



GOING DIGITAL FOR A GREENER PLANET

Everyday we read or hear news of environmental degradation which has made caring for the environment and being mindful of our everyday practices imminent. Outpost Iraq Dubai found out about “Dubai Doer” Muhammad Usman from Digital Transformation and Innovation who has not printed a single unnecessary piece of paper in the past 6 months! We decided to find out more about his mission here.

Outpost: Tell us about your mission (of going digital) and how successful has it been?

Muhammad Usman: I look after the Digital Transformation and Innovation across Asia Pacific and Middle East so naturally I am exposed to a lot of new tech available and how to effectively use it. One of the things I always stress on to everyone is that we do not utilize all the digital tools to their full effect that are currently available to us on our laptops, tablets and mobile phones. So far in the past 6 months, I have not printed out a single paper unless it was a mandatory requirement (like documents for Visa applications). And it has not been a challenge either, whenever something needs to be printed – I think of alternate ways the task can be completed, and most of the time there is a solution to it. I intend on completely removing the use of papers from my day-to-day work, be it post-it notes or taking down notes.

Outpost: What inspired you to take up this mission of not printing any documents?

Muhammad Usman: I witnessed someone print out 6 copies of a 48 slide presentation, just to distribute to the attendees – who would also be looking at it on the giant screen in the room. When I probed the reason behind doing so, there wasn't a valid answer to it. It was a sheer waste of paper, unfortunately. The unfortunate part is that people do not know the indirect consequences of wasting paper. It is not just the trees but so much more is related to it. The destruction of forests mean extinction of various different types of animals, the carbon emissions from the production facilities and so much more – It's a domino effect! And like **Amr Adel**, VP Retail East, says “*Lack of awareness is not an excuse*”. Since then, I have decided to go on a mission of completely eradicating the use of papers in my day to day tasks and rely on digital solutions and means provided to carry out the tasks.

Outpost: What are the challenges that you face in your mission of going digital? Have people around you caught on?

Muhammad Usman: The biggest challenge is changing the mindset around certain ways of working. For example, taking notes in a diary during a meeting – not only is it a waste of paper but also an ineffective method. You have to take notes, then retype the whole thing into an email and send it out – whereas you can simply take notes in the “Meeting Notes” feature in Outlook and circulate them right after with a press of a button, saving you time and effort. The APME Regional Marketing team has been proactively leading the charge in going digital, often also called the “iPad Gang”. You'll find most of my team members using their iPads to take notes, send out emails or go through presentation decks during meetings. It is something that is slowly catching on to others as well once they see what the tool available to us can actually do and make your life so much more easier helping you get more productive and effective in your job.

Outpost: Do you have a message for others?

Muhammad Usman: Explore, learn and be aware of indirect consequences from your actions. It takes one person to start a positive ripple effect - be that person! Reach out to me or anyone from the Regional Digital Transformation team if you have any questions or need help with understanding how to make the most of digital tools around you.