

Dubai World Trade Centre Awarded Inaugural Certification in 2020

Green Globe has awarded the Dubai World Trade Centre its inaugural certification.

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The Dubai World Trade Centre is hailed as the pioneer of Dubai's rise as a cosmopolitan commercial centre at the crossroads of the world. First opened in 1979 as the landmark 39-storey Sheikh Rashid Tower, now the region's largest purpose-built complex for events and exhibitions provides a platform for unparalleled business and networking opportunities.

Green Globe has awarded the Dubai World Trade Centre its inaugural certification in acknowledgement of its commitment to sustainable management and operations.

Mahir Julfar, Senior Vice President, Venue Services Management said, "We

are proud to have been awarded our first Green Globe Certification. The DWTC is the only events venue in the Middle East Certified by Green Globe, which reflects our commitment and continued efforts to create a positive environmental impact. As the largest meetings and events venue in the Middle East, our contribution has largely enabled a green transformation of the region's MICE sector, demonstrated by the success of a range of measurable sustainability initiatives that we've developed and implemented at our venue. These have been monumental in paving the way to setting high 'green' benchmarks for the industry and the region. The Green Globe certification is a step forward, not just for DWTC, but also for the UAE as it aims to transition into a green economy."

The Dubai World Trade Centre (DWTC) has demonstrated its long-standing commitment to reducing its environmental footprint and contributing positively to society. The launch and implementation of several new initiatives, including the Green Meeting Package, UAE Food Bank initiative, and the Waste Reduction and Redirection programme, have placed sustainability at the core of the venue's offerings.

Green Meeting Packages

The Green Meeting Package has been developed to minimize environmental impacts and the carbon footprint of client meetings covering all aspects – from the origin of all food consumed to



The Dubai World Trade Centre

the use of paper and energy. Individual packages can be customized to suit based on the requirements of individual clients.

Feeding the Community

As part of its Corporate Social Responsibility efforts, DWTC is a strong supporter of the UAE Food Bank Initiative and continues to donate unused food from events to the food bank located in Dubai. To date, nearly 2,000 families and 8,000 workers have benefitted from DWTC's food contributions, which has earned the Centre the Dubai Municipality Food Bank Award for three consecutive years.

Waste Management Strategies

DWTC has also developed an active Waste Reduction and Redirection programme, part of which included training 700 staff members at DWTC on waste management. Sustainability awareness training is also included in the induction programme for all new recruits.

DWTC launched its designated Earth Care Team at the end of 2019. This team is responsible for collecting all recyclable waste (brochures, show guides and event collaterals) from exhibitors and organisers at the close of each show and before stand breakdown.

DWTC's proactive efforts to effectively reduce, reuse and recycle has enabled the Centre to increase the redirection of waste from landfill by 15% in 2019, and has set the path to achieving even more ambitious targets for 2020.

For further information please see www.dwtc.com

About Green Globe Certification

Green Globe is the worldwide sustainability system based on internationally accepted criteria for sustainable operation and management of travel and tourism businesses. Operating under a worldwide license, Green Globe is based in California, USA and is represented in over 83 countries. Green Globe is an Affiliate Member of the United Nations World Tourism Organization (UNWTO). For information, please visit www.greenglobe.com

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