

ALLEEM SUSTAINABLE DEVELOPMENT GOALS



DR. RASHID ALLEEM

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Dr. Rashid Alleem



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leaving a legacy and winning
some victory for mankind.

Dr. Rashid Alleem

1

Quality Education



*"Quality education opens doors, and talent opens worlds,
but it is hard work that will enable you
to accomplish your dreams."*

Dr. Rashid Alleem

Millions of children worldwide lack basic literacy skills. Dr. Rashid Alleem firmly believes that education is a powerful weapon which can help change the world, however the education must be 'Quality Education'. He believes that quality education helps in bringing astonishing developments at all levels of the system, inducing leadership skills and literacy excellence. He quotes that one must Learn, and once you have learnt, teach others in turn, because education is the source of real happiness.

2

Creativity & Innovation



*Innovation is no longer an option —
it's the gateway to success in today's business world.*

- Dr. Rashid Alleem

According to Dr. Rashid Alleem, Creativity is the ability to think something new while innovation is execution of these creative ideas. Everyone is gifted with his thinking philosophy that rests on his self-coined term of thinking called “the CRITICAL thinking”—it is a unique blend of “critical and lateral” thinking. It can help you get the best from yourself, and your colleagues. He believes that everyone is Gifted or Creative but the key is to focus on one’s Perception.



3

Technology Research And Development



In order to solve today's problems, we need scientific thinkers who respond to—not react to—problems, and don't act until they have a solid grasp of the root cause of the problems.

- Dr. Rashid Alleem

Life without technology would indeed seem quite toilsome and operose because nowadays we have made ourselves so dependent on technology that it has become a very important part of our life. The development of new technology today has helped people in many aspects these days, it not just saves lives, but also helps people make work easier, and world a better place to live in. Technology has opened new avenues in almost every sector, including education, healthcare, research and energy studies, environment and travel.



4

Peace And Security



If we wish to achieve a peaceful world, a better tomorrow, and sustained global relationships, we should elevate the business bar and make better deals.

- Dr. Rashid Alleem

The world has become less peaceful since the year 2008, with a deterioration of 2.44 percent in the average country Global Peace Index score. Dr. Rashid Alleem believes that it is important that we teach our young generations the Institute for Economics and Peace's eight pillars for positive peace to create a perfect tomorrow full of love and passion. These Eight pillars include – Well functioning Government, Sound Business Environment, Equitable distribution of resources, acceptance of right of others, Good relation with neighbors, free flow of information, high levels of human capital and low levels of corruption.

5

Tolerance



Religion, faith, and culture should also be considered to be the pillars of sustainability. One needs to respect and accept other cultures and to have faith in a cause, for these principles are what built civilization.

- Dr. Rashid Alleem

Today millions of people living in different parts of the world have been facing hate crimes due to their caste, color, and creed. Even, Human Trafficking is on a rise and people have stopped feeling the sense of belongingness to the place they live in. In this growing unrest we fail to understand that Tolerance is acceptance—accepting and rejoicing differences, and undoubtedly UAE is one of the major examples of Tolerance. In 2016 it created 1st Ministry of Tolerance in the world and also dedicated the year 2019 as the "The Year of Tolerance" in the UAE.

6

Happiness



Happiness is the feeling of being relatively content with yourself and satisfied with every aspect of your life.

- Dr. Rashid Alleem

Dr. Rashid Alleem is often recognized as the Ambassador of Peace and Happiness in the Arab world, who has contributed immensely to the happiness of the UAE and created a motivational work environment. Under his leadership SEWA was recognized as one of the happiest places to work for. He firmly believes that beside GDP each country should have the GNH - Growth National Happiness, same as it is in Bhutan which takes the happiness of its population as its growth policy.



7

Good Health And Well-Being



*Health is the most precious gift
that we don't recognize and appreciate until we get sick.*

- Dr. Rashid Alleem

To spread awareness of good health and well-being the Alleem R&D center organizes Rashid Alleem Premier League named as RPL, every year since 2016 – which is incredibly getting accepted by the corporates and in 2020 it was announced as the GCC's biggest corporate cricket tournament .



8

Water Sustainability



*Historically, electricity and water have been together,
just like a marriage, but the reality is that
they don't get along at all.*

- Dr. Rashid Alleem

Water scarcity has reached a vulnerable level. According to UN statistics, only 2.6 billion people have gained access to improved drinking water sources since 1990, however, 663 million are still without access. Also, at least 1.8 billion people all over the globe use a drinking water source that is faecally contaminated. Dr. Rashid Alleem has been involved with various international organisations to find innovative and high-quality solutions for the large societal challenges of today. Among his other achievements he was also bestowed with the Friend of Singapore Sustainability Award 2017 by the government of Singapore and became a member of the advisory board of the Singapore World Water Council. On a very huge scale, Dr. Rashid Alleem also organizes the Water & Energy week to spread the awareness of water sustainability with more than 300 participants engaged in it every year.

9

Affordable Energy



Achieving a 100% renewable energy fuelled economy is not a matter of availability of technologies, it is a matter of political will and of setting the course today for a sustainable energy future.

- Dr. Rashid Alleem

Dr. Rashid Alleem was able to position Sharjah globally as a city of conservation. Hence he introduced peak hour on July 1 every year, between 02:30 to 03:30 p.m. To spread awareness about this initiative, awareness messages are launched through the media to urge the community to avoid using appliances consuming more power during the peak hour. SMS messages are sent to encourage the people to contribute and participate in this initiative and created a Peak man character for the children to take pictures and get involved in this great initiative. The ultimate goal is to reduce the energy demand during the peak hour by 30 percent. Under his leadership SEWA has set international records and also titled as one of the most authentic organizations in the world.



10

Environment And Natural Resource Security



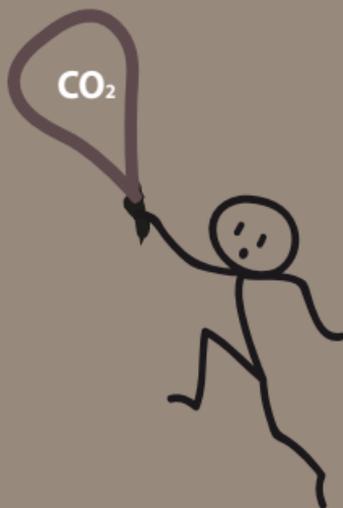
My green dream is that everyone in the globe can choose to live in a neighborhood that is beautiful, safe, affordable, and easy to get around in low-cost ways for ALL of our citizens.

- Dr. Rashid Alleem

Today many companies in the world are promoting the “go green” theory because of the direct pressures from the natural world, such as water crisis, climate change, and many more. Under his leadership, SEWA adopted green bill strategy to provide easier online services to its 1.5 million customers in line with international standards. The project started on January 1, 2017, SEWA stopped sending paper bills, issuing electronic bills instead with the slogan “My bill is environmentally friendly.” This has resulted in saving more than 600 trees per annum. To memorize this SEWA also decided to give back to the environment by planting 600 Prosopis cineraria trees across Sharjah, to encourage and engage the employees to leave a legacy by planting trees.

11

Climate Change



*Climate change is no longer fiction;
it is fact, it is happening now.*

- Dr. Rashid Alleem

Over the past few decades, the earth's average temperature was raised by 0.75°C, causing heat waves, droughts, wildfires, storms, and so on, which have killed tens of thousands of people and caused damages amounting to hundreds of billions of dollars. To be part of the global warming and climate change solutions, UAE has created a full fledge ministry called the Ministry of Climate Change and has signed international agreements including the Paris agreement.



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Financial And Economic Crises



As we go through the recent 2008-2009 financial crisis, we can see only the “shadows” of the truth. The truth is hidden deep inside the crisis itself. It is a dead-end road for anyone who seeks an understanding of what happened.

- Dr. Rashid Alleem

Throughout the history financial crisis has had a very severe impact on people. As it happened to our grandfather the great crash in 1929 till 2009, had severe social impact which resulted in loss of millions of jobs across the globe. Dr, Rashid Alleem says that during such crises it is important that we change the way we think and work. All leaders across organisations must demonstrate rock-solid integrity, maintain personal credibility, and possess the ability to confront reality. In short, we must rethink thinking—rework our work. According to him, financial and economic crisis, can be controlled and overcome using good authentic leadership and quality directorial skills.

13

Competitiveness



*Change + good + commitment =
Continuous improvement + profit + excellence.*

- Dr. Rashid Alleem

According to the World Economic Forum, competitiveness is the set of institutions, policies, and factors that determine the level of productivity. The 12 pillars of competitiveness which determine the level of productivity in a country include Institutions, Infrastructure, macro-economic environment, health and primary education, higher education & training, efficiency in goods market, efficiency in labor market, a developed financial market, technological readiness, market size, business sophistication and innovation.



14

International Trade And Investment



Small business pioneers are evangelists for entrepreneurial agility because of the huge contributions that they have made in every industry.

- Dr. Rashid Alleem

According to Dr. Rashid Alleem, If we need a peaceful world, a better tomorrow, and sustained global relationships, we should push the business bar and make deals. One of the ways to achieve this is by the creations of Free Zones. UAE has 37 free zones across its seven emirates which have been able to attract Foreign Direct Investments (FDIs) from more than 200 countries.



15

Children's Right



Hope and desire for a better tomorrow—not for individuals, but for the community as a whole.

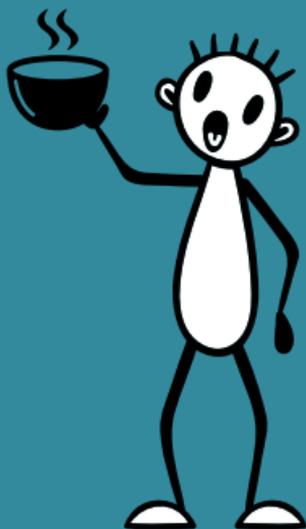
- Dr. Rashid Alleem

All children have the right to have continuous access to basic services and resources, such as safe water, sanitation, adequate nutrition, good health, quality education, clean air and energy. According to the International Labour Organization, worldwide 218 million children between 5 and 17 years are in employment. Among them, 152 million are victims of child labor. It is important that we ensure children rights of education, health, and protection from abuse and exploitation.



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Food Security



There is no better time than now to take the Alleem sustainable development goals from rhetoric to reality.

- Dr. Rashid Alleem

Agriculture is the single largest employer in the world, providing livelihoods to 40 percent of today's global population. In the developing countries, 500 million small farms worldwide, mostly still rain-fed, provide up to 80 percent of the foods consumed. It has also been noticed that Energy poverty in many regions is a fundamental barrier in addressing hunger and ensuring that the world can produce enough food to meet future demands. To tackle this issue of food security, UAE has established a food bank to reduce food waste and feed the needy people in the region and abroad. Here excess foods from hotels, supermarkets, restaurants, and farms is collected, stored and packaged for distribution. Similarly, to preserve seeds, Sharjah has initiated a Sharjah Seed bank which aims to preserve the genetic origins of terrestrial plants through seed genes.

17

Extreme Poverty



Too many of us spend our time “avoiding” responsibility by blaming or criticizing others. Hence, we often prefer to “watch” the world go by, rather than to “accept” responsibility by tackling our challenges head-on.

- Dr. Rashid Alleem

This goal is in tune with the UN's strategic vision to eradicate poverty across the globe by 2030; as global poverty rates have been cut by more than half since 2000, one in ten people in developing regions still lives on less than US\$ 1.90 a day.



18

Women Empowerment



In solving today's problems, we need a pragmatic approach rather than an idealistic one.

- Dr. Rashid Alleem

The empowerment and autonomy of women and the improvement of their political, social, economic and health status is a highly important end in itself. The UAE firmly believes that progress on issues relating to women's rights is essential for building a tolerant and modern society. Since the very foundation of the UAE on December 2, 1971, women have been recognized as equal partners in national development by the UAE's leaders.

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Employment Skills And Human Capital



*Personality matters.
Hire for attitude, not aptitude.*

- Dr. Rashid Alleem

While Employment skills are transferrable skills which an individual requires to be employed, human capital refers to the collective skills which can be used to create economic value for the individuals, their employers, or their community; to build a better tomorrow for its citizens and to ensure that they have the right skills, tools, and knowledge.

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Sustain Inclusive Growth



In order to ensure the success of the Alleem inclusive growth model and guarantee sustained growth, the following four actors' roles are important: the government sector; the private sector; civil society; and individuals.

- Dr. Rashid Alleem

Inclusive growth signals a process by which economic growth is generated and distributed in ways that are broadly based, which allows people to form economic growth. Inclusion also affects social stability, and peace of a country. Hence, after extensive research Alleem R & D center developed a model for inclusive growth that consists of five pillars namely leadership, import knowledge, high savings, infrastructure, and financial institutions. According to Dr. Rashid Alleem to ensure the success of the inclusive growth model and to guarantee sustained growth, the following four actors' roles are important: government sector, private sector, civil society, and individuals.

21

International Cooperation



Leadership is about change; it is about making things happen. Everything changes so fast today that the key is often not what you've learned, but how fast you can learn and apply that learning.

- Dr. Rashid Alleem

The last and final goal of Alleem 21 sustainable development goals is International Cooperation. Dr. Rashid Alleem through his Alleem Brilliant Networking project has been involved with various international organizations and meet various visionary business and state leaders who are eager to collaborate and co-create to find new ways to promote achievement of strong, inclusive, and sustainable green growth worldwide. Hence the Alleem R & D center is proud to have collaborated with over 100 like-minded local, regional, and global brands to cooperate and co-create to meet the Alleem 21 Sustainable Development goals.

مركز الليم للمعرفة

Alleem Knowledge Center



My brainchild for knowledge sharing

The United Arab Emirates (UAE) is a melting pot of a nation, with citizens from over 200 nationalities living among each other in peace, harmony, and love. The country is very vibrant, teeming with many new ideas and concepts. I felt an increasing urge to learn and share with other people, and I also saw a need to capitalize on the intellectual community and bridge the communication gap among the business

community living in UAE—as well as my own people.

In order to give a boost to the rich diversity of this nation, the Alleem Knowledge Center was set up during early September 2001, and has been promoting the concept and value of lifelong learning ever since. The Center believes that learning is a continuous, collaborative, positive, and fulfilling process that can enrich and promote both one's professional and personal lives.

Hence, in keeping with its overall objective of promoting the development of general

management and strategy skills amongst its members, the Alleem Knowledge Center has set up six Strategy Clubs in order to enhance skill acquisition, improve overall industry knowledge, create awareness of key management issues, deliver operational excellence, and leverage technologies, amongst other key benefits.

Initially, we began with a few of my friends who were actively contributing to society by utilizing our knowledge and skills, and we dubbed it a “Professionals Club.” We would meet every Tuesday afternoon to discuss different topics related to communication and leadership, and over a period of time, we thought of bringing together members of varied industries and ranks

onto a common platform. And that's how the "Alleem Strategy Club" were formed, whose primary aim was to help create an environment of lifelong learning by sharing and exchanging ideas and best practices that empower professionals in the current competitive business economy.





The sign of success

The various strategy clubs that have sprung up as a result of the Alleem Knowledge Center are as follows:

1. Alleem Professionals Club

Organizations today are under intense pressure to be better, faster, and more competitive than ever before. At the Professionals Club, innovative learning solutions and opportunities

are imparted to members, empowering them to improve their personal and organizational performance. The Professionals Club helps guide members to be more proactive, flexible, and progressive, in line with the changing times.

2. Alleem Sustainable Development Club

The Sustainable Development Club calls for an inclusive approach to action, which recognizes the need for all people to be involved in the decisions that affect their lives. Sustainable development is not just the responsibility of environmental specialists

alone; rather, it requires contributions from people across all functions of an organization.

3. Alleem Leadership Club

Here, one can unlock the potential that will help them understand the principles of leadership and provide development opportunities in order to promote personal growth and leadership excellence. As the saying goes, a leader doesn't just build a business; rather, a leader builds an organization that builds a business. To quote myself, "Leadership is about change; it is about making things happen. Everything changes so fast today that the key is often not what you've learned, but how fast you can learn and apply that learning."

4. Alleem Book Club

Reading enhances a person's character, intelligence, and critical thinking skills. The Alleem Book Club is a forum for members to discuss a book that they have read and then to express their opinion, likes, or dislikes, thereby offering an exchange of ideas and a healthy discussion on a wide range of issues outside the purview of selected titles. I always like to remind my club members about an old saying: "Today a reader, tomorrow a leader."

5. Alleem Human Resources (HR) Club

Human capital is an important component for the success of any organization. Apart from

helping to develop vital people management skills, the Alleem Human Resources Club will also enable members to gain insight into current HR trends and to keep abreast of emerging HR developments. The HR Club is designed for knowledge sharing and for generally helping each other.

6. Alleem Information & Communication Technology (ICT) Club

Participation in this Club gets the attendees updated with the emerging technologies that can unleash a new wave of online experience, creating challenges and opportunities alike. Prepare yourself for the impact of these technologies on

your business model and the opportunities they present for your organization to grow.





Honing hard skills and soft skills development

The mission of the Alleem Executive Education Programs is to build leadership skills and enhance the capacity of individuals and organizations to address local and global challenges.

I believe in the adage “Leaders are made; not only born.” And it is critical to invest in the next generation of leaders in order to sustain competitive advantage and to achieve

higher levels of corporate growth. The next generation of leaders need to be developed with advanced decision-making and execution skills in order to be relevant in the globally competitive scenario.

The Alleem Executive Education Programs include several hard skill development programs that help employees emerge with a fresh approach to sustainable development and inclusive growth; strategic planning for managing successful projects; marketing management and branding; and sustainable idea management. Executives without a

financial education background can also gain expertise in the areas of finance and accounting.

While technical skills and know-how may help you gain entry into an organization, it is the people-oriented skills that will help you climb the corporate ladder. Business organizations are increasingly focusing on people with good soft skills. Companies are looking for people with good work ethics, a great attitude, excellent communication skills, and high emotional intelligence in order to foster great team performance and thereby to contribute strongly to the organization's vision and strategy.

The Soft Skills Development Programs initiated by the Alleem Executive Education Programs

help not only to work on developing these essential skills within, but also to encourage their development throughout the organization. Some of the key areas of focus include personal accountability, interpersonal negotiation skills, conflict resolution, creative thinking, and clarity of communication, amongst others.





Alleem Business Congress

Where leaders make decisions

When the financial crisis hit the world back in 2008-2009, I wanted to take the role of the Professionals Club a notch higher to focus on financial planning and financial systems. I felt that a more comprehensive two-day program was needed, and since this was a large-scale project, I consulted close friends, professors, and associates regarding how to execute this idea and to make it a real success.

I was overwhelmed with the feedback that I got and the advice that came from my professor Dr. Mohammad Arif, from the University of Salford, Manchester, UK. He suggested that I focus on sustainable development, and at that point of time, I honestly did not have much of an idea of this concept. I researched sustainable development and was surprised to see how many publications and white papers had been released on the subject. Moreover, the UNDP had taken it upon itself to spread the idea of sustainability globally, so I decided to conduct a two-day sustainable development program.

I shot off emails to my friends announcing that the “1st Sustainable Development Congress” would be held February 22-23, 2009. I was overwhelmed with the keen response; some friends were even willing to travel from overseas in order to attend and speak at the event. Since the level of participation seemed high, I decided to name it a “congress” instead of a “program,” because to me, a congress is a place where strategic thinkers, thought leaders, and decision-makers sit together to make important and strategic decisions.

The feedback that we received after this first Congress far exceeded everyone’s expectations, including my own! The participants agreed that

the Congress must occur annually going forward. Other subjects were proposed included strategic planning, leadership and management, inclusive growth, marketing and branding, project management, innovation, and creativity. I zeroed in on five areas of interest to all and dubbed it the Alleem Business Congress, whose mission is to improve social, economic, and environmental living conditions worldwide, thus helping to improve the quality of life for hundreds of millions who have not yet seen the benefits of sustainable development.

Despite the fact that I had taken on the project voluntarily, and with limited financial and human resources, I accepted the challenge and decided to conduct five such events in a single year:

- Water & Energy Congress Week (WE Week)
- Project Management Congress Week
- Sustainable Development Congress Week
- Marketing & Branding Congress Week
- Leadership & Management Congress Week

Today, the Alleem Business Congress is a platform wherein more than 1500 delegates participate every year, including diplomats, academicians, top leaders of businesses, CEOs, and young 2000 professionals. I made a conscious decision to keep participation free of cost. Tuesday happened to be my favorite day to conduct these events, as it reminded me fondly of my initial idea of conducting such forums midweek, during the professional's club time.

The Alleem Business Congress has witnessed phenomenal growth in the last 11 years, with participation from various cross-sections

of society. Today, the participation level in this congress has grown tremendously, exceeding over 2500 delegates from every area of business annually, and I hope that the Congress will continue to receive such strong support in the future as well. While cherishing this stupendous growth of the ABC, I need to make a special mention of Dr. Mohammad Tariq, Executive Chairman & Managing Director, Paradigm Pioneers Group, UAE, who has been instrumental in supporting me in this endeavor. He is extremely reliable, and he ensures that things get done. As an effective networker, he has the sincere desire to help others. I should also say that as a good friend of mine, he understood

my aspirations and dreams, and he helped me bring my ideas to life. Many people do not possess these traits of patience and persistence, but with these special attributes aplenty, coupled with a positive attitude, enthusiasm, motivation, and sincerity, Dr. Mohammad Tariq is undoubtedly the foundation and strong pillar of the success story of the Alleem Business Congress.





Passion for success

In order to recognize such change-makers who have adeptly made a difference in their respective areas, the Alleem Business Congress has instituted the Alleem Excellence Awards to be distributed during the Alleem Business Congress Weeks—Water and Energy Week (WE Week), Project Management Week, Sustainable Development Week, Marketing and Branding Week, and Leadership and Management Week.

Business organizations that are agile and are able to change gears at a short notice are the true survivors in today's world. And as Goldratt said, "It is not just luck!" These successful businesses have managed to get their act together and have achieved enviable status. And how exactly did they accomplish it? What were the best situational factors and best practices adopted in order to create an impactful outcome? What was the unique learning process from the entire program? What is the ingenuity of the management and the company that has boosted them to the pinnacle of success? The recognition of these important questions is aimed to create

awareness and an exchange of expertise within the industry.

The Alleem Excellence Awards recognize our strategic partners, our mission supporters, speakers, volunteers, knowledge partners, and financial supporters, and will be given on the 5th night of each week.

The selection process will be through my executive office in the capacity as the founder and executive chairman of the Alleem Knowledge Center. We will emphasize originality, innovativeness, economic creativity, environment concerns, health and safety compliance, sustainable processes, and outcomes, just to name a few. We look for mission, clarity of ideas, and the ability

to execute them with the utmost precision.

Our core focus is on learning and knowledge sharing. We believe that there are a handful of people who are doing exceptionally well and progressing rapidly every day. We are constantly acting in order to create a healthy and fertile network of experts, professionals, and practitioners to come together in a joint forum and share their insights. Our belief is to spread knowledge far and wide, thus touching millions of lives.



Cultivating connections

Business networking is a powerful tool for creating mutually beneficial business environments. Networking is a highly recommended marketing tactic that enables oneself to make connections and to build enduring relationships that can accelerate and sustain success for an organization. I strongly believe what has been said about success: “In order to succeed—whether at a personal or professional level—one must continually

connect with new people, cultivate emerging relationships, and leverage your network.”

Networking is an invaluable business skill, and it is a critical component in any individual's toolkit for career success. Alleem Brilliant Networking was conceived with the aim of providing business leaders, entrepreneurs, and management personnel with dynamic opportunities, expertise, and strategies with which to develop valuable relationships that are necessary in order to succeed in the modern competitive business environment.

Alleem Brilliant Networking has created a two-way flow of value by serving as a resource

and helping others to succeed. It is an opportunity for both parties to give and receive targeted leads and referrals. Successful networking is created on the grounds of mutual trust, shared knowledge, and valuable relationships. People do business with those who they like and trust, and this will allow for the growth of their businesses by dealing directly with other firms or by referring one another.

Networking is clearly an individual's or a firm's best marketing strategy. Alleem Brilliant Networking's face-to-face networking events enable participants to create lasting impressions in the minds of the people they meet. The advantage of cultivating personal relationships

helps set an individual or a firm apart from the crowd. In addition, it inspires by boosting self-confidence for participants to take the plunge and start their own business, or just to expand their industry knowledge.

I always say, “Ultimately, it is not about who you know, but who knows you.” Our dynamic and structured networking events consist of insightful keynote addresses focusing on how to do effective networking and training regarding how to use social media as well. The strategy behind Alleem Brilliant Networking is to empower professionals and organizations

to forge meaningful and relevant relationships,
which will help propel their future success.





A mission to make a difference

One out of every five people currently lives on US \$1.25 per day or less, according to a United Nations report. One in every two children lives in poverty around the world, living each day as though it is still the 1929 Great Depression. Over 1 billion people will go to sleep without food each night, and over 600 million people don't have access to clean water.

836 million people still live in extreme poverty. On the other hand, around 1.6 billion are suffering from over-eating and obesity. What an absurdity in this world that such a discrepancy exists, and I have always felt that I should do something good in my effort to correct this anomaly.

I am a firm supporter of individual social responsibility. My commitment to see a more socially responsible world and a desire to share my knowledge of the noble principles of sustainable development, inclusive growth, global peace, and national pride led to the formation of the Alleem Foundation.

The hallmark of the Alleem Foundation is its focus to strive for and support these principles, rising beyond the barriers of cast, creed, color, religion, or nationality, and to support and enlighten all with a mission to put a smile on each of their faces. The logo of the Alleem Foundation best exemplifies this philosophy, with its image of four happy faces represented in the varied hues of the four primary colors. These colorful, happy faces drive home the message of how the simple act of being socially responsible brings about happiness in the lives of others and creates an environment for efficiency and growth.

The Alleem Foundation also serves as the platform that financially and morally supports the endeavors of the various knowledge and networking units of the Alleem Knowledge Center, such as the Alleem Library, Alleem Brilliant Networking, Alleem Business Congress, Alleem Strategy Clubs, and Alleem Executive Education Programs.





WHO WE ARE

Alleem R&D is a UAE-based center that aims to meet the global need for more, cleaner, and affordable water and energy solutions in ways that are economically, environmentally, and socially responsible.

OUR MISSION

To work with individuals and innovative organizations in order to improve social,

economic, and environmental living conditions worldwide, thus helping to improve the quality of life for hundreds of millions who have not yet seen the benefits of sustainable development and inclusive growth.

WHAT IS OUR LEADERSHIP PHILOSOPHY?

The ability to continuously strive to establish and manage a creative climate of continuous learning in which associates and teams are empowered and self-motivated to build true and lasting success in an environment of mutual trust, collaboration, and respect.

OUR CORE VALUES

1. AUTHENTIC AND EFFECTIVE LEADERSHIP

Authentic leadership at the Alleem Research & Development Center is built on an ethical foundation and promotes openness. It is defined by the courage to seize the right opportunity/initiative and to welcome responsibility, as well as being accountable for the same. It is about “seeing the bigger picture” and having a clear vision of the Center’s aims and objectives—and, of course, building a strong business and celebrating diverse talent.

2. EMBRACING EXCELLENCE

Excellence is a continual quest at the Alleem Research & Development Center. We join hands to achieve world-class standards in all aspects of operation. We have a dedicated team of “Quality & Excellence,” which encourages the convivial and passionate pursuit of excellence and improvement through a formal system of benchmarking and assessment.

3. PASSION FOR WINNING

Driven by our overarching desire to improve and continually achieve greater and greater success, we are determined to be the best in everything that we do. We love to celebrate

accomplishments. Each employee gets a chance to be coached and mentored, which in turn enables them to achieve positive results.

4. EVERY IDEA COUNTS

At Alleem R&D, everyone has a voice, and each individual's contribution is respected and valued. Our success depends on encouraging the knowledge, skills, and creativity of the employees, and instilling in them the sense of being admired and appreciated. There is no such thing as a “silly” idea; rethinking the familiar is “innovation and being creative.”





ABOUT THE AUTHOR

Dr. Rashid Alleem is ranked third among the 25 most influential CEOs in the Gulf Cooperation Council and is considered one of the 100 most influential CEOs in the Middle East. Recently, the Academic College of Oxford, United Kingdom, honored Dr. Alleem with the title of “Honorary Professor” in recognition of his scientific, administrative, and humanitarian efforts and contributions, especially in the field of sustainable development. He is a passionate writer; an environmentalist; a sought-after thought leader;

the creator of CRITICAL Thinking, a unique blend of “critical and lateral” thinking; and an internationally respected transformational leader. The founder of Alleem Knowledge Center, Dr. Alleem is a dynamic leader who has worked with prestigious governmental, semi-governmental, and nonprofit organizations. He is an entrepreneur par excellence with a flair for effective, strategic decision-making by means of innovative thinking. Dr. Rashid was recognized as “The Knowledge Ambassador of the UAE” by His Highness Sheikh Mohammed bin Rashid Al Maktoum—the Vice President and Prime Minister of the UAE and ruler of the Emirate

of Dubai—and as “Environmentalist of the Year 2012” by the fourth Prime Minister of Malaysia, Dr. Mahathir Bin Mohamad.

Dr. Alleem earned a Ph.D. from the University of Salford, in Manchester, UK. Being a “sustainovationalist,” he has received five honorary doctoral degrees from different universities: Atlantic International University (USA), in recognition of his achievements in the socioeconomic fields; Somalia National University, for his humanitarian services; American Global International University (USA), for his global business contributions and numerous academic achievements; Indian Peace University, from which he received a Doctorate in Philosophy for his

exceptional contributions, dedication, and social services to society; and Doctor of Philosophy (D. Phil) from Amity University, in recognition of his exceptional vision, deep commitment to the environment, professionalism and direction in the pursuit of excellence and his strategic vision and inspirational leadership in steering his organization towards continuous growth and dedication to the good of humanity.

Dr. Alleem was recently recognized as The Global Green Ambassador by DMG. Under his leadership, SEWA received the Voluntary Cancellation Certificate for excellence in energy-

saving and the reduction of CO2 emissions by the United Nations Framework Convention on Climate Change (UNFCCC) in 2017. He was bestowed with the Friend of Singapore Sustainability Award 2017 by the government of Singapore, and he became a member of the advisory board of the Singapore World Water Council. He has received the prestigious title of “The Ambassador of Peace & Happiness in the Arab World” by Voice of Kerala Radio Station.

As a highly sought-after keynote speaker, presenter, and teacher, Dr. Alleem is well-known for delivering compelling and practical messages to audiences of more than 200,000 people per annum, including at

some of the largest regional and international venues.

Last but not least, he is one of the most interviewed and published charismatic media personalities in the region. A prolific writer both in English and Arabic, Dr. Rashid Alleem is the author of several books on management and leadership. His newest book, *The SEWA Way*, showcases 15 winning principles, providing a roadmap for achieving success both on an organizational and a personal scale. Aiming to improve social, economic, and environmental living conditions worldwide and helping to

improve the quality of life for hundreds of millions who have not yet seen the benefits of sustainable development and inclusive growth, he has written four books on the topic of sustainability: *My Green Journey in Hamriyah*; *Sustainability: The Fourth Wave of Economy*; *I Am Committed: 17 Global Goals*; and *Alleem Sustainable Development Goals*.

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