

Doha, Qatar, Nov. 28, 2012

Siemens Sustainability in Action initiative brings Doha climate change talks to life

- COP18-inspired initiative promotes immediate action on resource efficiency at Doha hotels
- Significant savings in energy and water targeted for duration of COP18 and beyond
- Tornado Tower in Doha's West Bay to be beacon for energy efficiency

Siemens is partnering with Ritz-Carlton Hotels and Starwood Hotels & Resorts to launch an initiative encouraging individuals and organisations to take action on climate change by highlighting the real challenges facing our planet's environment, resources and inhabitability. 'Sustainability in Action' was launched today in Doha, coinciding with the kick-off of the sessions of the 18th Conference of the Parties (COP18) to the United Nations Framework Convention on Climate Change (UNFCCC) and the 8th Meeting of the Parties to the Kyoto Protocol (CMP8).

The initiative introduces practical steps by educating people using a series of facts, enabling them to take action in their daily lives to help reduce environmental impact and overall climate change. Although small contributions at the individual level, the cumulative impact of action in light of the consumption of energy across the world means that everyone can make a big difference. For example, the initiative uses data to point out the amount of energy consumed to heat small amounts of water, and recommends measures such as the implementation of energy efficient controls, the use of intelligent building technologies, more efficient use of electricity and water, and many more – all in the context of how much is consumed in order to make these valuable resources and conveniences readily available to the world.

The Siemens 'Sustainability in Action' initiative will first appear at Doha's leading hospitality outlets, beginning with Sharq Village & Spa – operated by Ritz-Carlton Hotels – and the W Hotel in Doha – a member of Starwood Hotels & Resorts.

Bernhard Fonseca, CEO of Siemens WLL Qatar, said: "Sustainability is an objective that individuals and companies alike aspire to, as our planet experiences unprecedented climatic changes. Siemens offers a substantial environmental portfolio with real solutions for a sustainable future, which we are implementing all across the Middle East in smart buildings, power facilities, industrial infrastructure and beyond. But it's also important for individuals at large to be part of this change, and this is where 'Sustainability in Action' comes in: to give everyone practical ways of altering their behaviour, in a way that contributes to reducing climate change while maintaining their standard of living."

Doha's Tornado Tower, which is a landmark example of Siemens Total Building Solutions, will be lit up in green using energy efficient LED lights to represent the environmental nature of the initiative and raise awareness of Sustainability in Action for the duration of COP18.

The Tornado Tower incorporates some of the most advanced energy efficiency systems and controls in the world, and is a prime example of how a fully integrated solution can achieve reductions in resource consumption. Power distribution, building automation, fire safety and security systems are unified in customized Building Management System from Siemens, allowing close monitoring and reporting to increase comfort, reduce energy consumption and operating costs, save resources, and minimize CO₂ emissions.

Safak Guvenc, General Manager of W Doha, Starwood Hotels & Resorts added: "At Starwood Hotels & Resorts we are committed to do the outmost to consume less and to care for our planet. Our initial focus across the globe is on energy and water with the commitment to reducing energy consumption by 30% and water consumption by 20% by the year 2020. We know that collaboration is important to help us achieve our goal, and on the occasion of the World Climate Conference in Doha, we have partnered with Siemens to work together to send a powerful message to the community. W Doha is the first lifestyle hotel in Qatar and we feel it is our duty to lead by example and continue to set new benchmarks within the local community."

"Sustainability in Action by Siemens is a great initiative that will help preserve the environment and create a long-lasting impact in the community," said Carsten Fritz, General Manager of Sharq Village and Spa Hotel, Doha. "At Sharq Village and Spa, and as part of the Ritz-Carlton Hotel Company Community Footprints programme, we have come to recognise the interest many of our guests have in becoming more involved in environmentally related activities. On the occasion of COP18, as one of the world's largest summits on climate change, we are committed to

supporting this initiative in order to minimize energy wastage and introduce new technology and innovative practices to conserve water and protect our natural resources and our planet.”

The initiative will run as a pilot throughout COP18 at the partner hotels, and the results of the trial period in terms of energy, water and CO₂ savings will be presented at the conclusion of the COP18 sessions.

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Notes to Editors

Siemens AG (Berlin and Munich) is a global powerhouse in electronics and electrical engineering, operating in the fields of industry, energy and healthcare as well as providing infrastructure solutions, primarily for cities and metropolitan areas. For over 165 years, Siemens has stood for technological excellence, innovation, quality, reliability and internationality. The company is the world's largest provider of environmental technologies. Around 40 percent of its total revenue stems from green products and solutions. In fiscal 2012, which ended on September 30, 2012, revenue from continuing operations totaled €78.3 billion and income from continuing operations €5.2 billion. At the end of September 2012, Siemens had around 370,000 employees worldwide on the basis of continuing operations. Further information is available on the Internet at: www.siemens.com.

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