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Civil Defence

DISASTER REDUCTION
within sustainable development

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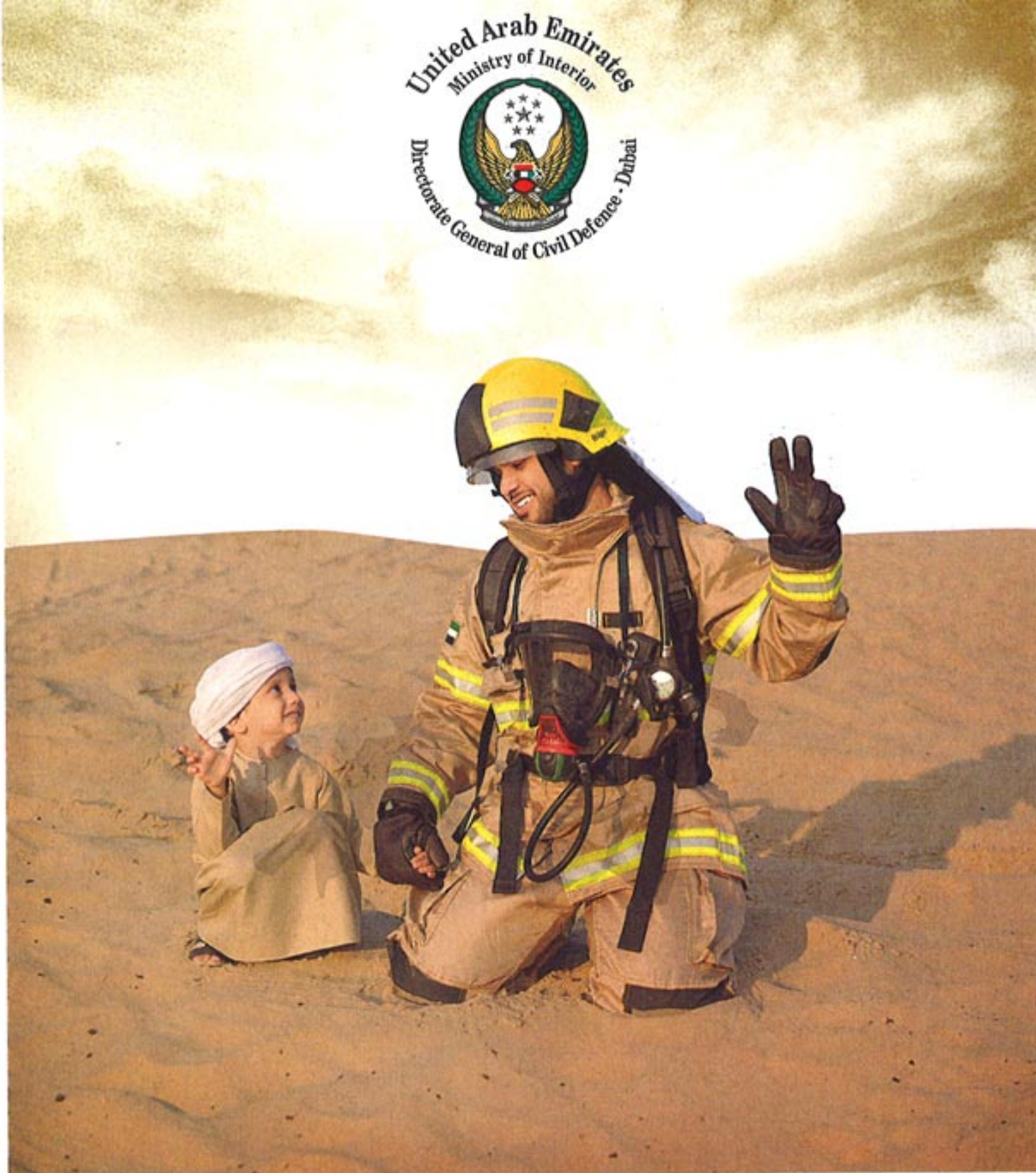
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YOUR SAFETY, OUR CONCERN

Armed with a mission to protect lives, property and the environment, **Major General Rashid Thani Al Matrooshi**, Acting Commander-in-Chief and Director General, UAE Civil Defence, speaks to *Khaleej Times*:

What is your vision and mission?

The UAE has seen rapid development in various industrial, commercial, services, trading and transport sectors. This growth increases and diversifies the duties of Civil Defence, which needs to appropriately vary the methodology for executive, technical and other human resource training needs, besides construction needs. A comprehensive, scientific and professional vision is required to respond to those needs, based on internationally recognised professional standards to determine the basic structure of the Civil Defence Services. This vision needs to take into account the urban expansion and diversity of materials used in the construction, services, industry and trade, besides providing the highest degree of safety and security for all residents and visitors.

An example of one of the strategic goals is the one set by His Highness Shaikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to reduce the response time of 90 per cent of accidents to four minutes.

The annual plan for the year 2015-2016



Major General Rashid Thani Al Matrooshi
Acting Commander-in-Chief and Director General, UAE Civil Defence

includes the establishment of four new Civil Defence centres and upgrading professional training by converting the Civil Defence training institute to an international academy and electronic services to those amenable to access by smart devices in all basic and allied support services.

The application of intelligent systems is the programme for homes, including the strategic area of Jebel Ali and other requisite facilities to protect buildings in accordance with the provisions of the Ministerial Decree 505 of 2012. This links all Civil Defence services to the general administration of Dubai Civil Defence with the completion of the community outreach and applications guide. This is also

according to the requirements of individuals and society in different international and local events.

What are the elements of integration and interdependence between the Civil Defence strategy and plans of the Federal and Local governments?

The General Administration of Civil Defence in Dubai is keen in its annual plan on the principle of interdependence and integration with the UAE's 2021 vision — the Ministry of Interior's and Dubai's plan for the safety sector through strategic performance signs and specific goals.





His Highness Shaikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, on a visit to the Civil Defence Centre in Al Manara on Shaikh Zayed Road. — Wam

PLANS INCLUDE:

- › Best response and maintenance rates
- › Achieve full readiness in fire stations
- › Ensure safety for marine projects in the emirate
- › Further development of fire services, air rescue and protection of trains
- › Engagement with the relevant departments to respond to crises and disasters
- › Provide international assistance in crises and disasters
- › Contribute to restore normalcy to the affected areas
- › Ensure the application of safety requirements and sustainability
- › Promote equipment circulation and monitoring sustainability
- › Ensure the secure handling of dangerous materials in all stages
- › Achieve benchmarked improvements in the field of preventive screening equipment
- › Strengthen and foster a preventive culture in society
- › Preparation and organisation of volunteers from Civil Defence
- › Development of control elements in the private sector
- › The development of preventive awareness among workers
- › Professional development of Civil Defence members
- › Promote a safe working environment at all work locations
- › Invest in Emiratis' capabilities and maintain it
- › Provide a supportive internal environment for creativity and innovation
- › Enhance the effectiveness and efficiency of the management performance
- › Promote sustainability of assets and properties
- › Rationalisation of expenditure and increase revenue
- › Strengthen the strategic partnership with stakeholders
- › Increase the confidence of stakeholders in Civil Defence
- › Knowledge management implementation
- › Enhance communication
- › Strengthen governance



2015 will be a year of smart services and professional training to minimise response time and promote the services provided to the community, finance and business sectors to ensure the comfort and happiness of all people in the UAE.

— Major General Rashid Thani
Al Matrooshi

implementation and, if any, difficulties are encountered in it. It is also to avoid any mistakes in the future.

Also, it is aimed at determining the responsibilities of what has been implemented — individual, internal management or external factors — and the errors resulting from that implementation, that is why the corporate performance measurement is one of the key issues in the administrative process. It affects the beneficiaries of the Civil Defence and is also affected by them.

Coming to institutional performance, it is a key factor in the development of Civil Defence services through a higher level of services, and the identification of administrative problems that exist in the service sector to develop performance levels. 2015 will be a year of smart services and professional training to minimise response time and promote the services provided to the community, finance and business sectors to ensure the comfort and happiness of all people in the UAE.

What is the institutional performance measurement role in the development of Civil Defence?

The performance measurement integration view is a perception that the challenge is not between individual performance and organisational unit of employment or surrounding environment. Instead it is a challenge between right and wrong, to achieve

administrative integration between the employee's performance and the organisational unit's performance. This is what leads to an outstanding administrative performance.

The main idea behind the institutional measure is aimed at calculating results of implementation of the administration and comparing these results with planned objectives in advance to ensure efficient

Steps to achieve response in the shortest possible time

Brigadier Ahmed Obaid Al Sayegh, Assistant Director General for Fire and Rescue, comments on the Civil Defence's aim to raise standards and improve response teams

The Civil Defence is keen to take advantage of the best practices in various fields of performance across its departments, including reducing response time, in accordance with the highest international standards and applications, besides being responsive to local conditions. This would be according to a clear methodology based on the latest communication technology and principles of danger administration. Besides, the department is cognisant of the directives of His Highness Shaikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, with regards the response time of four minutes by 2021. This is the main (best practice) challenge of the Civil Defence.

Response time can be divided into:

- Team deployment time or alarm time; also known as the starting time.
- Travel time begins from the teams' starting time and ends at the arrival of the first vehicle of the team to the accident scene.

Civil Defence aims to reach a period of five seconds to respond to emergency phone calls, and move the vehicle within 30 seconds. We consider that 10 seconds as a time to answer 90 per cent of emergency calls is good. According to the National Assembly list for protection from fire (NFPA -1221), the call on receipt should be answered between 15 and 45 seconds and the Civil Defence teams need to be on their way to the site within a minute. Access to the site should be within eight minutes by regulation (NFPA - 1710).

The response depends on the quality of the methods used and the expected speed time. Note that Civil Defence vehicles drive at 100 kilometres per hour on highways



Brigadier Ahmed Obaid Al Sayegh
Assistant Director General for
Fire and Rescue

such as Emirates Road and Dubai Al Aber. As traffic jams and transfers resulting from the development of roads adversely affect response time, these constraints need to be taken into account when setting standards for fire coverage plans.

What are the elements of the response criteria?

There are three elements:

Distribution: Distribute Civil Defence centres and resources as necessary to ensure rapid deployment and reduce emergency and mitigation.

Distances: How far are the necessary multidisciplinary resource teams set to provide an initial (and effective) response within a sufficient time frame to move the teams depending on the size and type of accident risk.

Crews: The necessary number of volunteer Civil Defence personnel available to respond to incidents.

What are the criteria adopted in Dubai?

Dubai has been developing 'Accident Analysis' using response records from 2002 to 2007, which saw improvement in

2007 alongside the manpower and technology. All this was designed to reduce overall response time.

Among those initiatives is the 24/7 smart systems application. We are now reviewing a new system to manage information on incidents to reduce the overall response time.

Target time for the first team to respond to an incident is six to eight minutes of travel time, and seven to nine minutes overall (from receiving calls up until reaching the site of the accident) in 90 per cent of total number of accidents. Other allied support units' response time is 12 minutes or less for 80 per cent of the total number of accidents.

What are the key performance standards or indicators of response times?

Response times of performance standards consist of two basic criteria using the SMART (Specific, Measurable, Attainable, Realistic and Timely) criteria:

- Response time should be measurable
- Performance Measurement should use a realistic target performance level using different ways (average - percentage).

Dubai Civil Defence uses overall measurement ratios because it includes the consolidated time frames of completed tasks, and gives a good indication of the service levels expected by the community at large.

The interaction of the public has a significant role in the performance of the Civil Defence in determining response times and performance response, starting from receiving a call to moving the emergency mechanisms and the arrival of Civil Defence teams to the scene.

This means that the caller should clearly outline all the required information such as type of incident, accident site, and any other information that may affect access to the site.

On the road, motorists give make way for Civil Defence vehicles responding to an incident once they come across the audio-visual alarm. They are also advised not to obstruct the roads in front of the Civil Defence mechanisms and keep access areas clear to easily manoeuvre emergency vehicles.

RACE AGAINST THE CLOCK

Use of smart devices and related services in various areas of Civil Defence are explained

Colonel Salem Khalifa, Assistant Director-General for Protection and Prevention, and Chairman of the Smart Services General Administration in the Dubai Civil Defence Department, speaks about the latest innovative and advanced technology in use:

What are the important tasks planned in the coming stages in line with technology changes?

In the next stage, we are focusing on achieving the goal of His Highness Shaikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, which is to transform Dubai into a "smart city" to ensure all facilities and services are managed through intelligent and interconnected electronic systems. It will also provide high-speed internet in public places to provide information and services aimed at the transition towards new quality of life for all residents of Dubai as well as its visitors.

What are the smart services launched this year?

Smart Houses System: It is an electronic program, machine-to-machine (M2M), in the third phase of the system that connects Homes to the Civil Defence operating rooms 24/7.

Intelligent Inference System: Introduced in the second phase of the 24/7 system, it is an electronic program (M2M) placed in fire trucks to infer the shortest and best ways to get to accident sites. It is also used by firefighters for communication and transport to accident sites. It benefits both Civil Defence and residents because it reduces the overall response time.

Plane Imaging Smartphone: A smart photographing plane monitors violations



Colonel Salem Khalifa
Assistant Director-General for
Protection and Prevention, and
Chairman of the Smart Services
General Administration



We are focusing on achieving the goal of His Highness Shaikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, which is to transform Dubai into a "smart city" to ensure all facilities and services are managed through intelligent and interconnected electronic systems.

— Colonel Salem Khalifa

in terms of prevention, particularly around warehouses, and helps fire team leaders diagnose the problem source during a massive fire. It also helps identify safe sites for the distribution of teams and mechanisms in accordance with the requirements of the Emergency Procedures Manual to ensure their safety, better performance, and the best results.

It is used by the Civil Defence Smart Photography team, aside from helping the awareness, prevention and control teams, the public, and large community activities.

Smart Surveillance for Fire Protection Equipment in Buildings: It is an electronic program (M2M) carried by inspectors on their phones that uses Radio Frequency Identity (RFID) and can monitor all protective equipment against fire in the building. Each electronic chip provides the data (for the reader) located in the inspector's mobile device. It provides quality, dependability and enables better maintenance. It is useful for consultants and contractors of fire protection services, and can be used in the offices of architects, landlords and associated consulting firms.

Intelligent Buildings Reader: It is an electronic program (M2M) carried by the inspectors that can read detailed data services, via their phone if directed towards the building. It is used by an inspector's prevention and safety team, besides giving the Civil Defence an analysis of the risk centres. It benefits the Civil Defence and its partners as well as the public.

Smart Inspector: It is an electronic program (M2M) carried by the inspectors on a smart phone or tablet, printer and control panel and used for preventive safety management. It helps inspectors and partners perform an inspection, and provides a report immediately without the need to be reviewed by the Civil Defence. It is used by inspectors and Civil Defence. Besides, it benefits consultants and contractors of fire protection services.

The Technicians and Engineers Smart Test: This system is used to measure the performance of engineers' and technicians' level, depending on jurisdiction, in the testing room and gives immediate results. The test is used by test teams of engineers and technicians in preventive safety management. It benefits consultants, agents of fire protection equipment, office decoration, manufacturing companies, installation, maintenance and distribution.

Intelligent Guidance Column: It consists of electronic columns placed across Dubai streets (for example, in Dubai Silicon Oasis), in collaboration with the Civil Defence. It gives a package of electronic services to the public, to help them progress and facilitate their daily lives, enables emergency communications, and gives information about the city, its institutions and related services.

The application of these services appears in more than 50 smart services and is accessible through a smart phone, website or Civil Defence customer service centre.

Emergency Procedures Manual: A glance

Lieutenant Colonel Ali Hassan Al Mutawa, Head of Operations at Civil Defence, shares a guide for qualitative development for firefighters and rescue leaders and rules of executive work organisation

The application of the Emergency Procedures Manual (or The Guide) is a key essential to achieve the strategic goal of the Ministry of Interior — Ensure readiness by providing a rapid and effective response to all potential emergency situations in the community in the UAE. This is because the guide regulates leadership and executive work rules at all incidents and stages.

The Guide also emphasises the importance of methodological foundations for accidents, crises and disaster administration, as one of the Civil Defence's key strategic goals. The application of the Guide gives better quality responses and leads for an outstanding performance and support in crises and disasters, and contributes to the formation and development of Human Resources besides creating leaders. This is also a key target of the Ministry of Interior and Civil Defence's Human Resources strategy.

Excerpts from an interview with Lt Col Ali Hassan Al Mutawa, Head of Operations at Civil Defence:

What is the importance of this guide for fire officers, firefighters and rescue teams?

The presence of clear, accurate and simple methodologies define each leader or individual's role at all stages of dealing with incidents and crises, and constitute the infrastructure's Institutional work at all leadership, supervisory and executive levels.

The Guide also establishes the principles, values and standards of firefighters and rescue professionals' work, helps them review and improve their performance levels according to specific targets



**Lieutenant Colonel
Ali Hassan Al Mutawa**
Head of Operations

in the team framework, and allows them to achieve better results in accidents.

It provides a scientific methodology for integration between the roles of leaders and teams in all types of accidents and incidents.

The guide allows leaders to evaluate individual and team performances, according to measurable criteria and specific indicators, which elevate the work values, and provide a scientific review of the plans and applications in the field amongst other opportunities.

The guide provides regulatory mechanisms for joint action in major accidents, crises and disasters, according to a preemptive and structured Disaster Management Methodology, not Disaster Confrontation Methodology based on random responses.

What is the guide's objective according to a civil defence standpoint?

Risk management leadership at the accident site targets specific operational objectives for safe and effective results within accurate time frames, as rescue, firefighting operations and other complementary emergency services continue their functions.

At the scene, operational leadership is based on the principle of flexibility to adapt to the nature of the incident, its

size and the degree of severity. Each team or unit in the area of the accident should have a person responsible (in operational command) for their management and safety.

To ensure this, we must assess the level and type of risk and potential threats to the health and safety of people present at the scene, besides ensuring safe work systems procedures application and associated practices. This confirms that Civil Defence members are responsible for their, and other people's, safety in the scene.

All Civil Defence teams should be trained to identify the mechanism of risk, and risk assessment. It would help the leader develop a flexible and secure tactical plan to deal with the variables related to incidents and risks, which firefighters, rescue teams and emergency support may be exposed to.

Is manpower trained on implementation of the guide?

The implementation of the guide started at the end of 2012. Prior to that, the implementation team held a series of courses, exercises and training workshops for operations managers and their departments, centre managers in all public departments, and civil defence departments in the country.

What are the most important incidents leadership elements contained in the directory?

The Operations Management is keen on a multi-stakeholder leadership system. The hierarchy of grades for field leaders — Bronze, Silver and Gold — hold incident leadership at various progressive stages for all leading groups in the scene.

Note that Bronze is the first level of leadership. In the evolution of an accident, a Civil Defence Commander, at least a Captain (Silver level), takes over leadership on site. But if the accident exceeds tactical level decision makers, leadership should be handed over to the Gold level. The Gold strategic level is the highest and activates when the participation and help of several authorities are required in a fight against the incident.

The Gold level of leadership is rarely used, and its basic role is planning, directing and formulating risk management systems.

Enforcing fire safety at facilities

Resolution (24) introduced in 2012 lends to the qualitative development of Civil Defence services, explains **Colonel Jamal Ahmed Ibrahim**, Director of Preventive Safety Department. Excerpts of an interview with *Khaleej Times*:

What are the most important features of the Resolution?

The Resolution (24) in the year 2012 is a significant development on the quality of organisation among Civil Defence services in the UAE. This is due to the fact that any building licence or renewal is based on a valid certificate of civil defence requirements for fire safety.

The Resolution also prevents insurance companies from issuing any document to any facility or building, unless they have a valid certificate of civil defence requirements for fire safety.

The Resolution also obligates landlords to conduct periodic maintenance of systems and preventive safety through licensed organisations.

When was the Resolution implemented?

The implementation of the Resolution began officially from January 13, 2013, in all emirates. Note that the contents of the Resolution were implemented in Dubai under the Local No. 2 in 2009.

Who are the target audiences and recipients of the Resolution?

The Resolution includes all buildings and facilities that currently exist or are under construction in the UAE, with the exception of private houses, which do not have a commercial character.

What are the offences contained in the decision?

The inspection form includes a schedule of public and private irregularities and includes 187 violations of preventive safety.

What are the maximum and the minimum values of the fines?

The highest fine is Dh50,000 and the minimum is Dh500.

Can a facility be fined more than one fine during the inspection visit?

Inspector determines that when visiting

the facility or building based on the modes of violation. In addition for each fine determined by the degree of risk, the inspector determines a period to remove those irregularities, including the immediate removal of the offence that was severely dangerous.

What is the maximum penalty for offenders?

Inspectors and the Civil Defence department are keen to support projects and building owners with all fire protection requirements at these sites. This is to ensure they apply all criteria and are measured by types of violations, which are present on a printed overleaf given to the owner of the facility, when signifying the end of the inspection. This includes identification of infractions and the specific time period to remove each violation.

In case of failed implementation after the given time period, Dh500 will be charged as monthly fine on the facility, as well as its licence in extreme cases in coordination with the Economic Development Department.

After three months of failed implementation, the facility will be shut down. In cases where an extreme non-compliance is detected, the closure of the facility may be immediate.

Article 11 of the Council of Ministers Resolution stipulates that after exhausting all necessary means to remove the violation, the decision to close the facility violation is needed until the violation is corrected and root causes removed.

How are the facilities inspected?

The Civil Defence applies an electronic inspection system, where inspectors use an electronic device that contains a list of offences, and a sample inspection format. This device also has the ability to print the form and immediately hand it over to the facility manager, or send it by e-mail.

Follow-up visits may be determined after the deadline, electronically, where the system is used to issue a daily schedule for inspectors. It identifies follow-up



Colonel Jamal Ahmed Ibrahim
Director, Preventive
Safety Department



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visits, based on their preceding reports, in addition to issuance of evaluation report results.



Afaf Jasim Al Muhairi
Strategy and Performance
Development Director



Strategic goal of zero waiting time

Customer Service Centre staff performance is subject to measurement tools to achieve time management

Afaf Jasim Al Muhairi, Strategy and Performance Development Director, says: "Customer satisfaction is our services success index through specific measurable targets' development and achievement. These emerge from Civil Defence's strategic goals and are integrated with the Government and the Ministry of Interior's strategic objectives, as it facilitates service procedures, reduces completion time, achieves the best customer expectations."

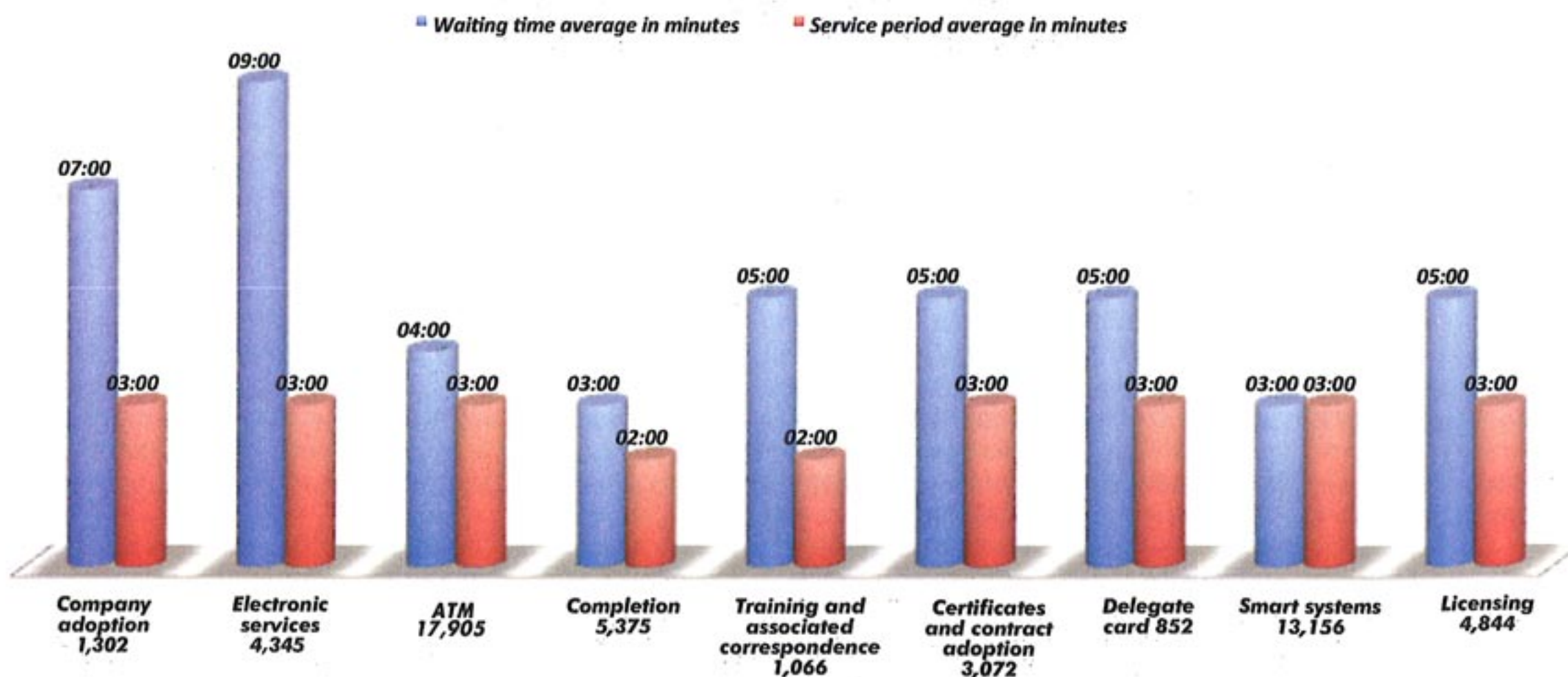
Smart services helped set a record transaction time of 3.34 minutes and waiting time of 6.25 minutes. The number of completed transactions during the first six months this year was 50,129 and the number of requestors

was 41,655.

Al Muhairi further added that Civil Defence seeks to reduce the service completion time, and waiting time in an attempt to reach its strategic goal of zero wait time. This has been achieved by Civil Defence through the Smart Project Services application, which is scheduled to include corporate advisory services before the end of this year alongside the completion of new service outlets for related dealers in Dubai's Civil Defence centres.

This is subject to customer service staff performance, and accurate measurement tools and contribution to time rationalisation management for customers' benefit according to an interactive clock schedules completion.

Dubai Civil Defence Customer Service Centre Number and Types of transactions performed



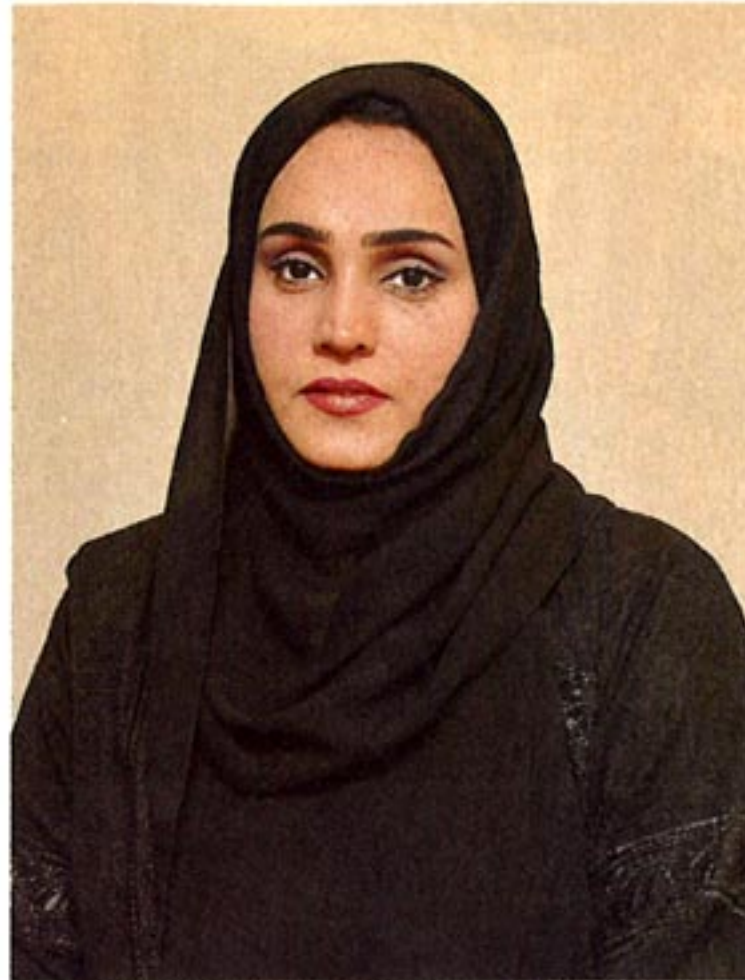
'General safety is everybody's duty'

Amina Yaacoub,
Director, Civil Protection
Department, outlines the
plans and programmes for
prevention of fire and
community awareness

The Civil Protection Department has prepared plans and programmes for prevention of fire and community awareness, notes Amina Yaacoub, Director, Civil Protection Department in the General Directorate of Civil Defence in Dubai. The implementation is being done through joint working groups with different departments. She reveals that the Civil Protection Department is divided into three main sections: Education, health and the environment and associated volunteers.

During 2014, the number of beneficiaries of the awareness programme reached 130,049 through 10 different programmes. The number of beneficiaries of the programme in 2013 reached 42,629 through five major programmes. These programmes are conducted in two ways: The first programme is by the Department of Statistics, which does a study and analysis and thereafter reports to the General Administration of Civil Defence the reasons for fires in the previous period. They glean the reasons by doing an independent survey or through intensified public awareness sessions conducted throughout the year. This plan covers a large number of organisations and individuals as it is meant to maximise the number of beneficiaries of all (segments) of society. The second programme is done by the Preventive Safety Department, which undertakes a study and analysis of the report, on irregularities and risks in facilities through periodic visits.

On a more personal level, Civil Protection lecturers provide lectures and applications for fire, evacuation, rescue and other basic information about first aid (with fire extinguisher practice use). The focus this year and the future is on the electronic outreach through social networking sites. This is an attempt to reach the largest and widest number of recipients and expand the outreach to all segments of society besides developing attractive programmes to educate each category.



Amina Yaacoub
Director, Civil Protection Department

Excerpts from an interview with Amina Yaacoub:

Which Civil Defence Departments participate in awareness programmes? What are the external departments that support these programmes?

The most important internal departments involved in outreach programmes are Preventive Safety Management, Operations Management, Management Affairs Centre, Technical Workshop and

the Information Co-ordination Office.

The external departments include Dubai Police, Ambulance Services, Dubai Health Authority, Ministry of Health, Government and Private hospitals, Traffic Department, RTA, Dubai Municipality and the Ministry of Labour. In addition, the following are covered:

- › Workers' homes and factories
- › Ministry of Education
- › Knowledge and Human Development Authority
- › Private and public schools
- › Family forum
- › Commercial centres
- › Centres for the Handicapped

Besides, there are more depending on the type of campaign.

What are the most important programmes implemented this year and what are the developmental aspects for next year?

Programmes implemented this year are as follows:

Winter Awareness Camp

Schools, students and their families were the target group in this camp. The firefighter character 'Salem' and his family created awareness by entertaining and spreading an atmosphere of happiness amongst children in dramatic sequences.

Firefighters use sequential patrols to visit camps and explain safety measures and create awareness (in labour camps) in case of a fire or danger, including:

- › Irresponsible actions by individuals that cause fire, such as placing a charcoal brazier inside a tent, exposing children to suffocation etc.
- › Some people buy counterfeit electrical extensions because it is cheaper but it may cause electric short-circuits and fires.
- › The Civil Defence General Directorate distributes brochures and illustrations to all winter camp attendees, to clarify the terms of use and obligations, with access to safety for safe tent conditions, and also conduct evacuation training at least once in the camps to raise awareness.
- › The Camp transfer from Al Warqa to Tay Saaid area, helped put all tents under the control of competent authorities in case of an emergency.





Optimisation of performance

Measurement of corporate performance is a fundamental factor to develop Civil Defence Services

The complementary overview of performance requires the realisation of the fact that the challenge is basically not between the employee's individual performance and the performance of the organisational units he works for, but between what is right and wrong. It is important to achieve "administrative integration" between an employee's performance and his administrative or field organisational units' performance that ultimately leads to excellent performance and creative administration.

The main idea behind performing corporate performance measurement is to measure the results achieved from administrative works being carried out, compare such results with pre-planned objectives, ensure implementation, efficiency and diagnose the various difficulties faced. This is important because it helps recommend solutions and avoid any shortcomings in future.

It also aims to identify responsibilities of what – individual or internal unit or external factors – have performed and point out the mistakes that might have slipped in. Measuring corporate performance in this way represents a single chain, which combines with other chains to form the whole administrative operation. Civil Defence Services can be further developed by improving the level of services, identifying administrative problems and suggesting appropriate recommendations to raise the performance levels.

Dynamic up-keep of smart services

Authorities stay abreast in mobile technology with 44 smart approaches

Smart services constitute a pillar of overall transformation for a smart civil defence. In 2014, the preparation and implementation of smart services package provided to the public, through smart phones, is characterised by:

- Access to the Dubai Civil Defence public administration account on social sites (Facebook, Twitter, YouTube, etc.)
- Use these sites to inform relevant government departments – Civil Defence, Dubai Police Force and Ambulance – in case there is an injury and get user information and location co-ordinates without the need of a phone call.
- The user can send images and video clips for any state he wants to report.
- The user can use Dubai Civil Defence General Administration speed dialling.
- Download delegate card on a mobile phone, and convert it into an electronic card (m-Card).
- Dubai Civil Defence General Directorate can send e-mails to all application users to raise awareness or warn of an emergency.
- Access to the Dubai Civil Defence General Administration, and providing all required information.
- Information and guidance tips about how to deal with fire and emergencies, plus other useful information for users.
- Allow users to make suggestions and complaints to the Dubai Civil Defence Public Administration.
- Questionnaire on customer satisfaction with the services provided by the department.



Abdel Nour Belshalat
Director of Civil Defence
Information Technology

Guiding best practices in the field

Multifarious and continuous training courses help upgrade fire protection professionals' skills

The Civil Defence Training Institute in Al Aweer is the main institution for aspiring professionals who wish to qualify in the art and science of civil defence. The institute is for Civil Defence employees, companies, public and private institutions, and safety teams relevant to the field.

The Institute offers the following training courses:

- The Foundation course
- The Resuscitation course
- Progressive extinguishment and rescue course
- Hazardous materials handling course
- Machinery and equipment course
- Rescue techniques course
- Buildings storming course
- Leadership and team building course
- Professional ventilator course
- Marine-rescue course
- Fire-fighting basics course
- Fire safety course
- First-aid course
- Physical fitness annual examination
- Fitness examination for appointments
- Participation in foreign countries' incidents
- Internal championships

Speaking about the importance of interdependence between public/private sectors and civil defence in their various services, Major Saeed Sultan Rahoomi said that this coordination between public and private companies and Civil Defence has mutual benefits and values to the parties involved such as:

- Involving the private-sector in public services management (privatisation)
- Reducing the training cost
- Achieving excellent revenue for both parties (the government and private sector)
- The Dubai Civil Defence management has financial resources development, and making it a sustainable revenue centre
- Continuous knowledge transfer leading to self-sustainability
- The academy's infrastructure training segments (simulation

devices, buildings, equipment and machinery)

In terms of future development plans, the Institute Director mentioned that the Civil Defence works with specific plans in the training field in line with the 2021 vision, which includes:

- The development and preparation of a global educational and training academy equipped with the latest curriculum, buildings and simulation systems
- Intensifying co-operation with international universities to offer specialised academic programmes
- Recruiting training cadres in fire, rescue and public safety fields
- Accommodating 200,000 trainees annually
- Management of the Dubai Civil Defence and development of its financial resources to make it a sustainable revenue centre

The Civil Defence Federal Law No (32) of 2006, defined in Article No (12) the Civil Defence measures, includes the following requirements:

- Study risks and potential disasters and prepare necessary contingency plans to manage it.
- Prepare risk prevention programmes, potential disasters and its conditions.
- Set risk and disaster management plans during emergencies.
- Establish processing rooms and emergency management centres.
- General alarm system in case of potential risks.
- Preparation to evacuate residents in cases of emergency.
- Create public shelters and supervise private shelters in residential buildings and apartment, institutions and shelters, and provide medical and social care for those affected.
- Necessary equipment, machinery and devices preparation and



Major Saeed Sultan Rahoomi

processing for civil defence work.

- Necessary teams formation to carry out confrontation and rescue in affected areas.
- Training and provide phantom/simulated experience programmes for civil defence personnel, volunteers and civilians.
- Preparation and awareness programmes to disseminate information to the population about the necessary procedures during the risks.
- Take necessary measures against radioactive contamination, chemical and biological risks control in peace and war times in coordination and cooperation with concerned authorities.
- Civil Defence mutual cooperation between all emirates in the UAE.
- Create support and assistance centres to promote Civil Defence services at the national, regional and international level. The Council of Ministers issues the decision.
- Restore normal life to disaster-struck areas and assume the service roles of public and private facilities affected by the disaster.



KEEPING YOUR FAMILY SAFE AND SECURE

Give your Family 24x7 Protection with the Direct Alarm System for Homes.

The Dubai Civil Defence (DCD) introduces the Direct Alarm System for homes. Now your family can be protected against any life and safety incident at the push of a button, which alerts the emergency services to respond immediately. With just a one-time investment of AED 1,900 for the system and an AED 500 annual service fee, you can get round-the-clock peace of mind.

By registering, the people of Dubai and Dubai Civil Defence can make this city the smartest and safest in the world.



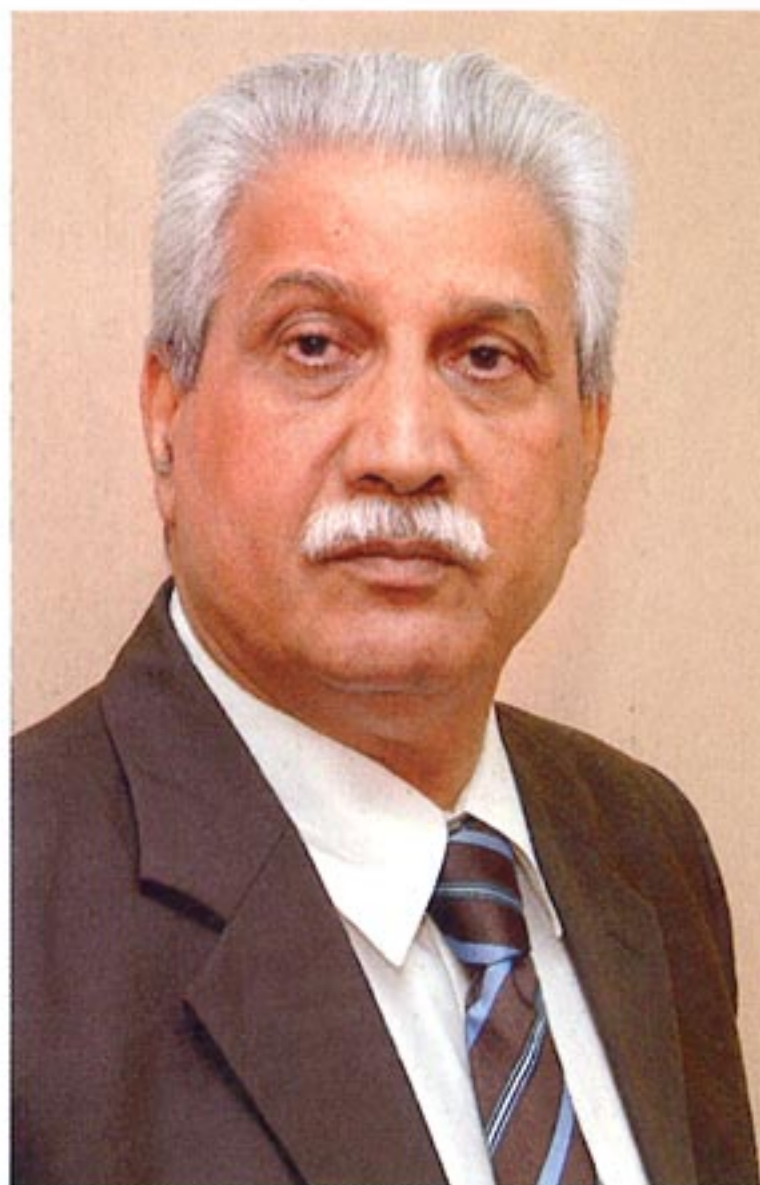


For more information, please email us at DCD24x7@dcd.gov.ae or call us at Tel: +971 4 705 2312 or +971 4 886 9025. Alternatively, select the registration tab on the Life and Safety Portal, <https://ls.24x7dcd.ae> and register online.

24x7 Protection For The Whole Family

Civil Defence International Day gains national observance

The UAE Civil Defence joins the world with annual activities and celebrations under a unified theme



Mahmoud Hamad
Media Coordinator, Civil Defence

The world celebrates Civil Defence International Day on March 1. The day of observance was implemented in 1972 under the Civil Defence International Organisation Constitution, strengthened and developed as an inter-governmental, international organisation of the United Nations.

Since 2002, the International Civil Protection Organisation launched an international awareness programme on this occasion to focus on the role of Civil Defence in every country and provide protection, prevention and control for all people without exception. It is also to



protect the achievements of communities, national wealth, civilisational heritage, as well as the local, regional and international environment.

Every year, ceremonies are conducted in all countries under a unified logo of the services provided by the Civil Defence, for a particular segment of the population or economy.

The Gulf Cooperation Council Civil Defence leaders have annual activities and celebration programmes, which have been implemented across the GCC.

This year the world celebrates the International Day of Civil Defence under the slogan 'Disaster Risk Reduction within Sustainable Development' in order to promote the reduction of natural and accidental disasters, including an attempt to prevent disasters, if possible, mitigation, preparedness, response, rescue, reduce the number of fatalities, and minimise the economic and social losses when they occur.

"We are living in an active planet, which is relatively stable. But when facing a natural phenomenon, poor infrastructure and the lack of ability to absorb the extreme phenomenon leads to disasters," Mahmoud Hamad, Media Coordinator, Civil Defence, says.

A disaster is a sudden catastrophic event which leads to multiple and successive crises. In certain circumstances, it may worsen and cause other disasters.

"Global statistical studies suggest that 90 per cent of natural disasters are related to atmospheric phenomena (weather, climate and water)," he adds.

A major reinsurance company in the world, Munich Re, published an annual report for 2014, which claimed that improvements in disaster preparedness and response measures in recent years, including early warning systems and rapid evacuation from danger zones, means greater number of survivors from natural disasters such as earthquakes and floods. For 2014, global disaster preparedness reduced the number of deaths to 7,700 people in 2014 from 21,000 in 2013,



while the natural disaster economic losses dropped to \$110 billion from \$140 billion in the previous year.

But still, the losses are serious. The Civil Defence plays an essential role before, during and after the disaster, based on a clear and integrated strategy.

The Civil Defence is a partner in the sustainable development of any country. Disasters caused by earthquakes, floods, droughts, hurricanes and tsunamis lead to devastating effects on humans and the environments and economies in poorly developed countries. But with built-in resilience (of smart choices), people are able to withstand these impacts and a speedy recovery is still possible.

Smart choices help build resilience during a disaster recovery, however, poor ones make us more vulnerable, such as the selection methods of agriculture, construction and housing sites, dams sites, industrial zones sites, the financial system, teaching methods, natural resources management, and so on.

With the accelerated pace of natural disasters causing more damage to human life and the prosperity of civilisation in recent years, interest is substantially increasing to concentrate the cities in safe locations, with strong infrastructure, which means safety in the present besides being smart in the future for residents.

This is associated with advance planning and a permanent state of vigilance and attention.

Most experts hope to set a capacity to withstand disasters, and this proactive concept would strengthen the link between sustainable development and reduced disaster risk.

The Emirates Code

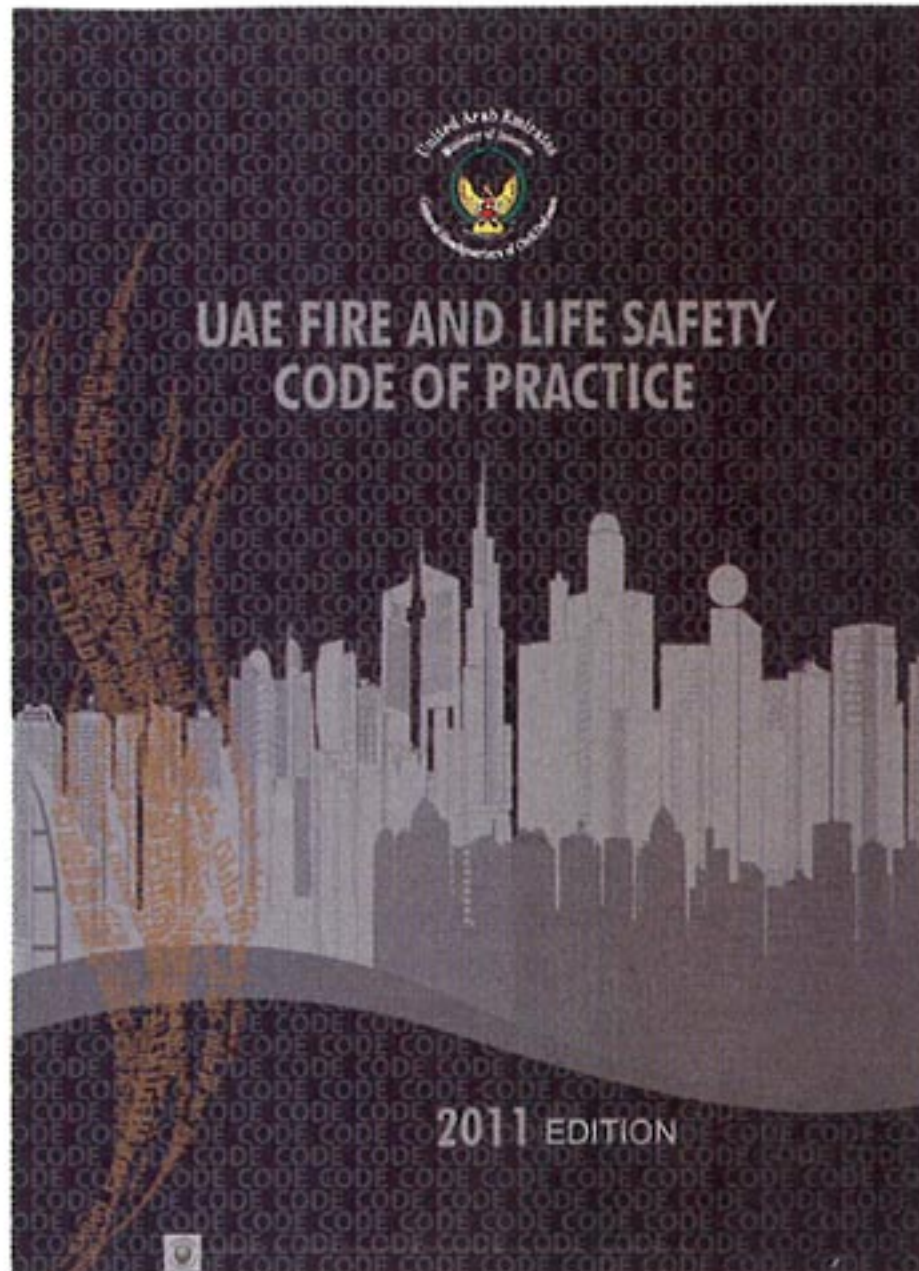
Civil Defence applies the finest global prevention and safety standards in buildings and facilities

Civil Defence is a key partner in the overall development process, especially for urban, industrial, marketing and services. Besides, the department is involved in the infrastructure design and construction of city installations and buildings in accordance with the highest international fire protection standards.

To ensure unity of those standards in all emirates, the Civil Defence General Command has completed the first "Fire Safety Standards Code in the state" called the "Emirates code" in Arabic and English, guided by the best global standards, taking into account the emirates and the Gulf environment.

The Code is characterised by its criteria and effective scientific methodology. Before the issuance of the Emirates Code, the Dubai Civil Defence General Administration applied the fire protection's highest standards and its applications are guided by the best American, European, British, Japanese and Singaporean standards, while taking into account the UAE and GCC environment.

Based on local expertise and field applications, the Buildings and Installations Fire Protection UAE code was formed by a Civil Defence specialists team, and put into Effect from August 2011.



Statistics revealed

Ninety-five per cent of fire-related incidents in 2014 were 'simple'

The total number of accidents in 2014 was 347 where two people died and 29 were wounded. These statistics show a 8.7 per cent decrease from 2013.

While the number of rescue operations were 132 and 183 people rescued, there were unfortunately two deaths and 29 injured. Seven operations were conducted to support other departments.

The recurring time when fires occur is from 3pm to 4pm.

Ninety-five per cent of the total number of fires were 'simple', 4.3 per cent were 'medium' and 0.6 per cent of fires were big.

Out of all areas in Dubai, Al Barsha is the most vulnerable to fires, especially since there are several private residential facilities. The area accounted for 30.8 per cent of fire-related incidents. The lowest incidence of fires was recorded in towers, standing at 0.57 per cent.

To date, the busiest Civil Defence centre is Rashidiya with 70 fire incidents, while Jebel Ali centre recorded two fire incidents. Al Warqa and Jumeirah centres did not report any fire incidents in the past year.

Easing operations with e-access

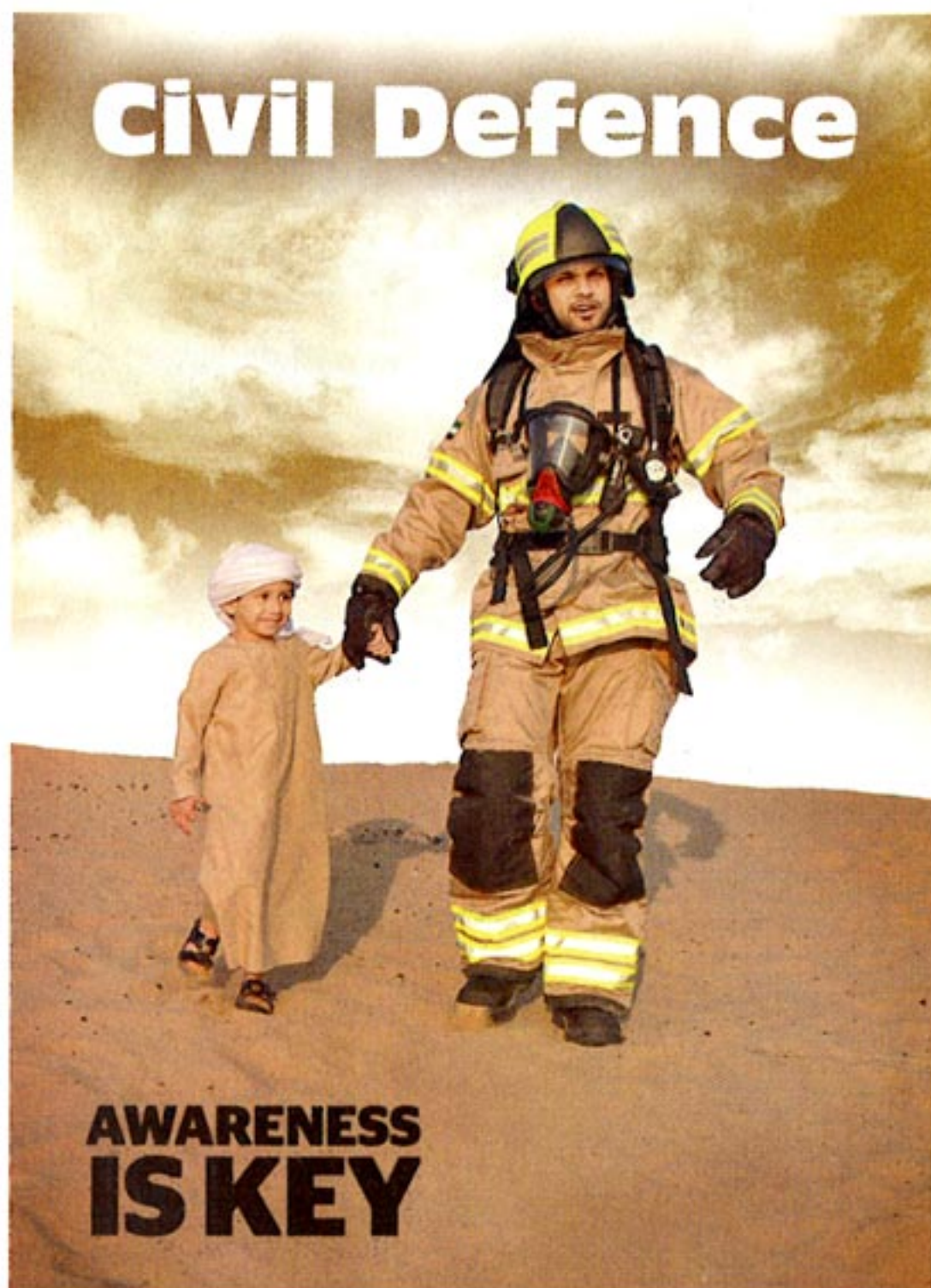
The electronics engineer programme ensures that time, effort, cost and quality of the results are optimised

The Civil Defence uses an electronics engineer programme to facilitate the adoption of engineering plans for consulting firms and procedures contractors. It is an integrated and consistent electronic programme characterised by the ease and speed of use, as well as the possibility to access it through the Internet.

The electronic engineer provides preventive requirements according to International Standards for fire protection, approved by the Civil Defence, and conducts electronic engineering evaluation schemes and accreditation over the internet to make sure that it is subject to safety requirements, without physically visiting Civil Defence centres.

The Civil Defence engineer then visits the website to check its plans and ensures it is compliant with mandatory preventive requirements.

In case of non-conformity, the engineer adds his development remarks in a portable document format file (PDF), and sends it back to the company. Engineering plans are approved by the Civil Defence department only after the company incorporates the engineer's latest observations.



Vital functions among main operations

Mahmoud Hamad, who coordinated the preparation of the Civil Defence Community Awareness Preventive Guide, speaks about the Guide's targets and the importance role played by an awareness lecturer

The Guide aims to:

1. Standardise the awareness methodologies and goals addressed to all population groups to be carried out by all the actors in charge of the deployment of preventive awareness in accordance with the vision of one unified message.
2. Consolidate and rationalise human resources, technical and material available in all the concerned departments to foster the safety culture and behaviour, and strengthen it through initiatives undertaken by the outreach teams and partners.
3. Develop sustainable awareness programmes with smart goals, so that they are Specific, Measurable, Achievable and Realistic in the specified Time frame (SMART).
4. Develop and improve institutional and individual awareness performance using the latest communication technologies with the community.

First Security Group

World Class Services



Guarding & Operations



Maritime Security



Facilities Management



Credit & Risk Management



Special Projects



Training Centre



Credit & Risk Management Services

- » Retail and commercial debt collection
- » Commercial business report
- » Brand protection and IP
- » Commercial due diligence
- » Assets tracing
- » Address verification

Guarding & Operations

- » Retail and Shopping Malls
- » Industrial and Job site
- » Logistics and Warehousing
- » Mass Transportation
- » VIP, Private homes, and Residential
- » Valuables and Antiquities
- » Exhibitions and Corporate Events
- » Schools and Universities
- » Sports Events
- » Events Security

Special Projects

- » Analogue & IP CCTV Systems
- » Fire Alarm, and Voice Evacuation Systems
- » Fire Fighting, and Fire Suppression Systems
- » Access Control and Time Attendance Systems
- » Gate Barrier, and Number Plate Recognition Systems
- » Parking Management and Guidance Systems
- » Intrusion Alarm, and Under Vehicle Surveillance Systems

Maritime Security Services

- » Protection / Piracy Prevention Procedures
- » Disaster prevention Training
- » Highly Trained Armed / Unarmed Personnel
- » Consultancy / Risk / Threat Analysis

Home Health Care Services

- » Health Care for the Special Need Persons
- » Mother & Child Care
- » Care of the old aged
- » Taking Care of bedridden
- » Taking Care of Chronic disease patients
- » Nursing Services for Corporates: companies, Schools, Hotels, Sports club, Events, exhibitions,

Training Centre

- » Security Training:
 - » Accredited Security Guard
 - » Specialist Training
- » Health & Safety:
 - » First Aid
 - » Fire Safety
 - » Health & Environment
 - » Water Safety
 - » Occupational Safety

Facilities Management

- » Corporate and retail mall cleaning services
- » Housekeeping Services
- » General cleaning services for external and internal areas
- » Post construction cleaning



5. Give clarity to tools and indicators for measuring the community outreach impact on public and individual environment safety.
 6. Achieve the planned results in enhancing public confidence strategy and dissemination of comprehensive preventive awareness in the specified times.
 7. Identify the strengths and the awareness improvement opportunities in all the sites and stages, and monitor the successes, strengthen steps for implementation and invest in improvement opportunities to achieve excellent results.
 8. Ensure the comprehensiveness, continuity, interactivity and promotion of the awareness plans, making sure that the application is according to what was planned.
 9. Form a sustainable, knowledgeable and practical environment to turn from preventive awareness to preventive behaviour.
- The awareness lecturer's task is one of the vital functions and has the priority in the Civil Defence's main operations. The awareness lecturer's role is very important, which is why he should have special skills, qualities, abilities, knowledge and ethics that enable him to perform successfully in terms of:
1. Awareness of Civil Defence special laws, and public safety (Federal and Local)
 2. Knowledge about the key processes, duties and procedures (protection, prevention and rescue), civil defence support operation mechanisms (resources and support services), and the nature of their interconnections.
 3. Knowledge of who are targeted by community awareness? What are their awareness preventive needs, and how to spread awareness.
 4. Knowledge of potential hazards at each site. What are the ways of prevention, and how to deal with it when it occurs?
 5. Knowledge of the necessary skills to ensure individual and community safety (protection, prevention, fire, rescue and first aid), and how to train others.
 6. Ability to deliver awareness programmes and messages with the latest technologies in accordance with the indicative target goals.
 7. Awareness of environmental and societal changes, which require interactive response to the application of appropriate awareness programmes.
 8. Ability to devise attractive awareness methods appropriate for each targeted group.
 9. Cultural communication skills with targeted categories, the ability to speak eloquently, and possessing professional, scientific, simple and clear language.



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- Project covering applications : 12 meter height + anti-panic wall version
- Specially designed lens for optimized light distribution
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- 2 different shapes to suit interior design requirements

Committed to protect life

As pioneers in fire engineering and safety and rescue, Bristol and Corodex Agencies, companies of the **Concorde - Corodex Group**, have been longstanding partners of the UAE's Civil Defence



Combating extreme fire scenarios



Dubai Police rescue demonstration during Intersec 2015

"COMMITTED TO PROTECT LIFE" is more than a company motto but also a way of life and work ethic for Mahmoud Awad, Managing Director of Concorde - Corodex Group (CCG). Since the establishment of CCG in 1974 in Abu Dhabi, Awad has strived to steadfastly grow his company to meet the needs of the UAE, from its fast developing market to its visionary leaders and safety professionals.

Awad has always endeavoured to be of service to the UAE and contribute not only to its economy but by having an active helping hand in the protection of the country.

"We take pride in our role with the UAE's Civil Defence which extends beyond as a manufacturer of world class firefighting equipment, but also as a technology solution provider collaborating with experts, trainers, and standard setters in the field of safety and rescue.

"This commemoration pays tribute to the unwavering efforts and accomplishments of this country's national services responsible for the fight against disasters," Awad emphasises the significance of World Civil Defence Day as a celebration that raises awareness and sheds light on the vital importance of civil protection to the public.

As pioneers in fire engineering and safety and rescue, Bristol and Corodex Agencies, companies of CCG, have been longstanding partners of the UAE's Civil Defence as the primary suppliers of world-class firefighting equipment, vehicles and safety and rescue equipment.



Mahmoud Awad
Managing Director of Concorde - Corodex Group (CCG)

"We understand the needs of the UAE's rescue professionals and aim to provide the highest level of quality, innovation and efficiency. We're proud that our products are on the ground every day saving lives.

"Working side by side along with the Civil Defence's esteemed officials for many years has rooted us with great appreciation to those who sacrifice and serve to protect the UAE and its people. To know we've been given the opportunity to serve the UAE leaves us with much gratitude as well as continued responsibility to further our commitment to the safety and rescue of the UAE and its people," Awad concluded.



THE VALUE OF KNOWLEDGE

Eurolink Safety offers a wide range of high-quality training and consultancy services with health and safety as its core

Eurolink was started by Harry Wright in 1992. Since its inception, the company has been dedicated to providing high-quality health and safety training and consultancy.

Eurolink Safety would like to thank the Dubai Civil Defence team for their unwavering cooperation and support given to the company and its endeavours. Eurolink has taken several initiatives on training and educating participants on fire safety and is grateful to the Dubai Civil Defence for numerous opportunities to do this. Eurolink Safety's Fire Safety and Fire Prevention Training courses are designed to provide invaluable knowledge to its participants on how to safely contain and extinguish small fires in the early stages. Eurolink uses practical exercises to train participants and teach them how to use fire extinguishers. This ensures their protection and the prevention of potent fire outbreaks.

Eurolink Safety has been a local provider of Health and Safety Training in the UAE since the early 90s. The company has since developed into a premier health, safety and environment consultancy and training provider in the Middle East. Its clientele is spread across a wide spectrum of industries including construction, engineering, banking, and airport, seaport, facilities, security and maintenance companies, mall shopping centres. Its team of highly-qualified and internationally accredited consultants always ensure the highest quality HSE training to its customers. Our training conforms with all local and international standards.

Eurolink Safety offers a wide range of high-quality services with health and safety as its core. This includes Health, Safety and Environment Training, Consultancy Services for the formulation of HSE Management Systems and Procedures, Safety Plans, Risk Assessments, HSE Audits, HSE Inspections, and HSE Accident Investigations.

It is also an approved training centre for the National Examination Board in Occupational Safety and Health (NEBOSH), the Institute of Occupational Safety and Health (IOSH), Construction Skills (CITB), Chartered Institute of Environmental Health (CIEH), Institute of Environmental Management and Assessment (IEMA), First Aid International (FAI), and the Dubai Civil Defence (DCD) Fire Fighting training provider.

Eurolink Safety offers tailor-made HSE courses and services to suit clients' requirements as well.



Harry Wright
Managing Director

NEBOSH COURSES (Centre No: 536)

- NEBOSH International General Certificate
- NEBOSH Health and Safety at Work
- NEBOSH Environmental Awareness at Work

IOSH COURSES

- IOSH Working Safely
- IOSH Managing Safely
- IOSH Supervising Safely
- IOSH Senior Executive

CITB - CONSTRUCTION SKILLS (Centre No: 5847)

- Health and Safety Awareness
- Site Supervisor's Safety Training Scheme (SSSTS)
- Site Management Safety Training Scheme (SMSTS)
- Construction Skills System Scaffolding
- Safe Inspection of Scaffolds (SIS)
- Safe Inspection of Scaffolds Complex (SISC)
- Safe Erection and Dismantling of Basic Scaffolds - Part A
- Safe Erection and Dismantling of Basic Scaffolds - Part B
- Safe Erection and Dismantling of Basic Scaffold Complex

CIEH COURSES (Centre No: 59398)

- Level 1 and 2 Award in Health and Safety in the Workplace
- Level 2 Award in Principles of COSHH
- Level 2 Award in Risk Assessment
- Level 2 Award in Manual Handling

FIRST AID INTERNATIONAL (Centre No: ATC485)

First Aid courses approved by Dubai Corporation of Ambulance Services (DCAS)

APPROVED BY:

- UAE Ministry of Labour and Social Affairs
- Dubai Municipality
- Dubai Civil Defence approved training centre
- Dubai Centre of Ambulance Services (DCAS)
- EHS-Trakhees (Department of Planning and Development - Ports, Customs and Free Zone Corporation)
- Knowledge and Human Development Authority (KHDA)
- Dubai Accreditation Centre (DAC)
- Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET)
- Abu Dhabi Environmental, Health and Safety Centre (OSHAD)

MEMBERSHIP WITH

NEBOSH, IOSH, CITB, CIEH, IIRSM, IEMA, HIGHFIELD, NFPA, FIRST AID INTERNATIONAL, BRITISH SAFETY COUNCIL

OUR COURSES:

- Level 1 and Level 2 Basic Fire Safety and Fire Prevention Training
- General Health and Safety Awareness
- Construction Site General Safety
- Risk Assessment's and Hazard Identification
- Flagman Safety Awareness
- Confined Space Entry and Gas Testing Awareness
- H2S Awareness and Breathing Apparatus
- Permit to Work, Lock out-Tag out
- Control of Substances Hazardous to Health (COSHH Awareness)
- Chemical Handling Safety Awareness
- Hand Held Power Tools Safety Awareness
- Working at Height/Fall Arrest Equipment
- Abrasive Wheel Safety Awareness
- Manual Handling Safety Awareness
- Environmental Awareness
- Electrical Safety Awareness
- Internal Auditor Training Course on EMS (ISO:14001-2004)
- Internal Auditor Training Courses on Safety (OSHAS:18001)
- Scaffolding courses approved by local authorities

OTHER SERVICES PROVIDES:

- AD EHSMS Documentation/Implementation
- HSE Management Systems
- Health and Safety Plans and Safety Policies
- HSE Accident Investigation
- Full / Part Time Safety Advisors
- HSE Audit and Inspections
- 3rd Party Scaffolding Inspection (DAC approved)
- Risk Assessment and Management
- Site Safety Consultancy
- Safety Office Records, Statistics and Documentation Set-up



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'We do not wait for the developments, we create it'

*His Highness Shaikh Mohammed bin Rashid Al Maktoum,
Vice-President and Prime Minister of the UAE and Ruler of Dubai*

Innovative monitoring system

NAFFCO has proudly developed the cloud system to go along with the vision and demand of the UAE Civil Defence

UAE has developed extensively, not only in architecture but also in the safety of life. Regulations have been issued to forbid the use of any non-certified or non-approved products, and based on that, systems must comply with the latest NFPA standards and local codes.

In line with the strict application of codes and standards and the country momentum to develop, NAFFCO has proudly developed the cloud system to go along with the vision and demand of the UAE Civil Defence.

Nowadays, it is vital to monitor firefighting assets and equipment on

24/7 bases (especially fire pumps). This is to make sure the system is running perfectly, and to get immediate alarms or messages in case of any failure, critical or abnormal situation, so the maintenance team can take necessary actions in the early and immediate stages. NAFFCO implemented a new innovative monitoring system, which enables it to monitor your Fire Pump 24/7 wherever it is.

The interfacing unit is connected with the Fire Pump Controllers and related sensors and equipment in the Fire Pump room. This unit sends the monitored signals to a special modem, and the second communicate with NAFFCO Desktop Managing system through 3G / GPRS, where NAFFCO maintenance team are monitoring your pump 24/7, ready for action, and always.



Khalid Al Khatib
Chief Executive Officer, NAFFCO, UAE

All smoke and no fire: Still a danger!

Priority is the safety of people and **Ducab** recognises its responsibility in educating the market in making the right choice

Ashish Chaturvedy, Marketing Manager, Ducab, believes that an ideal situation for people to be safe from fire and smoke is a concerted move towards adherence to local standards, and the benefit of a more informed cabling decision can have far-reaching impact on life and property.

Experts say that in the event of a fire in a home, building or public space, the main cause of worry – and damage – is smoke. Smoke contains highly toxic gases, which can be fatal if inhaled and can severely hinder visibility, even in areas not directly affected by the fire. If you had to exit your home in the event of a fire, you could find your way to the nearest exit, but what if you were in a public building? What if a hospital or a school had to be evacuated? In these instances, just a few minutes of visibility can make a huge difference!

In the case of electrical cables, traditionally a leading cause of smoke in the event of a fire, there are various choices available in the market, in-



Ashish Chaturvedy
Marketing Manager, Ducab

cluding attractively-priced ones from low-cost markets, but a major share of these wires and cables are unapproved, substandard in nature and only a handful are actually approved for use in the UAE. Ducab is one of them.

In the UAE, we are secured by stringent and effective fire safety protocols driven and standardised by civil authorities and local and federal governments. The authorities lay down standardisation guidelines that take into consideration various factors, including the local weather conditions, approved materials, the type of use, and longevity of the products.

Government standards insist that

cables used in the UAE need to be low-smoke (for higher visibility) and zero-halogen (for less collateral damage). This requires manufacturers like Ducab to undertake extensive testing and real-world application to ensure adherence. We follow local as well as global standards, which means that best practices from around the globe are combined with local relevance, resulting in products such as our FlamBICC range.

From the manufacturer's standpoint, the education around this happens mainly at the distributor and retailer level, something that Ducab has been driving across the region for a number of years. Through our 'PowerOverFire' campaign, we reach out to partners through personal visits, roadshows, and a 'mobile classroom' truck to create general fire safety awareness for the society.

The ultimate decision – and the 'PowerOverFire' – rests with the customer. As in all areas, if there is a focus on low cost, quality and safety will suffer, and this effectively puts individuals in harm's way. As long as humans and property are threatened by fire, we believe that the firm priority is the safety of people, and Ducab recognises its responsibility in educating the market in making the right choice.

INSIGHTS ON SFFECO'S SUCCESSFUL JOURNEY BY THE CEO

The firm has a long-standing reputation for pioneering innovation



Hadi Al Khatib
CEO and President, SFFECO Global



We have clearly shifted our concept from importing to exporting. Our wide product portfolio, after-sales service, warranty and credibility, experience and power to tailor prices to match with the market requirements and of course, high-quality products have made us a one-stop-shop for all firefighting requirements.

— Hadi Al Khatib



■ BY SADIQ SHABAN

SFFECO Global is a market leader that specialises in manufacturing fire-fighting equipment. With a long-standing reputation for pioneering innovation, the company has three state-of-the-art plants, with high-tech equipment, to manufacture and sell a wide spectrum of products in fire and safety industry, ranging from extinguishers to fire trucks.

"I am proud that we have been able to establish our work units in Saudi Arabia, the UAE and the UK. It gives us the flexibility to understand global market trends and be close to our client needs. It gives me immense pleasure to realise that apart from business expansion, we are also able to understand and contribute towards the needs of the community, by ensuring safety in their daily lives. **With this level of firm foundation that we possess, you can clearly notice that we expand with wisdom and prosper in harmony,**" Hadi Al Khatib, CEO and President, SFFECO, told *Khaleej Times*.

SFFECO's success story has gone through various stages. "We were established in the early 1980s and slowly but surely expanded our product line to cover almost all products in the fire-fighting business. We also set up distributor network and sales offices in the region. In the second decade of our journey, we expanded our vision and sales and crossed the borders of Saudi Arabia and GCC countries. To date, we succeeded in reaching up to 100 countries across the globe. The third decade found us acquiring key certificates and new products to enhance our global presence. It also saw the inception of manufacturing facilities in the UK and the UAE."

Moreover, Al Khatib added: "By the grace of God and team effort by the beginning of the fourth decade, we were able to have state-of-the-art manufacturing facility in the UAE, which specialised in certified fire pump and diesel engine drivers branded as black stallion."

SFFECO is now considered a specialist manufacturer of the firefighting industry. "We have clearly shifted our

concept from importing to exporting. Our wide product portfolio, after-sales service, warranty and credibility, experience and power to tailor prices to match with the market requirements and of course, high-quality products have made us a one-stop-shop for all firefighting requirements. We understand that every customer has his/her own set of requirements and we cater to their needs by providing customised solutions. Apart from all these, we also provide consultation as well as design support and training (orientation) for our clients," the CEO revealed.

Simultaneously SFFECO has made a mark in working towards translating experience to achievement. "We at SFFECO, through continuous and rigorous testing and verification, coupled with streamlined workflows in all departments, ensure accuracy in performance and give confidence to all our clients. This is directly reflected in the quality of the products that we deliver. This, along with the competitive prices that we offer would be attractive for any customer," Al Khatib said.

The company has plans to add more value to its comprehensive list of certificates and product lines, create awareness and serve the community through various initiatives. SFFECO will also introduce eco-friendly and energy efficient products and gain full product compliance to international standards. "Nothing would have been possible without the tireless support from the staff. The attitude to stay together even at times of adversities has helped us grow to this extend. We have proved ourselves to be a local corporate with a very strong global presence. Together, we will unfold our presence even more."

"Staying active and competitive in growing markets like the Middle East and GCC is a Herculean task. With enormous number of constructions, along with several new projects like FIFA World Cup 2022 in Qatar, Dubai Expo 2020 in pipeline, there is a constant need to introduce new technologies and products that match the ever-changing and ever-evolving requirements. We have a strong R&D team, equally supported by highly qualified and committed engineers and strategists who are on the job 24/7, with one common aim to give the best," the CEO concluded.

—sadiq@khaleejtimes.com



**FIGHTING FIRE
WITH TECHNOLOGY
IS OUR
HERITAGE**

A CLICK AWAY

Civil Defence continues to apply the 24x7 DCD project as one of the sustainable strategic online protection projects in all buildings and facilities

The Dubai Civil Defence has introduced a unique platform that will help the emirate's residents to report an emergency situation in their premises in the easiest possible way. The Direct Alarm System for homes connects the residents to the state-of-the-art Dubai Civil Defence 24x7 Command Control Centre, thus enabling the building occupants to alert Dubai Civil Defence in the event of a fire or any life and safety incident at their premises with the click of a button.

The unique solution is co-developed by the Dubai-headquartered Pacific Controls, the leading provider of ICT enabled managed services and converged engineering solutions for buildings and infrastructure projects globally.

The Direct Alarm System allows citizens to report an emergency alarm to

Dubai Civil Defence with the click of a button. The system provides the best possible chance of an emergency being dealt with, before it has chance to take hold and cause substantial loss. The new solution adds more power to DCD's 24x7 Direct Alarm System and enhances the organisation's capabilities to monitor live and react to situations even before the personnel have reached the accident site.

The primary advantage of the Direct Alarm System for homes is the increased ability to raise an alarm immediately, when needed, at the shortest possible time and in the easiest way. All special information on the residence including location map, shortest route to the building, building picture and exit-entry points are pre-populated in the system, which comes up on the computer screen at Dubai Civil Defence control room whenever an alarm is triggered for immediate dispatch.

The Direct Alarm System for homes uses the latest technology to save lives and protect residents by connecting the premises to the Dubai Civil Defence Command Control Centre, where alarms are monitored, false alarms are filtered out, and genuine alarms trigger the rapid dispatch of an emergency response vehicle at the click of a button.

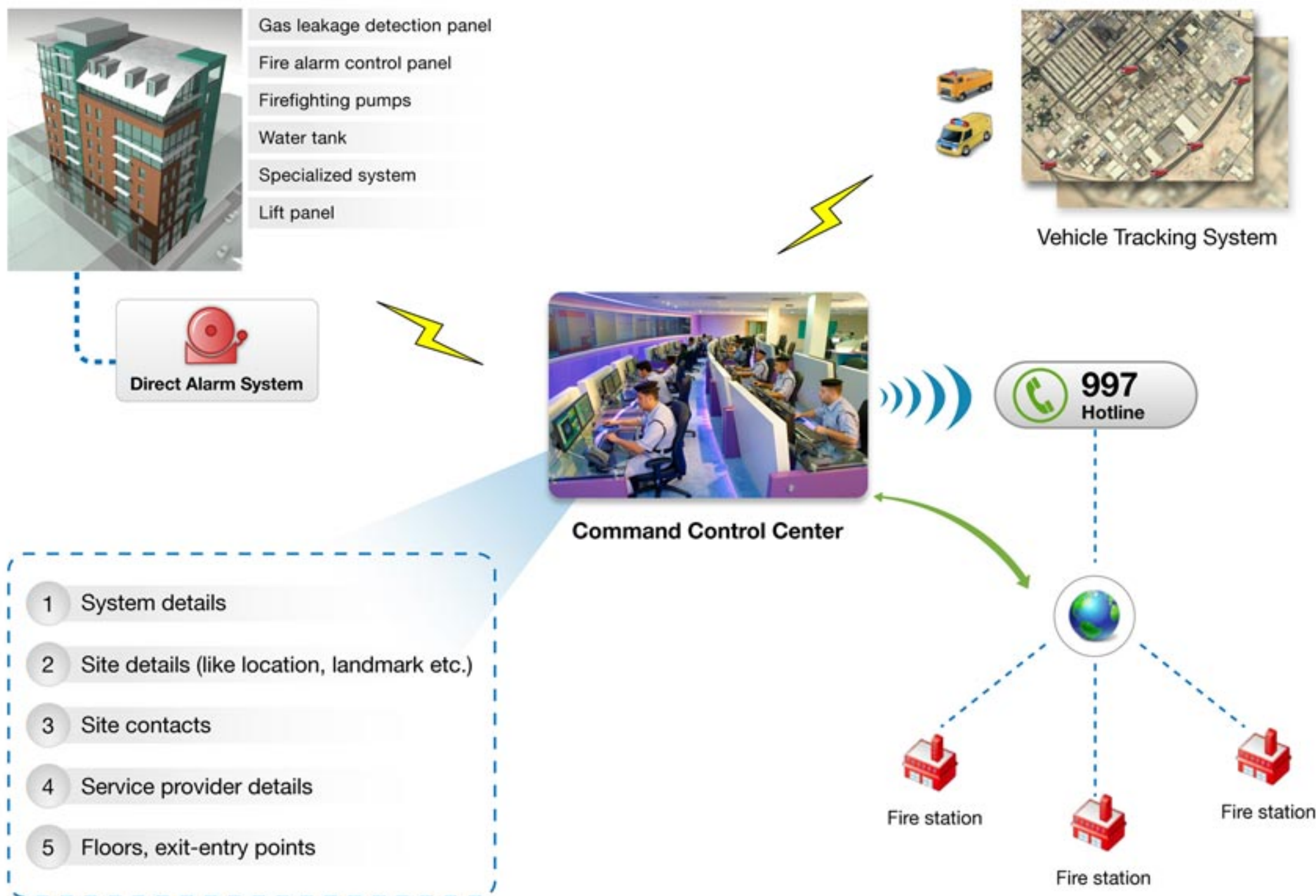
The state-of-the-art 24x7 DCD Control Command Centre is set up by Dubai Civil Defence in the headquarters of Pacific Controls, the Middle East's first LEED certified platinum-rated Green Building.

Dilip Rahulan, Executive Chairman, Pacific Controls, said: "It has been a great privilege to work with the Dubai Civil Defence. Over the years, the Dubai Civil Defence has built unrivalled civil defence combat capabilities. We are happy to have been a partner in their journey and will continue to develop and provide the latest solutions that will help Dubai Civil Defence to achieve its objectives."

A residential unit is connected to the Command Control Centre enabling building occupants to alert the Dubai Civil Defence in the event of a fire or any life and safety incident at their premises. The alarm once reported provides dispatchers with a detailed view of the location and readiness of all the emergency service vehicles at all times.

Using state-of-the-art machine-to-machine (M2M) technology, and a world-leading 24x7 DCD Command Control Centre on a cloud computing platform, this wireless system replaces the outdated terrestrial line-based system to deliver faster response times and higher efficiency.





Making Dubai a safe haven

Dubai Civil Defence -Pacific Controls National Life Safety system has won kudos for its efficiency and innovation

IN 2008, Dubai Civil Defence and Pacific Controls together embarked on a project to enhance the life safety and national security in Dubai by implementing the 24x7x365 National Life Safety systems through a 24x7 Command Control Centre (CCC). On completion of the project, every private and government building within Dubai will be monitored for fire, lift safety, and emergency alarms using state-of-the-art M2M technology.

The 24x7 National Life Safety System is an integral part of the major alarm monitoring network upgrade. This deployment has streamlined the fire alarm monitoring and the information transmission path to the Dubai Civil Defence dispatch centre, allowing the fire ser-

vice to focus more on fire prevention and timely emergency response. The system gives residents and visitors confidence in their daily safety with the support of Dubai Civil Defence.

The Pacific Controls 24x7 National Life Safety system supports real time monitoring of private and government buildings for fire, lift and emergency alarms providing a 21st century solution for this critical municipal responsibility. This innovative system allows all authorised persons to access relevant and up-to-date information at any time from almost any web-enabled device. It provides dispatchers with a detailed view of the location and readiness of all the emergency service vehicles at all times. Using state-of-the-art M2M technology, and a world-leading 24x7 CCC on a cloud computing platform.

Pacific Controls has implemented one of the leading state-of-the-art crisis management systems for life and safety alarm monitoring. The National Life and Safety solution (Operations Manager) from Pacific Controls is an integrated suite of tools for managing projects and people's performance, achieving an un-

paralleled level of visibility and accountability with its framework of goals, action plans and results. It has the most up-to-date Alarm Monitoring Software system worldwide, which handles all types of electronically generated signals and alarms including emergency, fire, technical and GPS positions.

The Operations Manager is tightly integrated with the Pacific Controls Fleet Management solution at the 24x7 CCC, which gives the dispatchers a better overview of what is happening than with older separate systems. An integrated map displays both the position of the incident and the status of the nearest emergency vehicles.

In Dubai, by implementing the 24x7 monitoring system for safety alarms, the Dubai Civil Defence Pacific Controls National Life Safety system has achieved accurate, timely and early notification of emergencies. It supports efficient coordination of emergency services, including fire brigade, police and medical services, to tackle safety situations and has reduced the number of fires by 25 per cent in the first three years of operation.

Best of breed solutions

Pacific Controls' National Life and Safety Services Delivery Platform can build on the existing capabilities of agencies responding to emergency

The Pacific Controls 24x7 National Life and Safety Services Delivery Platform helps government agencies to save lives and protect property. This innovative system is a central communication and information management platform with situational and geographic awareness. It allows all authorised persons to access relevant and up-to-date information at any time, from any location, using almost any web-enabled device, and provides seamless service integration with smart phones and tablets using a mobility platform.

The system manages and pro-actively maintains, early warning systems, emergency alarms and vehicle fleets and also co-ordinates evacuation plans and search and rescue operations. It supports first responders whether they are at the emergency service headquarters, the emergency control room or attending an incident. The open platform allows best-of-breed solutions to work together and can build on the existing capabilities of the agencies responding to the emergency.

Dubai Civil Defence (DCD) is responsible for emergency response in Dubai and was keen to increase the safety and security of its citizens. It was faced with some problems with buildings in which the fire alarms and safety equipment sometimes failed to work when needed. In addition, there were numerous occasions where the emergency services would be called out to false alarms. DCD was also keen to improve its response times to genuine alarms.

Dubai Civil Defence formed a partnership with Pacific Controls to connect the fire alarms and fire fighting systems of all its buildings in the city to Pacific Controls end-to-end managed services in order to use the National Life



and Safety Services Delivery Platform for remote monitoring and to provide real-time management of the emergency vehicle fleet. The managed service identifies faults for immediate repair, prioritises alarms and ensures the most suitable vehicle is despatched to any emergency as quickly as possible.

Delivered value

The real-time alarm monitoring and information management platform delivered for DCD seamlessly integrates alarms, dispatch and fleet management. Remote monitoring of all life and safety equipment allows DCD to proactively maintain emergency alarms and first-responder vehicles so that systems are ready to use when an emergency occurs. This helps ensure that the right services are dispatched as quickly as possible. It supports first responders whether they are at the emergency service headquarters, the emergency control room or attending an incident; and provides them with detailed information about the location of an incident, including site plans. Faster response times can prevent emergencies from escalating and this has helped to reduce the number and the impact of serious fires and other emergency incidents in Dubai. This, in turn, has resulted in a significant reduction in the number of lives and properties lost.

Pacific Controls Solution

Pacific Controls has developed a world leading system that uses ICT to manage alarm systems and emergency response. It has been deployed to great effect by Dubai Civil Defence. It addresses:

Prevention: Through ensuring that safety equipment in buildings is maintained and continually monitoring alarm systems to check they are working.

False alarms: Using proven techniques to allow operators to identify false alarms before emergency services time is wasted.

Faster response through improved alarm handling, greater knowledge about vehicles whereabouts and equipment, and information sharing about the emergency and the site.

Readiness of equipment: The system manages the maintenance and location of vehicles and other equipment used by the emergency services.

Co-ordination during an incident: The system stores information about the buildings covered, location of water points, escape routes, etc and can share the information rapidly with first responders. It also tracks the vehicles and can quickly identify the nearest vehicle that is ready to go.