

I AM COMMITTED

17 GLOBAL GOALS
TO ACHIEVE 3 EXTRAORDINARY THINGS
IN THE NEXT 15 YEARS

Dr. Rashid Alleem





Published by
Cochin Herald Media Network LLP
DD Jacob Mall, Kochi, Kerala, India.
Tel: +91 484 402 8200
Email: mail@cochinherald.com

ISBN 978-81-933468-0-8

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Keep Challenging Tomorrow

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Successful Marketing Plan

My Green Journey in Hamriyah

The 13 Critical Traits of Team Dynamics

Sustainability: The Fourth Wave of Economy

Acknowledgements

To say this book is “by Rashid Alleem” overstates the case. Without the significant contributions made by Alleem Research and Development team, this book would certainly not exist.

At the top of the list is His Excellency Sultan Bin Saeed Al Mansoori, UAE Minister of Economy, for his continuous encouragement and support throughout the project of this book.

This book would not have seen the light of day without the unwavering support, encouragement and patience of my family.

Foreword

H.E Sultan Bin Saeed Al Mansoori

UAE Minister of Economy

I am truly happy to write this foreword for Dr. Rashid Alleem's extremely inspiring and insightful book on a retrospect of his experiences and sagacity to realize the 17 Sustainable Development Goals (SDGs). His approach and personal experiences at local, national and international levels are interesting to read and laudable. The positive ripples that he has attempted to create through this book demonstrate his passion and dedication.

As you all know, SDGs are the 2030 Agenda for Sustainable Development adopted by the world leaders at the United Nations Sustainable Development Summit, in September 2015. It was built on the achievements and experiences of the Millennium Development Goals adopted way back in 2000. According to me, there is a real opportunity out there for everyone to make the much needed change. The SDGs lay emphasis on some of the biggest issues of our times and our ability to impact them. To me, this represents a catalyst for

innovation and new opportunities for governments and businesses, equally.

With a focus on 17 goals and 169 targets, SDGs are broader in their approach and consider the root cause of major concerns such as poverty and hunger, apart from gender equality and inclusive growth. This gives a better framework around which governments and businesses can develop and formulate policies and aid programs; and negates any form of discrepancies and ambiguity in the implementation of these goals. Apart from the direct and comprehensive approach, SDGs have also recognized the importance of the private sector in achieving the 17 goals.

Ms. Amina Mohammed, Special Advisor to the UN Secretary General, in shaping the post 2015 development agenda, said that it was “17 opportunities for investment in the private sector”. These factors have given SDGs a practical advantage over its predecessors. I am confident that the foresight of its vast implications is truly exciting for governments, private sector and NGOs.

I am proud that UAE has always been the front runner in the areas of sustainability for a long time. From the times of our visionary founding father of our Union to our dynamic leadership of today's time, we are consistent in demonstrating many of the global goals in its letter and spirit around the world. So I am not surprised that Dr. Rashid Alleem has imbibed these ideals in his life.

My cabinet colleague, Her Excellency Sheikha Dr. Lubna Bint Khalid Al Qasimi, UAE's Minister for International Cooperation and Development and the Head of the UAE's Committee for the Coordination of Humanitarian Foreign Aid also welcomed the 2030 Agenda and laid emphasis on UAE's commitment to a better world during her speech at the SDGs Summit, in New York, in September 2015. She also assured that UAE is fully committed to implementing the 2030 development agenda in a manner consistent with the country's international obligations and commitments.

The UAE was also highly commended at the Summit for promoting goals for gender equality and sustainable energy, recognizing its international leadership in these areas. Various measures such as

UAE's Vision 2021, annual budgets with sizable allocations for innovation and sustainability measures, hold testimony to UAE's proactive commitment to realizing the SDGs.

In my Ministry of Economy, I advocate that a culture of creativity and innovation be the basis for the knowledge economy. I am glad that Dr. Rashid Alleem also shares the same spirit. He is widely known for his leadership qualities and achievements. His contributions to the UAE's economic growth, in general, and Sharjah's in particular, were recognized by many in the country and abroad. His consistent achievements in spreading knowledge earned him the accolade of "The Knowledge Ambassador of UAE, 2015" from His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE's Vice President, Prime Minister and the Ruler of Dubai.

This book is a testament to Dr. Rashid Alleem's passionate commitment to realizing a better world with progressive socio-economic, academic and cultural harmony, in line with the SDGs. The book takes us through his approach and contributions to SDGs both as an individual and through various initiatives in a narrative

style that is both simple and engaging. It also gives a deep insight into core issues blocking sustainable development and anecdotes of his targeted approach to resolving them. His anecdotes on international humanitarian efforts, academic excellence, inclusive growth and knowledge sharing are highly commendable. I reiterate and applaud his efforts at a time when the world is in need of exemplary ideas and actions from people who have demonstrated the same in their personal and professional life. I am fully confident that this book serves as a positive reinforcement to any reader who wishes to commit and is truly willing to make a difference by creating a sustainable world for the generations to come.

I wish Dr. Rashid Alleem big success in his mission of truly contributing to sustainable development and keenly look forward to his ideas and suggestions in the years to come.

Foreword

Dr. Nasser Saidi

Former Minister of Economy, Lebanon

Global climate change and its regional effects are likely to have a huge impact on the UAE, affecting its coastline, fisheries, agriculture, habitat, society and its economy. Managing climate change is the central challenge both on a global and on a local basis and hence creating greater public awareness and engagement is critical. This is why Dr. Rashid Alleem's insightful book on Global Goals "I Am Committed" is important.

Sustainability is a fashionable topic but with a multitude of issues. Dr. Alleem's approach demystifies the theme of sustainability and provides real examples at local, national and international levels. The intention throughout the book is to inform, and also to nudge by example, illustrating his passion and dedication to the topic.

Sustainability has assumed greater significance after the Agenda 2030

was adopted by the world leaders at the United Nations Sustainable Development Summit in September, 2015. With a focus on 17 goals and 169 targets, Sustainable Development Goals (SDGs) is broader in its approach and considers the root cause of major concerns such as poverty and hunger, apart from gender equality and inclusive growth. Dr. Rashid has been dedicated to these global issues through Alleem's for almost a decade and his book is a worthy testimonial.

The UAE has always advocated a culture of openness, creativity and innovation as the basis for the knowledge economy. Dr. Rashid Alleem shares this spirit and outlook and implemented these in his contribution to growth and development in Sharjah, notably as Chairman of the Sharjah Electricity & Water Authority (SEWA) and the UAE. This was publicly recognized by Sheikh Mohammed Bin Rashid Al Maktoum, who honoured him with the title “Ambassador of Knowledge of the UAE”.

The book develops the reader's understanding of sustainability both in terms of individual action and through collective initiatives in a narrative style that is both simple and engaging. It also discusses the

barriers, providing insights into the core issues blocking sustainable development but also provides examples of targeted approaches to breaking down the barriers. His illustrations of international humanitarian efforts, inclusive growth and knowledge sharing are highly commendable. Providing real examples of ‘ideas in action’ from people who embody sustainability principles in their personal and professional life is inspiring and raises public awareness.

I wish Dr. Rashid Alleem success in his mission of contributing to sustainable development in Sharjah and the UAE. It is part of the mission of the Clean Energy Business Council.

Introduction

“Leave your mark. Be ashamed to die without leaving a legacy and winning some victory for mankind.” - DR. RASHID ALLEEM

My Approach to Walking the Talk

As the Founder and Executive Chairman of the Alleem Knowledge Center, I consider that creating and spreading knowledge is paramount to any civilization. The Alleem Knowledge Center is the UAE’s most respected center of excellence for cutting-edge knowledge; research and development which promotes sustainable business environments, and fosters management excellence with a humane touch. As a flag bearer of knowledge and being the author of two major books on Sustainable Development, “My Green Journey in Hamriyah” and “Sustainability : The Fourth Wave of Economy”, I was lauded by many of the business houses as well as many distinguished Heads of States.

As a recognition of my contributions to the society and humanity, I was recently conferred with the title of “UAE’s Knowledge

Ambassador” by His Highness Sheikh Mohammed bin Rashid Al Maktoum, the Vice President and Prime Minister of the United Arab Emirates and the Ruler of Dubai. Hence, I consider it my supreme duty to champion the cause of global sustainable development by spearheading the recently adopted Sustainable Development Goals (SDGs). In this book I present my approach and contributions to the SDGs.

Vision 2030

25th - 27th of September 2015 were historical days. The Heads of State from 193 countries and High Representatives of various Governments met at the United Nations Headquarters in New York, as the Organization celebrated its seventieth anniversary, to decide on new global Sustainable Development Goals. They unanimously adopted an ambitious new global development agenda to be achieved by 2030. With 17 goals and 169 targets, the SDGs expanded on the Millennium Development Goals (MDGs), adopted in the year 2000, which were due to expire by the end of 2015.

Millennium Development Goals (MDGs)

The MDGs were arrived at out of the Millennium Declaration adopted by the UN General Assembly in 2000. MDGs were widely seen as a considerable success of the international system. Specifically, MDGs have helped in achieving global progress towards attaining universal health and education in the past few years. Though MDGs were considered as a common benchmark of global progress for the past 15 years, it attracted wide criticism that the goals were limited and vague in scope and low targets were set across many developmental priorities. The MDGs also lacked specific and robust monitoring and evaluation tools. Hence, they did not serve as a management tool or a real-time report card as the data came too late, besides being incomplete. MDG's monitoring paid very little attention to the important metrics to be measured. As a result, there arose many suggestions and recommendations that went beyond 2015. MDG's had to be amended so as to rectify all the shortcomings. Hence, widespread discussions began on Sustainable Development Goals (SDG's). After several rounds of brainstorming and knowledge sharing, the SDG's were adopted by the world leaders.

New Challenge

Three year long consultative process and the hard work of several working groups gave birth to the 17 SDGs. The SDGs have integrated environment, social and economic dimensions and are now considered to be the most comprehensive list of global goals that the world has ever committed to. Once everything is finalized it is expected that there will be at least a hundred indicators accompanying the goals to fulfill the promise of universality. Hence, SDG's are unquestionably a significant step up from the MDGs. Moving further into the implementation, the SDGs can play an important role in generating greater public debate and forcing the governments to take decisive steps in integrating the goals with their national development priorities.

Passion to Win

The SDGs are undoubtedly an action-oriented and universally applicable development agenda. They were built on the foundation of the MDGs. But, it calls for global action to complete the unfinished business of the MDGs as well as to respond to new challenges. While

SDGs provide broad global directives and targets, it is paramount that nations and states identify specific priorities and decide their appropriate policies and actions. Since the global targets are aspirational, each government needs to set its own national targets guided by global ambitions. SDGs offer an opportunity to augment resources and promote innovations to fill the developmental void across many developing and underdeveloped nations. However, there will be many global as well as national challenges in achieving SDGs. In my view, there are four major challenges: -

1. Defining Indicators: As I have discussed earlier, setting nationally relevant indicators to measure the outcomes of SDGs is critical. Defining indicators at local, regional, and global levels remains a challenge.
2. Financing SDGs: Development challenges have become more diverse, complex and widespread. Hence, it requires a comprehensive and coordinated strategy as well as unrestricted funding to overcome them. Securing sufficient funding commitments will remain a challenge both for the developed and developing countries.

3. Monitoring and Ownership: SDG monitoring will have to be at the national level for each of the goals. Ownership, responsibility and accountability at different levels of the government system will be a challenge, unless it is well defined and accepted at all levels.

4. Measuring Progress: Assessment of progress and achievements through several mechanisms will remain a challenge for many countries. Non-availability of data, administrative shortcomings both at the sub-national/regional and federal levels are to be bridged to overcome this.

Happy Reading!

Rashid Alleem
Sharjah, UAE.

17 Sustainable Development Goals At A Glance

Goal 1. End poverty in all its forms, everywhere.

Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture.

Goal 3. Ensure healthy lives and promote well-being for all, at all age levels.

Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Goal 5. Achieve gender equality and empower all women and girls.

Goal 6. Ensure availability and sustainable management of water and sanitation for all.

Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all.

Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Goal 9. Build resilient infrastructure; promote inclusive and sustainable industrialization and foster innovation.

Goal 10. Reduce inequality within and among countries.

Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable.

Goal 12. Ensure sustainable consumption and production patterns.

Goal 13. Take urgent action to combat climate change and its impacts.

Goal 14. Conserve and sustainably use the oceans, seas and marine

resources for sustainable development.

Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems; sustainably manage forests; combat desertification; halt and reverse land degradation and halt biodiversity loss.

Goal 16. Promote peaceful and inclusive societies for sustainable development; provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.



“Poverty is the parent of revolution and crime.”

ARISTOTLE

Goal # 1 - End Poverty in All its Forms Everywhere

Shared Action

On 25th September 2015, about 193 Heads of States and Governments unanimously agreed to set the world on a path towards sustainable development through the adoption of the 2030 Agenda. This agenda includes 17 Sustainable Development Goals, which set out quantitative objectives across the social, economic, and environmental dimensions for sustainable development, all to be achieved by 2030. The goals provide a framework for shared action “*for people, planet and prosperity*,” to be implemented by “all countries and all stakeholders, acting in collaborative partnership.”

Quantitative and Qualitative Objectives

As described in the 2030 Agenda, “never before have world leaders pledged common action and endeavor across such a broad and universal policy agenda.” A total of 169 targets accompany the 17 goals and set out quantitative and qualitative objectives for the next 15 years. These targets are “global in nature and universally applicable,

taking into account different national realities, capacities and levels of development and respecting national policies and priorities”. A set of indicators and a monitoring framework will also accompany the goals. The indicators are defined by the Inter-Agency and Expert Group on SDG Indicators (IAEG - SDGs), which presented its recommendations to the UN Statistical Commission in March, 2016.

My Experience

While the UN and other global/national institutions contemplate the modes of implementation, financing, monitoring and evaluation, I am pleased to provide a detailed account of my encounters and experiences of each of the global goals, amassed during my association with various institutions, as a government official and also as an individual who has travelled widely and worked around the globe.

As an Engineer and now, as an Administrator, I always look at things in a holistic manner, rather than approaching them in isolation. I have had a lot of opportunities to work across a wide spectrum, and gain experience as a volunteer associated with charities and philanthropic

organizations, in the private sector, and now as a senior administrator for the Government of Sharjah.

When I worked as the volunteer General Manager of Sharjah Charity International (SCI), I got the opportunity to work in many countries helping people to rise above poverty. Sharjah Charity works in 44 countries, spread across the Arab World, Asia, Africa and Europe. SCI also works in cooperation with many associations, institutions, philanthropic organizations, and we accepted any/all cooperation in the field of our work in order to serve and bring about development of human societies.

For our poverty alleviation mission, I worked in Myanmar and Bangladesh in partnership with local institutions. I got the opportunity to visit many remote areas where we found extreme poverty. My detailed discussions with the community leaders and other stakeholders revealed the extent of inequality in these societies. Joblessness and poor income had led them to the brink of poverty. Malnourishment of children, even new born babies, was rampant.

Myanmar

Poverty in Myanmar was attributed to the loss of markets for agricultural produce and the trade activities that they were involved in for generations. Repeated failures in agriculture led them to become chronically poor. In early 2000, nearly 50 per cent of the population owned land and they totally relied on it for work. Weather-related factors such as failure of monsoon, droughts, floods and pest infestation destroyed their crops. Poor distribution of labor also contributed greatly to poverty.

Bangladesh

In the case of Bangladesh, multiple causes triggered poverty. One of the major causes of rural poverty was the country's geographical and demographic characteristics. A large portion of the country is situated in the low-lying areas, and thus, is at a high risk of regular flooding during the monsoon. Many of the rural poor live in areas that are prone to heavy annual flooding which cause huge damage to their crops, homes and livelihoods. In order to rebuild their homes, they often have to resort to moneylenders, and that causes them to

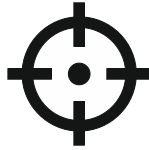
fall deeper into poverty. In addition, these natural disasters also cause outbreaks of diseases such as cholera, malaria and dengue which affect them physically, which in turn lower their productivity levels.

Another cause of rural poverty is the fast-growing population which places huge pressure on the environment and natural resources leading to problems such as soil erosion and flooding, which in turn leads to low agricultural productivity. Urban poverty was due to the limited employment opportunities, degraded environment, and bad housing and sanitation. In both the cases, SCI ran food-for-work programs and assisted them to come out of poverty.

Though I have moved out of SCI to take up varied responsibilities in the government, I still cherish those special moments wherein we actually lifted many families out of poverty through our activities in these two countries. What a satisfying feeling!



- 836 million people still live in extreme poverty.
- About one in five persons in developing regions lives on less than \$1.25 per day.
- The overwhelming majority of people living on less than \$1.25 a day belong to two regions: Southern Asia and sub-Saharan Africa.
- High poverty rates are often found in small, fragile and conflict-affected countries.
- One in four children under age of five in the world has inadequate height for his or her age.
- Every day in 2014, 42,000 people had to abandon their homes to seek protection due to conflict.



Goal # 1 Targets

The SDG goal number 1 aspires to achieve the following in the next 15 years. I consider each of them crucial to fully overcoming the challenges of poverty in the underdeveloped countries.

- By 2030, eradicate extreme poverty for people everywhere, currently measured as people living on less than \$1.25 a day.
- By 2030, reduce at least by half the proportion of men, women and children, of all ages, living in poverty in all its dimensions according to national definitions.
- Implement nationally appropriate social protection systems and measures for all, including housing, and by 2030 achieve substantial coverage of the poor and the vulnerable.

- By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance.
- By 2030, boost the spirit of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters.
- Ensure significant mobilization of resources from a variety of sources, inter alia through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular to the least developed countries, to implement programs and policies to end poverty in all its dimensions.
- Create sound policy frameworks at the national, regional and international levels, based on pro-poor and gender-sensitive development strategies to support accelerated investment in poverty eradication programs.



*“We know that a peaceful world cannot long exist,
one-third rich and two-thirds hungry.”*

JIMMY CARTER

Goal # 2 - End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Chronic Problem in Somalia

In my view, hunger and malnourishment are recurring problems faced by many of the poorest countries in the world. In spite of many international donor agencies, governments and the UN agencies working tirelessly for many decades, hunger has still not been totally wiped out. I worked in Somalia during the late 1990's on a hunger eradication and livelihood project, on behalf of the Sharjah Charity International. Though we did our best along with many international organizations and local partners, even today the problem persists. Sharjah Charity is one among the many UAE based agencies which has been consistently supporting the people of Somalia for the past 3 decades.

Hunger and malnourishment have direct relation to food production and ultimately depends on the overall agricultural scenario of a country. One has to look at the historical background to find answers

to the chronic problem in Somalia. Climate-driven and man-made calamities and a depleted natural resource base constitute the major reasons for this state of disarray. The collapse of social and economic institutions keeps around 43 per cent of the population in extreme poverty (on less than US\$ 1 a day) and 73 per cent live on less than US\$ 2 a day. Environmental degradation has further compounded the problems of the country.

Absence of a functioning national government, repeated conflicts among civilian groups and ensuing food insecurity threaten the lives of millions of people in the country. In the south central region, dilapidated infrastructure has limited the delivery of public goods. According to the United Nations, an estimated 1.1 million are considered Internally Displaced Persons (IDPs), since 1991. Food insecurity has affected about 3 million people across the country.

Another challenge, in Somalia, is that due to civil war and other conflicts, census, household income and expenditure surveys have not been conducted for years. As a result, monitoring the positive impacts of aid activities towards removing hunger and food insecurity

remain practically impossible and difficult to compute. The chronic food insecurity and high malnutrition levels, persisting in parts of Somalia for the past two decades, are worrying signs, despite the many global efforts to reverse the situation.

Sharjah Charity International remains committed to its efforts by continuing to work in Somalia. It shows our commitment to the cause of eradicating hunger and malnourishment from the world. By 2012, it had distributed infant formula to 120,000 Somali children as part of its “Help Them” humanitarian campaign to assist Somalia and other countries in the African region. Ten thousand boxes of the formula were administered for children under 6 months through 40 health centers in six Somali governorates. I remain indebted and ever thankful to H.H. Dr. Sheikh Sultan bin Mohammed Al Qasimi, Supreme Council member of UAE and the Ruler of Sharjah, for his dedication to the global efforts to fight hunger and malnourishment in Somalia. Other dimensions of the goal are to promote climate-resilient, sustainable agriculture which holds the key to permanently solving the problem of poverty and hunger.

Let's Hope

Due to the lack of sufficient information to assess the impacts of aid on economic and social development, the overall achievements of the Millennium Development Goals (MDGs) also remain inconclusive. However, with the introduction of SDGs, the metrics and the indicators should be taken into consideration and a plan formulated for a robust monitoring of goal number 2 which is to end hunger, achieve food security and improved nutrition, and promote sustainable agriculture to bring about the much desired positive change among the people of Somalia and many other poor countries in the world.

Alleem Foundation

One out of every five people currently lives on US\$ 1.25 a day or less, according to a United Nations report. One in every 2 children lives in poverty around the world and they live each day as though it is still the 1929 Great Depression! Over 1 billion people will go to sleep without food every night and over 600 million people don't have access to clean water.

On the other hand, around 1.6 billion are suffering from overeating and obesity. What an absurdity that such extremes exists in this world! I have always felt that I should do something good in my effort to change 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 with a mission to make a difference.

The hallmark of Alleem Foundation is its focus to strive for and support these principles, rising beyond the barriers of caste, creed, color, religion or nationality and to support and enlighten all with a mission to put a smile on each face! The logo of the Alleem Foundation best exemplifies this philosophy with its image of four happy faces represented in 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 others' lives and creates an environment for efficiency and growth.



Hunger

- Globally, one in nine people in the world today (795 million) are undernourished.
- The vast majority of the world's hungry people live in developing countries, where 12.9 per cent of the population is undernourished.
- Asia is the continent with the 'most hungry' people – two thirds of the total. The percentage in southern Asia has fallen in recent years but, in western Asia it has increased slightly.
- Southern Asia faces the greatest hunger burden, with about 281 million undernourished people. In sub-Saharan Africa, projections for the 2014-2016 period indicated a rate of undernourishment of almost 23 per cent.
- Poor nutrition causes nearly half (45 per cent) of deaths in children

under five, i.e. 3.1 million children each year.

- One in four of the world's children suffer stunted growth. In developing countries the ratio can rise to one in three.
- 66 million primary school-age children attend classes hungry across the developing world, with 23 million in Africa alone.

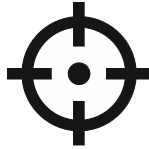
Food security

- Agriculture is the single largest employer in the world, providing livelihoods for 40 per cent of today's global population. It is the largest source of income and jobs for poor, rural households.
- 500 million small farms worldwide, most still rain-fed, provide up to 80 per cent of food consumed in a large part of the developing world. Investing in women and men smallholders is an important way to increase food security and nutrition for the poorest, as well as food production for local and global markets.
- Since the 1900s, some 75 per cent of crop diversity has been lost from the fields. Better use of agricultural biodiversity can contribute to more nutritious diets, enhanced livelihoods for farming communities

and more resilient and sustainable farming systems.

- If women farmers had the same access to resources as men, the number of hungry in the world could be reduced by up to 150 million.
- 1.4 billion people have no access to electricity worldwide – most of whom live in rural areas of the developing world. Energy poverty in many regions is a fundamental barrier to reducing hunger and ensuring that the world can produce enough food to meet future demands.





Goal # 2 Targets

- By 2030, end hunger and ensure for all people, in particular the poor and people in vulnerable situations including infants, availability of safe, nutritious and sufficient food all year round.
- By 2030, end all forms of malnutrition; including achieving, by 2025, the internationally agreed targets on stunting and wasting in children below 5 years of age, and address the nutritional needs of adolescent girls, older persons, and pregnant and lactating women.
- By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fisher folks, through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and

non-farm employment.

- By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production; that help maintain ecosystems; that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters; and that progressively improve land and soil quality.
 - By 2020, maintain the genetic diversity of seeds, cultivated plants and farmed and domesticated animals and their related wild species, including through sound management of diversified seed and plant banks at the national, regional and international levels; and promote access to, and fair and equitable sharing of benefits arising from the utilization of genetic resources and traditional knowledge, as per international norms.
- a. Increase investment, including through enhanced international cooperation, in rural infrastructure, agricultural research and extension services, technology development and plant and livestock

gene banks in order to enhance agricultural productivity in developing countries, in particular the least developed countries.

- b. Correct and prevent trade restrictions and distortions in world agricultural markets, including through the parallel elimination of all forms of agricultural export subsidies and all export measures with equivalent effect, in accordance with the mandate of the Doha Development Round.
- c. Adopt measures to ensure the proper functioning of food commodity markets and their derivatives and facilitate timely access to market information, including on food reserves, in order to help limit extreme food price volatility.





*“Take care of your body,
it’s the only place you have to live.”*

JIM ROHN

Goal # 3 - Ensure healthy lives and promote well-being for all at all ages

What is Health?

As defined by the World Health Organization (WHO) half a century ago, “Health is a complete state of physical, mental and social well-being, and not merely the absence of disease or infirmity.”

Though the progress and impacts were uneven, the MDGs have made significant advancements in improving health care for millions of people across the developing world. The associated targets, inter alia, aim to reduce global maternal mortality, end preventable deaths of newborns, end the AIDS epidemic, tuberculosis and malaria, as well as reduce by one-third premature mortality, caused by non-communicable diseases.

Sudan

Even in the 21st century, access to basic health care is a distant dream for millions of people across the world. In Sudan, rising rates

of communicable and non-communicable diseases such as malaria, measles, tuberculosis and cholera remain a threat. In areas with poor sanitation facilities, water-borne diseases are rapidly spreading and creating havoc. Infant mortality rate is high in some regions. The reasons for poor healthcare are deeply rooted in poverty. Sudan's long history of civil war and subsequent mass displacement of people from their homes have forced millions into poverty.

There are several reasons for the uneven distribution of healthcare facilities, workers, and resource allocation in Sudan. As is common in many of the underdeveloped countries, these are concentrated in and around urban areas. As a result, most of Sudan's doctors and medical staff work in the towns/cities, where the pay is higher. In Sudan, there are only three doctors for every 10,000 people – and hospitals can be overcrowded. Most of the medical care is a paid service in Sudan and as a result many poor people delay seeking treatment. Hence, the mortality rate is high, especially that of infants and children. In South Kordofan, for every 1,000 live births over 90 infants are likely to die before they are a-year-old.

A Legacy

During my stint at Sharjah Charity International, in the late 1990's, I visited Sudan many times to set up healthcare clinics in many of the rural areas, in the capacity of Volunteer Manager. It was a great learning experience to work closely with many agencies and hundreds of volunteers, in Sudan, in setting-up health clinics for the poor. These clinics were gradually upgraded with machines and medical supplies to offer the best primary healthcare to thousands of people. I am pleased to mention that even after 15 years, Sharjah Charity International along with many other agencies, continue to upgrade these clinics to provide better healthcare facilities. I learnt that some of the facilities handle surgeries and have fully equipped laboratories and pharmacies. However, a paradigm shift in the public health policies of the Sudanese government, backed by sufficient funding, will go a long way in providing access to free or affordable healthcare to millions of people living in the rural areas of Sudan. I believe both MDGs and now the SDGs have provided huge opportunities to accelerate the national and international efforts to improve healthcare facilities for all people.



Child health

- 17,000 fewer children die each day than in 1990, but each year more than six million children still die before their fifth birthday.
- Since 2000, measles vaccines have averted nearly 15.6 million deaths.
- Despite global progress, an increasing proportion of child deaths occur in sub-Saharan Africa and Southern Asia. Four out of every five deaths, of children under the age of five, occur in these regions.
- Children born into poverty are almost twice as likely to die before the age of five as against those from wealthier families.
- Children of educated mothers - even mothers with only primary schooling - are more likely to survive than children of mothers with no education.

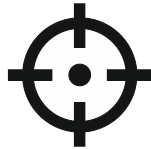
Maternal health

- Maternal mortality has fallen by almost 50 per cent since 1990. In Eastern Asia, Northern Africa and Southern Asia, maternal mortality has declined by around two-thirds.
- But maternal mortality ratio – the proportion of mothers that do not survive childbirth compared to those who do – in developing regions is still 14 times higher than that of the developed regions.
- More women are receiving antenatal care. In developing regions, antenatal care increased from 65 per cent in 1990 to 83 per cent in 2012.
- Only half of the women in developing regions receive the recommended amount of healthcare.
- Fewer teens are having children in most developing regions, but progress has slowed. The large increase in contraceptive use in the 1990s was not sustained in the 2000s.
- The need for family planning is slowly being met for more women, but demand is increasing at a rapid pace.

HIV/AIDS, malaria and other diseases

- At the end of 2014, there were 13.6 million people accessing antiretroviral therapy.
- New HIV infections in 2013 were estimated at 2.1 million, which was 38 per cent lower than in 2001.
- At the end of 2013, there were an estimated 35 million people living with HIV.
- At the end of 2013, 240,000 children were newly infected with HIV.
- New HIV infections among children have declined 58 per cent since 2001.
- Globally, adolescent girls and young women face gender-based inequalities, exclusion, discrimination and violence, which put them at increased risk of acquiring HIV.
- HIV is the leading cause of death among women of reproductive age, worldwide.
- TB-related deaths in people living with HIV have fallen by 36% since 2004.

- 250,000 new HIV infections among adolescents were reported in 2013, two-thirds of which were among adolescent girls.
- AIDS is now the leading cause of death among adolescents (aged 10–19) in Africa and the second most common cause of death among adolescents, globally.
- In many settings, adolescent girls' right to privacy and bodily autonomy is not respected, as many report that their first sexual experience was forced.
- As of 2013, 2.1 million adolescents were living with HIV.
- Over 6.2 million malaria deaths have been averted between 2000 and 2015, primarily of children under five years of age, in sub-Saharan Africa. The global malaria incidence rate has fallen by an estimated 37 per cent and the related mortality rate by 58 per cent.
- Between 2000 and 2013, tuberculosis prevention, diagnosis and treatment interventions saved an estimated 37 million lives. The tuberculosis mortality rate fell by 45 per cent and the prevalence rate by 41 per cent between 1990 and 2013.



Goal # 3 Targets

Following are the targets and objectives envisaged under goal number 3 to ensure healthy lives and promote well-being for all, at all ages.

- By 2030, reduce the global maternal mortality ratio to less than 70 per 100,000 live births.
- By 2030, end preventable deaths of newborns and children below 5 years of age, with all countries aiming to reduce neonatal mortality to at least 12 per 1,000 live births and under-5 mortality to at least 25 per 1,000 live births.
- By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases.

- By 2030, reduce by one-third premature mortality from non-communicable diseases through prevention and treatment, and promote mental health and well-being.
- Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.
- By 2020, halve the number of global deaths and injuries from road traffic accidents.
- By 2030, ensure universal access to sexual and reproductive healthcare services, including family planning, information and education, and the integration of reproductive health into national strategies and programs.
- Achieve universal health coverage, including financial risk protection, access to quality essential healthcare services and access to safe, effective, quality and affordable essential medicines and vaccines for all.
- By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination.

- a. Strengthen the implementation of the World Health Organization Framework Convention on Tobacco Control in all countries, as appropriate.
- b. Support the research and development of vaccines and medicines for the communicable and non-communicable diseases that primarily affect developing countries; provide access to affordable, essential medicines and vaccines, in accordance with the Doha Declaration on the TRIPS Agreement and Public Health, which affirms the right of developing countries to use to the full the provisions in the Agreement on Trade-Related Aspects of Intellectual Property Rights regarding flexibilities to protect public health, and, in particular, provide access to medicines for all.
- c. Substantially increase health financing and the recruitment, development, training and retention of the health workforce in developing countries, especially in the least developed countries and Small Island Developing States.
- d. Strengthen the capacity of all countries, in particular the developing countries, for early warning, risk reduction and management of national and global health risks.



“The best way to fight poverty is to empower people through access to quality education.”

JOHN LEGEND

Goal # 4 - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

There is no doubt that education is fundamental to economic development and social wellbeing of any society. In the era of rapidly changing technologies, products and services, skill development plays a vital role too. It helps in preparing both the workforce as well as the unemployed youth to equip themselves for the changing demands of the market/industries. Skill upgradation helps people to improve their efficiency and productivity. It helps both skilled and unskilled workers to come out of poverty and remain competitive in the globalized economy. I like what Nelson Mandela said about education: *“Education is the most powerful weapon which you can use to change the world.”*

MENA

Skill development is essential across the globe; its relevance is felt strongly in the Middle East and North African (MENA) region.

Oil and conflicts are the two major factors shaping the economic development of this region. Due to the changing socio-political scene, MENA region is going through a huge transformation. Conflicts fuelled by terrorism, moving from an oil-dependent economy to a non-oil dependent one, and large scale human migration have changed the demographic patterns of countries such as Syria, Libya, Yemen, Tunisia, Iraq, Egypt, Palestine, Lebanon and Jordan. Other oil rich countries in the region have started moving towards building a strong non-oil dependent economy through rapid diversification. The slump in oil price, which has persisted for almost two years, is estimated to continue for the next 5 to 10 years and this has forced the countries to consolidate their non-oil based economic activities. The recently concluded Paris Accord also forced OECD countries to take measurable steps in bringing down their green house gas emissions.

According to the UNHCR 2015 Report, the conflict in Syria, which entered its fifth year, has caused the largest displacement of people. UNHCR has registered about 630,000 Syrian refugees in Jordan alone. The conflicts across countries in the region have adversely impacted livelihoods and employment prospects, and have worsened

structural issues facing the same. With less than 5% of arable land and very limited fresh water resources, countries in the region will need to rely on strong human capital for social development and income generation.

International Monetary Fund (IMF) estimated that the Gulf Cooperation Council countries' (GCC) growth rate will slow down, from 6 per cent in 2000-07 to 3 per cent in 2015-20. Most of the MENA countries could exhaust their financial buffers in the next five years. If the current trend continues, labor force will grow by 10 million in MENA Region by 2020, of which almost 3 million will be unemployed. Control on public spending, private sector led growth and diversification is pivotal for job creation and economic development. Sustainable growth is needed to raise living standards and employment opportunities. Therefore, major structural reforms are needed to improve the business environment and functioning of the labor market in the MENA Region.

Alleem Business Congress

The above mentioned account and state of affairs underline my efforts that were set in motion by the formation of Alleem Business Congress (ABC), in late 2008, as a subsidiary of Alleem Knowledge Center, to facilitate continuing education through a series of programs. Alleem Business Congress is a think tank, a house of knowledge and a not-for-profit forum which organizes congresses at regular intervals in Sharjah. Key global and regional themes which are drivers of the global economy, such as sustainable development and inclusive growth, water and energy, leadership and management, marketing and branding, and project management are discussed and debated. As the themes are dear to many people in the businesses, governments, academia and the media, many from the UAE as well as from other nations regularly attend these congresses to share and learn about these key issues.

In the past 9 years, ABC has conducted congresses based on 37 themes which were well thought out and widely appreciated by business leaders, leading international consultants, governments, UN bodies, ambassadors, diplomats, academic institutions and various

media houses. More than 520 speakers have spoken on various topics at these congresses. These events were attended by over 12,000 participants representing businesses and academia through voluntary registration. Moving forward, as a social cause, I am determined to align my efforts, through the Alleem Knowledge Center, to focus on key deliverables of Goal number 4 of the SDGs to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Dubai Cares in Malawi

I am thankful to Dubai Cares for helping the teenage girls in Malawi to go back to school. School re-enrolment rates have doubled in six months since Dubai Cares, a UAE charity, launched a pilot project to help teenage girls continue their education. Around \$490,000 is being utilized across the region since October 2016, as part of the two-year education project. The program is not only helping teenagers but also the older women who could not finish their studies due to ill health, poverty etc. Dubai Cares funds the local NGOs, Engaging Communities and Schools in Support of Adolescent Girls, in Malawi.

“The launch of two Early Childhood Development (ECD) programs by Dubai Cares in Tanzania and Zanzibar could change the face of the country’s education system”, says Cecilia Baldeh, Chief of Education at the United Nations Children’s Fund (UNICEF), Tanzania. Apart from funding, Dubai Cares directly encourages the families to allow their children to pursue an education.

Alleem Executive and Education Programs

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

I believe in the adage – *‘Leaders are made; they are not born’*. And it is critical to invest in the next generation of leaders to sustain competitive advantage and achieve higher corporate growth. The next generation of leaders needs to be instilled with advanced decision making and execution skills to be competitive in the global scenario. Alleem Executive Education Programs include several hard skill development programs that will help employees emerge with a fresh approach to sustainable development and inclusive growth; strategic

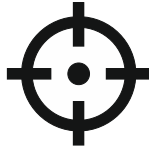
planning for managing successful projects; marketing management and branding; and sustainable idea management. Executives without financial education background can also gain expertise in finance and accounting. While technical skills and know-how may help one in getting an entry into an organization, it is people-oriented skills that help one to climb the corporate ladder. Business organizations are increasingly focusing on people with good soft skills. Companies are looking for people with good work ethics, great attitude, excellent communication skills and high emotional intelligence to foster team performance and thereby contribute strongly to the organization's vision and strategy.

The Soft Skills Development Programs initiated by the Alleem Executive Education Programs help to not only work on developing these essential skills within oneself, but also 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.



- Enrolment in primary education in developing countries has reached 91 per cent but 57 million children remain out of school.
- More than half of the children that have not enrolled in school live in sub-Saharan Africa.
- An estimated 50 per cent of out-of-school children of primary school age live in conflict-affected areas.
- 103 million youth worldwide lack basic literacy skills and more than 60 per cent of them are women.





Goal # 4 Targets

- By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.
- By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education.
- By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university level education.
- By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.

- By 2030, eliminate gender disparities in education and ensure equal access at all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.
 - By 2030, ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy.
 - By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.
- a. Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all.

- b. By 2030, substantially expand, globally, the number of scholarships available to developing countries, in particular the least developed countries, Small Island Developing States and African countries, for enrolment in higher education, including vocational training, information and communications technology, technical, engineering and scientific programs, in the developed countries and other developing countries.
- c. By 2030, substantially increase the supply of qualified teachers, including through international cooperation for teacher training in developing countries, especially the least developed countries and Small Island Developing States.





“The best way to fight poverty is to empower people through access to quality education.”

JOHN LEGEND

Goal # 5 - Achieve gender equality and empower all women and girls

Over many decades, significant progress in achieving gender equality was made possible across many countries in the world. Gender equality is not only a human right, but its advancement has numerous positive social and economic ramifications. Empowerment of women energizes countries, stimulating productivity and growth. However, gender inequalities remain deeply rooted in many societies. Women lack access to decent work and face occupational segregation and wage gaps. In many underdeveloped countries, they are often denied access to basic education and healthcare.

Women in UAE

The UAE is a recognized leader in terms of gender equality in the region. This achievement comes from the fundamental belief that women and men are equal partners in society. Through a series of public and private sector initiatives, women are playing an increasingly stronger role in all facets of Emirati society. Women

graduates in the UAE excel in government, engineering, science, healthcare, media, computer technology, law, commerce and the oil industry, to name a few. Eight women serve in the UAE Cabinet; nine women hold seats in the Federal National Council (FNC), a consultative parliamentary body, accounting for nearly one-quarter of the FNC's membership.

Yet, women in almost all parts of the world endure violence and discrimination. It is evident from their under-representation in political and economic decision-making bodies.

Both as an Administrator in the government service, as well as in my personal capacity as the Founder Chairman of Alleem Knowledge Center (AKC), I have always encouraged women and strived to empower them in every possible way. My initiatives through Alleem are to demonstrate our ability to become champions of women's and girls' rights by providing them with equal and varied opportunities at all levels.

I recollect many of my associations with women empowerment

institutions in the past. As a General Manager of Sharjah Charity, we had worked very closely with the women development agencies in Bangladesh in the early 2000's. We found that women, as part of their daily routine had to walk miles together to fetch two pots of water and the men felt that it was the woman's duty to do the household chores such as fetching water, cooking food and raising the children. We heard many stories of women being subjected to violence. They fell sick due to the long walk and lost livelihood opportunities due to this essential 'duty' of fetching water. We, from the Sharjah Charity, consulted them and together decided to build wells in the vicinity of their homes, to provide clean and safe drinking water thus reducing the drudgery of these women. Wells were constructed and it was very fulfilling to see the happiness of the women folk in having access to clean water within a few hundred meters of their houses.

On another occasion, I was invited to deliver a keynote speech in a gender mainstreaming workshop held at Karachi, in Pakistan, in 2006. As I empathized with the plight of women in many countries of Asia and Africa, I delivered the keynote speech filled with many examples gained from my experiences in our efforts to empower

women. My ideas were well received by the participants and organizers and I cherish the memory as one of the most rewarding and fulfilling moments of my life.

I can confidently state that women empowerment is a pre-condition to achieving all the SDGs. Everyone will agree that without gender equality and a significant role for women in society, economy and governance, we will not be able to achieve the developmental aspirations we agreed on in Agenda 2030. Though many efforts have been made to change the situation of women, the results have fallen short of expectations. I completely subscribe to all the actions listed under this goal. In my view, improving the enrolment of girls in primary and secondary education, increasing women's access to work and entrepreneurship, and equal pay will accelerate their empowerment.





The statistics on women and girls are as follows : -

- About two-thirds of countries in the developing regions have achieved gender parity in primary education.
- In Southern Asia, only 74 girls were enrolled in primary school for every 100 boys in 1990. By 2012, the enrolment ratios were the same for girls as for boys.
- In sub-Saharan Africa, Oceania and Western Asia, girls still face barriers to entering both primary and secondary school.
- Women in Northern Africa hold less than one in five paid jobs in the non-agricultural sector. The proportion of women in paid employment outside the agriculture sector has increased from 35 per cent in 1990 to 41 per cent in 2015.
- In 46 countries, women now hold more than 30 per cent of seats in national parliament, in at least one chamber.



Goal # 5 Targets

- End all forms of discrimination against all women and girls everywhere.
- Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking, sexual and other types of exploitation.
- Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation.
- Recognize and value voluntary care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family, as nationally appropriate.
- Ensure women's full and effective participation and equal

opportunities for leadership at all levels of decision-making in political, economic and public life.

- Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development, and the Beijing Platform for Action and the outcome documents of their review conferences.
-
- a. Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws.
 - b. Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women.
 - c. Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels.



“You will never solve poverty without solving water and sanitation.”

MATT DAMON

Goal # 6 - Ensure availability and sustainable management of water and sanitation for all

‘Water is at the core of sustainable development’ and this statement cannot be emphasized enough. Numerous references about water, its cleanliness and conservation are found in all the religious literatures of the world, signifying its worth to the human civilization. These principles have been codified throughout the ages and shaped our behaviors and traditions. Water, like all other natural resources present on planet Earth, is a gift of God and humans are not allowed to pollute it. Mankind is just considered as a trustee of the planet. Men and women are entitled to live on the earth and benefit from it. As Allah the Almighty is reminding us in the Holy Quran: “Do you not see that Allah has disposed for you whatever there is in the universe and whatever there is in the earth and He has showered upon you His blessings, the outward and the inward?” Any behavior that jeopardizes the future of natural resources, water included, is seen as an act against God and His creations. Hence, conservation of water is not simply ethical and civilized behavior, but it is also an act of worship.

I felt blessed and most fortunate to deal with the subject of water, both as an administrator as well as a volunteer, while engaged in charities across many countries in Asia and Africa. As the General Manager of Sharjah Charity International (SCI) I had facilitated the creation of water sources for water starved people in Sudan, Bangladesh, Pakistan, India, and Myanmar. The program was very successful and received all round appreciation from everyone. In the year 2014, SCI spent more than USD 2.2 million to dig 3,700 freshwater wells and provide drinking water to underdeveloped communities in a number of Asian and African countries.

It's Better Together

I also need to mention the kind of responses that SCI regularly receives for its efforts to provide safe drinking water to the poor in Africa. Latest was from Dr. Malika Issoufou, wife of the President of Niger and head of the Tattali-Iyali Foundation, praising the Sharjah Charity International for helping their people in need. During her visit to Sharjah in December 2015, Dr. Issoufou stated that she came to Sharjah mainly to thank H.E. Sheikh Essam bin Saqr Al Qassimi, Chairman of the Board of Sharjah Charity International,

and Members of the Board for the development and relief operations in Niger. Dr. Issoufou hoped that these projects will be expanded in Niger to include poor areas in the capital, Niamey, suffering from shortage of clean drinking water. Similarly, appreciation comes from ordinary people who value the importance of water and are grateful for their easy access to it.

Hamriyah Story

As the Director General of Hamriyah Free Zone Authority, I had initiated a number of steps to conserve water in the Free Zone, as part of the expansion and modernization of the drainage network system connected to the recently completed Sewage Treatment Plant (STP) with a capacity of 4 Million Liters per Day (MLD), in the 7 Magnificent Zone Area. The system uses a Membrane Bio-Reactor (MBR) which facilitates microfiltration or ultra-filtration with a suspended growth bioreactor. The resultant treated effluent meets the international standards and specifications for treated water. In Hamriyah, the treated water is being reused under controlled conditions for industrial projects, in the toilets, and for the irrigation of its landscaped areas.

I had also initiated a huge plantation drive of drought resilient date palms and have undertaken the laying of turf throughout the Free Zone. These plants and turf get their water from the treated sewage water from the worker's camp. These methods work well in dry and hot conditions and help to bring down the temperatures marginally.

Save Water

I became a trendsetter way back in 2003 by launching an environmental initiative titled "Save Water Campaign". Boards were displayed throughout the Free Zone to create awareness among employees of the need to conserve water. The effort is to conserve precious natural resources, especially in this part of the world where water is a very scarce resource. Taking inspiration from the overwhelming responses we received from the general public, the government is considering yet another environmentally sustainable measure by making it mandatory through law for building terraces to be greened using plants. Many appreciate such initiatives. I have also been privileged to receive the Gold Medal from the Mayor of Cannes for my environmental and water conservation efforts.

SEWA and PUB

Now as the Chairman of Sharjah Electricity and Water Authority (SEWA), I have a huge mandate to work on water which I am very passionate about. One of the many initiatives is the creation of a conservation department in SEWA, a first of its kind in the country. The mandate of the department is to visit houses, offices, and industries to create a result based awareness about the conservation of water and electricity among households.

I have also signed a MoU with the Public Utilities Board (PUB), Government of Singapore. This will facilitate the transformation of water and energy sector within SEWA. One of my top priorities in the water sector is to deploy state of the art technology to reduce the Non Revenue Water (NRW) which will substantially reduce the wastage of water in the Sharjah water supply network. Many such initiatives are on my agenda to make SEWA a world class utility which judiciously uses water resources in the years to come.

WE Week

Apart from SEWA, in my personal capacity as the Founder and Executive Chairman of Alleem Business Congress, I launched the first Water and Energy Week (WE Week) from February 14th to 18th, 2016, to bring experts and institutions under one roof to discuss and create innovative paths for achieving efficiency and excellence in managing water and energy resources.

I was overwhelmed by the participation level as we had more than 300 delegates from government, semi-government and private companies, all gathered to show their commitment towards a better tomorrow by managing water resources.

Alleem R&D Center

Alleem Research and Development Center is another initiative that will focus on research and development initiatives in the frontier areas of water and energy, and focus on sustainability with special reference to water and energy.



The Goal number 6 of SDGs:

- 2.6 billion people have gained access to improved drinking water sources since 1990, but 663 million people are still without.
At least 1.8 billion people globally use a source of drinking water that is fecally contaminated.
- Between 1990 and 2015, the proportion of the global population using an improved drinking water source has increased from 76 per cent to 91 per cent.
- But water scarcity affects more than 40 per cent of the global population and is projected to rise. Over 1.7 billion people are currently living in river basins where water use exceeds recharge.
- 2.4 billion people lack access to basic sanitation services, such as toilets or latrines.

- More than 80 per cent of wastewater resulting from human activities is discharged into rivers or seas without any pollution removal.
- Each day, nearly 1,000 children die due to preventable water and sanitation-related diarrheal diseases.
- Hydropower is the most important and widely-used renewable source of energy and as of 2011, represented 16 per cent of total electricity production worldwide.
- Approximately 70 per cent of all water taken from rivers, lakes and aquifers is used for irrigation.
- Floods and other water-related disasters account for 70 per cent of all deaths related to natural disasters.





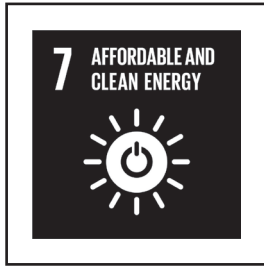
Goal # 6 Targets

- By 2030, achieve universal and equitable access to safe and affordable drinking water for all.
- By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.
- By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally.
- By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people

suffering from water scarcity.

- By 2030, implement integrated water resources management at all levels, including through trans-boundary cooperation as appropriate.
 - By 2020, protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers and lakes.
-
- a. By 2030, expand international cooperation and capacity-building support to developing countries in water and sanitation-related activities and programs, including water harvesting, desalination, water efficiency, wastewater treatment, recycling and reuse technologies.
 - b. Support and strengthen the participation of local communities in improving water and sanitation management.





“The world must come together to end energy poverty.”

BAN KI-MOON

Goal # 7 - Ensure access to affordable, reliable, sustainable and modern energy for all

Thank You, Zayed

As the fifth largest oil producer among the Organization of Petroleum Exporting Countries (OPEC), UAE is poised to play a leading role in the global economy. One-tenth of proven global gas reserves are located in our country, helping us to get a reliable and stable supply of energy. However, our first President, H.H. the late Sheikh Zayed Bin Sultan Al Nahyan recognized long ago that UAE should not rely on oil alone, but should have diversified sources of revenue and built the country's economy on a sustainable path.

The quest for achieving a sustainable energy mix is strongly embedded in the country's policies and plans. According to the International Renewable Energy Agency (IRENA), by 2050, global energy demand will nearly double, while the water and food demand is set to increase by over 50%. It is a formidable challenge to meet the requirements amid dwindling resources on the one hand and

mounting impacts of climate change on the other.

UAE's Vision 2021, the six-year national agenda, plans to generate 24 per cent of energy from renewable sources. It also aims to reduce per capita greenhouse gas emissions and achieve energy intensity of 5 tonnes of oil consumption per capita, by 2021. However, the ageing infrastructure, ever-expanding cityscapes, increasing demand for water and energy pose enormous challenges to the planners and the utilities. In the context of the Middle East, energy, water and food nexus are intrinsically complex. Though the Government has managed to come out with new plans and projects from time to time, the task is very huge, complex, and requires efficient and integrated solutions, and full cooperation of all stakeholders. UAE and many countries across the region are at the crossroads, facing a huge challenge to meet the ever growing demand for these resources as well as upholding their commitments to reduce the green house gases by a considerable margin by 2030.

After taking over the chairmanship of SEWA, I have initiated a number of steps to conserve energy. Under the directives and patronage of His

Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, the Supreme Council Member & Ruler of Sharjah, I am looking forward to transforming SEWA into one of the ‘green’ utilities in the region. As part of my efforts, I have brought in world-class organizations from around the world to partner with SEWA to provide the most advanced solutions in electricity, water, environment and other technologies that drive our excellence-centric approach to service delivery. In this regard SEWA has signed MoUs with more than 40 global companies, some listed in the Fortune 500, to improve demand side management and better electricity governance.

Awareness Campaigns

I have initiated the execution of a range of awareness campaigns to encourage everyone to be more conscious and aware of how much electricity and water they use, so that everyone can make greater efforts to ration their use. As a matter of policy, we have focused on the implementation of energy efficiency and reduction of energy consumption. Based on recent comparative studies of consumption trends, SEWA has set a conservation target of 30 per cent reduction in the consumption of power and water in the Emirate of Sharjah.

As part of its drive to achieve excellence and high quality, SEWA has initiated the application of the principles on the maintenance of the energy resources, declared by the UN Industrial Development Organization, and which are adopted by the International Standardization Organization under ISO 50001 certification.

I am happy to share with the reader that SEWA, in February 2016, was recognized and certified as ISO - 50001 energy management company, the first such utility company in the Arab World.

In conclusion, I wish to get associated with this important goal in as many ways as possible and contribute to the achievement of some of the global targets.

Alleem Excellence Awards

To recognize such change makers who have adeptly made a difference in their respective areas, Alleem Business Congress has instituted Alleem Excellence Awards to be distributed during the Alleem Professional Development Weeks – Water and Energy Week (WE Week), Project Management Week, Leadership and Management

Week, Marketing and Branding Week, Sustainable Development & Inclusive Growth Week.

Business organizations which 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 right and achieved enviable status. How did they accomplish it? What were the best situational factors and best practices adopted to create an impactful outcome? What was the unique insight gained from the entire program? What ingenuity of the management and the company boosted them to the pinnacle of success? The recognition is aimed to create awareness and exchange of expertise within the industry.

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

The selection process will be through the executive office of the Alleem Knowledge Center. We lay emphasis on originality,

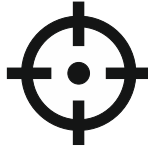
innovation, economic creativity, environment concerns, health and safety compliance, sustainable processes and outcomes, to name a few. We look for mission, clarity of ideas and the ability to execute them with utmost precision.

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





- One in five people still lack access to modern electricity.
- 3 billion people rely on wood, coal, charcoal or animal waste for cooking and heating.
- Energy is the dominant contributor to climate change, accounting for around 60 per cent of total global greenhouse gas emissions.
- Reducing the carbon intensity of energy is a key objective in long-term climate goals.

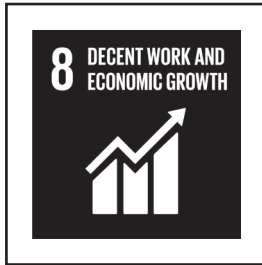


Goal # 7 Targets

- By 2030, ensure universal access to affordable, reliable and modern energy services.
 - By 2030, increase substantially the share of renewable energy in the global energy mix.
 - By 2030, double the global rate of improvement in energy efficiency.
-
- a. By 2030, enhance international cooperation to have access to and facilitate research in clean energy and technology, including renewable energy, energy efficiency and advanced and cleaner fossil-fuel technology, and promote investment in energy infrastructure and clean energy technology.

- b. By 2030, expand infrastructure and upgrade technology for supplying modern and sustainable energy services for all in the developing countries, and in particular the least developed countries, Small Island Developing States, and land-locked developing countries, in accordance with their respective programs.





“Become one of those people, who work hard, invest and build, and at the same time create employment and opportunities for others.”

GINA RINEHART

Goal # 8 - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Thanks to our visionary leadership, UAE is more diversified than most of the oil-exporting countries. This has been a big advantage in terms of being less affected by the recent drop in oil prices. UAE's economy has become more resilient and offers a strong foundation upon which the country will build its leading international position. It can accommodate changes to market dynamics and open new frontiers on innovation, technology and communications. According to the Institute of International Finance (IIF), the UAE economy is expected to reach \$435 billion in 2016 – up from \$419 billion in 2014 and \$405 billion in 2015. Almost half of the UAE's Federal budget for 2015 was spent on healthcare, education, and other public welfare services aimed at promoting further growth within the public sector. Through the promotion of innovations, UAE will create new, sustainable and competitive economic models and adopt more flexible approaches that boost cooperation between the public and private

sector in the country. Training and development are considered key to ensuring sustainable economic growth in the years to come.

My Green Journey in Hamriyah

As an individual, I have contributed substantially for nearly one and half decades to the promotion of inclusive and sustained economic growth in the UAE. As a result, I was fortunate to be instrumental in facilitating job creation and decent work for all in the Hamriyah Free Zone, the second largest Free Zone in the UAE. The Hamriyah growth story was chronicled in one of my books, “My Green Journey in Hamriyah” which was published, in 2014, by The Energy and Resources Institute, India. In this book, I narrated how I was able to transform a piece of desert into an oasis of buzzing economic activity within a span of 13 years.

When I took over as the Director General of the Hamriyah Free Zone Authority (HFZA) in March 2000, there were 76 companies, mostly warehouses, with a turnover of US\$ 3.6 million and total assets worth US\$ 57 million. Over 13 years, Hamriyah Free Zone has grown into a multibillion dollar conglomeration of almost 6,000 companies with

total assets valued at US\$ 545 million, with more than 60,000 people from 157 nationalities working there. What a fulfilling achievement!

Hamriyah Free Zone comprises an area of 22 million square meters. It is divided into two parts - Phase 1 (12 million square meters), which includes the port, and Phase 2 (10 million square meters) a new development area on the other side of the E11 main road, designed to attract large industries, and aims to support Small and Medium Enterprises (SMEs) as well. I am happy to share that since its inception, Hamriyah has attracted over US\$ 20 billion as Foreign Direct Investments (FDI) into Sharjah, thus making it a truly multi-billion-dollar business conglomeration.

The team, under my leadership, has consciously shaped the Hamriyah Free Zone Authority as a liberal organization which employs people from all races, communities and especially encourages women. Since our employees work to further the vision of the Authority, it is crucial that they share a common understanding of my vision. Many of my policies and work culture have been emulated by investors and they have implemented them in their companies and enterprises. This

has resulted in not only creation of jobs for youth, but enabled many nationalities to find opportunities to work and live in Sharjah.

My contributions to this green economic development in Sharjah have created a trust and confidence in my capabilities among the leaders in the Sharjah Government. The trust they reposed in my leadership capabilities, in making Hamriyah one of the most admired places to work in, in the UAE, prompted them to appoint me as the Director General for 3 departments under Government of Sharjah viz., Department of Customs, Department of Seaports, and Sharjah Airport International Free Zone Authority. I am proud to say that never before in the history of the Government of Sharjah has an individual been given to head four big departments in tandem. This is a major milestone and honour in my career as an administrator. I can proudly say that I have demonstrated and achieved each of the activities and milestones spelt out under goal number 8 of Agenda 2030. I will continue to contribute to the sustainable economic development and create decent work opportunities for all.

Alleem Strategy Clubs

The various Strategy Clubs that have sprung up as a result of the Alleem Knowledge Center are:

1. Alleem Professionals Club: Organizations today are under intense pressure to be better, faster, and more competitive. At the Professionals Club, innovative learning solutions and opportunities are shared, empowering members to improve personal and organizational performance. The Professionals Club helps guide members to be proactive, flexible and progressive, keeping up 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, it requires contributions from people across the broad spectrum of an organization.

3. Alleem Leadership Club: Here, one can unlock their potential that

will help them to understand the principles of leadership and provide opportunities to promote personal growth and leadership excellence. Ultimately, a leader doesn't just build a business; a leader builds an organization that builds a business. I believe, "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. Alleem Book Club is a forum for members to discuss a book they have read and express their opinion, likes, or dislikes thereby offering an exchange of ideas and a healthy discussion on a wide range of issues. 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 keep abreast of emerging developments. The HR Club is for knowledge sharing and helping each other.

6. Alleem Information & Communication Technology (ICT)

Club: Participation in this Club enables the attendees to update their knowledge of the emerging technologies that can unleash a new wave of online experience, creating challenges and opportunities alike. Be prepared for the impact of these technologies on your business and the opportunities they present for your organization to grow.

While these clubs enabled participants to strategize their own growth and potential, the feeling that they need to be supported by sound education programs lead to the creation of the ‘Alleem Executive Program’.





The sub-activities and milestones envisaged under SGD goal number 8 are provided below:-

- Global unemployment increased from 170 million in 2007 to nearly 202 million in 2012, of which about 75 million are young women and men.
- Nearly 2.2 billion people live below the US\$2 poverty line and this poverty eradication is only possible through stable and well-paid jobs.
- 470 million jobs are needed globally for new entrants to the labor market between 2016 and 2030.



Goal # 8 Targets

- Sustain per capita economic growth in accordance with national circumstances and, in particular, achieve at least 7 per cent gross domestic product growth per annum in the least developed countries.
- Achieve higher levels of economic productivity through diversification, technological upgradation and innovation, including through a focus on high-value added and labor-intensive sectors.
- Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity, innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services.
- Improve progressively, through 2030, global resource efficiencyin

consumption and production, and endeavor to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programs on sustainable consumption and production, with developed countries taking the lead.

- By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.
- By 2020, substantially reduce the proportion of youth not in employment, education or training.
- Take immediate and effective measures to eradicate forced labor, end modern slavery and human trafficking, and secure the prohibition and elimination of the worst forms of child labor, including recruitment and use of child soldiers, and by 2025 end child labor in all its forms.
- Protect labor rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.
- By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

- Strengthen the capacity of domestic financial institutions to encourage and expand access to banking, insurance and financial services for all.
- a. Increase Aid for Trade support to the developing countries, in particular the least developed countries, including through the Enhanced Integrated Framework for Trade-Related Technical Assistance to Least Developed Countries.
- b. By 2020, develop and make operational a global strategy for youth employment and implement the Global Jobs Pact of the International Labour Organization.





“Never before in history has innovation offered promise of so much, to so many, in so short a time.”

BILL GATES

Goal # 9 - Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Investments in creating resilient infrastructure and promotion of innovations drive economic growth and development. Technological advancements are the key to finding sustainable solutions to both economic and environmental challenges, such as providing jobs and promoting clean energy and energy efficiency. We are thankful to the visionary leadership of His Highness Sheikh Dr. Sultan Bin Mohammad Al Qasimi, Member of the Federal Supreme Council of UAE and the Ruler of Sharjah, for creating world class infrastructure which is not only resilient but promotes industrialization, education as well as creates a platform for innovations. Owing to his relentless efforts and guidance during the past two decades, Sharjah is now renowned as the industrial backbone of the UAE. More than 47% of the total number of industries in the UAE is based in Sharjah. The majority of these industries are petrochemicals, steel, textiles, leather, food, and basic non-metal industries. Sharjah is positioned

as an administrative and commercial centre amidst historical and cultural settings.

Soft and Hard Infrastructure

People in general see the *hard* side of the infrastructure in a country, such as roads, high-rises, ports etc., and they fail to see the *soft* side such as the banking system, financial institutions, corporate governance and social services.

I served the Government of Sharjah for ten years as the Director General of Hamriyah Free Zone Authority and Department of Seaports and Customs. I was able to contribute and facilitated the creation of many large infrastructural facilities which drove industrialization and economic development, raising Sharjah to greater heights. One of the biggest milestones in the history of the Free Zone was the construction of the Hamriyah Port, designed by Halcrow and built by Sixco. The 16 meter deep-water harbor was developed in three years time and completed at the end of 2005. The port facility now has a berth for Liquid Petroleum Gas (LPG) tankers and another for grain and general cargo ships. The grain berth also has a rail-mounted

evacuator, while specialist equipment can be brought in to cater to other cargo. There is also a 3,500HP tugboat stationed at the port.

At a cost of US\$ 97 million, the inner harbor project was one of the biggest ever infrastructure development projects undertaken by the Hamriyah. It required the dredging of the existing main channel to a depth of 9 meters, and the excavation of more than five million cubic meters of sand, rock and soil, to create two basins, one 7 meters deep and the other 5 meters deep. As a result of the port construction, I can proudly mention that the Hamriyah Free Zone has access to ports both in the Arabian Gulf, and the Indian Ocean. It also has the advantage of links with the Sharjah Airport International Free Zone (SAIF Zone) and is well connected with the other Emirates in the UAE. The Hamriyah Port is 11 hours closer in sailing time to the Strait of Hormuz than other major ports located in the country.

The success of Hamriyah Free Zone Phase-1 directly contributed to the economic growth of Sharjah. This was also acknowledged by the government, which offered us another 10 million square meters of desert land for the Free Zone, close to the Emirates Highway,

with a budget of US\$ 217 million, to improve infrastructure, making it a state-of-the-art facility. We named it the Hamriyah Free Zone Phase-2 and promoted it to SMEs with an ergonomically designed Worker Accommodation Complex for 10,000 people to support the housing needs of the investors' fast-growing work force. These infrastructural facilities accelerated the growth and fast expansion of Hamriyah Free Zone.

Innovation Promotion System (IPS)

I have also instituted an Innovation Promotion System (IPS), which is an idea management system, where we collate and evaluate value addition ideas, and then reward the good ones. I strongly believe that “innovation is something that can be construed as the introduction of a commercially viable option, an alternative or the implementation of a technical or organizational innovation”. It can be a development of new products or processes, or improvements in the existing products or processes. Innovative products and processes are crucial for increasing competitiveness, spurring growth and employment generation in individual enterprises and for the development of economies as a whole.

Partnerships

When we proposed this IPS to our investors/industries in the Free Zone, they welcomed it with enthusiasm. The success of IPS has been a great boost to Hamriyah's growth and development. This system has worked exceptionally well within the Hamriyah organization as well. Innovative and creative ideas suggested by staff members, employees, and investors have drastically improved the service level and the overall organizational performance. Our efforts in the creation of infrastructure was appreciated and rewarded by many international agencies. The Leading European Architects Forum (LEAF) award 2008 honoured Hamriyah Free Zone for its support and for recognizing best practices and for promoting excellence.

Alleem Knowledge Center

Alleem Knowledge Center is my brainchild for knowledge sharing. I always say; *"Knowledge is power – If applied"*.

United Arab Emirates (UAE) is a melting pot with citizens from over 200 nationalities living in harmony and peace. The country is vibrant

with a lot of new ideas and concepts. I felt an increasing urge to learn and share with others. I saw a need to capitalize on the intellectual community and bridge the communication gap between the expatriate business community living in UAE and my own people.

To give a fillip to the rich diversity of this nation, the Alleem Knowledge Center was set up in early September 2001 and has been promoting the concept and value of lifelong learning. The Center believes that learning is a continuous, collaborative, positive and fulfilling process that can enrich and promote one's professional as well as personal life.

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 to enhance skills acquisition, improve overall industry knowledge, create awareness of key management issues, deliver operational excellence, and leverage technologies, amongst other key benefits.

Initially, it began with a few of my friends, who continue to actively

contribute to the society, sharing their knowledge and skills and we called it the ‘Professional’s Club’. We would meet every Tuesday afternoon to discuss different topics related to communication and leadership. Over a period of time, we thought of bringing together members of varied industries and ranks on a common platform. And that’s how the ‘Alleem Strategy Clubs’ were formed. The main aim was to help create an environment of lifelong learning by sharing and exchange of ideas and best practices that empower professionals in the current competitive business economy.

I feel that *the challenge is not to have the ‘best strategy’ but an effective strategy that can be implemented successfully.*





- Basic infrastructure like roads, information and communication technologies, sanitation, electrical power and water remains scarce in many developing countries.
- About 2.6 billion people in the developing world are facing difficulties in accessing electricity full time.
- 2.5 billion people worldwide lack access to basic sanitation and almost 800 million people lack access to water, many hundreds of millions of them in Sub-Saharan Africa and South Asia.
- 1-1.5 billion people do not have access to reliable phone services.
- Quality infrastructure is positively related to the achievement of social, economic and political goals.
- Inadequate infrastructure leads to a lack of access to markets, jobs, information and training, creating a major barrier to doing business.

- Undeveloped infrastructure limits access to healthcare and education. In many African countries, particularly the lower-income countries, the existent constraints regarding infrastructure affect firm productivity by around 40 per cent.
- Manufacturing is an important employer, accounting for around 470 million jobs worldwide in 2009 - or around 16 per cent of the world's workforce of 2.9 billion. In 2013, it was estimated that there were more than half a billion jobs in manufacturing.
- Industrialization's job multiplication effect has a positive impact on society. Each job in manufacturing creates 2.2 jobs in other sectors.
- Small and medium-sized enterprises that engage in industrial processing and manufacturing are the most critical for the early stages of industrialization and are typically the largest job creators. They make up over 90 per cent of businesses worldwide and account for between 50-60 per cent of employment.
- In countries where data are available, the number of people employed in renewable energy sectors is presently around 2.3 million. Given the present gaps in information, this is no doubt a very conservative

figure. Because of strong rising interest in energy alternatives, the possible total employment in renewable energy sector, by 2030, is 20 million jobs.

- The least developed countries have immense potential for industrialization in food and beverages (agro-industry), and textiles and garments, with good prospects for sustained employment generation and higher productivity.
- Middle-income countries can benefit from entering the basic and fabricated metals industries, producing a range of products currently enjoying rapidly growing international demand.
- In developing countries, barely 30 per cent of agricultural production undergoes industrial processing. In high-income countries, 98 per cent is processed. This suggests that there are great opportunities for the developing countries in agribusinesses.



Goal # 9 Targets

Following are the targets set under the goal number 9 : -

- Develop quality, reliable, sustainable and resilient infrastructure, including regional and trans-border infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all.
- Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in the least developed countries.
- Increase the access of small-scale industries and other enterprises, in particular in the developing countries, to financial services, including

affordable credit, and their integration into value chains and markets.

- By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities.
 - Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular the developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development expenditure.
- a. Facilitate sustainable and resilient infrastructure development in developing countries through enhanced financial, technological and technical support to African countries, the least developed countries, landlocked developing countries and Small Island Developing States.

- b. Support domestic technology development, research and innovation in the developing countries, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities.
- c. Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in the least developed countries by 2020.





*“If our goal is to slow migration, then the best way
to do is to work for a more equitable global system.
But slowing migration is an odd goal,
if the real problem is global inequality.”*

AVIVA CHOMSKY

Goal # 10 - Reduce inequality within and among countries

It has become increasingly clear that inequality with regard to economic, social and environmental aspects can no longer be tackled in isolation by countries through their individual efforts. It is a global issue and hence, requires global solutions. In spite of rapid economic growth and Foreign Direct Investments (FDIs), the income gains of many developing countries and emerging economies have been unevenly distributed. Communities across many poor countries remain vulnerable due to slowing growth and a lopsided income distribution in favor of a few.

What should be done?

To reverse this, a combination of national as well as international actions is required. A lot can be emulated from the Middle East model of economic development - liberal labor policies, fair social and economic inclusion of all (irrespective of their race, ethnicity or economic status), providing equal opportunities and reducing

inequalities by removing discrimination by means of appropriate policies and actions. To facilitate this, timely introduction of policies to promote mobility, seeking employment etc. have to be ventured upon.

Tackling inequalities in a country requires rapid employment generation and payment of competitive wages. For this, countries and governments will have to build necessary infrastructure, create industrial policies and upgrade capacity which will enable a more diversified economy, moving away from the dependence on commodities and achieving some degree of success in more sophisticated industrial activities.

Bridging Inequality is a Journey

Under microeconomic context, effective education policies need to be implemented. Promotion of labor rights is essential to reduce discrimination at workplace and create better working conditions. At the macroeconomic level, nations should facilitate free trade, lower tariffs and barriers to result in higher consumer benefits by attaining lower cost of imports and exports. Bridging inequality is a journey

and not a destination. Private sector's role is very crucial and they can contribute substantially, if they are not bound by slow reforms and lack of political will to transform societies and economies.





- On an average - and taking into account population size - income inequality increased by 11 per cent in developing countries between 1990 and 2010.
- A significant majority of households in the developing countries - more than 75 per cent of the population - are living today in societies where income is more unequally distributed than it was in the 1990s.
- Evidence shows that, beyond a certain threshold, inequality harms growth and poverty reduction, the quality of relations in the public and political spheres and individuals' sense of fulfillment and self-worth.
- There is nothing inevitable about growing income inequality; several countries have managed to contain or reduce income inequality while achieving strong growth performance.
- Income inequality cannot be effectively tackled unless the underlying

inequality of opportunities is addressed.

- In a global survey conducted by UN Development Programme, policy makers from around the world acknowledged that inequality in their countries is generally high and potentially a threat to long-term social and economic development.
- Evidence from the developing countries shows that children in the poorest 20 per cent of the populations are still up to three times more likely to die before their fifth birthday than children in the richest quintile.
- Social protection has been extended significantly, globally, yet persons with disabilities are up to five times more likely than average to incur catastrophic health expenses.
- Despite overall declines in maternal mortality in the majority of developing countries, women in rural areas are still up to three times more likely to die while giving birth than women living in urban centers.



Goal # 10 Targets

Following are the set of targets set out to be achieved under the Goals no. 10;

- By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average.
- By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, physical disability, race, ethnicity, origin, religion or economic or other status.
- Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.

- Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality. Improve the regulation and monitoring of global financial markets and institutions, and strengthen the implementation of such regulations.
 - Ensure enhanced representation and voice for the developing countries in decision-making in the global, international economic and financial institutions in order to deliver more effective, credible, accountable and legitimate institutions.
 - Facilitate orderly, safe, regular and responsible migration and mobility of people, including through the implementation of planned and well-managed migration policies.
- a. Implement the principle of special and differential treatment for the developing countries, in particular the least developed countries, in accordance with World Trade Organization agreements.
 - b. Encourage official development assistance and financial flows, including Foreign Direct Investment, to States where the need is greatest, in particular the least developed countries, African countries,

Small Island Developing States and landlocked developing countries, in accordance with their national plans and programs.

- c. By 2030, reduce to less than 3 per cent the transaction costs of migrant remittances and eliminate remittance corridors with costs higher than 5 per cent.





“What is the use of a house, if you don’t have a decent planet to put it on?”

HENRY DAVID THOREAU

Goal # 11 - Make cities and human settlements inclusive, safe, resilient and sustainable

Are We Ready?

According to the UN, more than half of the world's population now lives in the cities. By 2050, about 6.5 billion people are estimated to live in urban landscapes. In 1990, there were ten mega-cities with 10 million inhabitants or more. By 2014, there were 28 mega-cities, home to a total of 453 million people. Many factors are contributing to urban migration. In most of the developing and under developed countries, extreme poverty is often concentrated in urban spaces, and national and city governments struggle to accommodate the rising population in these areas.

Very little attention has been paid to make our cities habitable for all and forever. Also very little is invested to improve the cities or to invent new ways to cope with basic challenges such as provision of water, energy, sanitation, education and healthcare. Other macro level challenges exist such as resilience against disasters, the impacts

of climate change, poverty and poor environmental quality. Making cities safe and sustainable necessitate ensuring access to safe, affordable housing and upgrading slum settlements. It also involves investment in public transport, creating green public spaces, and improving urban planning and management in a way that is both participatory and inclusive. Safe, resilient and sustainable cities and habitations cannot be built without significantly transforming the way we create and manage our urban areas.

My Green Dream

Whenever I talk or write about smart, sustainable cities, I remember my ‘green dream’. I said it during our first sustainable development congress organized by Alleem Business Congress on 19th February, 2009. The dream says, “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 our citizens.”

The Green Capital

The Emirate of Sharjah is leading in creating a sustainable future and aims to develop Sharjah as the “green capital” of the Middle East.

Sharjah has undertaken a number of initiatives to ensure healthy environmental practices and policies that are in accordance with internationally recognized conventions and guidelines. In an effort to protect the environment amidst rapid growth and development, the Sharjah Government and Bee'ah have been very proactive towards activities that promote environmental protection and awareness. The Government has pushed for increases in green areas in the Emirate that will not only provide recreational areas for families, but will also help reduce our environmental footprint.

Well done, Bee'ah!

The launching of the much acclaimed Bee'ah initiative, in 2007, by the Emirate was a huge step in its quest for a healthier environment. Bee'ah is dedicated to providing sustainable solutions in environment and resource management through integrated waste management, renewable energy, facilities management and sustainable development. It also offers environmental consulting and research, and provides education and awareness about environmental conservation.

I began organizing Sustainable Development Congress as part of Alleem Business Congress every year to bring major stakeholders under one platform to discuss and debate on a range of topics in improving the sustainability of UAE in general and Sharjah in particular. Discussions were held on topics such as Sustainable Development Concept, Sustainable Social and Environmental Development, Sustainability in Business and Home, Green Building for a Sustainable Planet, Sustainability Benefits of “Cradle-to-Cradle”, Education - A Pathway to Sustainability, and How will Quality Help in the Sustainability Drive.

Even in SEWA, I have strategic plans to expand the scope of the conservation department to reach out to as many stakeholders as possible.

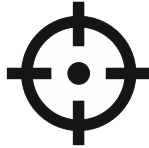




- Half of humanity - 3.5 billion people - lives in cities today.
- By 2030, almost 60 per cent of the world's population will live in urban areas.
- 95 per cent of urban expansion in the next decades will take place in the developing world.
- 828 million people live in the slums today and their numbers keeps rising.
- The world's cities occupy just 3 per cent of the Earth's land, but account for 60-80 per cent of energy consumption and 75 per cent of carbon emissions.
- Rapid urbanization is exerting pressure on fresh water supplies, sewage, the living conditions, and public health services.
- But the high density of cities can also bring efficiency gains and

technological innovation while reducing resource and energy consumption.





Goal # 11 Targets

- By 2030, ensure access for all to adequate, safe and affordable housing and basic services, and upgrade slums.
By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all; improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.
- By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.
- Strengthen efforts to protect and safeguard the world's cultural and

natural heritage.

- By 2030, significantly reduce the number of deaths and the number of people affected, and substantially decrease the direct economic losses relative to global gross domestic product caused by disasters, including water-borne disasters, with a focus on protecting the poor and people in vulnerable situations.
 - By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management systems.
 - By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities.
-
- a. Support positive economic, social and environmental links between urban, per-urban and rural areas by strengthening national and regional development planning.
 - b. By 2020, substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans

towards inclusion, resource efficiency, mitigation and adaptation to climate change, resilience to disasters; and develop and implement, in line with the Sendai Framework for Disaster Risk Reduction 2015-2030, holistic disaster risk management at all levels.

- c. Support the least developed countries, including through financial and technical assistance, in building sustainable and resilient buildings utilizing local materials.





*“There is no such thing as ‘away’.
When we throw anything away, it must go somewhere.”*

ANNIE LEONARD

Goal # 12 - Ensure sustainable consumption and production patterns

Did you know this?

To achieve all-round sustainable development, it is important to reduce the environmental footprint of the way we produce and consume goods and resources. Agriculture is the biggest user of water worldwide, and irrigation now claims close to 70 per cent of all freshwater appropriated for human use. Households consume 29 per cent of global energy and consequently contribute 21 per cent of the resultant CO₂ emissions. Globally 3 billion tons of food is wasted every year, while almost 1 billion people go undernourished and another 1 billion hungry. What a paradox!

Where to Start?

Hence, the United Nations succinctly describes the objectives of goal number 12 as “doing more and better with less”. It also aims at increasing the net welfare gains from all economic activities by reducing resource use, degradation and pollution along the whole

lifecycle, while increasing the quality of life. As the task is huge, it has to involve all stakeholders to efficiently manage our shared natural resources, and reduction in the generation of toxic wastes and pollutants is paramount to achieving this goal.

It also requires a systemic approach and cooperation among actors operating in the supply chain, from the producer to the end consumer. It involves engaging consumers through awareness and education on sustainable consumption and lifestyles, providing consumers with adequate information through standards and labels, and engaging in sustainable public procurement, among other activities.

Wake up Call

Comprehensive development initiatives, population growth and improved income levels have led to unsustainable consumption patterns of resources in the Middle East when compared with other regions in the world. This is a cause for concern. On the other side, limited natural resources of the region is highly sought after by a number of stakeholders. UAE's ecological footprint, fresh water

uptake and waste production are higher than the global average.

UAE Green Strategy

To reverse this, UAE has come out with a Strategy for Green Development, under which the green economy approach was adopted in the context of sustainable development. This strategy will help to gain a deeper understanding of the value of imported and exported goods and services, harnessed from the ecosystem, and thus provide a better assessment of natural capital's actual value in the process of decision making and in the context of financial accounting systems. This is an important element in the effort to create sustainable consumption patterns through integration with the economic mechanism.

The second path focuses on raising awareness on sustainable consumption patterns among various segments of society. In addition, UAE has launched a set of important programs over the past few years such as the “Ecological Footprint”, “Green Applications”, “Heroes of the UAE”, “Sustainable Universities and Schools”, and “My Environment is My National Responsibility”. Apart from

these, several national campaigns have been conducted such as a ‘Day Without Paper’ and ‘Car Free Day,’ as part of a wide range of national awareness drives spread throughout the year.

It did pay off

These campaigns have garnered results: it reduced ecological footprint per capita in the UAE from 11.8 global hectares in 2006 to 7.75 global hectares in 2014, as well as a slide in greenhouse gas emissions per capita from 39.5 tons in 1994 to 20.6 tons in 2012. The positive trend is expected to continue over the next few years with the completion of many essential projects in the field of renewable energy, nuclear energy for peaceful purposes, and waste management, as envisaged in the UAE’s Vision 2021, “the importance of embodying our collective responsibilities to promote and maintain appropriate lifestyle choices.” There is a long way to go in achieving this goal.



- Each year, an estimated one third of all food produced – equivalent to 1.3 billion tons worth around \$1 trillion – ends up rotting in the bins of consumers and retailers, or spoiling due to poor transportation and harvesting practices.
- If people worldwide switched to energy efficient light bulbs the world would save US\$120 billion annually.
- Should the global population reach 9.6 billion by 2050, the equivalent of almost three planets could be required to provide the natural resources needed to sustain current lifestyles.

Water

- Less than 3 per cent of the world's water is fresh (drinkable), of which 2.5 per cent lies frozen in Antarctica, the Arctic and

the glaciers. Humanity must therefore rely on 0.5 per cent for all of man's ecosystems' and fresh water needs.

- Man is polluting water faster than nature can recycle and purify the water in rivers and lakes.
- More than 1 billion people still do not have access to fresh water.
- Excessive use of water contributes to the global water stress.
- Water is free from Nature but the infrastructure needed to deliver it is expensive.

Energy

- Despite technological advances that have promoted energy efficiency gains, energy use in OECD countries will grow another 35 per cent by 2020. Commercial and residential energy use is the second most rapidly growing area of global energy consumption, after transport.
- In 2002 the motor vehicle stock in OECD countries was 550 million vehicles (75 per cent of which were personal cars). A 32 per cent increase in vehicle ownership is expected by 2020. At the same time, motor vehicle kilometers are projected to increase by 40 per cent and

global air travel is projected to triple in the same period.

- Households consume 29 per cent of global energy and consequently contribute to 21 per cent of resultant CO₂ emissions.
- One-fifth of the world's final energy consumption in 2013 was from renewable sources.

Food

- While substantial environmental impacts from food occur in the production phase (agriculture, food processing), households influence these impacts through their dietary choices and habits. This consequently affects the environment through food-related energy consumption and waste generation.
- 1.3 billion tons of food is wasted every year while almost 1 billion people go undernourished and another 1 billion, hungry.
- Overconsumption of food is detrimental to our health and the environment.
- 2 billion people globally are overweight or obese.
- Land degradation, declining soil fertility, unsustainable water use,

overfishing and marine environment degradation are all lessening the ability of the natural resource base to supply food.

- The food sector accounts for around 30 per cent of the world's total energy consumption and accounts for around 22 per cent of total greenhouse gas emissions.





Goal # 12 Targets

Following are the targets to be achieved on a global scale:

- Implement the 10-year framework of programs on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries.
- By 2030, achieve sustainable management and efficient use of natural resources.
- By 2030, halve per capita global food waste at the retail and consumer levels, and reduce food losses along production and supply chains, including post-harvest losses.
- By 2020, achieve environmentally sound management of chemicals

and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.

- By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.
 - Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.
 - Promote public procurement practices that are sustainable in accordance with national policies and priorities.
 - By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles that are in harmony with nature.
- a. Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production.

- b. Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products.
- c. Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities.





*“We are the first to feel the impact of climate change
and the last generation that can do something about it.”*

BARACK OBAMA

Goal # 13 - Take urgent action to combat climate change and its impacts

Climate Change

One of the widely discussed aspects of the 21st century is climate change and its impacts. According to studies from 1880 to 2012, average global temperature has risen by about one degree Celsius. Global emissions of carbon dioxide (CO₂) have increased by almost 50 per cent since 1990. Emission levels grew more rapidly between 2000 and 2010 than in each of the three previous decades. Given the current concentrations and on-going emission of greenhouse gases, it is likely that by the end of this century, the increase in global temperature will exceed 1.5°C compared to 1850 to 1900.

How Bad is Global Warming?

Scientists predict that for every one degree of temperature increase, grain yields will decline by about 5 percent. Maize, wheat and other major crops have experienced significant yield reductions on the global scale between 1981 and 2002 due to a warmer climate. Oceans

have warmed, the amounts of snow and ice have diminished and the sea level has risen. From 1901 to 2010, the global average sea level rose by 19cm due to the melting of ice caps. The Arctic's sea ice has shrunk in every successive decade since 1979, with 1.07 million km² of ice loss every decade. The world's oceans will continue to warm and the ice melt will also continue. According to the UN estimates, average sea level rise is predicted to be 24 - 30cm by 2065 and 40 - 63cm by 2100. Global warming is causing long-lasting changes to our climate system, which threatens irreversible consequences, if we do not take action now. Most aspects of climate change will persist for many centuries, even if emissions are stopped.

Interestingly there is no country in the world that has escaped the impacts of climate change. The annual average loss from earthquakes, tsunamis, tropical cyclones and flooding amount to billions of dollars and require an investment of US\$ 6 billion in disaster risk management, per year. A range of technological measures and changes in the behavior patterns of human beings can stop further degradation and rectify the impacts.

UNFCCC

In a historical move, as many as 195 Parties to the United Nations Framework Convention on Climate Change (UNFCCC) came together in Paris, in December 2015, and pledged to curb emissions, strengthen resilience and to take common climate action. The Paris Agreement, as it is popularly known, is the outcome of COP 21 which covers all the crucial areas such as mitigation – reducing emissions fast enough to achieve the temperature goal; a transparency system and global stock-take – accounting for climate action; adaptation – strengthening ability of countries to deal with climate impacts; loss and damage – strengthening ability to recover from climate impacts; and support – including finance, for nations to build a clean, resilient future.

UAE Initiatives

UAE has taken multiple steps in mitigating the impacts of climate change. Abu Dhabi has set a renewable energy target which it expects to meet largely through solar power and is in the process of developing geothermal cooling at Masdar City. Other initiatives

such as energy efficiency measures for industries and new energy efficiency standards for buildings are being set at a national level. Urban Planning Council has developed Estidama label for sustainable buildings. In Sharjah, the creation of a conservation department in SEWA has been mandated to spearhead energy and water conservation among all stakeholders. 10,000 existing lamps will be replaced with energy efficient lamps. Complete optimization of existing assets of SEWA will be achieved with the partnership of GE. This will bring significant savings in the energy sector. For such initiatives, I was conferred the Global Champion of Climate Change 2011 Award by Prince Nawab Muhammed Abdul Ali, Prince of Arcot, India.

Alleem Business Congress plays a crucial role in awareness creation about climate change and the ways and means by which private sector and governments can contribute to the reduction in greenhouse gas emissions and move towards sustainable development. The Sustainable Development Congress, held every year for the past 8 years, is solely dedicated to this issue.

I was bestowed the honor of Environmentalist of the Year 2012, by the former Prime Minister of Malaysia, Dr. Mahathir Mohamad, in recognition of my contributions towards a sustainable environment.





- From 1880 to 2012, average global temperature rose by 0.85°C . Grain yields decline by about 5 per cent for each 1 degree of temperature increase. Maize, wheat and other major crops have experienced significant yield reductions at the global level, 40 megatonnes per year, between 1981 and 2002 due to a warmer climate.
- Oceans have warmed; the amounts of snow and ice have diminished. From 1901 - 2010, the sea level on an average rose by 19cm as oceans expanded due to melted ice. The Arctic's sea ice extent has shrunk in every successive decade since 1979, with 1.07 million km^2 of ice lost every decade.
- Given current trends, it is likely that by the end of this century, the increase in global temperature will exceed 1.5°C compared to 1850 to 1900 for all but one scenario. Average sea level rise is predicted at

- 24 – 30cm by 2065 and 40 - 63cm by 2100. Most aspects of climate change will persist for many centuries even if emissions are stopped completely.
- Global emissions of carbon dioxide (CO₂) have increased by almost 50 per cent since 1990.
- Emissions grew more quickly between 2000 and 2010 than in each of the three previous decades.
- It is still possible, using a wide array of technological measures and changes in human behavior, to limit the increase in global mean temperature to two degrees Celsius above pre-industrial levels.
- Major institutional and technological changes will give a better than even chance that global warming will not exceed this threshold.





Goal # 13 Targets

Target outlines under the goal number 13 are provided as follows : -

- Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries.
 - Integrate climate change measures into national policies, strategies and planning.
 - Improve education and awareness, and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning systems.
- a. Implement the commitment undertaken by the developed-country parties to the United Nations Framework Convention on Climate

- b. Change to a goal of mobilizing, jointly, \$100 billion annually by 2020, from all sources, to address the needs of developing countries, in the context of meaningful mitigation actions and transparency on implementation and fully operationalize the Green Climate Fund through its capitalization as soon as possible.
- c. Promote mechanisms for raising capacity for effective climate change-related planning and management in the least developed countries and Small Island Developing States, including focusing on women, youth and local and marginalized communities.





*“With every drop of water you drink, every breath you take,
you’re connected to the sea.”*

SYLVIA EARLE

Goal # 14 - Conserve and sustainably use the oceans, seas and marine resource for sustainable development

The Arabian Sea

As any other ecologically important area in the world, the Arabian Sea is also designated as Global 200 Ecoregion by the World Wide Fund for Nature (WWF). This means that this region is one among the 200 richest, rarest and most distinctive of all the earth's habitats. With extreme climatic regimes due to seasonal fluctuations in air and water temperatures, the Arabian Sea harbors excellent examples of ecosystem responses to natural environmental stresses.

A diversity of marine habitats exists in the Arabian Gulf (constitutes part of the Arabian Sea Ecoregion) including coral reefs with as many as 35 reef building coral species; and sea grass beds that provide vital breeding and nursery habitats especially for mollusks and several commercially valuable species. Sea grasses are also essential food for dugongs. Also found in the UAE waters of the Arabian Gulf are marine turtles (green and hawksbill), five species

of dolphin (bottlenose and humpback among others) and seven species of whales. Mangroves reach their northern limit in the UAE. Important for local fisheries, these mangroves are the most extensive in the region and are, therefore, important habitats to conserve.

UAE has taken a number of steps to protect the marine life, including different restoration programs to conserve mangroves and coral reefs. UAE has established about 60 Protected Areas of which 38 are terrestrial, 21 marine and one coastal. Of these, 20 are publicly declared and nine are marine-protected areas spread across the emirates of Abu Dhabi, Dubai, Sharjah, and Fujairah. Dugongs or sea cows, for example, thrive in marine-protected areas in the Gulf, mainly on the Abu Dhabi coast, with a population of about 7,000. UAE has the world's second largest population of dugongs next to Australia. Juvenile whale sharks have also been spotted on the Abu Dhabi coast and the Arabian Gulf. The area is believed to be the nursing ground for this gentle giant, during summer months, as they feed on phytoplankton and prefer warmer waters.

When I headed the Hamriyah Free Zone as its Director General, back in March 2000, a number of initiatives were taken to protect

the marine and coastal areas around the Free Zone. Coastal clean-up, including the removal of litter from near-shore waters, with the help of UAE Coast Guard, Port Authorities, and Hamriyah Green Team Members of Hamriyah Free Zone was regularly carried out. Over the years we collected more than a million pound of trash. I was recognized by Marine Biz TV as a Maritime Personality of 2009 for my efforts and achievements in protecting the marine life.

To keep this momentum going, Oceans Day and World Environment Day were celebrated with an objective to create large scale awareness about marine and coastal conservation among investors, employees and the general public.

In 2014, when I was appointed as an executive chairman to lead SEWA, I took steps to ensure that the marine areas are protected as we draw huge amounts of water for our desalination plants. The waste water generated is treated to meet the global standards before it is discharged into the sea. Similarly, the sea water used for cooling the SEWA power plants is also suitably treated before it is discharged into the marine environment.

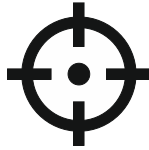


- Oceans cover three quarters of the Earth's surface, contain 97 per cent of the Earth's water, and represent 99 per cent of the living space on the planet by volume.
- Over three billion people depend on marine and coastal biodiversity for their livelihoods.
- Globally, the market value of marine and coastal resources and industries is estimated at \$3 trillion per year or about 5 per cent of global GDP.
- Oceans contain nearly 200,000 identified species, but actual numbers may lie in the millions.
- Oceans absorb about 30 per cent of carbon dioxide produced by humans, buffering the impacts of global warming.
- Oceans serve as the world's largest source of protein, with more than

3 billion people depending on the oceans for their primary source of protein.

- Marine fisheries directly or indirectly employ over 200 million people.
- Subsidies for fishing are contributing to the rapid depletion of many fish species and are preventing efforts to save and restore global fisheries and related jobs, causing ocean fisheries to generate US\$ 50 billion less per year than they could.
- As much as 40 per cent of the world's oceans are heavily affected by human activities, including pollution, depleted fisheries, and loss of coastal habitats.





Goal # 14 Targets

- By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.
- By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans.
- Minimize and address the impacts of ocean acidification, including through enhanced scientific cooperation at all levels.
- By 2020, effectively regulate harvesting and end overfishing, illegal, unreported and unregulated fishing, and destructive fishing practices, and implement science-based management plans, in order to restore

fish stocks in the shortest time feasible, at least to levels that can produce maximum sustainable yield as determined by their biological characteristics.

- By 2020, conserve at least 10 per cent of coastal and marine areas, consistent with national and international law and based on the best available scientific information.
- By 2020, prohibit certain forms of fisheries subsidies which contribute to overcapacity and overfishing, eliminate subsidies that contribute to illegal, unreported and unregulated fishing, and refrain from introducing new such subsidies, recognizing that appropriate, effective, special and differential treatment for the developing and the least developed countries should be an integral part of the World Trade Organization fisheries subsidies negotiation.
- By 2030, increase the economic benefits to Small Island Developing States and the least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.

- a. Increase scientific knowledge, develop research capacity and transfer marine technology, taking into account the Intergovernmental Oceanographic Commission Criteria and Guidelines on the Transfer of Marine Technology, in order to improve ocean health and to enhance the contribution of marine biodiversity to the development of the developing countries, in particular to Small Island Developing States and the least developed countries.
- b. Provide access for small-scale artisanal fisher folk to marine resources and markets.
- c. Enhance the conservation and sustainable use of the oceans and their resources by implementing international laws as reflected in UNCLOS, which provides the legal framework for the conservation and sustainable use of oceans and their resources.





“Forests are the world’s air-conditioning - the lungs of the planet - and we are on the verge of switching it off.”

PRINCE CHARLES

Goal # 15 - Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

In spite of rapid urbanization and population growth, environment protection and conservation of natural resources are given utmost importance in the UAE. This is due to the visionary leadership of the Emirate and one of the greatest conservationists of all time, the first President (late) H.H. Sheikh Zayed bin Sultan Al Nahyan. He firmly believed that the responsibility to ensure a qualitative and prosperous life for the future generations can be met, only, if these resources are conserved. Everyone agrees today that the protection of environment is a precursor to sustainable development.

Artificial Forest

Much before the proclamation of sustainable development, in 1969, H.H. Sheikh Zayed heralded a public afforestation policy with the

establishment of the Emirate's first artificial forest in Madinat Zayed in the Western Region. The Emirate's forestry program has seen rapid development since then, with the total area under forestry, agriculture and landscaping and amenity plantation reaching nearly 360,124 hectares or 5.35% of the total area of the Emirate by 2004. Under the patronage of H.H. Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, every year the country marks the National Environment Day on February 4th to highlight and galvanize public action and awareness about the key environmental issues faced by the Emirate.

The National Environment Day supports and encourages individual and collective initiatives and responsibility among all segments of the society on environmental issues. Sir Bu Nuair Island has been included on the list of wetlands of international importance under the Ramsar Convention, the Environment and Protected Areas Authority in Sharjah. The 1300-hectare island, which is located 65 kilometers off the UAE coast, is a highly biodiverse, environmentally protected area that supports many rare species and plants. The island is the second protected site in Sharjah and the fifth in the UAE to be registered as a Ramsar site.

Sir Bu Nuair Island was also recognized as a UNESCO World Heritage Site, in 2012, on UNESCO's preliminary list. Currently uninhabited, plans to build a Dh500 million eco-tourism project on part of the island by 2017 have been announced by the Sharjah Investment and Development Authority (Shurooq).

Wasit Nature Reserve is a wetland in the outskirts of Sharjah. Our current President remarked that a total of 21 onshore and offshore natural reserves were set up, which make up 7 per cent of the UAE's land mass, in an effort to preserve wildlife and marine species, reduce pollution, have clean air, and a healthy sustainable environment for future generations to enjoy.

As our President also eloquently said, "Environmental effort is a collective responsibility which requires the participation of everyone who lives in a civilized society," adding that each individual is "an ambassador for the environment and should be keen on ensuring its cleanliness, its sustainability, and work on reducing emissions of polluting gases."



Forests

- Around 1.6 billion people depend on forests for their livelihood. This includes some 70 million indigenous people.
- Forests are home to more than 80 per cent of all terrestrial species of animals, plants and insects.

Desertification

- 2.6 billion people depend directly on agriculture, but 52 per cent of the land used for agriculture is moderately or severely affected by soil degradation.
- As of 2008, land degradation affected 1.5 billion people globally.
- Arable land loss is estimated at 30 to 35 times the historical rate.

- Due to drought and desertification, each year, 12 million hectares are lost (23 hectares per minute), where 20 million tons of grain could have been grown.
- 74 per cent of the poor are directly affected by land degradation globally.

Biodiversity

- Of the 8,300 animal breeds known, 8 per cent are extinct and 22 per cent are at risk of extinction.
- Of the over 80,000 tree species, less than 1 per cent, have been studied for potential use.
- Fish provide 20 per cent of animal protein to about 3 billion people. Only ten species provide about 30 per cent of marine capture fisheries and ten species provide about 50 per cent of aquaculture production.
- Over 80 per cent of the human diet is provided by plants. Three cereal crops – rice, maize and wheat – provide for 60 per cent of energy intake.

- As many as 80 per cent of people living in rural areas in the developing countries rely on traditional plant-based medicines for basic healthcare.
- Micro-organisms and invertebrates are key to ecosystem services, but their contributions are still poorly known and rarely acknowledged.





Goal # 15 Targets

- By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular in forests, wetlands, mountains and dry lands, in line with obligations under international agreements.
- By 2020, promote the implementation of sustainable management of all types of forests; halt deforestation; restore degraded forests and substantially increase afforestation and reforestation globally.
- By 2030, combat desertification; restore degraded land and soil, including land affected by desertification, drought and floods; and strive to achieve a land degradation-neutral world.
- By 2030, ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide

benefits that are essential for sustainable development.

- Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species.
 - Promote fair and equitable sharing of the benefits arising from the utilization of genetic resources and promote appropriate access to such resources, as internationally agreed.
 - Take urgent action to end poaching and trafficking of protected species of flora and fauna, and address both demand and supply of illegal wildlife products.
 - By 2020, introduce measures to prevent the introduction and significantly reduce the impact of invasive alien species on land and water ecosystems, and control or eradicate the priority species.
 - By 2020, integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies and accounts.
- a. Mobilize and significantly increase financial resources from all

- sources to conserve and sustainably use biodiversity and ecosystems.
- b. Mobilize significant resources from all sources and at all levels to finance sustainable forest management, and provide adequate incentives to developing countries to advance such management, including for conservation and reforestation.
 - c. Enhance global support for efforts to combat poaching and trafficking of protected species, including by increasing opportunities for local communities to pursue sustainable livelihoods.





“Injustice anywhere is a threat to justice everywhere.”

MARTIN LUTHER KING JNR.

Goal # 16 - Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

In any society, peace and inclusiveness are essential for upholding the rule of law and providing justice to all. It is also necessary to achieve sustainable development. In the context of corruption, conflicts, all forms of violence and war, the role of peace and inclusiveness is better understood. For more than a decade, the number of people forced to flee their countries, conflict zones and from extreme violence, have grown considerably in many of the developing and underdeveloped countries. Violence in all its forms, particularly against women and girls, and conflict-related violence are major challenges for achieving the SDGs. Vicious cycles of violence against humanity must be broken. The risk of conflict-torn countries turning into violent zones is a great possibility and this must be curbed.

Rwandan Genocide

One of the shocking incidents that come to mind is the Rwandan genocide, known officially as the genocide against the Tutsi, a genocidal mass slaughter of Tutsi, in Rwanda, by members of the Hutu majority government. An estimated 500,000 - 1,000,000 Rwandans were killed during the 100-day period from April 7 to mid-July 1994, constituting as much as 70% of the Tutsi and 20% of Rwanda's total population. The genocide and widespread slaughter of Rwandans ended when the Tutsi-backed and heavily armed Rwandan Patriotic Front (RPF) led by Paul Kagame took control of the country. An estimated 2,000,000 Rwandans, mostly Hutus, were displaced and became refugees.

In my decade-long association with the Sharjah Charity International, we provided aid to several countries aimed at humanitarian relief. We found that our work considerably reduced conflicts and brought peace and harmony.

Global Peace Index

The Global Peace Index (GPI) is an attempt by the Institute for Economics and Peace (IEP) to measure the relative position of nations' and regions' peacefulness. The list was launched in May 2007 and is updated on an annual basis by consulting the international panel of peace experts from peace institutes and think tanks, with the data collected and arranged by the Economist Intelligence Unit. GPI claims to be the first study ever done to rank countries around the world on the basis of peacefulness. Today, it ranks 163 countries, while it was 121 back in 2007. Progress, indeed!

The study is the brainchild of Australian technology entrepreneur Steve Killelea, founder of Integrated Research, and is endorsed by individuals such as Kofi Annan, the Dalai Lama, Archbishop Desmond Tutu, Finland's President Sauli Niinistö, Nobel laureate Muhammad Yunus, economist Jeffrey Sachs, former President of Ireland Mary Robinson, current Deputy Secretary-General of the United Nations Jan Eliasson and former US president, Jimmy Carter.

The index delineates global peace using three major areas: the extent

of domestic and international conflict, the level of safety and security in society, and the degree of militarization. Factors are both internal, such as levels of violence and crime within the country, and external such as military expenditure and wars. The updated index is released annually at events held in London, Washington DC and at the United Nations Secretariat in New York.

What a Shame!

According to UNICEF, nearly one in four of the 109.2 million children, between the ages of 6 and 15, are living in conflict areas and are missing out on their education. South Sudan is home to the highest proportion of out-of-school children, where over half (51%) of primary and lower secondary age children have no access to education. Niger is a close second, with 47 per cent unable to attend school, followed by Sudan (41%) and Afghanistan (40%). They are at risk of losing their future and missing out on the opportunity to contribute to their economies and societies when they reach adulthood.

Ending wars and violence/conflicts is important to bring peace and

development. There cannot be development without peace and harmony and there is no peace and harmony without development. Therefore, Agenda 2030 lays utmost importance on a world free from corruption, illegal trafficking and all forms of violence and crime to achieve peaceful, inclusive and sustainable development.

As a nation, UAE, is consistent in its approach and actions to play a vital role in building a peaceful and inclusive society across the world and specifically in the GCC region. UAE's economic progress has helped in transforming the country into a regional leader. As a flourishing international centre, it attracts people and business from across the world and contributes to the advancement of global peace and stability.

In the Hamriyah Free Zone Authority, where I used to work as the Director General, I was able to facilitate business and trade by investors from many developing countries. After all, growth and development in trade and industrialization also provide much needed resources for development in their home countries. Since the world is more interconnected than ever before, transfer of knowledge and

improving access to technology are important to foster innovation. To a reasonable extent, I was able to facilitate the transfer of knowledge between UAE and many developing countries that I visited.

Through the Alleem Business Congress I have for years put emphasis on inclusive growth along with sustainable development because I strongly believe that inclusive growth is a precursor to sustainable development. My other argument is on faith and culture as the pillars of sustainability in my writings, lectures and in my personal life. Unfortunately, we live in an age where a huge trust deficit in faith and culture are the reasons for many conflicts across the world. Therefore, a close collaboration within and between countries will bring fairness and justice in trade and commerce, which allow resource flow to achieve peace and inclusive growth.





- Among the institutions most affected by corruption are judiciary and the police.
- Corruption, bribery, theft and tax evasion cost developing countries around US\$1.26 trillion per year; this amount of money could be used to lift those who are living on less than \$1.25 a day above \$1.25 for at least six years.
- The rate of children leaving primary school in conflict affected countries reached 50 per cent in 2011, which accounts to 28.5 million children, showing the impact of unstable societies on one of the major goals of the post 2015 agenda: education.
- The rule of law, and development have a significant interrelation and are mutually reinforcing, making it essential for sustainable development at the national and international level.



Goal # 16 Targets

The key targets to be achieved under this goal as envisaged by the UN are provided below:-

- Significantly reduce all forms of violence and related death rates everywhere.
- End abuse, exploitation, trafficking and all forms of violence against and torture of children.
- Promote the rule of law at the national and international levels, and ensure equal access to justice for all.
- By 2030, significantly reduce illicit financial and arms flow; strengthen the recovery and return of stolen assets; and combat all forms of organized crime.
- Substantially reduce corruption and bribery in all their forms.

- Develop effective, accountable and transparent institutions at all levels.
 - Ensure responsive, inclusive, participatory and representative decision-making at all levels.
 - Broaden and strengthen the participation of the developing countries in the institutions of global governance.
 - By 2030, provide legal identity for all, including birth registration. Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.
-
- a. Strengthen relevant national institutions, including through international cooperation, for building capacity at all levels, in particular in the developing countries, to prevent violence and combat terrorism and crime.
 - b. Promote and enforce non-discriminatory laws and policies for sustainable development.



“Sustainable development is the peace policy of the future.”

DR. KLAUS TOPFER

Goal # 17 - Strengthen the means of implementation and revitalize the global partnership for sustainable development

Given the complex nature of global developmental priorities and the comprehensive coverage, the ambitious global goals come with huge responsibility. It is important to acknowledge that no single player can possibly meet the scale and complexity of the challenges outlined in the Agenda 2030. Therefore, the premise that good partnerships must be based on the principles of mutual respect and support, as each partner brings their own knowledge, skills, experiences and resources.

UAE is Committed

Her Excellency Minister Sheikha Lubna Bint Khalid Al Qasimi, UAE's Minister for International Cooperation and Development, and Head of the UAE's Committee for the Coordination of Humanitarian Foreign Aid was present in the SDG Summit in New York, in September 2015. Her Excellency hailed "the 2030 Agenda for

Sustainable Development was a proof of our commitment to a better world” during her speech at the Summit.

She also said that the SDGs reflect a new global consensus on how the world should look like in fifteen years’ time: a world without poverty; a world with educated and healthy citizens; peaceful and economically prosperous societies; clean environment and habitats. The minister in her concluding remarks mentioned that UAE is fully committed to implement the 2030 development Agenda, in a manner consistent with the country’s international obligations and commitments.

Alleem Brilliant Networking

Business networking is a powerful tool for creating mutually beneficial business environments. I strongly believe what is said about success: “To succeed – whether at a personal or professional level – one must continually connect with new people, cultivate emerging relationships and leverage your network”.

Alleem Brilliant Networking was conceived with the aim of providing business leaders, entrepreneurs and management personnel with

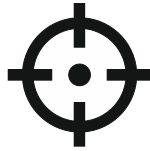
dynamic opportunities, expertise and strategies to develop valuable relationships that are needed to succeed in the modern competitive business environment.

Alleem Brilliant Networking has created a two-way flow of value by serving as a resource and helping others succeed. It is an opportunity for both, to give and receive targeted leads and referrals. Successful networking is created on the grounds of mutual trust, shared knowledge and valuable relationships. Alleem Brilliant Networking's face-to-face networking events enable participants to create lasting impressions in the minds of those they meet.

I always say, "Ultimately, it is not about whom you know; but who knows you". Our dynamic and structured networking events consist of insightful keynote addresses focusing on how to accomplish effective networking and training on 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 them to their success.



- Official development assistance stood at \$135.2 billion in 2014, the highest level ever recorded.
- 79 per cent of imports from the developing countries enter the developed countries duty-free.
- The debt burden on the developing countries remains stable at about 3 per cent of export revenue.
- The number of Internet users in Africa almost doubled in the past four years.
- 30 per cent of the world's youth are digital natives, active online for at least five years.
- But more than four billion people do not use the Internet, and 90 per cent of them are from the developing world.



Goal # 17 Targets

Finance

- Strengthen domestic resource mobilization, including through international support to the developing countries, to improve domestic capacity for tax and other revenue collection.
- Developed countries to implement fully their official development assistance commitments, including the commitment by many developed countries to achieve the target of 0.7 per cent of ODA/GNI to developing countries and 0.15 to 0.20 per cent of ODA/GNI to least developed countries; ODA providers are encouraged to consider setting a target to provide at least 0.20 per cent of ODA/GNI to least developed countries.

- Mobilize additional financial resources for the developing countries from multiple sources.
- Assist developing countries in attaining long-term debt sustainability through coordinated policies aimed at fostering debt financing, debt relief and debt restructuring, as appropriate, and address the external debt of highly indebted poor countries to reduce debt distress.
- Adopt and implement investment promotion regimes for the least developed countries.

Technology

- Enhance North-South, South-South and triangular regional and international cooperation on and access to science, technology and innovation, and enhance knowledge sharing on mutually agreed terms, including through improved coordination among existing mechanisms, in particular at the United Nations level, and through a global technology facilitation mechanism.
- Promote the development, transfer, dissemination and diffusion of environmentally sound technologies to the developing countries on

favorable terms, including on concessional and preferential terms, as mutually agreed.

- Fully operationalize the technology bank and science, technology and innovation capacity-building mechanisms for the least developed countries by 2017 and enhance the use of enabling technology, in particular information and communications technology.

Capacity Building

- Enhance international support for implementing effective and targeted capacity-building in the developing countries to support national plans to implement all the sustainable development goals, including through North-South, South - South and triangular cooperation.

Trade

- Promote a universal, rule-based, open, non-discriminatory and equitable multilateral trading system under the World Trade Organization, including through the conclusion of negotiations under

its Doha Development Agenda.

- Significantly increase the exports from the developing countries, in particular with a view to doubling the least developed countries' share of global exports by 2020.
- Realize timely implementation of duty-free and quota-free market access on a lasting basis for all the least developed countries, consistent with World Trade Organization decisions, including by ensuring that preferential rules of origin applicable to imports from the least developed countries are transparent and simple, and contribute to facilitating market access.

Systemic issues

Policy and Institutional coherence

- Enhance global macroeconomic stability, including through policy coordination and policy coherence.
- Enhance policy coherence for sustainable development.
- Respect each country's policy space and leadership to establish

and implement policies for poverty eradication and sustainable development.

Multi-stakeholder partnerships

- Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular the developing countries.
- Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

Data, monitoring and accountability

- By 2020, enhance capacity-building support to the developing countries, including for the least developed countries and Small

Island Developing States, to increase significantly the availability of high-quality, timely and reliable data disaggregated by income, gender, age, race, ethnicity, migratory status, disability, geographic location and other characteristics relevant in national contexts.

- By 2030, build on existing initiatives to develop measurements of progress on sustainable development that complement gross domestic product, and support statistical capacity-building in the developing nations.



About the Author

Dr. Rashid Alleem is widely known as a visionary and thought leader in business, socio-economic, academic and cultural fields. Known for his strategic thinking, he is respected by his peers as a man with qualities of mind and heart.

Dr. Alleem dons many hats and hones various skills and passions. He is currently Chairman of Sharjah Electricity & Water Authority, UAE. For over a decade, he served as the Director General, Department of Seaports and Customs, and Sharjah Free Zones Authority. He was the driving force in transforming these zones into strategic hubs of commerce, empowering thousands of businesses in the region, thereby contributing to the development of the UAE economy. He has been instrumental in bringing on board over 12,000 companies from across 157 nations, attracting a whopping \$40 billion in FDI.

Dr. Alleem's leadership has helped create business excellence on other fronts as well. His association as Vice Chairman of World

Association of Small and Medium Enterprises, as well as other organizations such as Sharjah Charity International, Sharjah Medical Zone, German Emirati Joint Council for Industry and Commerce and World Trade Development Council in Hong Kong, has seen his contributions enriching the business ecosystem in a noteworthy manner.

An honorary visiting faculty in numerous local and international universities, addressing almost 15,000 people a year, Dr. Alleem truly believes that excellence can be achieved only through sustainability by aligning commercial, social and environmental objectives. A prolific writer both in English and Arabic, Dr. Rashid Alleem has authored several books on management and leadership. His recent book, *My Green Journey in Hamriyah*, a candid account of his endeavors to improve the environment and distribute his green message not only to entrepreneurs, but also organizations worldwide, has been well received. The book has been applauded for its professional and practical approach on many knowledge platforms. Another book he authored, *My Leadership Secrets*, was written in English and later translated into Arabic and German. He frequently addresses

diverse audiences on the development of human capital and socially responsible business empowerment initiatives.

In 2001, he founded Alleem Knowledge Center, a nonprofit organization, which is a testament to his numerous initiatives and relentless efforts to promote leadership potential and to enrich the tenets of knowledge sharing.

When the financial meltdown happened in September 2008, resulting in the crash of the global economy, Dr. Alleem took up the cudgels and went about creating fresh benchmarks for the industry in an effort to mentor and prepare the industry captains to withstand the crisis. Alleem Knowledge Center chalked out an elaborate agenda for organizing various events under the banner – Alleem Business Congress – and addressed various key issues through this unique forum.

Alleem Business Congress has set lofty benchmarks for the best international business practices. Alleem Business Congress provides a wide platform where business leaders meet and work together

to address survival strategies, as well as the economic, social and environmental challenges of sustainable development by deliberating on Energy and Water, Project Management, Leadership & Management, Marketing & Branding and Sustainable Development & Inclusive Growth.

A commentator par excellence, his contributions are much sought after by local and international publications. His thought-provoking articles have been the topic of discussion at various socio-economic events on national and international platforms. A popular persona with the local and overseas media, Dr. Alleem's interview with BBC World English Channel for its Middle East Business Report segment broadcast to an international audience created a huge response at home and abroad. More recently he was interviewed by Deutsche Welle – DW a German international broadcaster, for 'Made in Germany Report'.

Thanks to his leadership experience, gained over two decades, in the international business arena, Dr. Alleem is today acknowledged as a 'Change Leader' who is striving relentlessly to usher in a new

business ecosystem.

Dr. Alleem earned a Ph.D. from the University of Salford, Manchester, UK, and received an honorary Ph.D from Atlantic International University (USA) in recognition of his achievements in the socio-economic fields. With honorary doctorates from Somalia University for Humanitarian Services and American Global International University in the US for his global business contributions and numerous academic achievements, Dr. Alleem is an embodiment of lifelong learning and harnessing of intellectual capital.

Testament to his efforts are the various accolades he has received, including an Achievement Award by the League of Arab States in 2007, Gold Medal from the Mayor of Cannes for Environmental efforts 2007, Excellence in Leadership award from ASSOCHAM in India 2008 and Celebrity of the Year from the Khaleej Times newspaper.

As a tribute to Dr. Alleem's administrative acumen, the Leading European Architects Forum (LEAF) award 2008 honoured Hamriyah

Free Zone for its support and for recognizing best practices and promoting excellence. He was endorsed as a Maritime Personality for 2009 by Marine Biz TV and bagged Global Champion of Climate Change 2011 award. Dr. Alleem has been awarded and named the ‘Global Champion of Climate Change’ at the opening of the Youth & Climate Change conference organized by the Youth Exnora International, at the prestigious IIT Madras campus, in India.

Acclaimed for his unique leadership qualities, Dr. Alleem was conferred with the Middle East Business Leaders Award 2012 as a tribute to his acumen in Training & Human Capital Development. He was also decorated with the Jewels of Muslim World Award 2012 in Jakarta in recognition of his achievements as one of the top nine movers of the Islamic economies. He was bestowed the honor of Environmentalist of the Year 2012 by the Prime Minister of Malaysia, Dr. Mahathir Mohamad in recognition of his contributions towards building a sustainable environment. Dr. Alleem was recognized as one among the 100 UAE nationals who have contributed immensely to the ‘happiness’ of the UAE, on the eve of the United Nations’ ‘International Day of Happiness’ 2013.

In 2013, he was conferred the ‘Certificate of Knight Award’ for his outstanding contribution in the field of ‘Leadership & Development’ by the International Organization for Standardization (ISO) and also bestowed with the Arab Organization Award for Social Responsibility from the Arab Organization for Social Responsibility in recognition of his CSR initiatives in Hamriyah Free Zone. Dr. Alleem has also been decorated with the coveted ‘2013 Extraordinary Human’ Award by the United Nations World Peace Organization in Washington, United States, on the occasion of the International Day of People with Disability.

Early in 2014, Dr. Alleem was conferred with an ‘Award of Excellence’ by Daimler-Mercedes Benz, Germany, for his efforts in protecting the Intellectual Property Rights (IPR) of Mercedes Benz in the Emirate of Sharjah, UAE. Later in May, Dr. Alleem received the prestigious ‘Global Economic Development Leadership Award’ in Cochin, India.

In a rare tribute to the wisdom reflected in ‘Management in the whole of the Arab World’, Dr. Alleem was honored with the ‘Golden

Arrow Award’ on 18th February, 2014, in Dubai. On 3rd April, 2014, he was recognized as ‘Goodwill Ambassador for Peace, Care and Relief in GCC countries, Middle East and North Africa’ by the International Organization for Peace, Care and Relief and Member of the Economic and Social Council of the United Nations. Many people also recognized him as ‘Green Ambassador of the UAE’.

Dr. Rashid was recognized as “The Knowledge Ambassador of UAE 2015” by His Highness Sheikh Mohammed bin Rashid Al Maktoum, the Vice President and Prime Minister of the UAE and Ruler of Dubai.

Under the leadership of Dr. Rashid Alleem, SEWA has been awarded the “GCC Best Employer Award” in 2016, by the Employer Branding Institute.

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Acknowledgements

I take this opportunity to gratefully acknowledge the immense amount of data and material that were sourced from the United Nations SDG website in the writing of this book. The exhaustive and comprehensive facts & figures, targets and related information are cited from the same.



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