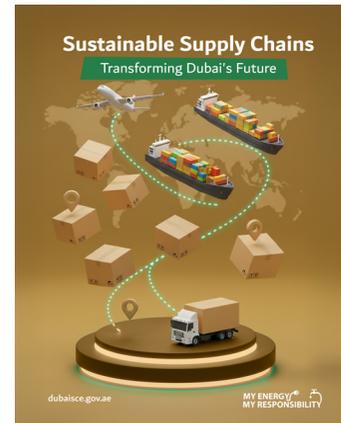


Exhibit 13: Examples of social media posts

**DSM
PRIORITIES
MOVING
FORWARD**

05

5. DSM PRIORITIES MOVING FORWARD

Strategic priorities that support the scale-up of the DSM programmes and address identified risks to achieving the DSM Strategy saving targets are defined and amended on an annual basis.

DSM PRIORITIES MOVING FORWARD



For the next 2 years, DSM directorate will focus on the key strategic priorities as follows:

- Activate new programmes and initiatives defined in the DSM Strategy 2050
- Issue relevant policies and directives to support the acceleration of DSM efforts (e.g. Directive for improving energy efficiency in government buildings)
- Update the Dubai Building Code to enhance energy and water efficiency criteria
- Enhance coordination and alignment with Dubai Free Zone Council

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- Dubai Municipality
- RTA
- RSB Dubai
- Dubai Free Zones Council
- Etihad Energy Services Company

