



# News Wheel

## Stuff the Bus with Kindness

STS launched the 2019 'Stuff the Bus with Kindness' campaign during Ramadan to coincide with the UAE Year of Tolerance.



We brought together 100 different nationalities of students to stuff our bus with leaves outlining their chosen act of kindness. During Ramadan, we arranged for all these leaves to form the UAE Year of Tolerance logo.



To keep the momentum going throughout Ramadan, STS also encouraged students to collect items for donation for our Stuff the Bus campaign. This bus travelled to over 82 Schools across the UAE during Ramadan and collected 64, 846 items which have now been donated to Emirates Red Crescent.





# Media Partner Pearl FM 102



A huge thank you to our partners Pearl FM UAE and the very talented Magic Phil for inviting along our Managing Director, Steve Burnell, GEMS Founders School Vice-principal, Janet Foley and Kings School And Al Sheba Parent and Student, Heena and Saahir Siddiqui to help promote 'Stuff the Bus with Kindness'.





# Smart Safety Bus

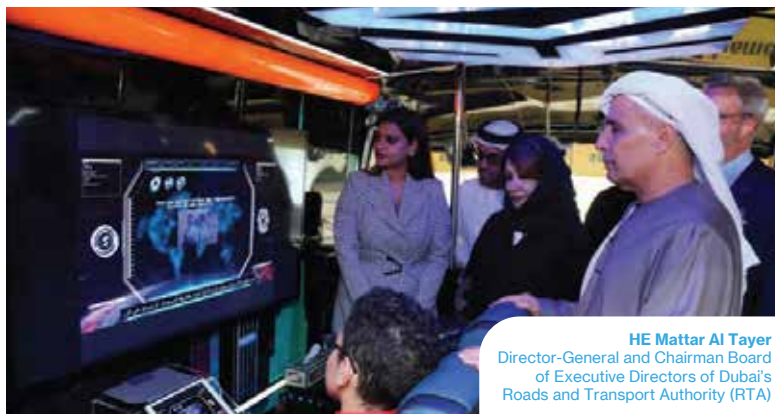
Students will be introduced to a smart, safe and fun way to learn about road safety. STS have designed a special interactive learning platform fitted with smart devices and applications.

The interior and exterior design of the bus is tailored to deliver traffic awareness messages to students and encourage them to travel safely. The Smart Safety Bus is one element of the STS extended classroom program and commitment to educating the wider community and creating safety advocacy among children.



**Eng. Maitha bin Adai**  
CEO Traffic and  
Roads Agency

**Steve Burnell**  
Managing Director  
School Transport Services



**HE Mattar Al Tayer**  
Director-General and Chairman Board  
of Executive Directors of Dubai's  
Roads and Transport Authority (RTA)



Smart Safety Bus was created in collaboration with Roads and Transport Authority (RTA).

The Smart Safety Bus has started its Roadshow and already visited a number of schools including:

- Al Jalila Cultural Centre for Children;
- Cambridge International School;
- Dubai Gem Private School;
- Dar Al Marefa Private School;
- JSS International School;
- Dubai Modern Education School;
- Arcadia Preparatory School;
- GEMS World Academy Dubai;
- GEMS Our Own Indian School.





# Staff Appreciation Day



Over 3,500 STS School Bus Drivers and Guardians came together in support of the UAE's Year of Tolerance at the annual Staff Appreciation Day. Staff from 15 nationalities working across 82 schools, signed and stamped their safety pledge on a board that will be kept at the STS head office to serve as a reminder to staff of the commitment they have made.

The event was a huge success and saw activities such as carnival artists, STS's Got Talent, sporting games and a 750 person mosaic flag. STS were able to celebrate so many different backgrounds and appreciate all employees for their hard work and dedication.





# DEWA Innovation week



Sheikh Ahmed bin Saeed Al Maktoum  
President of the Dubai Civil Aviation Authority,  
CEO and chairman of the Emirates Group



STS was privileged to be invited to experience DEWA's innovation week at City Walk to showcase our Smart Safety Bus. The event has been created to promote and encourage innovation and educate on upcoming initiatives and projects. The event featured several activities including competitions for students, educational workshops and the Innovation and Future Exhibitions, which highlighted future innovations related to electricity and water.



# Earth Hour Dubai

The STS Smart Safety Bus was invited to join in the Earth Hour Dubai 2019 at Marasi Promenade. All guests were amazed at our new interactive learning platform and enjoyed testing out our smart devices inside the bus. The interest in this project sparked numerous conversations around the importance of educating road safety to younger generations, which is exactly why it has been designed!



Saeed Mohammed Al Tayer  
MD and CEO of DEWA

# Gems New Millennium Dark Organic Started By STS

An influential team of drivers at Gems New Millenium are leading the way in environmental innovations. Our drivers have named this fantastic initiative 'Dark Organic' which has seen the creation of a garden of home grown produce. Our drivers maintain this garden daily with help from the students and all the fruit and vegetables are distributed to local communities.





Congratulations to Mr. Daljit Singh a driver for Our Own High School who won a Star Award from the RTA. He was awarded for being accident free and always ensuring he remains disciplined when driving on our roads.



## Nord Anglia School's Hack Event



Nord Anglia School used one of our buses to take centre stage in the 'Hack Event' where the school employees dressed up and surprised the students. Our teams on the ground said this lively event was a highlight in the school calendar and they can't wait for the next one!



NORD ANGLIA  
INTERNATIONAL SCHOOL  
AL KHOR

# STS Haunted Bus visited American School of Dubai and Gems United School



The STS 'Haunted Bus' visited American School Dubai and Gems United School to scare teachers, parents and students. Everyone had great fun exploring the frightful surprises on board and guessing who was behind each Halloween costume. Well done to all those who helped make these events such a success.



## World's Strongest Man Pulls STS School Bus

Ahead of the World's Ultimate Strongman, which took place in Dubai, 700 students got a sneak peek of some of the action! Mark Boyd, UK's Strongest Man (u105kg), pulled an 8 tonne STS school bus for 30 metres across the school campus at Gems Wellington Academy. 10 lucky students were inside the bus for the activity.



## GEMS Heritage Cricket Academy

The GEMS Heritage Cricket Academy has officially been launched at GEMS Heritage Indian School, Dubai! The legendary Brian Lara and GEMS Founder and Chairman, Mr Sunny Varkey, were there to unveil the academy. In partnership with ESM, two lucky winners from STS bus users were offered a one year free scholarship for the GEMS Heritage Cricket Academy.





# School Events

It is important that we always engage with our stakeholders and attending school events is a great way to do that. Our marketing and support teams are always first to set up their stands at international Fairs, Open Days or Festival Carnivals to showcase STS's capability and reputation in the region for Safe, Timely, Smart transport. Our Super Driver Mascot makes a guest appearance at all events and has made lots of new friends at over 75 events all over the UAE.



## School/Parent Appreciations

Take a look at the latest appreciation for our superstars, Riva Pacheco and Girish Kumar Chandrabose.



This is just a note to say Thank You to the STS team over the last 6 years offered by STS.

Special mention and Kudos for Ms Riva at the STS office counter of TMS. She is extremely professional and efficient at her work. She proactively offers a personalised service and knows kids by name. I have noticed her dealing with young kids in a very kind and friendly manner. She mostly has a smile even at busy times. Her customer service levels are high which we don't find even at airports nowadays.

Also her colleague Mr Girish coordinates with her well and is very helpful around. He will go the extra mile to contact drivers for information required. Together Ms Riva and Mr Girish form a Great team offering service at high standards. My interaction with individual drivers too has been very pleasant and professional. They are well trained and are very helpful with information.

Overall, I am happy that I have been using STS services over the last 6 years of my children's education in Dubai.

Happy Parent!