

عام التسامح

EMIRATES TRANSPORT

Issue [73] April 2019



New customer services
auto centre inaugurated
in Zayed City

8th health & safety awareness month
concluded at Emirates Transport

More than 80,000 trained during
3 years by ET Training Centre

Emirates Transport awarded
Dubai Chamber's CSR Label
for 7th consecutive year



Outstanding participation at Mina Smart Transportation Expo

Vision

Integrated transport and sustainable growth.

Mission

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

Values

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

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

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

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

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

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

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



GM Message



Mohammed Abdullah Al Jarman

General Manager of Emirates Transport



Outstanding harvest for 2018

This issue of the magazine comes after the conclusion of the first quarter of this year, and as we look back to the successes of last year. The harvest of Emirates Transport in 2018 was the result of great efforts and keenness of our employees, both individuals and teams, who showed hard work and commitment to achieve their respective goals, each in their field of work or speciality.

Their exceptional work resulted in achieving revenues of AED 2,710 million, an increase of 8% compared to 2017. The overall performance rates of the Operational Plan also increased to 86%, compared to 84% in the previous year.

These results were accompanied by a parallel growth in the Corporation's assets and human and material resources. The total number of employees at the end of last year increased to 26,111 employees, an increase of 4,182 employees and a growth rate of 19% compared to the total number of employees in 2017. The company's infrastructure and services were also enhanced through the completion of 10 construction projects to develop the services provided to all customers and improve the operational and administrative performance. Meanwhile, the ET fleet also grew during the same period to 29,640 vehicles of different sizes and types.

The achievements of all organizational units and various work sites are too numerous to include here but will certainly be in the hands of all those interested soon when the ET Annual Report is distributed in its printed and digital formats.

Dear readers, with the publication of this latest issue, we emphasize that the true significance of any success is its continuation, sustainability and surpassing it. As we complete the first quarter of this year, and as we proceed with the implementation of strategic transformation projects and initiatives, we will work diligently on any improvement or development necessary to build on what has been achieved, especially with the positive opportunities presented by the new organisational structure of the Corporation.

We believe that achievements are a constant source of new challenges and an inspiring learning curve, for us before others. This is what we are well aware of in Emirates Transport and what motivates us to make greater efforts to ensure that we stay ahead in all fields.



2,145 vehicles serving 55 government entity nationwide

19 contracts worth Dhs91.5m signed with government entities in Q1

Emirates Transport announced it has signed 19 new and renewed transport service contracts with 15 local and federal government entities worth Dhs91.5 million, during the first quarter of 2019.

The latest contracts increase the number of running government transport contracts to a total of 116, and range in duration between 1 and 4 years, according to Abdul Gaffar Mohammed Yousef, accounts manager at the ET Special Clients' Centre.

Yousef stated that the Centre offers transport and leasing services to 55 various federal and local government entities, as well as a number of education institutions across the state.

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

The manager of the Special Clients' Centre also stated that under these contracts, the Centre will provide 395 vehicles, in addition to 260 drivers.

In general, he stated that the ET Special Clients' Centre employs 1,408 drivers and operates more than 2,145 various vehicles including ambulances, medical supplies transport vehicles, funeral transport vehicles, blood transport vehicles, mobile clinics, in addition to water transport vehicles.



Adding to an already impressive year of business for the Centre

Dh43 million increase in ET's government transport contracts in 2018

The Government Transport Centre, a subsidiary of Emirates Transport, announced it has signed new and renewed contracts worth Dh43 million during last year with a number of local and federal government entities. According to Abdul Gaffar Mohammed Yousef, manager of the Centre, the total number of current transport contracts now stands at 211, signed with 105 government entities from around the state. Yousef stated that the value of new and renewed contracts signed in 2018 represents a healthy 17% increase in the total value of the Centre's contracts in 2017. He added that the Centre offers transport and leasing services to various federal and local government entities, as well as a number of education institutions across the state.

Some of the Centre's governmental clients include the Ministry of Foreign Affairs and International Cooperation, the Ministry of Health, the Ministry of Education, the FNC, Abu Dhabi Ports, and Abu Dhabi Tourism & Culture Authority.

The manager of the ET Government Transport Centre also stated that under its contracts, which range in duration between 1 to 5 years, the Centre operates more than 5,000 vehicles, in addition to employing nearly 2,000 drivers.

The Centre provides a wide range of vehicles which includes ambulances, medical supplies transport vehicles, funeral transport vehicles, blood transport vehicles, mobile clinics, in addition to water transport vehicle.

26% decrease in traffic accidents by the Emirates Transport fleet in 2018

Emirates Transport revealed a significant 26% decrease in the total number of traffic accidents recorded for its vehicles during 2018, compared to the previous year.

The reductions are even more impressive given an increase in both the size of the fleet and the covered distances over the same period.

Mohammed Abdullah Al Jarman, ET general manager, said that the Corporation continues to adopt and implement plans and procedures to ensure traffic safety across all its business activities and implement strict standards to achieve the highest levels of safety while providing transport services to its customers, adding that accident indicators are strictly monitored on a quarterly basis to guide any required action. Al Jarman pointed out that ET's internal traffic accident reports for 2018 showed a 31.2% decrease in the rate of liability of drivers of Emirates Transport for recorded accidents for 2018, compared to 2017, explaining that minor traffic accidents accounted for 52.5%, while superficial vehicle

damage accounted for 38.5% of the total accidents caused by drivers Emirates Transport.

ET general manager said that the volume of Emirates Transport vehicles by the end of 2018 increased to 29,500 vehicles, with a growth rate of 18% over 2017, noting that this growth in fleet size comes as a result of the growing activities and high volume of Emirates Transport business with its customers. He added that the total distance travelled by vehicles in 2018 reached 475 million km, a growth of 10% over the previous year, in order to meet transport and rental services and school transport contracts for a wide range of partners and clients in different regions of the country.

Al Jarman said that the decrease in the number of traffic accidents in the Corporation, despite the increase in the number of vehicles and transport activities, reflects the results of the carefully studied and implemented plans and efforts made during the past years to achieve the highest safety standards and reduce the accident rates.

“Minor traffic accidents accounted for 52.5%, while superficial vehicle damage accounted for 38.5% of the total accidents caused by drivers Emirates Transport.”

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At a cost of AED 13 millions

New customer services auto centre inaugurated in Zayed City

Mohammed Abdullah Al Jarman, general manager of Emirates Transport, and Colonel Mohammed Al Briki Al Ameri, director of Drivers and Mechanisms Licensing Department at Abu Dhabi Police, inaugurated a new customer services centre in the heavy vehicles inspection centre in Mezyad, Al Ain. Al Jarman stressed the keenness of Emirates Transport to develop and modernize all its auto services centres, to achieve the highest levels of customer happiness. He explained that the multi-building centre, which cost AED13 million, covers a total area of 2,500 square meters and includes a customer services and reception building, offices for car insurance companies, and an auto inspection workshop with a processing capacity of between 60-100 vehicles a day. The ET general manager said: "This latest launch

comes within ET's strategies to further develop and expand its auto services centres with plans to open 5 additional centres during the coming months of this year to provide auto inspection services in Abu Dhabi, Al Dhafra and Al Ain."

For his part, Colonel Mohammed Al Briki Al Ameri, emphasized the Abu Dhabi Police's efforts to delight customers and increase their satisfaction by enhancing the services provided to them.

Following the opening ceremony, the ET general manager toured the new centre, where he inspected the facilities, services and systems that it will provide. He also met with employees, stressing their important role as a key interface to communicate with customers, which requires providing the best levels of care and meeting their requirements to achieve their happiness.



11 more planned for this year to keep pace with growth of business

ET infrastructure boosted with 10 projects in 2018

Emirates Transport revealed it has completed 10 infrastructure development projects covering a combined total area of more than 120,000 square meters, during 2018.

According to Feryal Tawakul, executive director of Support Services at ET, the developments were undertaken to support the growing business activities and operations of the Corporation, particularly in the transport and auto services sectors, and completed according to the highest international standards, and in line with the company's vision of integrated transport and sustainable growth.

"The projects are in line with ET's development efforts to upgrade the services provided according to the highest international standards by implementing the requirements of its various branches in line with current needs and expected future growth, as well as meeting the growing needs of the customer base, improving

performance and operational efficiency in existing locations," said Tawakul.

In all, 2018 saw the completion of 10 projects in different parts of the country, including Abu Dhabi, Al Ain, Al Dhafra, Sharjah, Umm Al Quwain, Ras Al Khaimah and Fujairah. These include the construction of new buildings, and the expansion and upgrading of a number of existing buildings.

The executive director of Support Services at ET added that all completed projects are in compliance with the requirements of the Abu Dhabi's Estidama One Pearl rating, confirming the Corporation's keenness to apply its sustainable growth values.

Tawakul also pointed out that in order to complete the Corporation's approved expansion and infrastructure development plans, a further 11 projects are due to be completed by the end of 2019.



1,500 vehicles and 620 drivers to be supplied

Dhs197 million worth of contracts signed in Dubai and Sharjah in two months



Emirates Transport has announced the signing of a number of new and renewed contracts worth a total of Dhs197 million during the first two months of the year. According to Tariq AlSedawi, Area Sales Manager for Dubai and Sharjah, the new contracts were signed with a number of government and private sector entities in Dubai and the northern emirates with a range of durations of between 2 to 5 years.

AlSedawi said that the new contracts were for the provision of transport and leasing services, as well as logistics and fleet management services, involving approximately 1,500 vehicles, in addition to providing more than 620 qualified drivers.

He explained that the high quality and efficient service package offered by ET had resulted in attracting and renewing a number of contracts with a number of

government and private bodies for various contractual periods.

As for the motorcycles rental, AlSedawi said that the Corporation owns a 2,000 strong fleet of motorcycles, with 1,000 drivers, to provide services to customers of shipping companies, food sectors such as restaurants, shopping malls, storage warehouses, wholesalers and retail.

AlSedawi added that these motorcycles operate in accordance with the best health and safety standards and regulations, explaining that the food transport vehicles apply the best global standards of food safety in the transport operations, as they contain temperature control systems and GPS tracking systems. Also available with motorcycles are Salik cards and fuel cards.

“

The new contracts were signed with a number of government and private sector entities in Dubai and the northern emirates with a range of durations of between 2 to 5 years.”

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Handled 92% of customer complaints within two working days

Emirates Transport achieves 97% satisfaction rates in 2018

Mohammed Abdullah Al Jarman, general manager of Emirates Transport, revealed that the customer satisfaction index reached 97% surpassing the set target of 91%, while 91.2% of customer complaints were resolved within two working days. Al Jarman pointed out that the remarkable improvement in the customer satisfaction ratio reflects the continuous efforts of the Corporation to enhance and develop the experience of its customers and to improve the level of efficiency and quality in the system of services provided to achieve the highest degree of satisfaction and happiness and wellbeing for ET's base of customers both establishments and individuals.

Hanan Saeqer, executive director of Corporate Services Division, said that the Customer Satisfaction Section is working to monitor the aspirations and desires of the customers in order to fully meet them in the best possible way.

She stated that the Corporation also seeks to ascertain their opinions about various services in a way that enhances the positives and avoids negatives, adding that the ET Call Centre

is committed to meeting and responding to all customer inquiries about the services provided by the Corporation in its various branches.

The executive director of Corporate Services Division also pointed out that ET classifies the complaints received into three categories; Emergency which needs to be resolved and closed within 24 hours, Regular that must be resolved within two working days, and Complex must be resolved within 11-15 working days.

Saeqer said that during the year 2018, the call centre received more than 40,000 calls, of which 1,596 were complaints. 371 of these were further categorised as Correct Complaints, and 91.2% of them were processed within a maximum of two business days, achieving a 97% customer satisfaction rate with their resolution.

The executive director of Corporate Services further noted that, overall, complaints decreased by 2% in 2018, compared to the number received in 2017.

Having washed nearly 260,000 vehicles ET's dry car wash service conserves

50 million litres of water during 2018

50 million litres of water were conserved in 2018 thanks to waterless car wash services at Emirates Transport, it was reported.

The savings were achieved as a result of using eco-friendly wash methods, rather than the traditional means, when providing washing services to nearly 260,000 vehicles during last year.

Eng. Amer Al Harmoudi, executive director of the Auto Services Division at ET, said: "the Dry Wash Unit is a shining example of the Corporation's green investment projects. The Unit contributed to saving tens of millions of litres of water that would have been used in traditional washing operations."

Al Harmoudi also stated that the Unit's volume of work saw an increase in the number of washing operations carried out in 2018, compared to the year previous, when there was only 238 thousand car wash services.

The executive director of Auto Services added that the dry car wash project has a positive environmental and economic impact, by using minimal volumes of water, compared to the average 100 litres of water usually



required to wash each vehicle using the standard washing process.

Al Harmoudi also said the dry wash service also includes polishing, which provides long-term protection to the car through nanotechnology, a technology that contributes to the cleaning, polishing and protection of the vehicle and is considered as one of the best global practices in this field, as it uses environmentally friendly materials that do not cause damage to the vehicle.

Calls answered within an average of 11 seconds

ET Call Centre received more than 40,000 calls in 2018

The Emirates Transport Call Centre announced that it had received 40,100 calls and responded to 6,131 e-mails from customers and the general public during 2018.

Mohammed Ali Obaid, manager of the Operations Department at ET, said the subjects of the calls received by the staff at the call centre included general inquiries, complaints, data requests and general suggestions.

Obaid also pointed out that it took an average of 11 seconds to respond to the calls.

The Operations Department manager added that the call centre represents one of the most important and effective channels of communication with the Corporation's customers,

partners and the public, in general.

The largest proportion of inquiries to the call centre, Obaid said, were related to services such as road assistance, limousines and auto maintenance.

Obaid added that the School Transport Operations Room in Abu Dhabi also receives calls through the ET Call Centre.

Obaid said: "ET customers can reach us through the ET Call Centre on toll-free number: 8006006 or E-mail: info@et.ae. "Our call centre is ready to receive your comments and inquiries about our services, seven days a week, and we strive to respond to your queries and comments in a professional, efficient and timely manner", he added.





Includes archival of 11 million documents and lasts for eight months

3rd Phase of Electronic Archiving Project launched

As part of its efforts to establish an electronic archiving system, Emirates Transport – in the shape of the Facilities Management Centre – has launched the third stage of its archiving project, following the completion of phases 1 and 2 by the start of 2019.

Abdulrahman Al Kamali, manager of Centre, said that the project is currently at the implementation stage, following the launch of the first phase of the project in April last year, in which the total number of all the files and documents were estimated to assess the required work volume and determine the time and technical requirements for completion of the project. The second phase of the project, he added, consisted of meeting with all departments and organizational units, to discuss all aspects of the project.

Al Kamali expected that the third phase will continue for eight months, indicating that in this stage, an agreement was signed with Xerox in order to provide the human cadres of assistance and equipment and to mobilize the resources necessary to start the implementation of the project after analysing the data and files.

To this end, a meeting was held with Xerox attended by representatives from the departments of Finance, Procurement and Human Resources, as well as the Facilities Management Centre.

Al Kamali stated that scanning of files to generate electronic copies will begin in March and continue until June, with the aim of archiving files accumulated over the past five years, before the transition to the stage of daily archiving.



More than 10,000 vehicles modified to the dual petrol/CNG model since 2010 **I,325 vehicles modified to operate on CNG in 2018**

Al Etihad Centre, a subsidiary of Emirates Transport which specialises in converting vehicles to operate on compressed natural gas (CNG), has announced it has modified 1,325 vehicles during 2018.

The Centre, which serves a mixed clientele from both the government and private sectors including ministries, police departments, taxi companies, as well as individual motorists, was first inaugurated in 2010 and has since modified more than

10,000 vehicles to the dual petrol/CNG model.

Abdelhakim Said Abdelhakim, manager of Al Etihad Centre, stated that the number of modified vehicles during last year represents a strong 21% increase on the figure for the same period of 2017, which stood at 1,050.

The manager of Al Etihad Centre says the steady increase in demand for CNG vehicle conversions is partly due to increasing awareness about its economic, as well as environmental, benefits.

3.2% increase in sales compared to 2017

Al Wataneya Auction sells more than **5,000** vehicles in 2018

موصلات الإمارات Emirates Transport		الوطني للمزادات Al Wataneya Auctions	
0097168006006		خدمة المتعاملين	
سجل الان		دخول	
Toyota Camry 2015	تسلسل IN14375	سيارة 2015	السعر الحالي AED 25,000
عرض التفاصيل	نомер المزاد # 0	وقت النهاية 31.03.2018 17:00	الوقت المنهي 3:3:10:31
عرض التفاصيل	المزايدة الآن	مزايدة	مزايدة
Toyota Rav 4 2013	تسلسل IN14374	سيارة 2013	السعر الحالي AED 35,800
عرض التفاصيل	نомер المزاد # 4	وقت النهاية 31.03.2018 17:00	الوقت المنهي 3:3:10:31
عرض التفاصيل	المزايدة الآن	مزايدة	مزايدة
Toyota Land Cruiser 2013	تسلسل IN14373	سيارة 2013	السعر الحالي AED 71,100
عرض التفاصيل	نомер المزاد # 3	وقت النهاية 31.03.2018 17:00	الوقت المنهي 3:3:10:31
عرض التفاصيل	المزايدة الآن	مزايدة	مزايدة

Al Wataneya Auctions, a subsidiary of Emirates Transport, has reported the sale of 5,003 used vehicles during 2018.

The sales represent a 3.2% increase on sale figures from the same period in 2017, reflecting a healthy improvement in the used cars sales market.

The sales are carried out through 47 online and closed envelope auctions which were held in both Abu Dhabi and Sharjah.

Salman Mohammed Ibrahim, manager of Al Wataneya Auctions stated that the centre managed to put on offer 7,703 used vehicles, of which 5,003 were successfully sold.

Ibrahim added: "The types of vehicles sold include industrial-purpose vehicles, pick-up trucks, four-wheel drive vehicle, saloon cars and buses".

He pointed out that Al Wataneya Auctions provide their own auto mechanical services team tasked with assessing the technical conditions of auctioned vehicles, before preparing detailed reports for bidders, giving them an accurate assessment of the vehicles on sale.

Salman stressed that the e-auction service is available with full transparency, and is easily accessible to all categories of the public, pointing out that it encourages the active participation of various segments of the target audience.



Thousands of maintenance and inspection operations carried out on school bus fleet

6,000 school buses allocated to transport students during the third term



Emirates Transport has successfully resumed its transport services to 716 public and private schools for the beginning of the third term of the academic year 2018/2019.

6,000 school buses were allocated to transport students to their schools in various cities and regions of the state smoothly, flexibly and regularly, according to Abdullah

Bin Swaif ALghufli, executive director of ET's School Transport Division

ALghufli stated that thousands of routine maintenance and inspection operations were carried out on ET's

school bus fleet in order to ensure its readiness to transport students with the highest safety standards.

He said: "These measures are part of periodic efforts to ensure the technical and mechanical safety of all school buses, which will be ready to straddle more than 7,000 regular bus routes throughout the country to transport more than 246,000 students".

The executive director of ET's School Transport Division added that school transport services are provided through 5,842 trained and qualified drivers and 7,900

school bus supervisors.



As part of a new agreement with the Ministry of Education 613 additional school bus supervisors for Abu Dhabi

250 school bus supervisors were recruited for the beginning of the 2018/19 academic year for kindergarten and primary level students, according to Jasim Mohammed Al Shair, manager of the School Services Centre at Emirates Transport.

The new recruits boost the total number of school bus supervisors at ET to about 5,900 and they will work at various public and private schools throughout the country, stated Al Shair.

He said: "Emirates Transport is committed to developing its services, responding to market requirements, and meeting customer needs to ensure optimal business operations and to exceed customers' expectations. The safety and security of the transported students is at the top of the list of priorities for the Corporation, as an imperative

demand and a collaborative responsibility.

"In this regard, ET continuously seeks to develop its school transport operations by providing maximum comfort and safety for students on their daily trips to-and-from the school, to give peace of mind to their parents," added the manager of the School Services Centre.

Al Shair explained that the federal transport corporation is keen to follow and apply the highest safety standards during school transport operations through the extensive training of transport and safety supervisors to fully carry out their duties.

He said: "School bus supervisors undergo an integrated "Training Bag" programme, which includes ten training courses at intermittent periods throughout the school year."

Exhibited an electric vehicle in cooperation with "Tesla"

Emirates Transport concludes its participation in the Mena Smart Transport exhibition

Emirates Transport concluded its participation in the Mena Smart Transport Exhibition, which took place on the side-lines of the 6th edition of the Middle East Railway Exhibition and Conference at the Dubai World Trade Centre between 26 and 27 February.

Arif Al Baloushi, Marketing Department manager at ET, said that the exhibition was an ideal platform to introduce the latest smart technologies applied by Emirates Transport in the transport and leasing sector, paving the way for new investment opportunities.

Al Baloushi said that mass transport has long been a common



denominator for many of the main services provided by the Corporation, especially the school transport and commercial transport services at the local and regional levels.

Al Baloushi pointed out that ET's pavilion at the exhibition provided visitors with the opportunity to learn about the offers and packages offered by Emirates Transport.

Visitors also learned of an electric vehicle used by the Corporation in providing its services, in cooperation with Tesla, the manufacturer of electric cars, which demonstrates ET's trend towards the sustainability of its services by applying green practices in all its operations.



The first electric school bus in the Middle East was on display

Also concludes its participation in Schools and Childcare Exhibition

Emirates Transport concluded its participation in the Schools and Childcare Exhibition, which was held at the Sharjah Expo Centre between 14 of 16 March.

Aaref Al Beloushi, manager of ET's Marketing Department, said that the exhibition represented an ideal platform to showcase the latest smart technologies applied by the Corporation in the school, logistics and commercial transport sectors, as well as its smart and innovative projects.

Al Beloushi pointed out that ET's pavilion at the exhibition provided visitors with the opportunity to learn about the

school and logistical transport packages on offer.

Visitors to the Corporation's pavilion also learnt about the first electric school bus in the Middle East, as well as smart systems that were developed to achieve the highest safety standards.

Al Beloushi stressed the ET's efforts to sustain its services by implementing green practices in all its operations, in accordance with the principles it possesses and in line with the plans and vision of the UAE government, to achieve comprehensive sustainable development and reduce the carbon footprint in the country.

Platinum sponsorship of the event

Emirates Transport participates in the Global Educational Supplies and Solutions (GESS) conference

Emirates Transport (ET) has concluded its participation in the 2019 Global Education Supplies and Solutions (GESS) conference, which was held under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai, between 26 to 28 February at Dubai World Trade Centre.

More than 550 public and private sectors from more than 40 countries took part in the exhibition.

HE Jameela bint Salem Al Muhairi, Minister of State for Public Education, visited the ET's pavilion and listened to an explanation from officials about the services offered.

Mohammed Abdullah Al Jarman, general manager of Emirates Transport, said that the Corporation was keen to participate and contribute as platinum sponsor at the exhibition and its accompanying forum in order

to support the qualitative initiatives by its strategic partners in the educational sector, led by the Ministry of Education and the Department of Education and Knowledge in Abu Dhabi.

Al Jarman said that Emirates Transport participation featured some of its most prominent services in the field of transport, especially school transport.

The ET general manager added that the participation of the exhibition provided an opportunity for the Corporation's employees to exchange experiences and knowledge with experts from around the world in the field of school transport and identify best practices that will enhance the levels of safety of students and

will help discover new investment opportunities.



Presented a successful role model for Emirati women

Contribution of ET's working mothers hailed on Mother's Day

Mohammed Abdullah Al Jarman, general manager of Emirates Transport offered his warmest congratulations to Her Highness Sheikha Fatima bint Mubarak, Chairwoman of the General Women's Union, Supreme Chairwoman of the Family Development Foundation and President of the Supreme Council for Motherhood and Childhood on the occasion of Mother's Day, which was celebrated on the 21st of March.

Al Jarman congratulated all mothers working at ET on this occasion and expressed his appreciation for the mother's important role in the creation and

refining of generations as a basis for security and balance of societies. He also stated that mothers are an example of dedication and sacrifice, through their ability and perseverance in balancing their personal and professional lives.

He affirmed that Emirati women are proving day after day their worthiness, efficiency and continuous excellence in various fields, adding that this would not have been possible without the great support of the nation's wise leadership which has empowered and armed women with knowledge and skill.



Win reaffirms commitment to corporate social responsibility

Emirates Transport awarded Dubai Chamber's CSR Label for 7th consecutive year

Emirates Transport has been awarded the prestigious Dubai Chamber Corporate Social Responsibility (CSR) Label, for the 7th consecutive year.

The award recognizes companies that have made a positive impact on the community and demonstrated a commitment to best practices in CSR.

The federal transport corporation was among a number of companies to receive the award at a ceremony held at the head office of the Dubai Chamber of Commerce and Industry.

Hanan Saeqer, ET Executive Director of Corporate Services Division said: "Winning the Dubai Chamber CSR Label for the seventh consecutive year, is a great honour for Emirates Transport and an important indicator that we're on the right path, although we are aware there is so much more we can still do.

"As a federal corporation, we feel an even greater responsibility to live up to the expectations placed on

us and to achieve our own objectives in playing an even more prominent role within our society", she added.

The ET Executive Director of Corporate Services added: "Obtaining the award affirms the success of the organisation's ambitious direction and correct vision in making CSR programmes and policies the

basis for its successful and sustainable approach; which became part of the plans and policies based on which the UAE government builds its private and public sector organisations."

Hanan also praised the work of the Dubai Chamber's Centre for Responsible Business, which oversees the assessment and awarding of the CSR Label.



Targeted staff, school students and customers Interactive events and programmes organized to promote occupational health and safety

Emirates Transport organized a number of activities and awareness programmes under the slogan "Safety is a Responsibility and a Commitment" to promote a culture of occupational health and safety and raise awareness among employees as part of an annual campaign.

Hanan Saeqer, Executive Director of Corporate Services at ET, said: "Emirates Transport is keen to keep abreast of best corporate practices in the field of health and safety, and seeks to exchange experiences and hold benchmarking with successful and active institutions in occupational health and safety practices to ensure the highest levels of safety are achieved to achieve optimum satisfaction and exceed the requirements and expectations of the customers".

The activities of the campaign included programmes, workshops and awareness lectures at different locations of the organization aimed at its employees from various categories including school transport drivers and supervisors, and members of the wider community including school students, in cooperation with a number of governmental and private institutions.

Some of the health activities included tests for breast cancer, blood pressure, blood glucose, and eye examinations.

The events also included training in first aid skills, mock evacuation of buses and buildings, as well as workshops on simple physical exercises at the workplace, organized morning sports for auto technicians, and a blood donation campaign.



127 events held nationwide with the support of 102 public and private sector entities

8th health & safety awareness month concluded at Emirates Transport

The 8th Emirates Transport Month of Occupational Health and Safety was concluded in a closing ceremony at ET's Dubai head office at the end of March.

The month-long event, which was sponsored by Nasser bin Abdul Latif Al Serkal Company, was held under the theme "Safety is a Responsibility and a Commitment", and aimed to increase awareness and provide basic health and safety training to employees of the federal transport corporation. ET general manager, Mohammed Abdullah Al Jarman, said the event proved very successful with more than 17,000 participants taking part, including ET employees and members of the general public.

Most of the 127 events were also open to the general public, including school students. Some of the events of the

month-long campaign included workshops on first aid and firefighting, mock fire evacuation, lectures on healthy diet and nutrition, blood donation drives and free medical check-ups for employees.

The awareness month was supported by contributions from 102 government and private sector organisations, stated Al Jarman, during the closing ceremony. Among the leading contributors were the Ministry of Interior, Abu Dhabi Education Council, the Ministry of Education and the various local health authorities in each emirate.

Hanan Saqer, Executive Director of Corporate Services at ET, said the annual health and safety campaign is a valuable opportunity to reach all the Corporation's important stakeholders.

Over 96,500 hours of training since the launch of the Centre in 2016

More than 80,000 trained during 3 years by ET Training Centre

The Emirates Transport Training Centre has trained more than 80,000 trainees such as bus drivers and school bus supervisors working across the transport industry in the UAE during the last three years.

Abdullah Al Madhani, manager of Emirates Transport Training Centre, said the trained employees, who benefited from over 96,500 hours of training since the launch of the Centre in 2016, included drivers of various types of vehicles including buses and motorcycles.

The training programmes incorporated lectures and

specialized workshops that covered several main categories including customer service, occupational health and safety, safety of vehicles, road and traffic safety, as well as issues related to specific transport operations such as taxi and limousine services.

Al Madhani noted that in addition to training drivers and school bus supervisors of Emirates Transport, the ET Training Centre provides training services to a number of government and private sector entities wishing to train their employees in the same fields.



Initiative is part of wider corporate social responsibility efforts

Emirates Transport buses carried 1,600 free community and charity adverts in 2018

Emirates Transport carried 1,594 adverts on its buses, dedicated to community service and good causes, free of charge, in support of various entities in the State.

The initiative, organised in Cooperation with the Mohammed Bin Rashid Global Centre for Endowment Consultancy, comes as part of ET's commitment to its corporate social responsibilities and in line with UAE government's call for greater humanitarian and charitable efforts by the wider society.

Abdullah Mohamed, manager of ET's Government Communications Department, said the project Community Advertising stems from the Corporation's keenness to support social campaigns and events. He added that the allocation the free advertising spaces on buses belonging to the fleet of Emirates Transport



is a reflection of the commitment of the Corporation to achieve social and humanitarian solidarity.

The manager of the Government Communications Department further explained that the project Community Advertising continues to attract the attention of various community and charitable entities.

It's worth mentioning that Emirates Transport has implemented the best global practices in the field of community responsibility and has achieved positive results in various indicators related to the environment, the workplace, the market and the community. As a result, the federal transport corporation has won multiple awards both from inside and outside the State.

Attended by 15 employees

Training programme organized for accredited ET auditors to comply with the new ISO 45001

Emirates Transport has held a training course to update the qualifications of certified auditors who hold certificates of Head Auditor of the Occupational Health and Safety Management System, in accordance with the new international standard for Occupational Health and Safety 45001: 2018.

Khalid Shukur, manager of the Environment, Occupational Health and Safety (HSE) Department, said the two-days training course contained a total of 16 training hours and was held at ET's Warsan station.

He said the training reflects ET's endeavour to keep up with the highest standards of safety and was delivered by

lecturer Ali Madhi, Regional Director for Training Services in the Middle East, India and South Asia at Lloyd's Register.

The main focus of the training was the new requirements of ISO 45001, which was issued last March as an alternative to OHSAS 18001.

Shukur added that the participants were 16 employees from various departments and centres.

The occupational health and safety management system, ISO 45001, is a new international standard that provides a framework for an organization to manage risks and opportunities to help prevent work-related injury and ill health to workers.



Social Media in the Workplace



By Alyson Griffin

Social media is such a well-known topic in today's society and many people have become so dependent on it for day-to-day life. With social media being such a widely used platform, it has quickly made its way into the workplace. With its emergence into the workplace, it is a constant and what one posts on their social media can impact them in their place of work and the company as a whole could be affected.

Helping an employee

Using social media in the workplace is becoming very common. Social media plays a fundamental role in our day-to-day lives and there is no exception to that in the workplace. An article published by the Pew Research Center states that "34% of people use social media

while at work to take a mental break from their job, 27% of people use it to connect with friends and family while at work, 24% use it to make or support professional connections, 17% use it to build or strengthen personal relationships with co-workers, 17% of people use it to learn about someone they work with, 12% of people use it to ask work-related questions to people outside of their organization, and 12% of people use it to ask questions of people inside their organization".

Hindering an employee

While social media can play a vital role in helping a person within the workplace, it can also harm them as well. If a person's social media is not private what they post on social media is visible by anyone with internet access. Say someone is looking for a job and they apply at a large company, more than likely that company is going to look into that person's social media to get an idea of who they are outside of what they put on the resume.

Another way that social media could hinder a person in the workplace, is causing a distraction when they should be working. In the article by Katherine Hayles titled, Hyper and Deep Attention: The Generational Divide in Cognitive Modes, they did a survey on 2,032 young people, from that they found that the average time young people spend with their media per day is 6.5 hours and that is every day, including school days. That is an enormous amount of hours spent just using media and social media. Imagine how much work we could get accomplished if we didn't have those huge distractions. With these distractions come mistakes, missed deadlines and consequences.

Helping a company

Social media can benefit a company in a variety of ways including advertising and marketing, and finding potential employees. Advertising and marketing are two huge parts of a successful company. Companies can use social media for advertising a new product or idea in hopes of it reaching a larger audience. Advertising and marketing are factors that want to get people's attention and make them want to buy a



product or invest in the company.

Another way companies can benefit from social media is the ability to search and select potential employees. If a company is looking at hiring a new employee they can use various social media platforms such as Facebook, Instagram, and Twitter to search that person and see if they believe that they are a good fit to be working for the company. If a potential employee acts inappropriately on social media that is a good indication of who they are as a person and how they may act in the workplace. A company can also benefit from social media through the ability to gain community involvement. Say a company's goal is to decrease the amount of pollution being transmitted into the air. If the company gets the support of the surrounding community that will help them become more successful.

Hindering a company

While social media can benefit a company in many ways, it also runs the risk of hindering a company. A company's reputation and credibility has the potential to make or break them in the long run. Say a company employee said something on their personal social media, that reflects poorly on the company. With negative publicity circulating the media, companies run the risk of losing profit and investors, which could lead to the company falling out. Negative publicity spreads very quickly and can damage the company's reputation in a matter of a few hours.

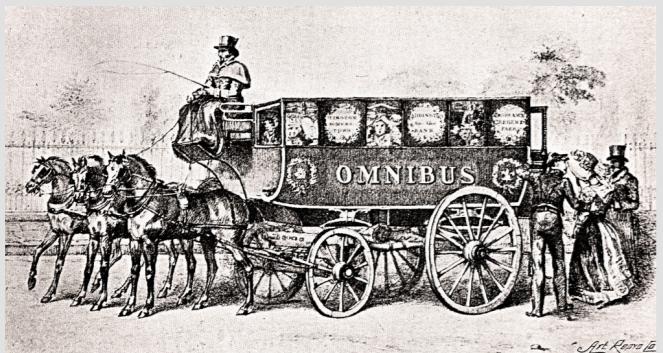
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Transport in our lives **Buses**



Famous Buses

Rosa Parks Bus

By refusing to give up her seat to a white man on a Montgomery, Alabama, city bus in 1955, black seamstress Rosa Parks (1913-2005) helped initiate the civil rights movement in the United States. The leaders of the local black community organized a bus boycott that began the day Parks was convicted of violating the segregation laws. Led by a young Rev. Dr. Martin Luther King Jr., the boycott lasted more than a year—during which Parks not coincidentally lost her job—and ended only when the U.S. Supreme Court ruled that bus segregation was unconstitutional. Parks became a nationally recognized symbol of dignity and strength in the struggle to end entrenched racial segregation.



That's Interesting...

- The first School Bus was a horse-drawn carriage in 1827 for Newington Academy for Girls in England.
- A high passenger capacity bus has the ability to substitute 36 cars on the road! This not only saves thousands of gallons of gas each day, but it results in less pollution and better air quality, in addition to reducing the total number of traffic accidents.
- The colour yellow has been shown to be the most eye-catching colour, which makes sense for a school bus. In Japan, however, you'll often see school buses designed to be obvious in different ways... They have school buses that look like trains, cats and even characters like Hello Kitty and Pikachu!
- In 2016, Volvo launched the world's largest bus, the Gran Artic 300, which is 30 meters in length and can carry up to 300 passengers.



In popular Culture

Buses feature heavily in films, often to convey geographical or personal transformation and as a metaphor for new pastures or new starts. The film "It Happened One Night" 1934, shows the main characters on a Greyhound bus from Florida to New York City. It made an immediate impact on the public, spurring interest in bus travel nationwide. In the immensely popular "Shawshank Redemption" 1994, the closing scenes features Ellis Boyd "Red" Redding (Morgan Freeman) violating his parole by traveling by bus before crossing the border into Mexico to meet his best friend, Andy Dufresne (Tim Robbins). The plot of another 90s action hit "Speed" 1994, centres on a young police officer's heroics to prevent a bomb exploding aboard a city bus by keeping its speed above 50 mph. In Arab cinema, the film "Bus Driver" 1982, depicts the social changes in the Egyptian society post the October war.

Buses also featured in many songs such as "A'Hadir Al Bosta" 1979, by the famous Lebanese singer Fairuz, and "Promised Land" 1964, by Chuck Berry, a song which was later covered by numerous other singers including Elvis Presley. Buses also feature heavily in children's literature and songs such as the famous nursery rhyme "The Wheels on the Bus".

Crime & Punishment

The 1976 Chowchilla Kidnapping was the abduction of a school bus driver and 26 children, aged 5 to 14, in Chowchilla, California on July 15, 1976. The kidnappers put their victims into a buried box truck within a quarry. After about 16 hours, the driver and children were able to dig themselves out and escape unharmed. Police soon arrested the quarry owner's son and two accomplices. All three were sentenced to life imprisonment.

Buses were also the scenes of many high profile hostages and murder crimes including the Manila Hostage Crises, in which a disgruntled former police officer took 25 people hostage, and in June 2000 a 21 year old stormed Bus 127 in Rio and held its passengers captive at gunpoint, as 35 million Brazilians watched the horrific events unfold live on TV.