

**City Life**

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## **Mayfair Training offers unique 'green training' program for enterprises in the UAE**

June 23, 2010: 'Mayfair Training', a subsidiary of the Mayfair Group of Companies, a conglomerate of businesses operating in offshore financial and investments, has announced the launch of 'Mayfair Green', a unique training program offering a selection of environmental, sustainability and technical courses for enterprises in the UAE. With a focus on improving clients' engagement across all facets of sustainability - including business performance, environmental responsibility and improvement, and social responsibility, the program aims to help local companies establish sustainability guidelines and achieve certification from global environmental rating systems.

'Mayfair Green' training program will address two main areas of interest - the first being sustainability and environmental management from a business perspective. The sustainable and environmental courses will provide an understanding of the changing nature of human interaction with the environment, examine current conservation policy, strategies and issues; and look at the involvement and responses of commercial, industrial and public sectors to environmental issues.

In addition, a short program called 'Environmental Management for Senior Executives' will offer top executives with an overview of the environmental issues and liabilities that are affecting commercial and public sector organisations, with a focus on developing effective strategies and controls. "The UAE is an emerging leader in green revolution, as demonstrated by the growing popularity of energy-efficient technologies among major developments in the country, as well as the massive investment towards the world-renowned 'Masdar City' project in Abu Dhabi," said Amani Choudhry, CEO, Mayfair Group.

"Amidst the continuous advancement and implementation of innovative solutions to protect and sustain the environment in the UAE, 'Mayfair Green' is committed to empowering local enterprises to undertake 'green' initiatives and contribute to the country's pioneering role in the green revolution and in reducing its carbon footprint. Specifically, our training will address pressing issues in today's increasingly environmentally-aware business community, including standardisation and integration of green building requirements, establishing local 'energy efficiency' certification norms and guidelines, enabling the roll-out of green buildings, and improving resource conservation awareness within stakeholders."

The second focus of the 'Mayfair Green' training program will be on technical environmental subjects, which will provide in-depth training on topics ranging from biodiversity and conservation, carbon footprint, environmental auditing, Environmental Management Systems (EMS), and management of water and energy resources as well as waste, greenhouse gases and carbon emissions.

The courses will be offered initially at two levels, both spanning two days - Introductory for people new to the area and Business Managers; and Practitioner for those whose

work requires a greater level of technical detail and awareness. "As the world faces challenges brought about by the changing climate, biodiversity loss and environmental degradation, embracing sustainable development is the only way we can make a difference. The UAE is among the visionary nations to recognise the importance of adopting 'green technologies', as evident in the inclusion of sustainable development in the 'UAE Vision 2021' initiative, and this strong interest has prompted us to develop and launch 'Mayfair Green'.

Our goal is to engage decision makers in the government, business, NGO's and other sectors in the development and implementation of 'green' policies, which hold significant potential to boost their efficiency while simultaneously benefitting the global economy," concluded Choudhry.

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