



MEMO

TO: EVP- BS&HR & EVP – I&TF

FROM: EVP- S&GC

DATE: 13-Nov-2025

REF: SGC-1016-2025

Al Shera'a Building Internal Marketing & Communications Plan

Reference to Al Shera'a Building weekly meeting on 12th November 2025, and to His Excellency's MD&CEO directions for staff to begin transitioning to the Al Shera'a Building starting after 15th January 2026, we are initiating the preparations for the internal marketing and communication plan to support this move. The objective of the internal campaign is the following:

- Create excitement and pride around moving to **'The Tallest, Largest, and Smartest Net Positive Governmental Building in the World'**.
- Focusing on DEWA's Strategic Direction.
- Ensure a smooth and informed transition for DEWA HO staff.
- Minimize disruption to daily operations and maintain morale.
- Provide clear, timely, and transparent updates at all phases of the relocation.

In preparation for this milestone, and to support these efforts, we kindly request your divisions to assign an Al Shera'a Champion to serve as the focal point for all Internal Communications requirements. Moreover, we request your input on the below list, as these requirements are essential for developing accurate messaging, communication touchpoints, and internal marketing content for DEWA employees. Please find the required information below.

BS&HR:

- List of staff who will be located in Al Shera'a Building to develop a targeted internal communication group for announcements and messaging.
- Transfer packing list and guidelines.
- List of staff-accessible facilities and amenities (e.g., gyms, F&B outlets, prayer rooms, pantries, etc.)
- Entry and exit points for employees.
- Staff parking locations and access information and any wayfinding or mobility guidelines required for staff
- Floor allocation for each division and confirmation of any subsidiaries within the building.

I&TF



- To develop a dedicated email group under the name of (Al Shera'a employees) to communicate internal focused announcements and messaging.
- Identify all digital Al Shera'a internal channels that can be used to support Internal marketing campaigns.
- Details of required applications for employees (e.g., meeting room bookings, attendance systems, room access, etc.)
- Awareness materials or demos, if available.
- Any interactive orientation or onboarding sessions planned for staff regarding the new technologies and applications available in Al Shera'a.

Your prompt support will enable us to finalize a unified internal marketing plan that ensures clear, consistent, and accessible communication for all DEWA employees.

For further details or to share the requested information, please contact: Ms. Hamda AlFalasi at hamda.alfalasi@dewa.gov.ae or extension 23827.

Your response to the above max. by **Friday, 21st November, 2025** is highly appreciated.

Thank you for your cooperation.

Khawla Rashed Ahmad Alhumaidi Almheiri
EVP - Strategy&Government Communication

(Signed on 13-11-2025 13:59:54)



Fatima Salman Ali Deemas,

Sr Mgr - Internal Comm, Signed on 13-11-2025 13:52:39