



MAINSTREAMING CONSERVATION & RENEWABLES

Winner of the Finance and Investment Category 2007

**Sultan Ahmed Al Jaber,
CEO Abu Dhabi Future Energy Company**

Project

Masdar Initiative, United Arab Emirates

The Masdar Initiative leverages Abu Dhabi's resources and energy expertise to create a global platform for researching energy security, climate change and sustainable development.

Project description

In April 2006, Abu Dhabi took a bold and historic decision to embrace renewable and sustainable energy technologies. As the first major hydrocarbon-producing nation to take such a step, it has established its leadership position by launching the Masdar Initiative.

This is a multi-billion dollar program designed to leverage Abu Dhabi's considerable financial resources and energy expertise into innovative solutions for cleaner, more sustainable energy production and into resource conservation. Masdar aims to position Abu Dhabi as a world-class research and development hub for clean energy technologies. To achieve this it has partnered with the world's most prominent companies, educational institutions and investment firms to create the knowledge and capabilities required to change the way the world understands energy. Activities include developing a research and education institute, a CleanTech fund and an integrated "green community".

The overriding goal is to create a historic, global shift to new energy sources and sustainable resource utilization. Specific energy targets include sequestering up to 100 million of tons of CO₂ through Masdar's carbon unit by 2015 and building approximately 1.5 GW of zero-emission clean power capacity in Abu Dhabi by 2015. By providing a multibillion-dollar annual contribution to Abu-Dhabi's non-oil GDP the project improves income stability and sets an enviable standard for its neighbors.

Engineer Sultan Ahmed Al Jaber is a Senior Project Manager at Mubadala Development Company with overall responsibility for the development of the Abu Dhabi Masdar Initiative.



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