Newsletter Q1 2015

Welcome to the first newsletter from UAskmE which will review the events and success of our first quarter of operations in our aims to build the awareness of how we view IT in regard to impact on the environment.

It has been an interesting first quarter, as we try to explain to different organisations what we are trying to achieve, and why we need their help, understanding and support as we strive to build a better awareness on how individuals and organisations retire their IT assets.

Gradually we are seeing an understanding that recycling properly and responsibly, is a desired option, however, there is still a huge amount of resistance, simply due to the lack of desirable options and appropriate knowledge available on how to do this.

Newspaper articles

Given the unique nature of our business and the fact that it is about generating awareness within the IT arena, we are getting some genuine interest from a number of UAE based newspapers. At the point of publishing this newsletter, we have has an article published by The National newspaper and 2 by the Khaleej Times with some sample snippets included below

http://www.thenational.ae/uae/environment/disposing-of-old-technology-is-a-difficult-process-in-uae

This is the link to the article published by Ken Neil, Director of UAskmE late in 2014, which highlights the issues and difficulties in how to dispose of your retired IT equipment within the UAE

The content of this article was followed by one of similar content with more applied information within the Khaleej Times where Mr Neil is regarded as an industry expert.

http://www.khaleejtimes.com/kt-article-display-1.asp?section=nationgeneral&xfile=data/nationgeneral/2015/february/nationgeneral_february115.xml
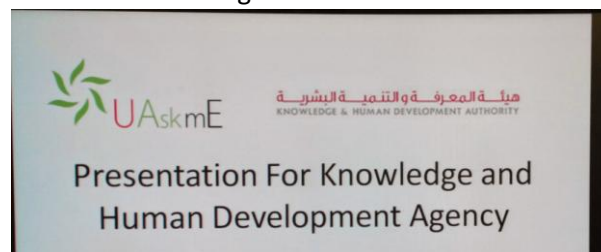
We then followed this up by going in to more detail in an interview given to the Khaleej Times newspaper where we explained that it not only an environmental issue that people are faced with, but also that of the data which is stored on their devices.

http://www.khaleejtimes.com/kt-article-display-1.asp?xfile=data/nationgeneral/2015/March/nationgeneral_March16.xml&section=nationgeneral

Overall, our press coverage has reached in excess of 130,000 readers, in the first quarter of 2015, so it definitely highlights are real need for the awareness programs that we are bringing to the UAE

Events

During the course of the first 3 months of this year, we have had a number of well attended and highly successful events. fgh

A key meeting was with the employees and staff of the Knowledge and Human Development Authority (KHDA) where staff were encouraged to discuss their issues with the team from UAkmE as part of teams, or as individuals. The feedback provided by KHDA staff was

that this was an excellent event and they have requested UAskmE to visit them again on a more regular basis.

KHDA have also invited UAskmE to become a regular presenters at on-going seminars and events, given to governors and heads of all of the schools and universities in Dubai, to ensure that our messages are then shared with as many students as possible

Another exciting event was in an unusual location, within Zabeel Park in Dubai. Being outdoors and in casual clothing, meant that this informal event was hugely successful, and catered to a huge spread of ages, from 10 up to 65. All of these people had the same or similar concerns about how to properly retire their personal devices, however the method of questioning and discussing varied quiet significantly.

In late February, we were invited to present to the Mumbai – Dubai society, where we met with a rich variety of ex-patriot Indians where we discussed how their contribution to a better environment here in Dubai can also help to prevent their unwanted electronic items potentially being sent to India for illegal

processing.

As you can see, some of them were happy to have their mobile phones processed at the event and were happy to pose with their mobile phones, once they had removed.

all of the data safely

In March we have agreed to partner with one of the best reputed Secondary schools in Dubai to present as part of their cyber awareness campaigns, which deals with online bullying and all other aspects of protecting children whilst they are online. This will lead to on-going discussions and presentations with the students and parents, culminating in a full technology week, which UAskmE are extremely proud to be a part of.

During March, we were also invited to join the E-Crime Congress in Dubai, which ensured that our message reached over 400 key IT decision makers

Looking ahead to the next 3 months

Our plans are to build on the foundations that we have built through the first quarter, and enhance our speaking platforms. We have a number of presentation requests from several government departments and from universities in Dubai, who each want UAskmE to take the lead and introduce a more environmentally friendly approach to deploying and retiring IT equipment.

Now that we have had some successful event, we are seeing a better acceptance and welcome in to the various organisations that we approach, and those who request our help. This means that the number of events and the number of people who hear or read our messaging will increase significantly.