

# EMIRATES TRANSPORT

Issue [76] January 2020

**35**

contracts signed with 28  
government entities

**14**

contracts signed with private  
schools in Northern Region

**15%**

growth in demand for  
Roadside Assistance Unit

76 winners honoured during the  
21st ET Awards for Traffic Safety  
and Education

ET launches Corporate Values  
Award for its employees

**6**

smart  
technologies  
showcased at  
GITEX



ET honoured in the 9th  
Ajman International Urban  
Planning Conference



Events and celebrations to mark UAE National Day 48

## Vision

Integrated transport and sustainable growth.

## Mission

We are committed to providing services of transport and leasing, school transport, auto maintenance and repairs and logistics, in accordance with the highest occupational health and safety, and environmental standards for our partners and customers, be they individuals or institutions. We also strive to enhance our financial resources within the framework of corporate governance, risk management and shrewd investment.

## Values

**Transparency and Governance:** We are committed to promoting the concepts of corporate governance and management accountability and consolidating a culture of transparency and openness. We arrive at our decisions based on scientific methods to achieve optimum performances and results.

**Safety and Security:** We believe security and safety are the primary requirements for all stakeholders including those affected by our performance. Accordingly, we work tirelessly and without compromise to sincerely meet this vital requirement.

**Innovation and Foresight:** We are committed to providing an environment that encourages creativity and innovation, and we continually strive to adopt the latest processes, innovative services and management practices that address the needs of our customers and meets their expectations and aspirations.

**Care and Comfort:** We focus our efforts and invest our resources in caring for our customers and responding to their individual needs and expectations. We endeavour to ensure their comfort and earn their loyalty and their support for the mission and objectives of Emirates Transport.

**Aspiration and Excellence:** We are committed to work towards achieving world-class status, transferring our exceptional knowledge and expertise, and expanding across local and regional markets in all areas of our specialties in the sectors of transport, supplementary and related services.

**Competence:** We believe that exceptional achievements and outstanding performance are the inevitable result of our convictions, daily practices and competent performances across the various organizational levels and in all disciplines and work sites.

**Happiness:** We believe that happiness is a human right and consider it the cornerstone in our strategic plan and the various programmes and initiatives geared towards customers, employees and the community.



## GM Message



**Mohammed Abdullah Al Jarman**  
General Manager of Emirates Transport



## Preparation for fiftieth, preparation for the future

The announcement of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the Armed Forces, that the year 2020 will act as preparation for the UAE's 50th anniversary, came to confirm the resolve of the wise leadership and its measured interest in creating a better future for the citizens and residents of the UAE.

The state did well when it linked the new year to the concept of preparedness and readiness through qualitative initiatives, exceptional ideas and pioneering projects to lead us with confidence and steadiness into 2021, in which the country lights its 50th candle with all the glory, elegance, and grace of its golden jubilee.

There is no doubt that whoever does not prepare for the future and does not take the strides leading to it through clear and sound plans and strategies, will fall back on the course and will be overtaken by others. Therefore, the year 2020 is a decisive and strategic historical turning point paving the way towards more successes, achievements and gains for the state and moving forward in the global competitiveness indicators. This will be illustrated perfectly later in the year as millions of visitors and tourists from all over the world will come to visit the big event, Expo 2020 Dubai, while the UAE's Hope Probe mission to Mars will be launched in the summer with the objective of travelling 600 million km from earth to deep space.

As such, we would like to emphasize the important role and great responsibility of government institutions and companies in translating this boundless ambition, and in strengthening the UAE's economic position, as they represent the main drivers in the ongoing and sustained efforts to consolidate the country's position as an ideal regional and international destination.

This can be embodied through several channels, the most important of which is compatibility with the government's vision in providing services and products, keeping pace with accelerated economic and technological developments, and upgrading the quality of their output so that services and products are unique and pioneering, in addition to meeting the requirements and expectations of customers and the general public.

The UAE was and will remain the source of inspiration for the transition into the future, bearing the mission of resuming civilization in the Arab world, so that the present will convey - on behalf of the past - an authentic message to the impending tomorrow that there is no impossible in the dictionary of the sons of Zayed.



## Increase covers first three quarters of 2019 Roadside Assistance Unit sees 15% growth in demand



The Roadside Assistance Unit, a subsidiary of Emirates Transport, revealed a healthy 15% increase in service demand in the first three quarters of the year.

Eng. Amer Al Harmoudi, executive director of Auto Services Division at ET, said the Unit, which specializes in providing round-the-clock roadside assistance to both companies and individual clients, served 21,000 vehicles in the 3rd quarter of 2019.

Clients benefited from a wide range of roadside services including towing of vehicles in case of break down or accident.

The Unit also offers assistance to road users who find themselves with a punctured tyre, dead batteries, locked doors, empty petrol tanks, or any other mishap.

Other services include door-to-door vehicle registration and renewal services.

To increase the reach of the service, the Unit launched a smart application that enables road users to request roadside assistance in the event of a breakdown, or other car-related trouble.

The Unit provides emergency specialists auto mechanics through a team of 137 mechanics and 108 drivers operating a fleet of 138 towing trucks and other vehicles of a variety of sizes.

The Road Assistance project received two awards in recent years including the award for Best Road Safety Innovation Campaign by a Government Sector during the Middle East Road and Bridge Forum 2017, organised by the Ministry of Infrastructure Development and held in April of last year.



Transport services provided for approximately 8,000 students of 14 private schools



## 14 contracts signed with private schools in the Northern Region

Emirates Transport announced that it has entered into new and renewed contracts, for school transport services, with 14 private schools in the Northern Region during the first three quarters of 2019.

According to Khalifa Al Khaledi, sales manager for the Northern Region, the signed contracts, with durations of up to five years, will see ET provide school transport services for private schools in the Northern Emirates to approximately 8,000 students studying in 14 private schools through more than 260 school buses.

The schools are located in Fujairah, Khorfakkan, Kalba,

Ajman, Umm Al Quwain and Ras Al Khaimah.

Al Khaledi commented that the recent surge in contracts is down to the reputation and standard of services of the federal transport corporation, which has more than 38 years of experience in the field.

The sales manager for the Northern Region stressed that the Corporation is keen on subject its drivers to a package of specialized theoretical and practical training programmes in order to achieve the highest international and local safety standards.

To ensure safety of students at all times

## Emirates Transport issues announcement on school transport operations during bad weather



Emirates Transport reiterated to all its drivers a number of safety tips during difficult weather conditions including dealing with heavy rain and dusty winds. This is within its continuous pursuit and efforts to maintain the safety of transported children, it also springs from the Corporation's desire to provide school transport service in a safe and sustainable manner, regardless of weather conditions in the region.

Hanan Saqer, executive director of Corporate Services Division at Emirates Transport, said that transport services during bad weather follow comprehensive procedures as set out in the manual for school transport operations.

These procedures, she added, are based on the Corporation's emergency plans, issued by the Department of Environment,

Safety and Occupational Health & Safety, and adheres to regulations and recommendations issued by the National Centre for Meteorology and Earthquake and the National Commission for Crisis and Emergency Management.

Saqer also said that the Corporation has worked on making unremitting efforts for the implementation of safety requirements and taking caution, in light of the climatic conditions, on its school buses. Pointing out that in order to achieve the highest safety ratings, it requires the intensification of efforts of all groups concerned.

The Corporation instructed drivers to halt their journey and stop buses by the side of the road in times of low visibility of less than 100 meters.

Service capacity for up to 600 vehicles per day

## 103,000 vehicles serviced by ET's Auto Services Centre in Abu Dhabi



Emirates Transport revealed it has completed various auto services operations for more than 103,000 vehicles in Abu Dhabi since the start of the year.

Abdullatif Al Ansari, manager of ET's Abu Dhabi Auto Services Centre, expressed the Corporation's delight in the trust and confidence shown by its clients, which it has established over many years of outstanding performance. According to Al Ansari, the auto maintenance and repair services were carried out by 1,069 auto technicians working at 24 workshops spread throughout the emirate of Abu Dhabi.

He further commented that the continued growth and expansion of the Corporation's activities, services, locations, facilities and fleet of vehicles, adding that this growth is accompanied by similar developments and diversification in terms of auto services provided.

The manager of ET's Abu Dhabi Auto Services Centre also

stated that the Abu Dhabi Auto Services Centre provides a range of auto services, maintenance and repair services for light and heavy vehicles, mechanisms and motorbikes, according to the needs and requirements of the customer.



Through 4 auto services workshops

## Nearly 6,800 vehicles serviced at ET's RAK Centre



Emirates Transport, through its Auto Services Unit in Ras Al Khaimah, provided maintenance services for 6,800 vehicles during the first 3 quarters of this year.

The services vehicle belong to various federal and local government entities, as well as from the private sector companies in the emirate.

Abdul Rahman Hassan Kaddaw, manager of ET's Ras Al Khaimah Auto Services Unit, stressed that the corporation is keen to utilize all its expertise in the field of auto services to offer the best standards and exceed the expectations of its clients.

Kaddaw stated that the number of serviced vehicles

represents a 5% increase in business compared to the same period of last year.

The manager of ET's Ras Al Khaimah Auto Services Unit explained that the Ras Al Khaimah Auto Unit provides comprehensive maintenance services including periodical maintenance and repairs, accident repairs, tyre replacements, painting, upholstery, washing and lubrication, as well as a range of other services.

Kaddaw also pointed out that the comprehensive auto services are carried out from four main maintenance workshops, which include three express maintenance workshops.



Serving government and private bodies for various periods

## 18% increase in values of transport contracts in Dubai and Sharjah



Emirates Transport has announced the signing of a number of new and renewed contracts during the first three quarters of this year, worth nearly Dhs450, representing an 18% increase in revenue on the same period of last year.

According to Tariq AlSedawi, Area Sales Manager for Dubai and Sharjah, the new contracts were signed with a number of government and private sector entities in Dubai and the northern emirates with a range of durations of between 2 to 5 years.

AlSedawi said that the new contracts were for the provision of transport and leasing services, as well as logistics and fleet management services.

He explained that the high quality and efficient service package offered by ET had resulted in attracting and

renewing a number of contracts with a number of government and private bodies for various contractual periods.

The Area Sales Manager for Dubai and Sharjah explained that the high quality and efficient service package offered by the Centre had resulted in attracting and renewing a number of contracts with a number of government and private bodies for various contractual periods.

The most prominent of these clients are Emirates Airline Group, Exterior, Dubai duty Free, Etisalat, ENOC, Emirates post and Amazon, in addition to a number of universities and colleges.



More than 2,100 vehicles serving government entity nationwide

## 35 contracts signed with government entities

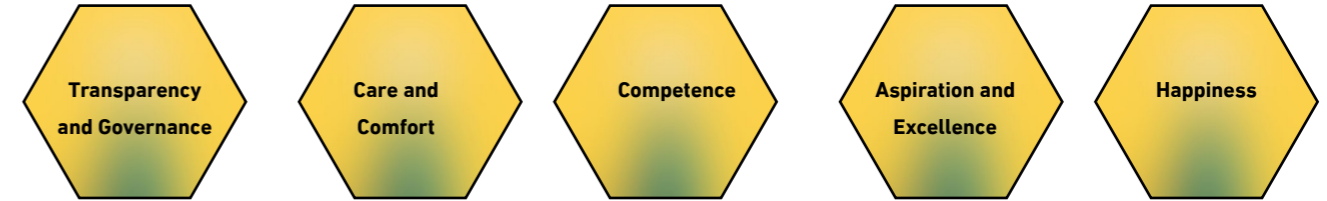
Emirates Transport announced it has signed 35 new and renewed transport service contracts with 28 local and federal government entities between the start of 2019 and the end of November.

The durations of the signed contracts range between 1 and 4 years, according to Abdul Gaffar Mohammed Yousef, accounts manager at the ET Special Clients' Centre.

Yousef stated that under these contracts, the Centre will provide 651 vehicles, in addition to 431 drivers.

Some of the Centre's governmental clients include the Ministry of Foreign Affairs and International Cooperation, the Ministry of Health, the Ministry of Education and the UAE Insurance Authority.

In general, Yousef added that the ET Special Clients' Centre employs 1,415 drivers and operates more than 2,100 various vehicles including ambulances, medical supplies transport vehicles, funeral transport vehicles, blood transport vehicles, mobile clinics, in addition to water transport vehicle.



To cement corporate culture and reward employees who embrace its values

## ET launches Corporate Values Award for its employees

Emirates Transport launched the Corporate Values Award, which aims to promote and deepen the concept of corporate culture, and recognise employees who perform their job duties according to the organisational values.

Such recognition will also help enhance levels of performance, productivity and competitiveness in the workplace.

Feryal Tawakul, executive director of the Support Services Division, stated that the launch of the award reflects the eagerness of the Corporation in consolidating and disseminating its values among

employees, enhancing the team spirit and strengthening spirit of cooperation and common purpose.

She said: "In Emirates Transport, we seek to do everything necessary to root and plant the organizational values in our employees of all categories from the first day in order to consolidate and adopt these values and maintain their continuity in the work environment.

"To achieve this, we launched the Emirates Transport Corporation's values Award under which employees who best represent our organisational values in the way they perform their daily tasks are rewarded on a quarterly basis," she added.



Emirates Transport has joined the Mobility as a Service (MaaS) Alliance, a consortium of international companies, institutions and organizations working in the field of transport and related technologies.

Feryal Tawakul, executive director of Support Services Division at ET, said that the Corporation earned membership through its extensive presence in the transport market in the country, and its long and diversified operational experience in the fields of school, commercial, government and logistic transport, in addition to its achievements in adopting smart systems and the latest technologies in the transport sector.

Mobility as a Service (MaaS) is the integration of various forms of transport services into a single mobility service accessible on demand. To meet a customer's request, a MaaS operator facilitates a diverse menu of transport options, be they public transport, ride-, car- or bike-sharing, taxi or car rental, or a combination thereof. For the user, MaaS can offer added value through use of a single application to provide access to mobility, with a single payment channel instead of multiple ticketing and payment operations. For its users, MaaS should be the best value proposition, by helping them meet their mobility needs and solve the inconvenient parts of individual journeys as well as the entire system of mobility services.



In line with future trends in transport services around the world  
**Emirates Transport joins MaaS Alliance to promote mobility as a service**



Strengthening its position as a leader in the transport field  
**Emirates Transport recognised as Leading Transport Service Provider at Logistics & Transport Awards 2019**

Emirates Transport has been awarded the 'Leading Transport Service Provider' at the Logistics & Transport Awards 2019. The event was presented by du and organized by BNC Publishing – Logistics News ME Magazine. The award was in recognition of ET's efforts in the field of transport services, particularly its adoption of the latest technologies and methods in various fields of work, in accordance with the highest international standards, to drive its growth. The award is aimed at recognizing those who use innovation in providing a range of transportation and logistics services and a commitment to meeting the needs of customers. Aaref Alblooshi, manager of ET's Marketing Department, said: "This latest award comes in addition to the record of

the achievements and successes of Emirates Transport and reflects the Corporation's efforts to intensify and develop its efforts and activities in the transport sector. "The win is also a testament to the commitment of Emirates Transport to its efforts to achieve the aspirations of the wise leadership and the UAE's attitudes towards the UAE Vision 2021," he added. The Logistics & Transport Awards 2019 is aimed at recognising past triumphs and acknowledging the future strategies of logistics and supply chain companies from around the region. The awards are catered to individuals and companies from a variety of sectors - from transport, cargo, and warehouses, to e-commerce, supply chain, and technology.



Showcased some of its most prominent smart technologies  
**ET participates in the 9th Ajman International Urban Planning Conference**

Emirates Transport participated in the 9th Ajman International Conference for Urban Planning, which was organized by the Ajman Municipality and Planning Department in under the slogan "Towards Geospatial Cities" last October, under the gracious patronage of His Highness Sheikh Humaid bin Rashid Al Nuaimi, Member of the Supreme Council and Ruler of Ajman, in the Emirates Hospitality Centre in the emirate of Ajman. Mohamed Abdel Rahim, manager of ET's Information Systems Department, explained that ET participated in the exhibition accompanying the conference, and showcased some of its most prominent initiatives

in the field of smart technologies, including smart geospatial applications, which contain many interfaces and control panels that have been developed recently at Emirates Transport. Also on display were cutting edge experiences in harnessing artificial intelligence to enhance the company's services, activities and operations. At the conclusion of the conference, Emirates Transport, represented by Abdullah Saif ALghufli, Executive Director of Transport and Leasing in the Northern Emirates, was honoured for its participation and sponsorship of the conference by His Highness Sheikh Ammar bin Humaid Al Nuaimi, Crown Prince of Ajman.



Within its efforts of institutional transformation and development  
**Emirates Transport achieves ACCA Approved Employer status**

Emirates Transport has been awarded the Approved Employer status by the Association of Chartered Certified Accountants (ACCA) which recognises employers' high standards of staff training and development.

Feryal Tawakul, executive director of the Support Services Division at ET, received the certificate from Fazeela Gopalani, Head of Middle East ACCA, during a meeting held at ET's head office in Dubai in attendance of ET's Chief Financial Officer, Rachid Ben Chekroune, and a number of officials from both parties.

The executive director of the Support Services stated that achieving the ACCA Approved Employer status

will enhance ET's competitiveness and institutional reputation and develop its own cadres, and confirms the commitment of Emirates Transport to adhere to the best practices and standards in finance and accounting management, in addition to responding to the requirements of governance and transparency. For her part, Gopalani expressed her delight in seeing Emirates Transport join the band of institutions accredited by the Association, stressing the importance of such a prominent addition to achieving its mission of enhancing the value of accounting across the globe, and further advance the accounting work environment in the UAE, in particular.



738 entries and a total prize value of nearly AED500,000



**76 winners**  
**honoured during the 21st Emirates Transport Awards for Traffic Safety and Education**

Winners of the 21st Emirates Transport Awards for Traffic Safety and Education were honoured during a ceremony held at Roda Al Bustan Hotel, Dubai.

The award, which is the biggest and richest of its kind in the region, aims to increase awareness of school transport safety among students, parents and the general public across the country.

In his opening remarks, Mohammed Abdullah Al Jarman, general manager of Emirates Transport, praised all participants in the award and congratulated the winners, as he highlighted the important role the award plays in raising awareness of school transport safety.

Al Jarman stated that the increasing popularity of the award is an indicator of its success. He said: "The

Emirates Transport Awards for Traffic Safety and Education is a qualitative initiatives that has stood the test of time, now running for more than two decades, and continuously providing a broad and active space for embracing the creativity of the school community in order to fuel their innovative ideas in emphasizing the importance of students safety."

Al Jarman said the enduring popularity of the award is an indicator of its success, adding that 738 entries were registered in this year's edition, which had a total prize value of nearly AED500,000.

The majority of the 76 honoured winners came in the categories of Students' Projects, Schools' Projects and the Ideal Safety Family category.



To ensure the achievement of integration between the two parties

## Emirates Transport and Dubai Municipality sign new MoU to enhance Dubai Geospatial Infrastructure

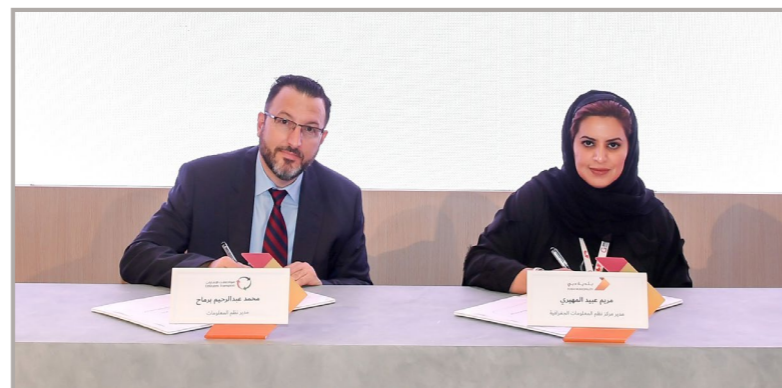
Emirates Transport signed a Memorandum of Understanding (MoU) with Dubai Municipality, on the sidelines of GITEX 2019, to cooperate in the field of Geospatial Infrastructure (Geo-Dubai).

The agreement was signed by Mohammed AbdulRahim, Manager of Information Systems, Emirates Transport and Eng. Mariam Obaid Al Muhairi, Director of the GIS Centre. The GIS centre in the Municipality is the sole official source for collecting digital and descriptive geographical and detailed data and information for the emirate from different local departments, public authorities and institutions, persons and companies operating in the Emirate of Dubai.

The MoU aims to increase cooperation between the two parties in the field of promoting, developing and implementing the Geo-Dubai infrastructure, and to exchange expertise, information and available resources between them in order to provide a comprehensive, unified and updated baseline map for Dubai to be used as

an effective tool for planning, design and management of development projects.

Feryal Tawakul, executive director of Support Services Division at ET, said: "The memorandum will ensure the achievement of integration between the two parties, and develop and strengthen relations of cooperation, and coordination of legal procedures and systems in force, in accordance with the strategic plans of both."



To consolidate its leadership position on the smart transformation map

## Emirates Transport showcases 6 smart technologies at GITEX

Emirates Transport is showcasing six smart technologies at the 39th GITEX Technology Week 2019, being held currently at the Dubai World Trade Centre and until October 10th, 2019.

Commenting on ET's participation in the exhibition, Feryal Tawakul, executive director of Support Services, said: "ET's participation in this huge event helps it to consolidate its leading position in the school and commercial transport sectors, as well as in auto and logistic services.

"The Corporation has been developing its own range of digital business platforms, capable of supporting five areas through interactive visual interfaces, which are: Information Systems Platform, Customer Experience Platform, Data and Analytics Platform, Internet

of Things Platform (IoT), and Integrated Systems Platform (Technology Ecosystem)".

Tawakul added that these efforts fall in line with the directives of the wise leadership to adopt smart government services, thereby supporting the nation's transformation into a knowledge economy with global competitiveness and delivering a superior customer experience.

The technologies on show were introduced to manage and facilitate a number of vital process with higher value and efficiency, such as management of transport services, fleet management and improving customer experiences.

ET's stand at the exhibition has so far received wide interest, according to officials from the company.





In cooperation with a number of specialized local and international companies

## ET participates in the Intelligent Digital Summit 2019

Emirates Transport participated in the Intelligent Digital Summit 2019, in collaboration with Smart Digital Consultancy, which was held at the Jumeirah Emirates Towers Hotel in Dubai.

The Summit discussed ways to learn, participate and explore the prospects of smart digital technologies, in partnership with Blue Prism, Salesforce and Twilio.

The Summit was attended by leaders and officials from institutions and partners specialising in the fields of digital transformation.

The ET contribution came in the shape of two papers entitled "Digital Enablers: The New Orchestrators to the Enterprise Growth" and "Women Empowerment in Digital

Transformation".

Feryal Tawakul, executive director of Corporate Services at ET, said that digital transformation is now a global trend and is an essential part of ET's Strategic Plan 2018-2022.

The agenda of the Intelligent Digital Summit 2019 included a number of sessions attended by senior officials from relevant leading companies.

The Summit also included the launch of the Emirati Women and Intelligent Development, an educational programme aimed at empowering Emirati women in the fields of AI, RPA and other technologies. The initiative aims to offer free training in the aforementioned fields to 100 Emirati women, for a duration of one year.

## To explore best transport practices and trends Emirates Transport participates in the annual conference of the American National Association for Student Transportation (NAPT)



the patronage of HH Sheikh Diab Bin Mohammed Bin Zayed Al Nahyan, President of the Crown Prince's Court, at the Intercontinental Hotel in Abu Dhabi.

The participation of the Corporation in the conference was embodied in the provision of transport services for attendees and organisers, as well as presentation of a working paper by Abdullah Al Madhani, manager of the Emirates Transport Driving Institute, under the title "Experience of Emirates Transport in the Management of School Bus Fleet and its Impact on Traffic Safety."

The working paper included a general introduction of Emirates Transport, especially the various school transport services it provides. It also focused on the safety system enjoyed by the school transport fleet and school transport operations in general, as well as ET's efforts in the field of education and safety awareness for students, in addition to the training and qualification experience at the Emirates Transport Training Centre.

Emirates Transport participated in the International Conference on Traffic Safety, which was held under the title "Transport Fleet Traffic Safety Management", organized by the Emirates Traffic Safety Society under



An extension of its efforts in the field of traffic safety

## ET showcases its experience in a transport conference in Abu Dhabi

Emirates Transport participated in the International Conference on Traffic Safety, which was held under the title "Transport Fleet Traffic Safety Management", organized by the Emirates Traffic Safety Society under the patronage of HH Sheikh Diab Bin Mohammed Bin Zayed Al Nahyan, President of the Crown Prince's Court, at the Intercontinental Hotel in Abu Dhabi. The participation of the Corporation in the conference was embodied in the provision of transport services for attendees and organisers, as well as presentation of a working paper by Abdullah Al Madhani, manager of the Emirates Transport Driving Institute, under

the title "Experience of Emirates Transport in the Management of School Bus Fleet and its Impact on Traffic Safety."

The working paper included a general introduction of Emirates Transport, especially the various school transport services it provides. It also focused on the safety system enjoyed by the school transport fleet and school transport operations in general, as well as ET's efforts in the field of education and safety awareness for students, in addition to the training and qualification experience at the Emirates Transport Training Centre.



Events held across all emirates

## Events and celebrations to mark UAE National Day 48



Emirates Transport held multiple events to mark the UAE's National Day 48 with senior officials, employees and their children, all enjoying the celebrations at the Corporation's head office, as well as various other locations across the State.

The main event at the Dubai head office included competitions, a flea market, and various entertainment segments among other things.

Mohammed Abdullah Al Jarman, general manager of ET, said: "The UAE union has taught us a lot; it has taught us that there is no impossible in the march of achievements, that challenges are in fact chances, even presents, that can put you on top, that aspirations – if applied with the right vision, hard work and a group effort – will become a reality."

He added that all members of society have a duty to contribute in the progress of the nation by working hard in their respective fields of work.

Children were put centre stage of celebrations as students from Nad Al Humr nursery, in Dubai, performed a special musical dance feature celebrating the history and traditions of the UAE.

The celebrations saw the participation of all ET employees representing all organisational units and branches, in different regions of the country. The main events took place in the Corporation's Dubai head office and included a number of heritage-based activities and competitions for employees and their families.

Al Jarman thanked all employees and attendees for their participation, particularly those who attended the celebrations in Dubai from other emirates.

ET general manager, Mohammed Abdullah Al Jarman, praised the harmonious and patriotic spirit of the celebrations, and thanked all employees for their strong participation in the special celebrations.



All branches and stations took part

## UAE Flag raised with help from "Amy" the robot



It is a matter of pride to see the people of the UAE, of all ages and creed, stand together in an expression of appreciation and love for the UAE flag, as a symbol of the Union and the nation



Mohammed Abdullah Al Jarman, general manager of Emirates Transport, praised the spirit of Flag Day, as he led the flag-raising ceremony at the corporation's head office in Dubai, assisted by "Amy" the robot.

Al Jarman congratulated the UAE's leadership and people on the occasion of Flag Day, which coincides with the anniversary of His Highness Sheikh Khalifa Bin Zayed Al Nahyan, President of the UAE and Ruler of Abu Dhabi's, accession to the presidency of the country.

Al Jarman said the event has proved very popular as all institutions and members of the various UAE

communities took part in hoisting the flag of the nation atop homes, offices and buildings.

He said: "This campaign embodies the cohesion and unity between the leadership and the people, and their collective bond with this beloved country."

"It is a matter of pride to see the people of the UAE, of all ages and creed, stand together in an expression of appreciation and love for the UAE flag, as a symbol of the Union and the nation", he added.

The ET general manager called on all employees to continue working hard and give their best, as a way of giving back to the homeland.

# 15 Tips for a Sustainable Office

Changing a few everyday office habits and adjusting how you purchase and use products can have a huge impact on your company's CO2 footprint. If you're still clinging to throwaway habits, think about what you could change. Here are some suggestions to help you on your way, from quick-fixes to long-term solutions:

- 1 Look for energy-saving certifications when purchasing new equipment, such as the 'Energy Star' certification, and if your current equipment has energy saving settings, make sure they're active.
- 2 Choose multi-functional devices, such as all-in-one printers that can print, copy and scan documents. Such devices use much less energy than individual machines and have been proven to reduce overuse, because employees who have to walk to a shared machine are less likely to do so unnecessarily.
- 3 Stimulate your staff to save electricity and give their health a boost by skipping the lift or escalator and taking the stairs. Also ask them to put their computers to sleep when they're away from their desks. Activating "sleep



mode" on just one computer can prevent 136 kg of CO2 emissions per year. However, because computers left on standby still consume 50% as much power as when in use, all computers should be shut down properly when leaving for the day.

4 Use energy-saving technology to automatically switch off computers, monitors and printers after hours. Doing so will not only help reduce your CO2 but prevent most of your electricity bill paying for power consumed by machines on standby, saving you money.

5 Install only cold water taps in washrooms to save Euro 60 per employee per year. People typically wash their hands seven times a day, but they do it at far higher temperatures than is necessary to kill germs.

6 Turn off the lights in rooms and corridors that aren't being used to reduce lighting costs by as much as 15%. Roughly 40% of the electricity used in a typical office building is used for artificial lighting. And while most offices have switched to energy-saving light sources, lights are often left burning around-the-clock. Use natural daylight as much as possible and install motion-activated light switches.

7 Install a programmable climate control model at a comfortable level throughout the year, which automatically turns off the heat and air-conditioning after hours. By turning down your thermostat for at least 8 hours a day, you can save up to 1% per year for every degree!

8 Rethink your printing habits. Implement a print policy that encourages saving files digitally instead of printing everything out. In terms of paper use, it is estimated that approximately 18 trees are cut down for every 10 employees per year. To save paper, set photocopiers and printers to default to single copies and print double-sided. It also makes sense to buy sustainable office paper and eco-conscious ink cartridges.

9 Minimise the number of small, inefficient orders you place. This cuts back on excess packaging and transport emissions and has the added benefit of reducing your administration costs.

10 Consolidate your product categories. Using one primary supplier across all categories will result in even greater efficiency in the use of packaging materials,

transport costs, and administrative resources.

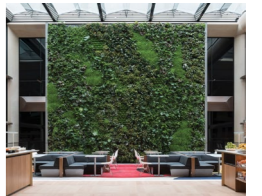
11 Choose natural consumables and furnishings for your office. Many products used in the office environment contain unpleasant substances. From chemical cleaning products and toxic printing consumables that need to be handled with care and disposed of correctly, to furnishings and décor, which leak less welcome compounds into the atmosphere, such as formaldehyde.

12 Recycle. It's estimated that for every tonne of paper recycled, about 17 trees and some 26,500 litres of water is saved. Recycling helps to reduce eight types of water pollutants and 10 varieties of air pollutants and eases the strain on landfills. This is particularly important for office electronics and batteries, which contain chemicals that could contaminate groundwater, yet according to the EPA, only 18% of e-waste is recycled.

13 Use refills to dramatically reduce your office's carbon footprint. Over four million disposable pens are thrown out daily in the USA alone, so why not stock the supply cupboard with reusable pens and refills instead?

14 Buy eco-conscious products. Investigate whether the products you buy are made with recycled, renewable or recyclable materials.

15 Implement a one-stop sustainability solution. Going green can be a daunting task. Put in place a comprehensive plan will help you reach your company's sustainability objectives by tracking your progress and by identifying areas of improvement.



“  
It's estimated that for every tonne of paper recycled, about 17 trees and some 26,500 litres of water is saved  
”

Source: [www.staplesadvantage.co.uk](http://www.staplesadvantage.co.uk)





# Transport in our lives **Bicycles**

## Famous Bicycles

### The Rover

The development of the safety bicycle was arguably the most important change in the history of the bicycle. It shifted their use and public perception from being a dangerous toy for sporting young men to being an everyday transport tool for men—and, crucially, women—of all ages. The first bicycle to be called a “safety” was designed by the English engineer Harry John Lawson (Henry Lawson) in 1876, although other bicycles which fit the description had been developed earlier.

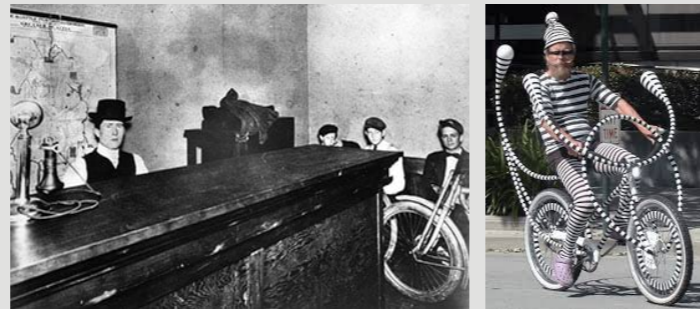
Widely imitated, the safety bicycle completely replaced the high-wheeler in North America and Western Europe by 1890.

The Rover, create by J. K Starley, became the most successful and most copied safety bicycle. We would recognise all its features on a modern bicycle. A diamond shaped frame, pedals below the saddle that power the back wheel through a chain and gears, handle bars to the front wheel, and forks supporting the front wheel. These elements are all still part of the modern bicycle. It can be argued that the bicycle has brought more social mobility to more people than any other form of transport and is perhaps ready to become the future of personal transport as climate change means other forms of transport may no longer be viable. If so the significance of the Rover Safety Bicycle cannot be over emphasized.



## That's Interesting...

- More than 100 years later after the first bicycle was brought into China, this country now has over half a billion of them.
- UPS, the world's largest package delivery company was founded by two teenagers with one bicycle and \$100 Borrowed from a friend.
- 5% of all trips in United Kingdom is made with bicycle. In United States this number is lower than 1%, but Netherlands has it at staggering 30%.
- Fastest speed attained on bicycle that was driven on flat terrain with the help of pace car that removed wind turbulence was 268 km/h. This was achieved by Fred Rempelberg in 1995.
- Data from the British Heart Foundation stated that around 10,000 fatal heart attacks could have prevented every year if everyone kept themselves healthy, active and fit. 20 miles of cycling in a week can reduce the risk of heart problems by 50% in people who don't exercise.



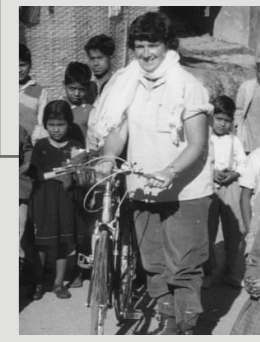
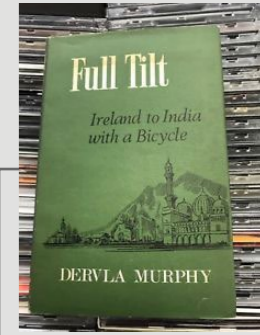
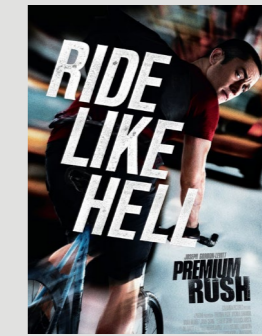
## In popular Culture

Beginning in the late 19th century, bicycles have featured heavily in popular culture, reflecting their enormous popularity among all segments of society. The use and depiction of bicycles often represents joyful and fun memories, simplicity of life and at times their importance as a reliable and essential method of transport.

In the critically acclaimed and popular classic film *Bicycle Thieves* (1948), directed by Vittorio De Sica, which follows the story of a poor father searching for his stolen bicycle. Bicycles also featured in prominent scenes in famous films such as *Butch Cassidy and the Sundance Kid* (1969), *ET the Extra-Terrestrial* (1982) and *A Scanner Darkly* (2006). Films based largely around the use of bicycles include *BMX Bandits* (1983) and the 2012 action film *Premium Rush*.

In music, bicycles feature in huge number of songs. Some famous song titles include: the “Bicycle Song” by Red Hot Chili Peppers, Pink Floyd’s “Bike”, and Queen’s “Bicycle Race”.

In literature, *The Wonderful Ride* is the story of George Loher, a butcher who, in 1895, rode his Yellow Fellow bicycle from Oakland, California, all the way to New York City. In *Full Tilt: Ireland to India With a Bicycle*, Dervla Murphy recounts the story of her 1963 bicycle trip to India. In Richard Moore’s book *Slaying the Badger: LeMond, Hinault and the Greatest Ever Tour de France*, the writer spends 300 pages telling a story so rich in drama and emotion that it leaves no doubt in the reader’s mind as to the truth of the title.



## Crime & Punishment

Bicycles have been used by criminals and law enforcement for decades for their obvious mobility advantages, particularly in narrow urban settings. Criminals resort to using bicycles for robberies such as snatching mobile phones and bags. Many police forces all over the world have dedicated bicycle units that patrol in urban areas. These have been found to be very effective in reaching out to the communities in which they serve, acting as a visual deterrent and having quick response.

The most pressing issue involving bicycles is the ease and frequency of their theft. According to crime data, 376,000 bicycles are stolen every year in the UK. This works out at about one bike stolen every 90 seconds. The Green Bicycle Case was a murder investigation and subsequent trial pertaining to the fatal shooting of a young woman named Bella Wright near the Leicestershire village of Little Stretton, in the UK, on 5 July 1919. Wright was killed by a single bullet wound to the face, and on the evening of her death, she had been seen cycling in the company of an unknown man riding a green bicycle. Ronald Light, a 33-year-old mathematics teacher, is considered the prime suspect in Wright’s murder and is known to have made attempts to dispose of both his bicycle and revolver holster in a canal following her death, but was acquitted after a court case for lack of motives.

