

Spreading the Word on Sustainability

The Sustainabilist Magazine Celebrates One Year Anniversary by Launching Online Platform

Press release

24 October, Dubai, UAE: The Sustainabilist, the UAE's flagship monthly magazine, which aggregates all newsworthy success stories about sustainability from the private and public sectors, as well as showcasing the region's pioneers and leaders in the sector, has today launched its online platform www.thesustainabilist.ae at the Water, Energy, Technology and Environment Exhibition (WETEX).

Celebrating 12 months as the UAE's leading voice on sustainable issues and as the official sustainability magazine of WETEX, the latest issue focuses on the pressing issue of water sustainability and the efforts that are being put into place to ensure the longevity of the UAE's water reserves.

Passionate about educating its readers with exclusive content, His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Dubai Supreme Council for Energy speaks exclusively to The Sustainabilist for its first anniversary edition. He covers important issues such as; the Integrated Water Resource Management Strategy – a process which promotes the development and management of water, land and related resources without compromising on sustainability, and how the Demand Side Management (DSM) strategy for 2022, will allow Dubai to become a global role model in energy efficiency and security.

The new online platform features the latest news, interviews and editorial features across all sustainable topics. An important engine for the private sector to showcase their success stories in sustainability, The Sustainabilist gives them important visibility by putting them on a pedestal and encouraging other private sector companies to follow suit. For the first time, the public and media can also contribute their own stories and ideas to the editor, via the online platform, with a selection to be published in the magazine.

The anniversary issue will also be the first time the publication has directly asked readers and the general public, "How sustainable are you?" to spark sustainability awareness and to pave the way for a more sustainable Dubai population and environment, encouraging people to share their sustainability practices via social media using the handle #iamthesustainabilist.

Ivano Iannelli, Dubai Carbon Chief Executive Officer, said: *"As the most widely read green economy publication in the region, The Sustainabilist is designed to educate, stimulate and encourage readers to invest in a sustainable future. Launching our online platform will ensure that we reach even more*



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The Sustainabilist

readers across the private and public sector, as well as engaging with the public on key sustainability issues that affect us all, and the solutions available to help us live a greener life.”

A key supporter of the UAE’s Vision 2021 objectives, a campaign that is dedicated to building and shaping the UAE to become one of the best countries in the world and the Dubai Integrated Energy Strategy (DIES) 2030, which supports Dubai's vision of becoming a leader in energy security and efficiency, The Sustainabilist is a conduit between Dubai’s sustainability activity, government entities, private organisations and residents of Dubai, who are passionate about sustainability and driving the message and awareness to a wider audience.

Continually striving to spread the word about sustainability to a wider audience, The Sustainabilist will also launch The Sustainabilist Social Club at WETEX. Established to create connections and dialogue between those who work in the field of sustainability and those who are simply interested in knowing more about the possibilities in sustainability, The Sustainabilist Social Club will create a common ground where likeminded people can connect, network and talk about the visions of sustainability in the Middle East and beyond.

The Sustainabilist is now available online and through contacting getinvolved@thesustainabilist.ae.

Ends -

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Notes to editors

About Dubai Carbon Centre of Excellence (DCCE)

The Dubai Carbon Centre of Excellence (DCCE) offers advisory services to facilitate the transition to a low-carbon, sustainable, green economy. Dubai Carbon, the first of its kind in the Middle East, provides the public and private sector with the highest level of expertise to quantify and operationalise environmental upgrades. Dubai Carbon is a PJSC under registration in the UAE comprising equal institutional shareholders, namely DEWA, Dubai Holding, ENOC and Istadama Carbon (majority owned by Empower) and established under the guidance and supervision of the Dubai Supreme Council of Energy. Together with the United Nations Development Programme (UNDP) it forms a Private Public Partnership (PPP). For more information, please visit: <http://dcce.ae/>