



مبادرات محمد بن راشد آل مكتوم العالمية  
Mohammed Bin Rashid  
Al Maktoum Global Initiatives

# YEAR IN REVIEW 2025

AED

**2.3**

**Billion**

spent in 2025

**165**

**Million**

beneficiaries

in 2025

**122**

**Countries**

reached

in 2025



# YEAR IN REVIEW 2025

**Mohammed bin Rashid Al Maktoum Global Initiatives**  
A comprehensive vision for the business of creating hope and building the future

## Year in Review 2025

10th Volume



مبادرات محمد بن راشد آل مكتوم العالمية  
Mohammed bin Rashid  
Al Maktoum Global Initiatives

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# Contents

<b>The Power of Hope</b>	<b>6</b>
Mohammed bin Rashid Al Maktoum <i>Supreme Chairman</i>	
<b>A Journey of Giving</b>	<b>8</b>
Hamdan bin Mohammed bin Rashid Al Maktoum <i>Chairman</i>	
<b>2025 Achievements</b>	<b>12</b>
<b>Introduction</b>	<b>14</b>
<b>2025 Highlights</b>	<b>15</b>
<b>Humanitarian Aid &amp; Relief</b>	<b>16</b>
<b>Healthcare &amp; Disease Control</b>	<b>38</b>
<b>Spreading Education &amp; Knowledge</b>	<b>60</b>
<b>Innovation &amp; Entrepreneurship</b>	<b>86</b>
<b>Empowering Communities</b>	<b>100</b>
<b>Annex</b>	<b>118</b>



**Life has taught me that creating hope is creating life. Hope is the bridge that connects the reality we live in with the future we long for. We must help build bridges for millions of young people so that they do not become overwhelmed by despair and hopelessness. For to believe in hope is to believe in life itself.**

**Mohammed bin Rashid Al Maktoum**





## The Power of Hope

We close the chapter on a year rich with challenge and achievement, and open another, more enduring still. True impact is not measured by what we announce, but by what changes in people's lives. When we place people at the heart of our priorities, every initiative becomes a moral commitment before it is a programme, and every achievement carries a deeper responsibility.

In 2025, the **Mohammed bin Rashid Al Maktoum Global Initiatives** reached approximately 165 million beneficiaries across 122 countries through its entities, projects, programmes and campaigns. This is the result of sustained, purposeful work and a vision that holds efficiency, sustainability and speed of delivery as the bedrock of the UAE's culture of giving.

In every school our initiatives have supported, a generation that will build the future is taking shape. In every health programme, a life is made whole again. In every empowerment project, a family moves from hardship into possibility. And in every relief campaign, the UAE makes its values clear: solidarity is not a principle we profess, it is one we practise.

This is the power of hope. We do not abandon humanity under any circumstances. We keep giving, and we keep going, however great the challenges may be.

**Mohammed bin Rashid Al Maktoum**  
**Supreme Chairman**



## A Journey of Giving

In 2025, the **Mohammed bin Rashid Al Maktoum Global Initiatives** demonstrated that humanitarian work knows no boundaries of time or place. Total spending across the Foundation's programmes, projects and initiatives exceeded AED 2.3 billion. More than an impressive figure, this is a testament to a sustained journey of impact that has built communities and transformed the lives of millions.

This journey was made possible by nearly 186,000 volunteers from around the world, working alongside 990 dedicated staff members, whose collective efforts across dozens of initiatives, programmes and campaigns gave rise to stories of genuine hope spanning the fields of emergency relief, humanitarian aid, healthcare and knowledge.

Among the defining milestones of 2025 was the launch of the **Mohammed bin Rashid Endowment District**, an integrated urban model uniting modern residential living with commercial, health and education services under one vision. The year also saw the launch of the **Fathers' Endowment** campaign, a tribute to fathers within the UAE community, with proceeds dedicated to providing healthcare for vulnerable groups and supporting health systems in underserved areas.

In addition, we celebrated a landmark year for knowledge, with the **Arab Reading Challenge** reaching its ninth edition and drawing the participation of more than 32 million students – a reminder that the future of our region is in capable hands.

Every initiative, every project, every programme and every campaign is a step towards widening the circle of impact. Every investment in humanitarian work represents a true and enduring act of giving, each enhancing quality of life and extending hope to all who need our support, without exception.

As His Highness Sheikh Mohammed bin Rashid Al Maktoum said: "Our work for humanity will never cease, and the flame of hope we carry will never be extinguished."

**Hamdan bin Mohammed bin Rashid Al Maktoum**  
**Chairman**

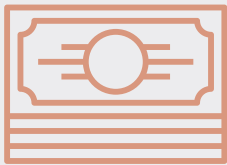


**Our aim is to make volunteering easier, strengthen community participation and embed giving as part of our national identity. The UAE is a country of progress and prosperity, but also of generosity and compassion. It builds with one hand and gives with the other.**

Mohammed bin Rashid Al Maktoum



# 2025 Achievements



AED

**2.3 Billion**

spent across all pillars  
in 2025



**165 Million**

beneficiaries of MBRGI's  
initiatives in 2025



**122**

countries reached  
in 2025



**185,670**

volunteers across all  
initiatives, projects and  
programmes in 2025



**990**

employees in 2025



AED

**30.3 Million**

awarded in total prizes  
in 2025

**165 Million**

beneficiaries of  
MBRGI's initiatives

AED

**2.3 Billion**

spent across all pillars



**Humanitarian  
Aid & Relief**

**53 Million**  
beneficiaries

AED

**625 Million**



**Healthcare &  
Disease Control**

**396k**  
beneficiaries

AED

**872 Million**



**Spreading  
Education &  
Knowledge**

**106 Million**  
beneficiaries

AED

**419 Million**



**Innovation &  
Entrepreneurship**

**1.4 Million**  
beneficiaries

AED

**239 Million**



**Empowering  
Communities**

**3.9 Million**  
beneficiaries

AED

**187 Million**

## Introduction

Since its launch in 2015, the **Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI)** has continued to strengthen its position as the region's largest umbrella for humanitarian and development work. It reflects the comprehensive development vision of its founder, Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, who set out to build an integrated system that is sustainable, scalable and able to respond to evolving humanitarian and development needs.

The Foundation shifts humanitarian action from short-term relief to long-term development, focusing on empowerment and self-reliance, grounded in the belief that investing in human potential underpins stable, prosperous societies.

Throughout its journey, **MBRGI** has established an institutional model that integrates humanitarian, development and knowledge-based work to ensure sustainable impact and maximise benefits for communities. Its programmes and initiatives help build productive, knowledge-driven environments, reinforce social and economic stability and promote a culture of hope as a catalyst for positive, lasting change.

Today, **MBRGI** comprises over 30 entities and initiatives delivering humanitarian, healthcare, education, knowledge, community and economic programmes. Together, they address challenges through practical, sustainable solutions at regional and global levels to advance the United Nations' 2030 Sustainable Development Goals.

The Foundation's work focuses on developing skills, supporting quality education, enhancing healthcare, empowering youth and women and fostering innovation and entrepreneurship. It also supports communities affected by crises and disasters through relief programmes linked to recovery and development pathways.

**MBRGI** continues to expand its knowledge and cultural initiatives, strengthen dialogue, tolerance and coexistence to build more cohesive, resilient societies capable of meeting future challenges. Its entities develop hundreds of programmes, campaigns and activities to improve quality of life and deliver sustainable impact for individuals.

The 10th annual **MBRGI** Year in Review documents a year rich in achievements. It highlights the key projects and programmes delivered by its member institutions and initiatives, supported by data and examples that reflect the depth of its impact on the lives of millions around the world.

The entities and initiatives affiliated with **MBRGI** are organised under five main pillars:



**Humanitarian Aid & Relief**



**Healthcare & Disease Control**



**Spreading Education & Knowledge**



**Innovation & Entrepreneurship**



**Empowering Communities**

## 2025 Highlights

In 2025, the **Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI)** spent more than AED 2.3 billion across its five pillars, delivering initiatives, projects and programmes to benefit around 165 million people in 122 countries. Nearly 186,000 volunteers provided essential technical and logistical assistance to support the efforts of **MBRGI's** 990 employees.

Under the Humanitarian Aid & Relief pillar, the year witnessed the launch of the **Mohammed bin Rashid Endowment District** by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. The District is a strategic endowment investment and an integrated urban model combining modern housing with commercial, health and educational facilities to enhance quality of life, align with Dubai's future cities agenda and strengthen the sustainability of endowment resources.

Within Healthcare & Disease Control, 2025 saw the launch of the **Fathers' Endowment** campaign, honouring fathers and reinforcing Emirati societal values. It establishes a sustainable endowment to support treatment and healthcare for vulnerable groups and strengthen health systems in underserved regions. The Campaign exceeded its initial AED 1 billion target, raising AED 3.72 billion through the contributions of more than 277,000 donors.

In the Spreading Education & Knowledge pillar, the **Arab Reading Challenge** marked 10 years of impact with more than 32 million

students from 50 countries taking part, alongside 132,000 schools and 161,000 supervisors. This continued momentum reflects its status as the largest Arabic-language reading initiative in the world and a leading knowledge project dedicated to strengthening reading skills and critical thinking among young learners.

Under Innovation & Entrepreneurship, the **Museum of the Future** maintained its position as a global platform for knowledge and foresight. In 2025, it welcomed more than 1.3 million visitors, bringing its total since opening to 4.6 million from 180 countries. This strong engagement underscores the Museum's role in advancing a culture of innovation and expanding forward thinking through immersive programmes that help prepare new generations for rapid change.

Within the Empowering Communities pillar, the fifth edition of the **Arab Hope Makers** initiative awarded three winners AED 1 million each for their inspiring humanitarian projects. The edition saw exceptional participation, receiving 26,000 nominations in a single month and bringing total submissions across five editions to more than 320,000 Hope Makers.

Collectively, these achievements reflect **MBRGI's** vision to institutionalise humanitarian work and enhance its global, sustainable impact. They highlight programmes that place people at the centre of development and lay the foundations for a more stable and prosperous future for generations to come.



# Humanitarian Aid & Relief

The Humanitarian Aid & Relief pillar is the cornerstone of the Mohammed bin Rashid Al Maktoum Global Initiatives' work. Its projects and programmes address urgent humanitarian needs to mitigate the effects of crises worldwide, embodying an institutionalised approach that transitions away from emergency response to long-term interventions that support community resilience and improve quality of life.

AED

**625**

**MILLION**

spent on Humanitarian  
Aid & Relief initiatives  
in 2025

**53**

**MILLION**

beneficiaries of  
Humanitarian Aid & Relief  
initiatives in 2025

AED

**4.7**  
**BILLION**

invested in the Mohammed  
bin Rashid Endowment  
District in 2025

**32**  
**MILLION**

meals distributed by the  
UAE Food Bank in 2025

**15**  
**MILLION**

beneficiaries of Suqia's  
projects from its launch  
until the end of 2025



## Humanitarian Relief for Sustainable Response & Lasting Impact



AED  
**625**  
Million

spent on Humanitarian Aid & Relief initiatives in 2025



**53**  
Million

beneficiaries of Humanitarian Aid & Relief initiatives in 2025

The Humanitarian Aid & Relief pillar lies at the heart of the **Mohammed bin Rashid Al Maktoum Global Initiatives' (MBRGI)** work, reflecting its commitment to structured and sustainable humanitarian action that responds effectively to people's needs wherever they are. Guided by a comprehensive vision rooted in human solidarity, the Foundation seeks to transform giving from short-term assistance into lasting interventions that deliver measurable impact for individuals and communities.

This pillar focuses on providing emergency relief during crises, disasters and conflicts, while also implementing development programmes that address the root causes of challenges in vulnerable communities. Through coordinated action, unified resources and strong partnerships, **MBRGI** works to increase resilience, support recovery, improve quality of life and lay the foundations for a dignified life.

In 2025, the **Mohammed bin Rashid Endowment District** was launched as one of **MBRGI's** strategic investments. An integrated urban destination aligned with Dubai's vision for future cities, the District demonstrates how endowment mechanisms can be embedded in sustainable development initiatives.

**MBRGI** also announced the completion of the '1 Billion Meals' initiative, launched in Ramadan 2022, with one billion meals distributed across 65 countries. In addition, the Foundation launched the 'Mohammed bin Rashid Humanitarian Ship' initiative to provide more than 10 million meals in Gaza amid the current humanitarian crisis.

**Dubai Humanitarian** dispatched 789 metric tonnes of relief in 2025 to benefit more than 2.8 million people in Palestine, Afghanistan, Myanmar and Sri Lanka. In the same year, the **Mohammed bin Rashid Al Maktoum Charitable Establishment**, formerly the Mohammed bin Rashid Al Maktoum Humanitarian & Charity Establishment, unveiled its new identity, reaffirming its commitment to delivering charitable programmes in the UAE and abroad.

In 2025, the **UAE Food Bank** distributed more than 32 million meals and prevented 9,491 tonnes of food from reaching landfills, supported by 4,950 volunteers and 795 partner entities.

In cooperation with the Emirates Red Crescent, the **UAE Water Aid Foundation (Suqia)** exceeded its project targets in Tanzania, providing safe drinking water to nearly one million people by drilling and maintaining 140 wells by the end of 2025.

To advance sustainable endowment practices, support low-income families and preserve local agricultural heritage, the **Mohammed bin Rashid Global Centre for Endowment Consultancy** launched the 'Endowment of Dates' initiative. The programme collects surplus dates from farms and distributes them to eligible families based on size and need, with the participation of 100 local farmers.

Under the Humanitarian Aid & Relief pillar, **MBRGI** spent over AED 625 million in 2025 to reach more than 53 million people around the world.





## AN INTEGRATED ENDOWMENT MODEL



AED  
**4.7**  
Billion

invested in the  
Mohammed bin Rashid  
Endowment District  
in 2025

In October 2025, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, launched the **Mohammed bin Rashid Endowment District**, a strategic investment of **MBRGI**. It is designed as a pioneering urban destination aligned with Dubai's vision for future cities and represents a significant step in integrating endowment tools into comprehensive, sustainable development models.

His Highness also approved the formation of the project's Board of Trustees, which is part of a holistic concept combining modern housing, commercial spaces, healthcare services and education within a single integrated environment. This reinforces the concept of endowment-based communities that enhance quality of life while advancing long-term human development goals.

The first of its kind in the region, the District spans two million square feet, with total investments of AED 4.7 billion, including AED 330 million in contributions from several investors. Returns from its residential, healthcare and educational facilities will be channelled into sustainable charitable causes, supporting education and healthcare initiatives worldwide.

The District's master plan includes 25 endowment buildings with more than 2,000 residential units, along with service facilities and retail outlets, creating a vibrant community expected to serve over 12,000 residents and visitors daily. It also features a 250-bed hospital capable of treating more than 90,000 patients annually, dedicated accommodation for medical staff, a medical college and two schools covering all educational stages with capacity for up to 5,000 students.



## 1 BILLION MEALS WORLDWIDE

In July 2025, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, announced the full completion of the ‘1 Billion Meals’ initiative, launched in Ramadan 2022. Since its inception, one billion meals have been distributed across 65 countries. The largest food aid campaign of its kind in the region, the initiative represents a leading UAE model for mobilising resources to address global food security challenges. It has provided food assistance to vulnerable communities without discrimination, reflecting the UAE’s approach to humanitarian work.

Implementation followed two main tracks. The first focused on direct food support through the distribution of meals, food parcels, smart vouchers and nutritional supplements, ensuring rapid delivery of assistance through flexible mechanisms tailored to each

humanitarian context. The second track centred on sustainable solutions designed to help people secure their own food sources. This included supporting agricultural initiatives, empowering farmers and creating employment opportunities in food production.

To ensure long-term impact, the **1 Billion Meals Endowment** was launched in 2023 through the establishment of a sustainable endowment fund. It generates returns to support food security for millions in need, transforming the initiative from a seasonal campaign into a lasting financing model.

The initiative’s success was supported by partnerships with United Nations organisations and regional and local entities, enabling it to reach its target. Plans are also in place to extend distribution to 1.26 billion meals by the end of 2026, further expanding its global impact.



**1 Billion**

meals distributed by the ‘1 Billion Meals’ initiative across 65 countries by the end of 2025



## SAFE WATER, SHARED HOPE



In the small village of Alacha in eastern Chad, water scarcity shaped residents' daily life. Mohamad Abu Bakr was among them, leaving at sunrise each day to walk long distances to find a few litres of water for his family, while his crops withered under the harsh sun as they waited for rain. The village also hosted refugee families from Sudan, who shared the same struggle. With no reliable water source, the land remained dry and the people suffered.

This changed with the installation of solar-powered wells funded through the **1 Billion Meals Endowment**, as part of a project implemented in partnership with the United Nations High Commissioner for Refugees to provide safe water. The initiative is part of a series launched by the Endowment in cooperation with its international partners.

Today, banana trees and sugar cane grow where barren land once stretched. "We now have clean water," Mohamad said, looking out over his fields. "With this well, I can grow food, not just for my family, but for my neighbours too."

Families no longer spend hours fetching water, and mango and guava trees are flourishing. Farmers have regained the confidence to plan their seasons. The project is a lifeline for residents and refugees alike, restoring cooperation and solidarity in a region strained by displacement and climate change.

"We share the water with refugees from Sudan," Mohamad added. "Before, it was never enough, but now it brings us together." For him and his village, the project represents not only survival but renewed hope and stability.

## FOOD IN TIMES OF CRISIS



In Beit Lahia in northern Gaza, Um Abdallah cooks over a small wood fire beside a tent pitched near the ruins of her former home. The war claimed both her house and her son, leaving the tent as her family's only shelter, with no stable income and very limited resources.

During Ramadan 2025, securing food in Gaza was extremely difficult. Supplies were irregular and unpredictable, forcing Um Abdallah to carefully ration what little she had to ensure her family could eat each day. Food parcels supported by the **1 Billion Meals Endowment**, in partnership with the World Food Programme, became a vital source of assistance.

Although goods returned to local markets after the ceasefire, prices remained far beyond what most families could afford. "We are craving everything that we see in the market, but I can't afford any of it," she explained. "We don't want to go back to starvation again."

The food parcels provided more than short-term relief. For Um Abdallah and many other families, they restored the comfort of hot meals after months of deprivation. Instead of relying on a cup of tea to ease hunger, she could prepare complete meals. The parcels included basic staples in addition to familiar food that the family used to eat.

This assistance brought a measure of stability amid loss and displacement. In an environment defined by uncertainty, regular access to food helps families preserve their dignity and focus on caring for one another.



**People are at the core of our decisions,  
policies and projects.**

Mohammed bin Rashid Al Maktoum



## RELIEF FOR THE PEOPLE OF GAZA

As part of its institutional commitment to strengthening humanitarian response in crisis zones, **MBRGI** launched the ‘Mohammed bin Rashid Humanitarian Ship’ initiative in November 2025. The initiative aimed to provide more than 10 million meals to residents of Gaza in response to urgent humanitarian needs, in cooperation with Operation Chivalrous Knight 3, launched by the UAE to support the Palestinian people and address critical needs in the territory.

To implement the initiative, **MBRGI** called on members of the UAE community to volunteer in preparing the meals through a large-scale event held in Dubai and coordinated via a dedicated online platform. The call received a strong public response, with more than 20,000 volunteer applications submitted within a single week, reflecting a spirit of collective humanitarian action.

The initiative involved preparing food parcels containing 20 essential food items selected

based on quality, nutritional value and variety. Each parcel was designed to support a family of five for one full week, in line with an approach focused on meeting basic needs efficiently and sustainably.

The ‘Mohammed bin Rashid Humanitarian Ship’ initiative achieved its target in record time. A total of 7,249 tonnes of food parcels were prepared and shipped to Gaza in December 2025. This large-scale logistical operation demonstrated the Foundation’s readiness to mobilise resources and deliver high-impact humanitarian assistance.

This initiative is an extension of ongoing relief efforts supporting Gaza throughout 2023 and 2024, including direct food aid, emergency relief shipments and food security programmes implemented with international partners. It reflects a structured response model and reaffirms **MBRGI**’s sustained commitment to crisis-affected communities.



**10**  
**Million**

meals dispatched to Gaza under the ‘Mohammed bin Rashid Humanitarian Ship’ initiative in 2025





## INTERNATIONAL ALLIANCES FOR HUMANITY



AED **173** Million pledged by MBRGI to support refugee programmes since 2021

In 2025, **MBRGI** co-founded the 'Global Takaful Alliance' to strengthen public-private cooperation, align Islamic finance with the Sustainable Development Goals and enhance global financial resilience. Launched by the United Nations Development Programme, it is the largest partnership of its kind dedicated to advancing financial inclusion through Sharia-compliant takaful insurance. The Alliance aims to support 100 million people by 2030 by expanding access to financial protection for vulnerable and at-risk communities. Founding members include the Islamic Development Bank, the Arab Gulf Programme for Development and Kuwait Finance House Group. By combining technical expertise and financial capacity, the partnership seeks to extend effective insurance coverage to underserved regions, enhance resilience to economic, health and

climate shocks, and position takaful as a sustainable development tool promoting financial inclusion.

On the sidelines of the World Economic Forum (WEF) in Davos, Switzerland, in January 2025, **MBRGI** pledged about AED 36.7 million (USD 10 million) to support programmes and projects for displaced communities through the United Nations High Commissioner for Refugees (UNHCR). This brought the Foundation's total pledges since 2021 to about AED 173 million.

Also at WEF, **MBRGI** and UNICEF reviewed progress one year after the Foundation's AED 30 million (USD 8.1 million) contribution to the Child Nutrition Fund, an innovative financing mechanism accelerating action to end child wasting.



The funding is expected to provide nutritional supplements and meals to more than 371,000 women and children by 2027, strengthening efforts to combat malnutrition in vulnerable communities.

Building on this international engagement, UNHCR, in cooperation with **MBRGI**, organised a field visit to New Delhi, India, in November 2025 to assess the conditions of Afghan, Rohingya and Chin refugees, evaluate their needs and review the impact of joint humanitarian and development programmes implemented in India. The visit reflected a commitment to field monitoring and measuring the actual impact of international partnerships.

In December 2025, **MBRGI** participated in a high-level meeting in Geneva convened by

UNHCR to review the implementation of pledges made at the Global Refugee Forum. Discussions focused on increasing international coordination, expanding beneficiary reach, easing pressure on host communities and securing financing for growing needs, reaffirming the Foundation’s commitment to supporting the global refugee response system in a structured and sustainable manner.

In November 2025, the 1 Billion Followers Summit announced a strategic partnership with content creator MrBeast to launch the ‘1 Billion Acts of Kindness’ campaign. Supported by **MBRGI** and the Varkey Foundation, the initiative seeks to mobilise a global movement of digital creators to promote purposeful content and advance a culture of giving worldwide.



AED  
**30**  
Million  
pledged by MBRGI  
to the Child  
Nutrition Fund



## HOPE DRIVING CHANGE



In a Rohingya refugee camp in Bangladesh, life is not just about waiting for aid; it is about the daily struggle to build a safer future. Among those driving change is Manzur Alam, who has gone from seeking stability to serving as a volunteer paralegal dedicated to empowering his community.

In 2017, Manzur and his family were forced to flee their home in Burma, now Myanmar, leaving everything behind. They sought refuge and a fresh start in Bangladesh. Immediately, they faced challenges. Manzur struggled to continue his education, and the family could not afford school fees for his younger brother or the cost of his father's medical treatment.

His life took a dramatic turn when he joined a support programme led by **MBRGI** in partnership with the United Nations High Commissioner for Refugees. Paralegal volunteers deliver awareness sessions, assist legal advisers, provide guidance on various issues and refer complex cases for further support. The programme has raised legal awareness in the camp and helped reduce human trafficking, abduction and child marriage.

Through this role, Manzur gained skills and an income. His brother returned to school, his father received medical care and the family no longer depends solely on food rations. He now supports his household with dignity.

“This opportunity is very important to me,” he said. “Even though I live in a refugee camp, I can provide for my family. For this, I sincerely thank **MBRGI**.”

## A CROSS-BORDER RELIEF NETWORK

**Dubai Humanitarian** continued to solidify its position as a leading global humanitarian hub, enabling the rapid and efficient delivery of relief supplies to areas affected by conflict, floods, cyclones and other natural disasters. This pivotal role reflects the efficiency of its logistics system and its capacity for swift emergency response, ensuring the timely delivery of life-saving assistance while supporting wider efforts to ease suffering and strengthen community resilience in the face of crises.

Under the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, **Dubai Humanitarian**, operating under the umbrella of **MBRGI**, dispatched approximately 789 metric tonnes of humanitarian aid in 2025. These shipments benefitted more than 2.8 million people in countries across the globe.

Efforts included three relief flights to Gaza in 2025 via Egypt's El Arish International Airport, carrying 256 metric tonnes of medical supplies provided by the World Health Organization. The cargo included essential medicines for respiratory illnesses, infections and cardiovascular diseases, as well as insulin.

In March 2025, **Dubai Humanitarian** airlifted more than 80 metric tonnes of relief items to Myanmar following the devastating earthquake. Supplies included plastic sheeting and essential household materials, supporting approximately 300,000 people affected by the disaster.

Two additional emergency airlifts were dispatched to Afghanistan in September 2025 through the Global Humanitarian Impact Fund to assist communities impacted by a devastating earthquake that caused widespread casualties and damage to homes and infrastructure. The first flight carried 84 metric tonnes of medical supplies, shelter materials and other relief items, benefitting more than 780,000 people. The second delivered 39.8 metric tonnes of aid to support an additional 50,000 people.

In December, **Dubai Humanitarian** launched an air bridge to Sri Lanka, in partnership with Emirates Airline, to transport more than 100 metric tonnes of aid to areas affected by Cyclone Ditwah. This reaffirms its role as a global logistics hub for rapid and coordinated humanitarian response.



**2.8**  
**Million**

beneficiaries of relief supplies and aid dispatched by Dubai Humanitarian in 2025





## STRATEGIC HUMANITARIAN PARTNERSHIPS

**Dubai Humanitarian** reinforced its international standing by expanding its network of strategic partnerships and strengthening joint humanitarian action. Through targeted initiatives, agreements and collaborations, it contributed to advancing humanitarian supply chain systems, enhancing preparedness and improving the efficiency of emergency response to crises.

In the field of logistics, **Dubai Humanitarian** signed a letter of intent with the ASEAN Coordinating Centre for Humanitarian Assistance on Disaster Management. The agreement marked an important step in bolstering humanitarian cooperation across South-East Asia. It established a practical framework for coordination in humanitarian logistics and crisis relief solutions, as well

as knowledge exchange, capacity building and awareness initiatives.

**Dubai Humanitarian** also signed an administrative arrangement with the European Commission's Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO). The agreement aims to increase cooperation in supply chain management, operational readiness and emergency response. This includes coordinating relief operations, exchanging logistics data, exploring innovative and sustainable solutions and joint management of pre-positioned aid stocks. The partnership also includes the development of local and regional training programmes, joint forums and coordinated awareness efforts to build more integrated and efficient humanitarian systems.



## CONTINUOUS HUMANITARIAN ACTION

Since 1997, the **Mohammed bin Rashid Al Maktoum Charitable Establishment (MBRCE)**, operating under the umbrella of **MBRGI**, has continued to support underprivileged groups locally and internationally, including the poor, the sick, widows, orphans and families in need. One of the most active institutions in the field of humanitarian work, it strives to improve quality of life and foster community development through a range of programmes and initiatives, guided by a model centred on sustainability, institutional governance and continuous improvement.

In 2025, **MBRCE**, formerly known as the Mohammed bin Rashid Al Maktoum Humanitarian & Charity Establishment, announced its new name while continuing to implement charitable and humanitarian programmes in coordination with government entities and international organisations. It also establishes and manages projects and centres within the UAE and abroad across development, cultural, social, educational, health and religious fields. By the end of 2025, its initiatives had reached more than 1.3 million local and international beneficiaries.

Through **Al Jalila Foundation**, and as part of **MBRGI**, **MBRCE** signed a strategic cooperation agreement with Dubai Health to support the 'Nabadat' campaign, which provides comprehensive care for children with congenital heart defects. In 2025, the campaign screened 520 children and performed 243 paediatric cardiac catheterisation procedures in Bangladesh and Kyrgyzstan, with the participation of 57 doctors and 54 nurses and technical staff.

Within the UAE, the Establishment provided more than AED 27 million in assistance through its healthcare programmes, benefitting 6,202 people. This covered the cost of cancer and kidney treatment, surgeries for senior citizens, support for childbirth and premature infants and aid for critical conditions, easing financial pressure on families and increasing access to care.

To improve housing and living conditions, **MBRCE** continued to implement an integrated village project in Tajikistan to support and offer stability to disadvantaged families.

The project includes the construction of 60 homes, a mosque, a school and a health clinic, as well as a residential complex comprising a clinic, nursery, workshop and educational facilities with essential infrastructure. It also covers the construction of four orphanages and a 40-unit housing complex equipped with water, sanitation, electricity and paved roads.

In 2025, the Establishment completed three mosques in Niger, Bangladesh and Bosnia and Herzegovina as part of its annual mosque construction programme supporting Muslim communities in need.

As part of its winter support projects, **MBRCE** provided coal, heaters, winter clothing and blankets to more than 30,000 people in Egypt, Kyrgyzstan and Tajikistan, helping families cope with harsh weather conditions.

Its annual iftar campaign also continued, reaching around 93,000 people in 2025 across India, Kyrgyzstan, Tajikistan, Egypt, Burkina Faso, Uganda and Bangladesh.



**1.3**  
Million

beneficiaries of the Mohammed bin Rashid Al Maktoum Charitable Establishment's programmes in 2025



## MANAGING SURPLUS FOOD SUSTAINABLY



# 32 Million

meals distributed by the UAE Food Bank in 2025

As part of **MBRGI**, the **UAE Food Bank** works to reduce food waste by collecting and distributing surplus food through structured mechanisms and effective partnerships with the food and hospitality sectors, private companies and individuals. It also promotes a culture of valuing food, social responsibility and volunteerism.

Throughout 2025, the **UAE Food Bank** provided more than 32 million meals, including cooked meals, food parcels and redistributed surplus food, with the support of donors and partners. It also prevented 9,491 tonnes of food from reaching landfills.

These results were made possible by 4,950 volunteers who contributed to food collection, distribution and community initiatives, supported by 795 entities. The Food Bank also established 30 new partnerships with food companies, hotels, charities and government institutions.

During Ramadan 2025, the **UAE Food Bank** launched the 'United in Giving' initiative to provide seven million meals from surplus food to beneficiaries through four sub-initiatives: 'Blessing Baskets', 'Ne'ma Community Fridges', 'Zabeel Iftar' and 'Surplus of Good'. The campaign distributed nearly eight million meals locally and internationally, exceeding its target to benefit more than 700,000 families and 11,000 workers. The initiative was supported by 200 public and private partners, including hotels, restaurants and food establishments, as well as more than 1,000 volunteers. In addition, 48 awareness programmes were organised to promote sustainable surplus food management, collection, waste reduction and redistribution.

Locally, the Food Bank's community fridge project continued to provide discreet access to food for vulnerable groups. More than 35 fridges were installed across Dubai in 2025, particularly near mosques and retail outlets, enabling families, restaurants, hotels and retailers to donate surplus food in line with approved guidelines. These fridges distributed around 5.7 million meals within the UAE, supported by sponsors, volunteers and community partners.

The **UAE Food Bank** also strengthened efforts to redirect surplus food from supermarkets, hotels, restaurants, buffets and events to families in need and labour accommodations. By the end of 2025, approximately 9,144 tonnes of food had been rescued from these sources, equivalent to nearly 22.8 million meals, reducing landfill waste and the carbon footprint associated with food waste.



## ADDRESSING WATER SCARCITY

The **UAE Water Aid Foundation (Suqia)** works to develop innovative and sustainable solutions to address water scarcity and ensure access to safe drinking water for communities facing shortages or contamination. Over the past decade, it has implemented sustainable water projects benefitting around 15 million people across 37 countries.

In 2025, in cooperation with the Emirates Red Crescent, **Suqia** announced that it exceeded its targets for water projects in Tanzania. Approximately one million people across provinces, rural areas and villages gained access to clean drinking water

through the drilling of new artesian wells and the rehabilitation of existing ones. The projects, launched in 2024 with the construction of 36 wells, were expanded in 2025 with the completion of a further 104 wells, bringing the total to 140.

During its annual Ramadan campaign, the Foundation introduced a new community initiative, 'Gift Water to Mosques', in partnership with Dubai's Islamic Affairs and Charitable Activities Department. The initiative enabled individuals and institutions to donate water, resulting in the distribution of 6.6 million bottles of water.



**15**  
**Million**

beneficiaries of Suqia's projects from its launch until the end of 2025





## INNOVATIVE ENDOWMENT PROJECTS



# 300,000 Meals

provided by the Mohammed bin Rashid Global Centre for Endowment Consultancy under the 'Ataa' initiative in 2025

The Mohammed bin Rashid Global Centre for Endowment Consultancy (MBRGCEC) was established as a specialist advisory institution to activate the role of endowments and awqaf in serving society and strengthening their sustainable development impact. The Centre supports Dubai's global vision for endowments by providing free expert consultancy services to individuals and institutions locally, regionally and internationally, reinforcing endowment as an effective tool for community development. It oversees innovative endowment projects across sectors such as health, education, food security and social development. These initiatives aim to improve quality of life for low-income individuals and families through practical and sustainable solutions, alongside community programmes that reflect the

flexibility and diversity of modern endowment models in responding to evolving needs.

In 2025, **MBRGCEC** launched the 'Endowment of Dates', which collects surplus dates from farm owners and distributes them to eligible families according to household size and need. The initiative engaged 100 local farmers, supporting sustainable endowment practices, assisting low-income families and preserving agricultural heritage. The Centre also signed a memorandum of understanding with the Ro'yati Family Society to support the 'Sustainable Blessings' programme under its innovative endowment framework. Under the agreement, the Endowments and Minors' Trust Foundation in Dubai provides food items and dates, while the Ro'yati Family Society manages distribution to beneficiary families.



In support of its 'Real Estate Developers' Endowment', **MBRGCEC** registered a new contribution from Al Habtoor Group, which allocated five residential units within Al Habtoor City as a sustainable charitable endowment valued at AED 3.5 million. Al Habtoor will manage and operate the units, directing their annual returns to health, education and humanitarian programmes.

Five restaurants also participated in the restaurant endowment in 2025. The model allocates the revenue of one or more tables, or a percentage of income, to establish a sustainable charitable endowment serving community causes. The initiative encourages young restaurant and café owners to engage in endowment work, strengthens private sector participation

in humanitarian action and promotes sustainability within charitable giving.

As part of the expansion of the 'Bread for All' initiative, **MBRGCEC** introduced smart, 24-hour vending machines providing hot meals to workers. Installed near mosques in Dubai, the units are equipped with cooling systems, digital screens and smart monitoring features. In addition, 'Ataa', the first innovative clothing endowment, contributed to providing 300,000 meals for workers. The initiative collects used clothing, resells or recycles it and invests the proceeds in a sustainable endowment supporting humanitarian causes.

Under the 'University Seat Endowment', the Centre signed a memorandum of understanding with Emirates Aviation

University to offer academic and training programmes, annual benefits and scholarships to 10 eligible students nominated by the Centre. It also renewed its agreement with Madrasa.com to support the first endowed online education platform, empowering 1,000 orphaned and underprivileged students through free training courses and accredited learning pathways, including international language certifications and university entrance exam preparation.

In 2025, **MBRGCEC** honoured 40 lawyers and law firms participating in its legal endowment, which provides free legal consultations to people in need. During the year, 2,837 individuals benefitted from the 'Shoor' service, bringing the total number of beneficiaries since its launch in 2024 to 6,048.



**6,048**  
**Beneficiaries**

of the 'Shoor' service  
from its launch until  
the end of 2025





## PROMOTING COMPASSION & SOLIDARITY



**2**  
**Million**

bottles of water,  
juices and ice creams  
distributed by the  
'Freej Fridge' initiative  
in 2025

In August 2025, the second edition of the community humanitarian campaign 'Freej Fridge' concluded after achieving its target of distributing two million bottles of water, juices and ice creams to workers across Dubai over a two-month period. The initiative aimed to ease the impact of extreme summer heat while reinforcing the values of compassion and giving within society.

Organised by Ferjan Dubai with the support of **MBRGI** entities **Suqia** and the **UAE Food Bank**, the campaign focused on sanitation workers, construction labourers, delivery drivers and agricultural workers. It sought to reduce heat-related health risks such as dehydration and heat exhaustion.

The campaign received strong backing from the public and private sectors, with more than 15 entities contributing to the distribution of water and cold beverages and supporting operational requirements. This broad participation reflected institutional social responsibility and recognition of the vital role workers play in Dubai's development.

A total of 250 volunteers from across the community helped implement the initiative, covering dozens of key locations daily to ensure timely distribution. Their efforts highlighted strong public awareness and a deep-rooted culture of solidarity and mutual support.





**We want our comprehensive development journey to have a broader and more sustainable economic and social impact.**

Mohammed bin Rashid Al Maktoum



# Healthcare & Disease Control

Through its Healthcare & Disease Control pillar, the **Mohammed bin Rashid Al Maktoum Global Initiatives** addresses key health challenges in vulnerable communities. The programmes and initiatives within this pillar enhance access to quality healthcare, promote prevention and combat infectious diseases, contributing to improved health outcomes, stronger health systems and dignified living conditions for all.

AED

**872**

**MILLION**

spent on Healthcare  
& Disease Control  
initiatives in 2025

**396k**

**BENEFICIARIES**

of Healthcare & Disease  
Control initiatives in 2025

AED

**3.72**  
**BILLION**

raised by the Fathers'  
Endowment campaign  
in 2025

AED

**143**  
**MILLION**

provided through the  
'A'awen' initiative to  
support patients in 2025

**17,393**  
**BENEFICIARIES**

of Noor Dubai's 'International  
Outreach Program' across five  
countries in 2025



# An Integrated Approach to Safeguarding Human Health



AED  
**872**  
Million

spent on Healthcare & Disease Control initiatives in 2025



**396,000**  
Beneficiaries

of Healthcare & Disease Control initiatives in 2025

The Healthcare & Disease Control pillar is a cornerstone of the **Mohammed bin Rashid Al Maktoum Global Initiatives' (MBRGI)** humanitarian ecosystem. Its programmes and initiatives are rooted in a comprehensive vision that recognises health as the foundation of development and affirms that investing in people begins with protecting their lives and their dignity. **MBRGI** adopts an integrated approach to addressing the most urgent health challenges through prevention, treatment and capacity building, with a particular focus on underprivileged and vulnerable communities worldwide.

This pillar encompasses a range of health interventions, from confronting infectious diseases and epidemics to providing primary and curative healthcare services, as well as supporting medical fields such as ophthalmology, cardiology, organ transplants and cancer treatment. These efforts extend beyond direct intervention to include launching preventive and awareness campaigns, developing long-term health follow-up programmes, supporting scientific research, training healthcare professionals and establishing international partnerships to build sustainable and effective health systems.

In 2025, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, launched the **Fathers' Endowment** campaign, which established a sustainable endowment fund to honour fathers in the UAE. The proceeds will be used to provide medical care for people in need and strengthen healthcare infrastructure in underserved communities.

The Campaign exceeded its initial target of AED 1 billion, raising AED 3.72 billion, with more than 277,000 contributors taking part.

**Al Jalila Foundation** honoured 55 supporters of the Hamdan bin Rashid Cancer Hospital and announced that the names of 18 new donors will be added to the hospital's sections and facilities in 2025, reflecting the community's deep commitment to advancing this strategic healthcare project.

On the international front, **Noor Dubai** expanded its eye health programmes, extending its presence to 25 countries by the end of 2025. This milestone underscores the Foundation's growing humanitarian impact and its ability to reach communities in need through advanced screening and treatment programmes that prevent blindness and improve quality of life.

**MBRGI** also continued its joint project with the World Health Organization to support the health response in Gaza and the West Bank. Announced in 2024, the project is valued at AED 37 million (USD 10 million) and is expected to benefit 600,000 people.

As part of its commitment to advancing specialised medicine, **MBRGI** continued to support the completion of the Magdi Yacoub Global Heart Centre in Cairo. This aims to strengthen its capacity to deliver advanced care for cardiac patients.

In 2025, **MBRGI** spent around AED 872 million within the Healthcare & Disease Control pillar to benefit more than 396,000 people.





## AN ENDOWMENT FOR HEALTHCARE



AED **3.72** Billion

raised by the **Fathers' Endowment** campaign in 2025

Building on **MBRGI's** annual Ramadan initiatives, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, launched the **Fathers' Endowment** campaign on 21 February 2025 to honour fathers through a sustainable fund. Proceeds will support medical care for people in need and strengthen healthcare systems in underserved communities. The Campaign embodies His Highness' vision for institutionalised and sustainable humanitarian work that mobilises community efforts and empowers millions of individuals to live with dignity and secure their essential needs, especially healthcare.

The **Fathers' Endowment** campaign surpassed its initial target of AED 1 billion to raise AED 3.72 billion, thanks to broad community participation, with more than 277,000 contributors and significant donations from

major private sector institutions. Returns will be used to develop healthcare infrastructure, including building and refurbishing hospitals, providing essential medical equipment and supplies, and modernising operating theatres and treatment facilities, as well as to support medical research, training programmes and capacity-building initiatives in communities with limited access to healthcare.

The Campaign received a number of exceptional donations that boosted its impact and long-term sustainability. Azizi Developments contributed AED 3 billion, marking the largest single private-sector donation in UAE history. Indian businessman Sunny Varkey and his family also pledged AED 100 million in support of the Campaign.

In addition, Imtiaz Developments announced the construction of an endowment building in Dubai valued at AED 50 million, while Peace Homes Developments committed an equivalent AED 50 million to establish a similar property. Samana Developments pledged AED 40 million towards an endowment building, while BEYOMEK Limited committed AED 20 million for the same purpose. Revenues from these properties will be invested to advance the objectives of the **Fathers' Endowment** campaign and support healthcare systems in communities in need.

The 'Most Noble Number' charity auctions in Abu Dhabi and Dubai together raised AED 167.5 million, reflecting the strong community solidarity behind the Campaign and its role in advancing sustainable healthcare for the most vulnerable segments of society.



## SUPPORTING SPECIALISED TREATMENT & RESEARCH

Since its establishment in 2013, **Al Jalila Foundation** has been committed to advancing healthcare through medical treatment, education and scientific research. As a leading humanitarian organisation, it develops medical capabilities, empowers national talent and promotes advanced research to improve community well-being and address health challenges both locally and globally.

In 2025, **MBRGI** integrated the AED 150 million healthcare endowment developed with Emirati businessman Abdul Rahim Mohammed Belghozooz Al Zarooni into the Hamdan bin Rashid Cancer Hospital project, supported by **Al Jalila Foundation**. The endowment will enhance the hospital's impact, expand services, upgrade facilities and attract world-class expertise.

The Foundation also received an AED 50 million contribution from the Eissa Abdullah Abdulaziz Al Othman Endowment in Kuwait to support the hospital's development. In addition, the Endowment and Minors' Trust Foundation in Dubai partnered with **Al Jalila Foundation** to establish a sustainable AED 38.5 million endowment, with proceeds going towards patient treatment.

In recognition of the generosity of the hospital's donor partners, His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Dubai Health's Board of Directors, honoured 55 donors in October 2025, representing individuals, charitable organisations and public and private entities. During the 'Pioneers of Giving' ceremony, the Foundation announced that the names of 18 donors will

be added to 19 sections and facilities at Hamdan bin Rashid Cancer Hospital.

When completed, the 59,000-square-metre, eight-storey Hamdan bin Rashid Cancer Hospital will be a beacon of hope to patients, offering advanced diagnostics and treatment and world-class medical staff. It will also serve as a hub for research and training, driving innovative therapies and developing specialised talent.

Additionally, **Al Jalila Foundation** supported 47 scholarships in 2025 across general medicine, dentistry, biomedical sciences, obstetrics, sociology, speech and audiology and other disciplines at local and international universities. The 'Al Jalila Foundation Medical Research Seed Grants Program' also funded 12 oncology research projects, advancing innovation in diagnosis and treatment.



**55**  
**Donors**

to the Hamdan bin Rashid Cancer Hospital honoured in 2025





## HEALTHCARE FOR ALL



AED  
**143**  
Million

provided through the 'Aawen' initiative to support patients in 2025

In 2025, **Al Jalila Foundation's** 'Wellness on Wheels' initiative expanded its free healthcare services through campaigns across multiple areas in Dubai, targeting senior citizens, labourers and other underserved groups. With a team of 248 volunteers, the initiative delivered medical exams, consultations and referrals at 23 events to benefit 4,902 people, reflecting the Foundation's commitment to delivering care to those most in need, while promoting prevention and improving quality of life. Its services address a wide range of common health conditions, from respiratory and gastrointestinal issues to diabetes, hypertension and cardiovascular diseases.

**Al Jalila Foundation's** 'Aawen' programme also continued to alleviate the financial burden of UAE residents who are unable to afford quality medical care, particularly those suffering from cancer, kidney disease, heart conditions and other life-threatening illnesses. In 2025, the programme supported 3,605

patients, including 816 children, at a cost of approximately AED 143 million.

Coinciding with World Organ Donation Day, the Foundation announced that its 'Your Donation Saves Lives' campaign will become a permanent programme under 'Aawen', dedicated to fundraising and providing long-term assistance for organ failure patients. Since its launch in 2021, it has funded life-saving kidney and liver transplants for 60 patients and continues to support more than 65 people living with organ failure.

**Al Jalila Foundation** also launched its Ramadan campaign in support of 'The Child Fund', which aims to secure medical services for children and ease the financial burden on their families. Established in 2023, the fund supports around 3,000 cases per year at Al Jalila Children's Hospital. At the 'An Evening of Hope' event, it received AED 50 million in donations, strengthening its ability to deliver life-saving interventions, advanced research and tailored care for vulnerable children.



In April 2025, the Foundation organised 'The Hope Run' in collaboration with Dubai Healthcare City Authority and with the support of the Dubai Sports Council. The event attracted more than 1,500 participants, including 300 children, highlighting sport as a powerful tool for advancing health and charitable initiatives. On the sidelines of the event, Dubai Islamic Bank pledged AED 10 million to 'The Child Fund', reaffirming its commitment to promoting children's health and expanding access to comprehensive medical care.

## PATHWAYS OF HOPE & RECOVERY

**Al Jalila Foundation** further strengthened its integrated support network for women undergoing cancer treatment and those in recovery through ‘Majlis Al Amal’, or ‘Hope Lounge’, which provides psychological, physical and social care throughout both treatment and recovery. By the end of 2025, membership had reached 1,300 women who participated in 280 events, in addition to weekly physiotherapy and counselling sessions, peer support groups and monthly medical consultations delivered in collaboration with specialised partners.

As part of its efforts to empower survivors and help them re-enter the workforce, the Foundation launched the ‘Revive & Thrive’ programme in July 2025 in partnership

with AmCham Dubai. The returnship programme offers a structured pathway encompassing training, mentorship and six-month paid internship opportunities to facilitate a gradual return to the labour market while strengthening their confidence and professional skills.

In addition, **Al Jalila Foundation** delivered its annual ‘#PinkOctober’ campaign to support breast cancer research and treatment programmes that improve patients’ quality of life. In 2025, the campaign raised AED 2.8 million through more than 190 events organised by partners across various sectors in the UAE, reinforcing a culture of preventive healthcare and expanding effective partnerships to combat cancer.



AED  
**2.8**  
Million

collected by the  
‘#PINKtober’ campaign  
to support cancer  
patients in 2025





## INCLUSIVE LEARNING & COMMUNITY ENVIRONMENTS



# 14,405

## Beneficiaries

of the 'Ta'alouf Teachers Training Program' in 2025

**Al Jalila Foundation's** 'Ta'alouf' programme empowers people of determination (POD) by strengthening the capabilities of parents, teachers and caregivers. It provides practical tools to understand children's needs, reinforce positive behaviours and support meaningful inclusion in schools and communities.

'Ta'alouf' delivers an integrated suite of training programmes, including the 'Ta'alouf Parents Training Program', the 'Ta'alouf Teachers Training Program' and the 'Ta'alouf Talent Scout Program', alongside workshops and initiatives for inclusion and empowerment.

Since its launch in 2014, the 'Ta'alouf Teachers Training Program' for educators and school

leaders has advanced inclusive education by equipping educators with evidence-based practices to better support students of determination. In 2024/2025, it trained 103 teachers and principals, contributing to more inclusive learning environments and positively impacting 14,405 individuals.

In 2025, 465 parents and caregivers participated in the 'Ta'alouf Parents Training Program', which featured specialised awareness seminars, an inclusion forum and advisory sessions focused on the health and well-being of POD. The programme also included practical workshops centred on effective communication, understanding different conditions and preparing families for key life transitions.

The 'Ta'alouf Talent Scout Program' identifies and nurtures the abilities of POD, helping them engage in society and access educational and professional opportunities. In 2025, 78 participants joined activities, community initiatives and vocational experiences that created new pathways to confidence, inclusion and productivity.

Through targeted community initiatives, 'Ta'alouf' improved POD access to public spaces and created safe environments for social interaction and skill development. In 2025, these initiatives reached 1,622 people and broadened awareness of inclusive practices. Activities included sensory-friendly cinema screenings, family sessions, school and university discussions, as well as a simulated travel experience for children on the autism spectrum.





The UAE is committed to establishing a pioneering model of advanced healthcare that aligns with the nation's futuristic vision and contributes to further enhancing the quality of life of its people.

Mohammed bin Rashid Al Maktoum

## THE GIFT OF LIFE



At Al Jalila Children's Hospital, part of Dubai Health, two-year-old Yaqeen Kankar was given a new chance at life when doctors entered her room carrying a sealed red box containing a gene therapy that could secure her future. She had been diagnosed with spinal muscular atrophy, a rare disease that gradually robs children of the ability to move and breathe.

Born in Syria, Yaqeen began showing symptoms within months of birth. Her family moved between clinics before doctors confirmed she had only months to live unless she received Zolgensma gene therapy, which at AED 7 million is one of the most expensive treatments in the world and is available at only a few centres worldwide, including Al Jalila Children's Hospital. With limited means, her parents travelled to the UAE and issued a call for help on social media.

The response came swiftly. His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, pledged to cover the full cost of treatment. Yaqeen's father described the moment: "Words cannot express our gratitude for this generous gesture. His Highness restored hope to our daughter and our family."

Today, Yaqeen is one of more than 100 children treated at the hospital with the support of **Al Jalila Foundation**. Her story is a living testament to the power of giving. While words cannot adequately convey their thanks, Yaqeen's family feels grateful to the UAE, the medical team and everyone else who contributed to saving their daughter's life.

## A NEW BEGINNING



Jumar Donayre Fabroa, a 38-year-old Filipino father living in the UAE, never imagined that his life would change so profoundly. He lived a quiet life, taking care of himself and his small family, working hard to provide for his children and planning for the future. Then he was diagnosed with chronic kidney disease. The diagnosis filled him with fear, and his hopes for the future seemed to collapse under the weight of uncertainty.

His condition deteriorated rapidly, leaving him dependent on dialysis to survive. He had to endure a gruelling treatment routine several times a week that left him run down and exhausted. With each treatment, the physical and emotional weight of Jumar's illness intensified, and mounting financial pressure compounded his anxiety.

In these difficult circumstances, Jumar turned to **Al Jalila Foundation's** 'A'awen' programme, where he found comprehensive care and reassurance that restored his hope. The support extended beyond covering the costs of the operation to include follow-up appointments and consultations, which significantly eased his burden and made him feel like he was not alone on this journey.

On 28 November 2025, Jumar underwent a successful transplant, and he was reunited with his family. Today, he moves forward with renewed confidence and gratitude to all those who helped make his recovery possible. The Foundation's support, he affirms, has allowed him to dream again and to look towards a brighter future with his loved ones.



## THE RIGHT TO SIGHT



**63,747**  
**Beneficiaries**  
of the 'iBSAR in Nepal'  
initiative in 2025

Operating under the umbrella of **MBRGI**, **Noor Dubai** delivers specialised eye care to underprivileged communities, protecting their right to sight and improving quality of life. Since its inception, it has worked to reduce preventable blindness through integrated therapeutic and preventive programmes, including surgeries, eyeglasses, essential medications and targeted awareness campaigns for remote and underserved populations.

Since its launch in 2008, **Noor Dubai** has steadily expanded its international footprint to reach 25 countries by the end of 2025. This growth is a clear indicator of its increasing impact and the sustainability of its health interventions.

In 2025, the Foundation expanded its services locally and internationally, most

notably through the 'iBSAR in Nepal' teleophthalmology initiative. Beneficiaries rose from 10,178 in 2024 to 63,747 in 2025, reflecting wider coverage and improved access for remote communities. The three-year project, implemented across 15 health centres with Nepal Netra Jyoti Sangh and the LV Prasad Eye Institute, aims to transform eye care access through digital and smart technologies.

The project links primary eye care centres with specialised hospitals through telemedicine platforms, enabling early detection of disease, remote medical consultations and more efficient specialist referral pathways. It has also strengthened health workforce capacity through improved training and service delivery, and establishing a sustainable model of eye care in communities in need.



## INTEGRATED EYE HEALTH PROGRAMMES

In Sierra Leone, **Noor Dubai** launched the 'Cataract Surgery Outreach Program' in February 2025 to reduce preventable blindness and strengthen sustainability in eye care. Over three years, the programme will deliver around 60,000 medical examinations and 6,000 free cataract surgeries, focusing on vulnerable groups while building local ophthalmology capacity.

Results from the programme's first year were impressive: 9,117 individuals were screened, 684 received essential medications, 1,449 underwent sight-restoring surgeries and 109 additional ophthalmic procedures were performed. It also trained 17 local doctors and nurses, helping strengthen long-term specialised eye care in Sierra Leone.

In Bangladesh, the 'Barisal Eye Care Program', launched by **Noor Dubai** in 2021,

continued expanding access to comprehensive, sustainable eye care in the Barisal Division. The programme focuses on early detection of diabetic retinopathy and refractive errors, provides essential examinations and treatments, equips facilities with specialised ophthalmic devices and delivers awareness and training initiatives to build local capacity.

In 2025, the programme made a tangible impact, benefitting 20,051 people. Efforts included screening 7,819 diabetic patients for diabetic retinopathy, providing laser treatment to 132 of the screened cases, and screening a further 11,000 students and adults for refractive errors, leading to the distribution of 1,100 pairs of eyeglasses. Sustainability was further strengthened through staff training and the provision of essential equipment to health centres.



**20,051**  
**Beneficiaries**

of the 'Barisal Eye Care Program' in Bangladesh in 2025





## EXPANDING MOBILE EYE CAMPS



**17,393**  
**Beneficiaries**

of the 'International Outreach Program' across five countries in 2025

**Noor Dubai** continued its global efforts to combat eye disease through its mobile eye camps in remote areas across Asia and Africa. In these locations, communities face limited access to eye care services due to fragile health infrastructure, widespread poverty and scarce resources.

In 2025, the Foundation's 'International Outreach Program' delivered significant impact across five countries, providing 17,393 eye examinations and 2,504 sight-restoring surgeries. The year also marked a notable geographic change, with the programme expanding to India and Uzbekistan for the first time. This expansion broadened access to specialised eye care in newly served communities in need through comprehensive screenings, surgical procedures, eyeglasses and essential medications.

The camp in Uzbekistan addressed a range of visual impairments and treatable eye conditions, including cataracts and pterygium. A total of 994 individuals were examined, 300 sight-restoring surgeries were performed and 300 pairs of eyeglasses were distributed. In India, 3,286 people benefitted from eye examinations, and 548 surgeries were carried out to correct vision.

In the Philippines, 1,062 individuals underwent eye examinations and 552 surgeries were performed. In Nigeria, 4,229 beneficiaries were screened and 541 surgeries were conducted. In Bangladesh, 7,822 examinations, 563 surgeries and 1,093 eyeglasses distributions were completed. These results reflect **Noor Dubai's** continued expansion of life-changing eye care in high-need communities.





**Our investment in medical innovation, knowledge and specialised training reflects our vision for a future in which prevention forms the foundation of healthcare policies.**

Mohammed bin Rashid Al Maktoum

## EYES AWAITING LIGHT



Five-year-old Jowahar arrived in Samarkand, Uzbekistan, with eyes that sparkled with curiosity, even though his vision was clouded. A bright and energetic child, the cataracts in both of his eyes threatened to dim his world before it had the chance to fully unfold. If left untreated, his condition could rob him of his sight as well as the opportunity for a normal childhood.

He travelled from Bukhara with his mother, sister and aunt, after the family learnt about **Noor Dubai** through a radio advertisement that offered a message of hope. The journey was not easy. His mother was still recovering from a fractured leg and had not yet fully healed. Despite her pain, she made the difficult decision to leave the hospital, rather than risk her son missing out on treatment. With the innocence of a child, Jowahar spoke confidently to those around him, smiling and asking questions, unaware of the anxiety weighing heavily on his family.

Through **Noor Dubai's** mobile eye camp in Uzbekistan, Jowahar received the urgent care he needed. The surgery marked the beginning of a new path that was free from the darkness of the past. It was a moment that completely changed the course of his life.

His mother expressed her hope that Jowahar will one day grow up to become a doctor, inspired by the care he received, so that he too may restore hope to others. For the family, the treatment was more than the restoration of sight; it was the beginning of a new future shaped by compassion, support and timely access to essential care.

## RACING TO RESTORE VISION



Born prematurely, Reem was small and delicate. At just five months old, her parents carried her to one of **Noor Dubai**'s mobile clinics operating under the 'National Treatment Program' in Fujairah. Fatigue was evident in their eyes, and their hearts were heavy with the fear they had accumulated from repeated hospital visits, which always ended with the same message: no clear solutions, no immediate hope. As time passed, their optimism began to fade.

The Sudanese family travelled from Ras Al Khaimah, where they have lived for several years, clinging to a final thread of hope. After Reem's examination, the diagnosis was clear. She had congenital cataracts in both eyes. The doctors explained that time was not on their side, and that any delay could render her permanently blind.

**Noor Dubai**'s team acted swiftly, launching a race against time. Appointments were rescheduled, efforts were intensified and Reem was transferred to Abu Dhabi to undergo surgery through the Foundation's 'National Treatment Program'. Everyone involved felt a shared sense of responsibility to protect her future.

Her father recalls those days as a test of faith. He says his heart only found peace when he saw her emerge from the operating room. Today, Reem is still at the beginning of her journey, but her eyes carry renewed promise, because someone believed that early intervention could shape an entirely new life.



## INTENSIFIED LOCAL EFFORTS



# 7,262

## Beneficiaries

of the 'National Treatment Program' in 2025

Within the UAE, **Noor Dubai** continued implementing its 'National Treatment Program' as its flagship eye health initiative, offering free, comprehensive vision screenings through a state-of-the-art mobile clinic. Travelling to workplaces, labour accommodations and corporate sites nationwide, it strengthens early detection and intervention to protect sight and improve quality of life.

In 2025, the programme expanded to perform 7,262 free screenings and distributing 1,347 pairs of eyeglasses — a 47% rise in service delivery. Volunteer participation grew by 61%, highlighting stronger community engagement in advancing eye health.

Building on the continuum of care that begins with early detection, **Noor Dubai** also provided free therapeutic care and specialised

surgeries through the 'National Treatment Program', in partnership with accredited UAE hospitals. Focused on low-income patients, the programme enables advanced treatments for conditions such as diabetic retinopathy and accident-related injuries. In 2025, 100 specialised surgeries were performed.

In line with its local awareness efforts, **Noor Dubai** marked World Sight Day 2025 with school and office screenings, educational sessions and interactive awareness activities, benefitting 1,700 people and raising over AED 101,000 for eye health programmes. On Zayed Humanitarian Day, the Foundation partnered with DP World to support labour communities, providing screenings for 131 people and distributing 31 pairs of eyeglasses, reinforcing early prevention and expanding access to integrated care for those in need.



## SUPPORTING THE HEALTH RESPONSE IN GAZA

In 2025, **MBRGI** continued its partnership with the World Health Organization to support the humanitarian health response in Gaza and the West Bank through an integrated project valued at AED 37 million (USD 10 million). The initiative aims to deliver life-saving healthcare services to women, children and other vulnerable groups amid the ongoing humanitarian crisis, with approximately 600,000 people expected to benefit.

The project, which was announced at the beginning of 2024, made notable progress during the year, reaching approximately 40% completion. Implementation continued in line with the approved plan despite operational challenges and restrictions affecting the delivery of humanitarian aid. Interventions included the provision of

critical medical supplies and equipment, strengthening cold chain systems and infection prevention measures within health facilities and improving the availability of essential medicines. The project also enhanced services for the treatment of acute malnutrition and emergency nutritional counselling.

In addition, the partnership played an important role in reinforcing health surveillance and early warning systems, enabling stakeholders to respond quickly to health risks and develop and expand mental health and psychosocial support services. These efforts enhance the resilience of the healthcare system and improve its capacity to provide sustainable life-saving care in one of the world's most complex humanitarian environments.



AED  
**37**  
Million

allocated to the humanitarian health response in Gaza and the West Bank in 2025





**Our goal is to create a vibrant global healthcare hub that serves not only the needs of the people of our nation but also caters to the growing requirements of our vast region.**

Mohammed bin Rashid Al Maktoum

## SUSTAINABLE MEDICAL SUPPORT

As part of its efforts to strengthen specialised healthcare systems and advance medical projects that have a lasting impact, **MBRGI** furthered its support for the Magdi Yacoub Heart Foundation, contributing to the completion and outfitting of the Magdi Yacoub Global Heart Centre in Cairo.

In recognition of this sustained contribution, the centre’s medical complex will be named after His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, honouring his ongoing role in advancing medical initiatives that improve recovery outcomes and quality of life.

Over the past year, **MBRGI** has contributed AED 220 million to enhance the Magdi

Yacoub Global Heart Centre’s capacity, enabling it to serve approximately 132,000 patients annually. This expansion responds to the growing demand for specialised cardiac care and complements the vital role Aswan Heart Centre plays in serving a broad segment of patients.

Human capital development remains central to the Magdi Yacoub Global Heart Centre’s strategy, through the expansion of training and continuing education programmes for physicians, healthcare professionals and young scientists from Egypt and across the region. These efforts are accompanied by sustained investment in research and innovation, reinforcing the centre’s position as a leading regional hub for cardiovascular medicine.



**132,000**  
**Patients**

is the annual treatment capacity of the Magdi Yacoub Global Heart Centre in Cairo





# Spreading Education & Knowledge

The Mohammed bin Rashid Al Maktoum Global Initiatives places Spreading Education & Knowledge at the heart of its mission, expanding access to learning through programmes that support digital transformation, scientific thinking and social awareness. Its efforts in this pillar prepare the next generation for a knowledge- and innovation-driven future.

AED

**419**

**MILLION**

spent on Spreading  
Education & Knowledge  
initiatives in 2025

**106**

**MILLION**

beneficiaries of Spreading  
Education & Knowledge  
initiatives in 2025

AED

**1.27**  
**BILLION**

in education grants  
provided by Dubai Cares  
until the end of 2025

**32**  
**MILLION**

participants in the ninth  
Arab Reading Challenge

**3.6**  
**MILLION**

users of the 'Digital  
Knowledge Hub' in 2025



## Knowledge & Education to Build Future Societies



AED  
**419**  
Million  
spent on Spreading  
Education & Knowledge  
initiatives in 2025



**106**  
Million  
beneficiaries of  
Spreading Education &  
Knowledge initiatives  
in 2025

The **Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI)** continues to strengthen education and knowledge as fundamental pillars of sustainable development. Believing that education is a catalyst for human empowerment and societal stability, the Foundation implements high-impact global programmes and initiatives that expand access to education, particularly in underprivileged communities.

Its efforts include empowering youth, training teachers and improving learning environments, while launching knowledge and education projects that keep pace with digital transformation and balance traditional and modern learning models. These initiatives promote scientific thinking and community awareness, preparing a generation able to navigate rapid change, drive development and shape a knowledge-based future.

In 2025, **Dubai Cares** supported education in vulnerable communities through student and teacher programmes and enabling learning continuity during crises. It has reached approximately 117 million beneficiaries through partnerships with 143 organisations, delivering 264 programmes, 48 initiatives and 40 research projects since its launch in 2007.

As part of **MBRGI**'s efforts to promote knowledge and a culture of reading, the **Arab Reading Challenge** deepened its impact in 2025, a decade after its launch. More than 32 million students from 50 countries took part, supported by over 132,000 schools and 161,000 supervisors. Tunisian twins Bisan and Bilsan Kouka won the ninth edition.

To mark a decade of impact, the **Mohammed bin Rashid Al Maktoum Knowledge Foundation**, in cooperation with the United Nations Development Programme, organised the 10th **Knowledge Summit** under the theme 'Knowledge Markets: Developing Sustainable Communities'. The Summit brought together experts and decision-makers from more than 100 countries, attracted over 35,000 in-person and virtual participants and generated more than 154 million social media views and interactions.

In the field of digital education, **The Digital School** continued to expand its global footprint. By the end of 2025, more than 800,000 students across 39 countries benefitted from its programmes through a digital library comprising over 35,000 lessons available in seven languages, reinforcing equal access to quality education worldwide.

The **Madrassa e-Learning Platform** remained committed to championing Arabic-language educational content, offering more than 7,800 videos by the end of 2025, with over 183 million views across more than 80 countries. It also partnered with TikTok to make its educational content available through the UAE's STEM Feed, aiming to provide the largest free Arabic-language lesson library in short digital formats suited to young audiences and modern consumption patterns.

In 2025, **MBRGI** spent more than AED 419 million under the Spreading Education & Knowledge pillar to reach approximately 106 million people worldwide.





## AN EDUCATION ENDOWMENT LEGACY



AED  
**1.4**  
Billion

in contributions  
collected by the  
Mothers' Endowment  
campaign

Launched on 4 March 2024 under the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, the **Mothers' Endowment** campaign is a sustainable initiative valued at more than AED 1.4 billion. It supports the education of millions worldwide across academic, vocational and professional pathways, empowering them socially and economically and preparing them for current and future job markets. The Campaign reflects a long-term vision of investing in people as the basis of stability and progress, reinforcing the values of honouring parents, compassion and social solidarity by dedicating contributions to mothers as an enduring act of giving.

In 2025, **MBRGI** worked to further strengthen the institutional framework of the **Mothers'**

**Endowment**, introducing a comprehensive management and investment system to secure sustainable returns and maximise its long-term educational impact. Efforts focused on completing its operational structure and setting robust investment and oversight standards to channel returns into high-impact, sustainable education programmes.

These measures support the Campaign's vision of empowering millions worldwide through quality education that improves living standards and strengthens future readiness.

**MBRGI** is also forging strategic partnerships to support the **Mothers' Endowment**, improve operational efficiency and secure its continuity as a lasting humanitarian legacy reflecting the UAE's leading position in endowment and development work.



## SUSTAINED EDUCATION & RELIEF

In 2025, **Dubai Cares**, operating under the umbrella of **MBRGI**, strengthened its role in advancing global education. Since 2007, it has reached about 117 million beneficiaries across 60 countries through partnerships with 143 institutions, delivering 264 programmes, 48 initiatives and 40 research projects worldwide. Its integrated portfolio spans school health support, teacher training, emergency humanitarian response and infrastructure development projects.

By the end of 2025, **Dubai Cares** had disbursed around AED 1.27 billion (USD 346 million) in grants, widening access to education, nutrition and skills development for millions of youth and supporting crisis-affected communities in Lebanon and Gaza. Strengthened partnerships also secured long-term support for 'Adopt a School' and 'Adopt a Library', ensuring lasting impact.

In Gaza, **Dubai Cares** provided food, water and shelter for affected families, while in Lebanon it delivered psychosocial support and distributed winter essentials. These efforts met urgent humanitarian needs for 761,975 people in 2025 while preserving the dignity of affected communities.

Under the 'Adopt a School' initiative, **Dubai Cares** supported the construction of two primary schools in Nepal and two in Senegal in 2025. Through the 'Adopt a Library' initiative, six inclusive libraries were also established in primary schools across Bihar and Jharkhand in India. Ultimately, more than 19,736 children and teachers benefitted from the new literacy-enabling environments.

To advance environmental sustainability and innovation, the Organisation launched the 'Greenhouse Rooftop Gardens' initiative in Jordan with American Near East Refugee Aid (Anera). The project installs rooftop gardens in public schools in East Amman to improve nutrition and integrate practical agriculture into learning, while boosting environmental awareness, climate resilience and community engagement. It will run for three years, until 2027, and aims to benefit 5,000 people.

In 2025, several long-term strategic partnerships concluded. **Dubai Cares** completed its 2020 partnership with the World Food Programme in Africa, contributing approximately USD 4 million (AED 14.6 million) to strengthen national school feeding systems, build institutional capacity and improve programme quality. The partnership also supported policy development, produced continental reports and established a school health and nutrition database, helping 62 million children across Africa access services.

**Dubai Cares** completed its support for the 'Unlock Big Change in Education' programme, implemented with Theirworld since 2021, which advanced progress towards Sustainable Development Goal 4 and highlighted the importance of education in emergencies, especially in early childhood development.

In parallel, the 'Educate, Learn and Innovate Through an E-Platform (ELITE)' programme in Paraguay concluded after supporting digital transformation in public schools through a curriculum-aligned education portal, improved technology integration and teacher training.



AED  
**1.27**  
Billion

in education grants  
disbursed by Dubai  
Cares by the end  
of 2025



## COMMUNITY SOLIDARITY FOR EDUCATION



AED  
**672,000**  
**Raised**

by the 'Students for Students' initiative in 2025

Launched in 2012, the local 'Volunteer Emirates' initiative expanded its reach in 2025, increasing its contribution to education and fostering a culture of community engagement. **Dubai Cares** organised 19 sessions across three core initiatives – 'Back to School', 'Pack for Impact' and 'Students for Students' – to support orphans and children from low-income families by easing financial burdens so they can begin the academic year with confidence. In 2025, these efforts mobilised 3,879 volunteers and supported 20,000 students in the UAE.

Building on the success of the previous year's 'Back to School' programme, the 2025 edition in Abu Dhabi saw 371 volunteers pack 10,000 school bags for students in need. In Dubai, the 'Pack for Impact' programme provided an additional 2,000 school bags with the help of more than 100 volunteers. These were

distributed to students enrolled in several charitable educational institutions.

To encourage a culture of peer support, **Dubai Cares** launched a new cycle of 'Students for Students', engaging 17 private schools in Dubai. It raised over AED 672,000, enabling the preparation of 8,000 school bags for students from disadvantaged families, while reinforcing the values of empathy and social responsibility among young people.

**Dubai Cares** also initiated new cycles of the 'School Refurbishment' programme at four non-profit schools in Dubai, Ajman, Sharjah and Abu Dhabi. A total of 515 supporters and volunteers upgraded facilities and supplied essential equipment, benefitting 4,753 students and 408 teachers and creating more engaging and sustainable school spaces.



## INTEGRATED LEARNING PATHWAYS

Since 2021, **Dubai Cares** has partnered with the British Asian Trust, the National Skill Development Corporation and other leading organisations in a global consortium to implement the ‘Skill Impact Bond’ initiative in India. The initiative was launched in response to rising unemployment following the COVID-19 pandemic and to enhance the quality, efficiency and gender inclusion of the skills development ecosystem.

The initiative has operated across 24 states and 13 economic sectors, including retail, information technology, manufacturing, healthcare and financial services, while encouraging women’s participation in non-traditional professions and increasing their presence in vital sectors. By 2025, it benefitted 42,284 young men and women aged between 18 and 40, 73% of whom were

women. Independent verification results showed that 75% of participants secured a job and 60% remained employed for at least three months, showing strong ties between training outcomes and labour market needs.

The programme follows an integrated pathway beginning with community outreach and trust-building, followed by technical and life skills training, and culminating in employment support and post-placement retention assistance. This approach enhances the sustainability of employment opportunities, strengthens results-based financing models within the skills development ecosystem and advances youth economic empowerment. Since the initiative’s launch, **Dubai Cares** has contributed approximately USD 1.3 million (AED 4.8 million) to support these outcomes.



AED  
**4.8**  
Million

in contributions from Dubai Cares to support the ‘Skill Impact Bond’ initiative through the end of 2025



## DREAMS BEYOND THE VILLAGE



At 21, Nirdosh Kujur left Garu village in Jharkhand, India, and travelled more than 1,700 kilometres to Chennai. Raised in a rural community with few opportunities, his future seemed destined to mirror that of previous generations. Yet he was determined to support his family and build a life beyond the boundaries of his village.

In Garu, jobs were scarce. Despite his ambition, Nirdosh faced the uncertainty common to many young people in underprivileged communities. His family relied on a modest income and securing a job felt out of reach. Still, his mother's belief in his potential made him hopeful for a different opportunity.

That opportunity came through the 'Skill Impact Bond' initiative, implemented by Magic Bus India in partnership with **Dubai Cares**. Using an outcomes-based financing model, it equips young people with practical skills and connects them to sustainable employment. Through training and career guidance, Nirdosh gained the technical skill and confidence to enter the manufacturing sector.

Today, he is a machine operator in Chennai, earning a steady income and planning for the future. He has saved part of his salary to buy a motorbike for his family and installed a solar panel at their home in Garu to address power cuts.

For Nirdosh and others in the programme, the opportunity was a turning point. Skills development and results-based education not only transform individual prospects but also generate lasting benefits for families and communities alike.

## RESEARCH FOR EDUCATION

**Dubai Cares** remains committed to supporting research that advances education and ensures future readiness. To this end, the Organisation completed its support for two major education research projects in 2025.

The ‘Vision for Talent in the Fourth Industrial Revolution’ research programme, launched in 2019 in partnership with the World Economic Forum, reached its conclusion. It aimed to develop and implement a unified skills taxonomy to better align education systems with the rapid transformations associated with the Fourth Industrial Revolution and increase the responsiveness of education systems to the needs of emerging economies.

It also developed a widely recognised common language for skills and supported the transition from qualification-based models to skills-based learning, increasing flexibility across education pathways. In parallel, it built partnerships among

education providers, universities and key stakeholders to expand skills-based opportunities and encourage the adoption of skills-focused strategies.

**Dubai Cares** also supported the ‘Education for Transitional Justice, Reconciliation and Peacebuilding’ research programme, launched in 2020 in partnership with Teachers College, Columbia University. Using Colombia as a case study, the research examined how peacebuilding concepts can be embedded into education policies and classroom practices in post-conflict contexts.

The study explored the pivotal role education systems can play in post-violence settings, particularly in addressing inequalities and discrimination linked to the root causes of conflict. It analysed how education can be a tool to advance social justice, foster reconciliation and contribute to sustainable peacebuilding.





## A DECADE OF KNOWLEDGE IMPACT



**163  
Million**

participants in the Arab Reading Challenge's nine editions up to 2025

Over the past decade, the **Arab Reading Challenge** has become one of the Arab region's leading knowledge and cultural initiatives, achieving significant growth and measurable educational impact. It aims to make reading a daily habit, strengthen students' Arabic language and communication skills and reinforce the language's role in their identity and daily lives. The initiative also broadens intellectual horizons, improves critical thinking and nurtures positive values, creating informed, future-ready generations.

Since its launch in 2015 under the umbrella of **MBRGI**, the **Arab Reading Challenge** has engaged more than 163 million students across nine editions, with participation from over 920,000 schools and 877,000 supervisors. Since its inception, it has awarded AED 99 million in prizes, reflecting its long-term commitment to building a generation of readers and lifelong learners.

A study conducted with the United Nations Educational, Scientific and Cultural Organization (UNESCO) found that the Challenge has created a shift in reading habits among Arab students and the wider cultural landscape. The average number of books read per student each year rose from around eight to more than 40. Over 80% of participants now read weekly. Intensive reading also improved, with a 147% increase in students reading more than 50 books annually and a 122% rise in daily rates.

In 2025, the Challenge continued to expand its ecosystem by further developing the 'Arab Reading Challenge Digital Library', which was launched the previous year as the first free Arabic digital library of its kind. The platform offers interactive books for children and young people aged six to 18 across diverse subjects, bridging traditional reading with modern digital learning environments.



## RECORD GROWTH & PARTICIPATION

As the world's largest Arabic-language reading initiative, the **Arab Reading Challenge** has achieved record growth since its launch. Its first edition attracted 3.6 million students, while participation in the ninth edition qualifiers reached more than 32 million students from 50 countries, marking an increase of more than 795%. The ninth edition also engaged over 132,000 schools and 161,000 supervisors.

At the closing ceremony, attended by 3,500 guests, Tunisian twins Bisan and Bilsan Kouka were crowned champions of the ninth **Arab Reading Challenge** from among millions of participants for their reading excellence. Mohammed Jassim Ibrahim from Bahrain secured second place, while Mariam Mohammed Shamekh from Mauritania claimed third.

In the 'People of Determination' category, Maria Hassan Ojail from Iraq won first place from more than 43,000 participants, followed closely by Basmala Salahuddin Suleiman from Egypt and Thulfiqar Ali Sabra from Lebanon. This category reinforces the Challenge's commitment to empowering all segments of society without exception.

Demonstrating its strong presence among Arab communities worldwide, Jihad Mohammed Hussein Fayed Murad from Italy was named the 'Community Champion'. Baraa Radwan Al Zaeem from Brazil placed second and Lilia Burhan from Austria came third.

Acknowledging the vital role supervisors play in guiding and motivating students, Sahar

Misbah from Egypt won the 'Outstanding Supervisor' title. Rana Farid Salmi from Palestine secured second place and Zahra Hamad Ibrahim from the UAE placed third.

At the institutional level, Atika bint Zaid School – 1st Cycle from the UAE and Tarablus Al Haddadin School from Lebanon jointly received the 'Best School' award, while Ibn Khaldoun Primary School – Al Nafal from Saudi Arabia placed second.

On the sidelines of the closing ceremony, Sobha Realty Group announced an AED 500 million endowment to support the **Arab Reading Challenge**, in the presence of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. Its proceeds will fund the Challenge's programmes, development plans and initiatives to preserve the Arabic language and enable future generations to build a brighter Arab future.



# 32

## Million

participants in  
the ninth Arab  
Reading Challenge



## FACING THE CHALLENGE WITH CONFIDENCE



At just nine, Mariam Mohammed Shamekh from Mauritania showed that determination and a love of reading can lead to remarkable achievement. A fourth-grade student at Al Fajr School in northern Nouakchott, she was named a national champion in the ninth **Arab Reading Challenge**, qualifying for the finals in the UAE, where she won third place at the closing ceremony in Dubai.

Mariam learnt about the competition at school, and her parents encouraged her participation. She was selected for her academic excellence and good behaviour. While the Challenge requires reading 50 books, Mariam read nearly 100.

Each day, she visited the Challenge’s digital library, selecting books on culture, science and general knowledge, reading them carefully and preparing summaries. “Reading is joy for the mind and nourishment for the soul,” she said, encouraging children to read widely and regularly.

Her dedication carried her through to compete against 261,662 students from 235 schools, supervised by 1,889 educators nationwide. At the closing ceremony, she thanked His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, for launching an initiative that inspires young people to read. She also thanked her parents, especially her mother, for supporting her journey.

The **Arab Reading Challenge** continues to promote reading across the Arab world, strengthening students’ connection to books and lifelong learning.

## KNOWLEDGE FOR DEVELOPMENT

In 2025, the **Mohammed bin Rashid Al Maktoum Knowledge Foundation (MBRF)** recorded a year of impactful achievements that expanded the reach of knowledge locally, regionally and internationally. Its efforts focus on enabling the development of science- and technology-driven societies to reinforce the UAE's standing in the global knowledge landscape.

A key milestone was the continued progress of the global 'Knowledge Project', implemented under **MBRF's** partnership with the United Nations Development Programme (UNDP), which promotes knowledge-based societies and evidence-based policymaking. In 2025, it released the updated 2025 'Global Knowledge Index' following a comprehensive review and update, expanding to 195 countries and adding new domains including pre-university education, technical and vocational education and training, higher education, R&D and innovation, information and communication technology, the economy and environmental, social and governance factors. Globally, the UAE ranked 26th, while Switzerland came first, followed by Singapore, Sweden, Denmark and the Netherlands.

The 'Future Skills Academy' also recorded significant growth in learner enrolment, study hours and course completion rates. It provided flexible digital learning opportunities for youth, women, workers and jobseekers, particularly in underserved communities. Additionally, it expanded partnerships with leading educational platforms and technology companies to better align learning pathways with labour market demands. By the end of

2025, approximately 31,000 individuals benefitted from the academy's programmes.

**MBRF** organised two editions of the Youth Knowledge Forum in 2025. The Islamic World edition, held in Morocco under the theme 'Knowledge is the Future', in cooperation with UNDP and the Islamic World Educational, Scientific and Cultural Organization, focused on creativity, entrepreneurship and future skills. The Cairo edition, held with UNDP and the Egyptian Ministry of Youth and Sports under the theme 'Knowledge Economy and Human Development', addressed digital transformation, skills gaps and aligning education with job market needs, reinforcing the forum's role as a platform for youth empowerment and innovation.

**MBRF's** 'Digital Knowledge Hub' strengthened its role as an integrated platform for researchers, students and readers by offering structured, accessible content. By the end of 2025, it had about 3.6 million users from 184 countries, over 50 million visits and around 90 million annual page views. Its collection grew to more than 1.09 million titles and 15 million digital assets, while partnerships expanded to 37 government entities, enriching Arabic digital content and institutional knowledge.

In 2025, **MBRF** participated in five local and international book fairs to showcase its initiatives and publications, distributing more than 6,000 copies and organising over 200 events and activities. It also established new partnerships with publishers, authors and literary agents, further asserting its presence in the international cultural arena.



**3.6**  
**Million**

users of the 'Digital Knowledge Hub' in 2025



## A DECADE OF GLOBAL KNOWLEDGE



**35,000**  
**Participants**

in the Knowledge Summit in person and virtually in 2025

In November 2025, **MBRF** organised the 10th edition of the **Knowledge Summit** under the theme 'Knowledge Markets: Developing Sustainable Communities', in partnership with UNDP. Marking a decade since its launch, the Summit has established itself as a leading international platform bringing together experts, decision-makers and researchers from more than 100 countries to exchange insights and develop practical responses to future development challenges.

The 10th edition featured extensive dialogues on shifts in the global knowledge landscape and their role in advancing sustainable development. Discussions focused on building equitable and efficient knowledge markets to support a resilient knowledge economy amid rapid global change. Sessions also explored pathways for leveraging emerging digital technologies, particularly artificial intelligence, and enabling societies to harness their potential. More than 200 speakers participated in 58

sessions and events, with 14 international organisations contributing to discussions on the future of knowledge and innovation. The Summit attracted over 35,000 participants in person and via digital platforms, highlighting its strong international reach.

The **Knowledge Summit** reinforced its role as a forum for global dialogue and cooperation in the knowledge economy, innovation and sustainability. Leaders stressed that investing in knowledge is an investment in people and called for flexible policies that support knowledge markets, increased funding for research and innovation and the development of future-ready skills among youth.

The Summit urged stronger international partnerships and enhanced data and knowledge exchange among governments, academic institutions and the private sector to accelerate the transition towards knowledge-based development models capable of responding to rapid global change.



## AN ARAB AWARDS PLATFORM

In 2025, the **Mohammed bin Rashid Al Maktoum Knowledge Award** hosted the fifth edition of the Arab Awards Forum in Dubai. The forum brings together 35 awards from across the Arab region as part of **MBRF**'s efforts to strengthen collaboration among Arab awards and enhance their role in promoting creativity and knowledge production. It provides a regional venue for exchanging expertise and showcasing institutional best practices through panel discussions and specialised workshops attended by academics, thought leaders and representatives of relevant institutions.

During the event, the 'Arab Awards Platform' was launched as a unified digital reference for awards across the Arab world. The platform offers a comprehensive database

to support researchers and stakeholders and helps organise knowledge related to specialised awards.

**MBRF** also delivered three introductory workshops for award members, including a session on the integrated ISO guide for quality management systems in knowledge, innovation and artificial intelligence. These workshops promote the adoption of international best practices in award governance and institutional performance.

In recognition of their role in organising and hosting the forum, both **MBRF** and the **Mohammed bin Rashid Al Maktoum Knowledge Award** received special honours. The forum was attended by approximately 200 decision-makers, academics and award representatives.



**200**  
Participants  
in the Arab Awards  
Forum hosted by the  
Mohammed bin Rashid  
Al Maktoum Knowledge  
Award in 2025





## PROMOTING THE ARABIC LANGUAGE



**13**  
**Editions**  
of the 'Bil Arabi'  
initiative by the  
end of 2025

**MBRF** continues to enhance the presence of the Arabic language in both the community and digital spheres. In 2025, it launched the 13th edition of 'Bil Arabi', meaning 'In Arabic', to coincide with World Arabic Language Day on 18 December, celebrating the language and reinforcing its cultural significance and role in knowledge dissemination.

The initiative's 13th edition comprised an expanded programme of community, educational and recreational activities aimed at encouraging diverse groups to use Arabic in daily life and engage with it in creative ways. Events were held in nine shopping centres across the UAE, alongside parallel activities in Bahrain, Kuwait and Egypt, extending 'Bil Arabi's' regional reach to diverse audiences across age groups.

The initiative offered interactive content that combined learning and entertainment through competitions, workshops and both in-person and digital activities.

The official 'Bil Arabi' website was also launched, featuring multiple sections and a digital knowledge library that offers Arabic-language content that is being updated constantly as well as reliable resources for researchers. The platform includes dedicated sections for initiative competitions and Arabic and international awards, contests and language-related challenges. These resources create new opportunities for Arabic speakers, enabling them to help preserve Arab identity and safeguard its rich cultural and historical heritage.



## A NEW GENERATION OF WRITERS

As part of its commitment to developing young writing talent, **MBRF's** 'Dubai International Program for Writing' continued its activities in 2025 as a platform for building skills across fields ranging from science and research to literature, fiction and poetry. The programme supports cultural development and knowledge dissemination across the Arab region.

During the year, five training workshops were delivered by six trainers, engaging 85 participants selected from more than 800 applicants. The programme resulted in the

publication of six new books and hosted over 80 writers and seven trainers who shared their creative experiences. It also organised more than 300 dialogue sessions, attracting over 15,000 attendees.

To further promote knowledge, more than 60,000 books were distributed across categories including family, fiction, children's literature, leadership, self-development and criticism. Overall, the programme reached approximately 85,000 beneficiaries, including students, writers, trainers and members of the public in the UAE and beyond.



**85,000**  
**Beneficiaries**

of the 'Dubai International Program for Writing' in 2025





**Education should not only fill students with knowledge but ignite curiosity, fuel ambition and kindle a passion for learning.**

Mohammed bin Rashid Al Maktoum

## DIGITAL EDUCATION WITHOUT BORDERS

Since its launch in 2020, **The Digital School**, operating under the umbrella of **MBRGI**, has delivered an innovative model that uses digital solutions to provide distance and blended learning with flexibility and efficiency. The School expands access to formal education across the Arab region and beyond through programmes aligned with national and international curricula. Its approach combines interactive content with digital assessment tools supported by data analytics and artificial intelligence, enabling self-directed learning and flexible academic pathways.

By 2025, **The Digital School** had reached more than 800,000 students in 39 countries. Its digital library includes over 35,000 lessons featuring more than 100,000 interactive elements, available in seven languages. This breadth of content responds to diverse learning needs and promotes inclusive access to quality education worldwide.

In 2025 alone, the School equipped 100 additional digital learning spaces in beneficiary schools, bringing the total number supported since inception to more than 1,003.

**The Digital School** also renewed its partnership with Arizona State University in the United States under the 'Digital Educator Global Academy', first launched in 2022. The three-year extension will continue to deliver teacher training programmes and strengthen educators' digital skills, enhancing their capacity to

lead digital transformation in education. Since its establishment, the academy has trained more than 30,000 teachers across 39 countries.

To expand access in underserved areas, the School signed new agreements during the World Governments Summit 2025 with the Democratic Republic of the Congo, Uganda, Seychelles and Eswatini. These partnerships aim to increase access to digital education in rural and underprivileged communities through modern technologies and teacher training, helping to reduce gaps in education and promote equitable learning opportunities.

In 2025, **The Digital School** also completed the 'Lebanon Education Continuity Project 2024–2025', launched under the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. The initiative delivered a digital emergency education model to ensure uninterrupted learning for refugee students, serving 48,985 learners during the 2024/2025 academic year.

The School also completed the implementation of its programme at the Emirati-Jordanian camp school for Syrian refugees in Mrajeeb Al Fhood, in partnership with Jordan's Ministry of Education and the Emirates Red Crescent. The initiative benefitted 12,702 students and teachers by providing digital learning, developing curriculum content and delivering teacher training, helping to maintain educational continuity and stability.



# 800,000 Students

reached by The Digital School since its launch until the end of 2025



## EMPOWERING SKILLS, CREATING OPPORTUNITIES



**5  
Million**

young people targeted  
by the 'Skilled  
Academies' initiative

During the World Governments Summit 2025, **The Digital School**, in collaboration with the Ataya initiative of the Emirates Red Crescent, launched the 'Skilled Academies' initiative. This strategic programme aims to equip five million young people across Africa with practical and vocational skills aligned with labour market demands.

The initiative establishes eight specialised academies offering accredited short-term digital and practical training to close skills gaps and link learning pathways to clear career outcomes, including employment, freelancing, entrepreneurship and professional growth, supporting broader economic and social development.

The 'Skilled Academies' aim to build a workforce able to adapt to rapid changes in the labour market by delivering high-quality, skills-based training that strengthens

community stability and helps young people shape their careers. Focused on intermediate and advanced competencies, the training is aligned with real market needs to improve employability and long-term prospects.

Implementation began in 2025 with a pilot Facilities Management Academy in Lesotho and Zimbabwe, launched with Transguard Group to ensure training aligns with industry needs. The initiative also expanded in Nigeria through cooperation with the Federal Ministry of Youth Development to transform the Nigerian Youth Academy into a national digital learning and vocational training ecosystem, widening pathways for employment and entrepreneurship.

The Agriculture Academy forms a key pillar of the initiative. **The Digital School** signed an agreement with the Arab Authority for Agricultural Investment and Development to launch the Academy, aimed at strengthening youth capacity in agriculture and food security. Targeting up to 10,000 beneficiaries, it delivers regionally tailored digital programmes to support sustainable agriculture and nurture agripreneurs.

To further enhance delivery, a trilateral memorandum of understanding was signed with the Centre of Excellence for Applied Research and Training (CERT) and Agricolleges International. The agreement integrates Agricolleges International's digital content into the academy's curriculum, enabling participants to gain market-relevant agricultural skills and supporting sustainable employment creation in the sector.



## DRIVING EDUCATION & SUSTAINABILITY

As part of its commitment to advancing digital education and sustainability, **The Digital School** transformed the 'Donate Your Own Device' campaign, launched in partnership with the Emirates Red Crescent in 2023, into a long-term initiative. This followed the success of its first cycle, which collected around 50,000 electronic devices, helping to narrow the digital divide and supporting the UAE's vision of using innovation and technology to serve both people and the environment.

In August 2025, the second phase, 'Donate Your Own Device 2.0', was launched with a target of collecting 100,000 devices through technology, humanitarian and environmental partnerships. Devices are refurbished or responsibly recycled in line with best environmental practices, converting used equipment into effective learning tools and advancing circular economy principles.

The campaign achieved measurable environmental results, preventing 116,943 kilograms of carbon emissions from entering the atmosphere, saving 77,572 cubic feet of landfill space, conserving 168,398 litres of oil and preserving 561,328 kilowatt-hours of electricity.

Educationally, 4,656 beneficiaries across UAE educational and community entities received devices. A further 3,670 devices were shipped to Erbil in Iraq, as well as Mauritania, Lesotho, Zambia, Namibia and Angola to expand access to digital learning.

'Donate Your Own Device 2.0' was implemented with the Emirates Red Crescent and Ecyclex, supported by the Ministry of Climate Change and Environment, reflecting coordinated action to address electronic waste while promoting sustainable education.



**8,326**  
Beneficiaries  
of the 'Donate Your Own Device' locally and internationally





## BUILDING ARABIC KNOWLEDGE SKILLS



# 183

## Million

views of the Madrasa e-Learning Platform recorded since its launch until the end of 2025

The **Madrasa e-Learning Platform** aims to provide high-quality Arabic-language digital content across a broad range of scientific disciplines. It supports the development of digital education and ensures that students and teachers have access to reliable learning resources. Since its launch in 2018 under **MBRGI**, the Platform has delivered curriculum-aligned lessons through digital media, enabling Arab students to access modern scientific knowledge, strengthen cognitive skills and contribute to building a knowledge-based future.

By the end of 2025, the Platform had more than 7,800 educational videos available. Over seven years, its learning sessions recorded more than 183 million views. Its YouTube channel reached 1.16 million subscribers and its content extended to more than 80 countries, serving tens of millions of Arab students across different educational stages.

In 2025, the Platform partnered with TikTok to feature its educational library on the UAE's STEM Feed, offering the largest free Arabic-language lesson library in short digital formats tailored to young audiences. This collaboration enhances the presence of Arabic content online, improves access to reliable scientific resources and encourages students to explore science, technology, engineering and mathematics.

In recognition of its impact, the **Madrasa e-Learning Platform** won the Education Supporting Institutions category at the 2025 Hamdan bin Rashid Al Maktoum Foundation for Medical and Educational Sciences awards, competing against 194 participants across six categories from different emirates. The award builds on previous international honours, including the UNESCO International Literacy Prize and the ESCWA Award for Arabic Digital Content for Sustainable Development.

Through these achievements, the Platform continues to strengthen its position as a leading Arab initiative in digital knowledge dissemination, empowering learners and educators with trusted content and tools for sustainable, self-directed learning.





The schools of today will shape our tomorrow,  
and the students of today will become the  
leaders of tomorrow.

Mohammed bin Rashid Al Maktoum



## AN INTEGRATED KNOWLEDGE ECOSYSTEM



**710,425**  
Visitors

to the Mohammed bin Rashid Library in 2025

The **Mohammed bin Rashid Library (MBRL)** is a leading knowledge and cultural institution that preserves Arab heritage while using advanced technologies to make knowledge accessible and integrated into community life. It offers a comprehensive system of specialised collections and digital resources that connect the public to local and global knowledge. Through its offerings, the Library promotes reading, research and creativity, strengthens the presence of the Arabic language and literature and supports Dubai's vision of becoming a global hub for knowledge and innovation.

In 2025, **MBRL** delivered an extensive programme of cultural and knowledge activities, organising 186 events that attracted 21,018 participants. Visitor numbers reached 710,425, and 2,600 new memberships were registered during the year. The Library restored 63 rare books, Qurans and manuscripts and published 10 titles in translation and original authorship,

in addition to eight documentary and knowledge-focused publications.

In October 2025, **MBRL** hosted the second Dubai International Library and Publishing Summit under the theme 'The Future of the Publishing Industry'. It convened 80 speakers from 20 countries in 45 panels and 10 workshops, addressing major shifts in publishing driven by technology and artificial intelligence, regional and global market trends and the role of knowledge in the creative economy. Topics included innovation, digital transformation, book arts and translation. Around 2,000 professionals attended, exchanging insights on the industry's future.

During the summit, the Library launched its institutional publishing and translation arm, dedicated to translating international works into Arabic to enrich Arabic content and broaden access to knowledge. It debuted with nine translated titles covering contemporary subjects including environment, space, health, humanities and climate change, produced in collaboration with leading academic institutions and specialised translators to ensure quality and accuracy.

In September 2025, **MBRL** also launched the 'Knowledge Horizon' initiative to give educational institutions access to advanced digital databases. In its first phase, five schools were granted access to five educational and research databases, benefitting 8,493 students and providing more than 1.3 billion digital resources. A total of 32 coordination meetings were held with schools, partners and database providers.



## DRIVING ARABIC INNOVATION

The **Mohammed bin Rashid Arabic Language Award**, organised by the **Mohammed bin Rashid Library**, is a global platform celebrating innovative initiatives that advance Arabic across education, technology, media and culture. The ninth edition drew participants from 65 countries, honouring leading projects and individuals.

In Education, winners included the UAE's Anisa Alif initiative for 'Best Way to Teach and Learn Arabic in Early Education', the Faseeh Centre from Jordan for 'Best Initiative to Teach Arabic to Non-Arabic Speakers', and Abjadeyat from the UAE for 'Best Initiative for Teaching Arabic in School Education'. In Technology, the Lebanese application Ataalam won 'Best Initiative in Using Social Networking or Intelligent Technical Application for Learning and Publishing Arabic', while the Palestinian project Arabee Tools received 'Best Initiative to Develop and Publish Arabic Digital Content or Arabic Language Processors'.

In Media and Communication, the UAE platform Majarra won 'Best Work in Arabic Language in Electronic Media and Social Media Channels', while in Linguistic Policy, Planning and Arabisation, the Egyptian translation of *Good Governance of Antimicrobial Use* received 'Best Localisation or Translation Project'. In Culture, Intellect and Knowledge Society, Oman's Student Behaviour Management Plays won 'Best Artistic, Cultural or Intellectual Work to Serve the Arabic Language', and the UAE's Arabian Days Festival earned 'Best Initiative to Promote Reading Culture and Knowledge Society'. The 'Distinguished Global Personality Award' went to researcher Adiba Romero Sánchez from Spain.

Since its inception, the Award has recognised more than 80 winners, reaffirming its ongoing commitment to advancing and modernising the Arabic language across sectors.



**80**  
**Winners**

of the Mohammed bin Rashid Arabic Language Award since its establishment until 2025





# Innovation & Entrepreneurship

Within this pillar, the **Mohammed bin Rashid Al Maktoum Global Initiatives** works to build a knowledge environment that supports advanced technologies and strengthens readiness for future change. It nurtures creative talent, promotes research and development, applies modern technological approaches, supports entrepreneurship and empowers promising ventures to find innovative solutions to pressing challenges and drive sustainable growth.

AED

**239**

**MILLION**

spent on Innovation  
& Entrepreneurship  
initiatives in 2025

**1.4**

**MILLION**

beneficiaries of Innovation  
& Entrepreneurship  
initiatives in 2025

AED

**45.5**  
**MILLION**

in funding provided by  
the 'Mohammed bin Rashid  
Fund for SME' in 2025

AED

**6**  
**MILLION**

in total prizes awarded for  
the Great Arab Minds Award  
in 2025

**4.6**  
**MILLION**

visitors to the Museum  
of the Future since its official  
opening until the end of 2025



## Embracing Creative Minds & Shaping the Future



AED  
**239**  
Million

spent on Innovation & Entrepreneurship initiatives in 2025



**1.4**  
Million

beneficiaries of Innovation & Entrepreneurship initiatives in 2025

The **Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI)** places the Innovation & Entrepreneurship pillar at the core of its strategy, recognising it as a key driver of future readiness and advanced economic and knowledge-based development. The pillar empowers creative talent, harnesses emerging technologies and promotes research and innovation to address challenges with forward-looking solutions. Its programmes and initiatives also support entrepreneurs, incubate promising ventures, drive sustainable growth, enhance quality of life and lay the foundations for comprehensive development across communities.

In 2025, the **Museum of the Future**, operating under the umbrella of **MBRGI**, welcomed more than 1.3 million visitors. This brought its total visitor count since opening to approximately 4.6 million people from 180 countries, reaffirming its position as a global forum for dialogue and innovation. The Museum also continued to be a prominent destination for high-level official visits, hosting a distinguished group of heads of state and government, senior officials and large international media delegations.

Reinforcing its role as a leading platform for identifying and honouring exceptional Arab talent in science, creativity and knowledge, the **Great Arab Minds** Award recognised six winners in its third edition, in the presence of senior officials, academics, scientists, university leaders, technology executives, ambassadors and specialists from across the Award's fields.

In 2025, 4,658 Emirati entrepreneurs benefitted from the incubation and advisory services of the **Mohammed bin Rashid Establishment for Small & Medium Size Enterprises Development (Dubai SME)**, bringing its total beneficiaries to 57,864 since 2002. The 'Mohammed bin Rashid Fund for SME' also empowered Emirati entrepreneurs by providing AED 45.5 million in financing for 50 new projects, raising its total supported ventures to 198 and cumulative funding to over AED 162 million since its inception.

Registration opened for the second edition of the revamped **Mohammed bin Rashid Al Maktoum Business Award** in 2025, Dubai's premier recognition for companies' contributions to Dubai's sustainable development. It honours companies committed to the highest standards of excellence, innovation and continuous improvement to enhance competitiveness in the local business community.

In its fourth edition, the **Mohammed bin Rashid Al Maktoum Global Water Award** further consolidated its role as a leading international catalyst for innovation in developing sustainable solutions for water desalination. The Award recognised 12 winners from around the world, highlighting advanced technologies and projects that enhance water security.

In 2025, **MBRGI** spent AED 239 million on initiatives, programmes and projects within the Innovation & Entrepreneurship pillar to benefit nearly 1.4 million people.





## A BEACON FOR THE FUTURE



**4.6  
Million**

visitors to the Museum of the Future from its official opening until the end of 2025

The **Museum of the Future** stands as a pioneering intellectual, cultural and knowledge landmark that brings together science fiction, immersive experiences and forward-looking visions of the future. Its mission is grounded in the belief in humanity's capacity to drive positive change, providing a space that convenes thinkers, experts and changemakers from diverse disciplines to engage in dialogue and explore the defining issues shaping the course of humanity. The Museum plays a central role in fostering innovation and advancing scientific research, while encouraging the adoption of sustainable solutions to global challenges in pursuit of a better future for generations to come.

Throughout 2025, the **Museum of the Future** further solidified its global presence, welcoming more than 1.3 million visitors. This brought the total number of visitors since its opening in February 2022 to approximately 4.6 million people from 180 countries, reaffirming its position as one of the most compelling and influential future-focused cultural landmarks regionally and internationally. It was also a prominent destination for high-level official visits, hosting an esteemed group of heads of state and government, senior officials and international media delegations, reflecting the Museum's role as a global forum for exchanging perspectives on the future.

In 2025, the Museum strengthened its role as an interactive centre by hosting 37 specialised programmes that attracted nearly 31,000 participants and offered more than 450 hours of educational content. These programmes addressed future-focused

themes through integrated scientific, human and technological perspectives. Among the most prominent was the 'RTX AI' pop-up event, organised in collaboration with NVIDIA GeForce Middle East, which spotlighted the latest innovations in artificial intelligence, deep learning and accelerated computing. The pop-up attracted 29,166 participants, including specialists and academics.

The **Museum of the Future** also launched a thought leadership lecture series on history and the future titled 'Lessons from the Past', delivered by renowned historian Dr Roy Casagrande, who is widely recognised for his expertise in presenting the history of civilisations in an engaging and accessible way. The series comprised 10 exclusive lectures that attracted 1,515 attendees and 2.5 million views on YouTube. The series examined key moments in history to foster a deeper understanding of past civilisations and garner insights to help shape an innovative and sustainable future for humanity.

In September 2025, the Museum launched the new 'Master Class' programme, developed in collaboration with **Great Arab Minds**. The programme features a series of intensive full-day lectures led by award-winning Arab scientists and thinkers. It builds on the Museum's broader efforts to nurture creativity and convene exceptional minds under one roof to shape the future. The inaugural session took place in October 2025, featuring internationally acclaimed Iraqi artist Dia al-Azzawi, winner of the 2024 **Great Arab Minds** Award and a leading figure in contemporary Arab art.

The 'Future Experts' series continued to play a central role in the Museum's programming. Comprising dialogue sessions and lectures led by international experts, the series explores forward-looking themes across technology, healthcare, finance and social issues. In 2025, it attracted 1,111 participants and examined key trends such as developments in digital finance, the future of media, health research and longevity science.

The **Museum of the Future** also hosted 'Urban Future Week' in partnership with Dubai Municipality, bringing together 1,100 urban planners, government officials, architects and innovators. The event featured panel discussions, workshops and interactive exhibitions focused on

the design, sustainability and smart infrastructure of future cities.

In addition, the Museum further expanded its global footprint through its participation in the South by Southwest (SXSW) festival in Texas, United States. Over five days, the **Museum of the Future** pavilion attracted more than 25,000 visitors, ranking among the most visited exhibits at one of the world's largest gatherings dedicated to technology, creativity and innovation. The pavilion hosted 20 dialogue sessions and interactive experiences powered by artificial intelligence, featuring more than 40 Emirati and international speakers and experts. Discussions covered future foresight, space exploration, creative arts and advanced technologies.



**31,000**  
Participants  
in the Museum of the  
Future's programmes  
and events in 2025





## INSPIRING FUTURE GENERATIONS



AED

6

Million

in total prizes awarded for the Great Arab Minds Award in 2025

The **Great Arab Minds** initiative stands among the flagship strategic initiatives launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, under the umbrella of **MBRGI**. It seeks to elevate the role of Arab minds and showcase their exceptional achievements at both regional and international levels. It reflects an ambitious vision to revitalise Arab civilisation and strengthen its contribution to scientific, cultural and humanitarian progress. By investing in Arab talent, the initiative stimulates scientific and intellectual output and inspires young generations to harness their potential in service of their communities and the creation of a more prosperous future.

As the largest initiative of its kind in the region, **Great Arab Minds** honours Arab scientists, innovators and thinkers across six categories: Engineering and Technology, Medicine, Economics, Natural Sciences, Literature and Arts, and Architecture and Design. In its third edition, His Highness Sheikh Mohammed bin Rashid Al Maktoum acknowledged six recipients of the 2025 **Great Arab Minds** Award, with each receiving a prize of AED 1 million in recognition of their achievements.

Professor Abbas El Gamal of Egypt, Hitachi America Professor in the School of Engineering at Stanford University, was honoured in the Engineering and Technology category for his pioneering contributions to network information theory. His work has

shaped modern concepts that transformed the trajectory of digital communications and established the mathematical foundations for understanding the performance limits of communication networks, principles upon which contemporary global communications protocols depend. Prof El Gamal has authored more than 230 research papers and holds 35 patents in networking systems, field-programmable gate arrays and digital imaging devices and systems.

In the Natural Sciences category, Professor Majed Chergui of Algeria, Emeritus Professor at the Swiss Federal Institute of Technology in Lausanne (EPFL), was recognised for his scientific contributions to understanding light-matter interactions and for advancing techniques and applications that have enabled scientists to observe ultrafast motion within molecules and materials at the atomic level with unprecedented precision. Prof Chergui has published 450 scientific papers, which have generated more than 23,000 international citations.

Dr Suad Amiry of Palestine received the **Great Arab Minds** Award in the Architecture and Design category for her ongoing efforts to preserve, document and revitalise Palestinian architectural heritage. As Founder and Director of the Riwaq Centre for Architectural Conservation, Dr Amiry has led one of the largest urban documentation projects in Palestine and contributed to the restoration of more than 50 historic village centres, strengthening the protection of architectural identity while engaging local communities in sustainable conservation efforts.

In the Medicine category, Dr Nabil Seidah of Egypt was honoured for his scientific and medical contributions to advancing cardiovascular health and deepening understanding of cholesterol regulation mechanisms. His research has contributed to the development of a new generation of effective therapies for the prevention of heart disease. Dr Seidah has published more than 820 scientific papers, which have been cited over 71,000 times, reflecting the global impact of his work in medical science.

Professor Charbel Dagher of Lebanon received the Award in the Literature and Arts category in recognition of an intellectual and creative career spanning more than five decades, which has made a distinctive contribution to the study of Arabic literature and the visual arts. His work combines poetry, academic research and art criticism,

offering in-depth analyses of the evolution of Arab and Islamic arts and their aesthetic and intellectual transformations. With more than 70 published books, he has contributed to critical scholarship and forged meaningful connections between heritage and contemporary cultural shifts.

Professor Badi Hani of Lebanon was honoured in the Economics category for his exceptional contributions to the advancement of econometrics and economic analysis tools, particularly in the field of panel data analysis. His work has enabled researchers to interpret economic trends with greater depth and precision. He has published more than 200 scientific papers and influential academic works, and his economic models have enhanced the accuracy of policy evaluation and long-term impact analysis.



## PRESERVING PALESTINIAN HERITAGE



Dr Suad Amiry, Founder and Director of the Riwaq Centre for Architectural Conservation, received the 2025 **Great Arab Minds** Award in the Architecture and Design category in recognition of her pioneering efforts to safeguard and revitalise Palestinian architectural heritage while preserving its historical roots.

Dr Amiry has devoted her career to documenting, restoring and adapting historic buildings to serve local communities and reinforce architectural identity. She has led one of the largest architectural documentation initiatives in Palestine, creating a comprehensive register of more than 50,000 historic structures. Her work has revitalised over 50 historic centres, engaging local craftsmen in restoration efforts using traditional materials and techniques.

Her work bridges academic research and field practice. She goes beyond conserving physical structures to preserve cultural and architectural memory through studies, publications and maps documenting the unique features of Palestinian homes, from tiles and decorative motifs to precise architectural plans.

An internationally recognised cultural and architectural voice, Dr Amiry has taught at Birzeit University and published several books on Palestinian architecture, alongside literary works that have been translated into more than 20 languages. She studied architecture at the American University of Beirut, earned her master's degree from the University of Michigan and completed her doctorate at the University of Edinburgh in Scotland. Building on this strong academic foundation, she has led this comprehensive project spanning more than three decades. For Dr Amiry, receiving the Award represented a renewed commitment to preserving Palestinian architecture as a bridge connecting history, identity and the future.

## SUPPORTING LOCAL ENTREPRENEURS

The **Mohammed bin Rashid Establishment for Small & Medium Size Enterprises Development (Dubai SME)**, an affiliate of the Dubai Department of Economy and Tourism, oversees the development of the emirate’s entrepreneurial ecosystem and fosters a culture of innovation among Emirati youth. It works to accelerate the growth of small and medium-sized enterprises, strengthen their GDP contribution and reinforce Dubai’s position as a global hub for entrepreneurship, in line with the emirate’s vision for sustainable diversification and global competitiveness.

In 2025, **Dubai SME’s** business incubation and advisory services reached 4,658 Emirati entrepreneurs, bringing its total beneficiaries since its inception in 2002 to 57,864.

As part of its efforts to build capacity and raise awareness among entrepreneurs, the Establishment delivered a series of specialised training programmes throughout the year, reaching 5,307 people. Since these programmes launched, they have benefitted a total of 57,013 entrepreneurs.

The ‘Mohammed bin Rashid Fund for SME’ continued to empower Emirati entrepreneurs by financing 50 new projects, with total funding amounting to AED 45.5 million. The Fund has supported 198 projects since its establishment, with cumulative financing exceeding AED 162 million.

Meanwhile, the ‘Hamdan Innovation Incubator’ (Hi2), an affiliate of **Dubai SME**, expanded its support for start-ups in 2025. A total of 69 new companies benefitted from

its business incubation services, bringing the overall number of incubated companies since Hi2’s inception to 852. This reflects its pivotal role in strengthening Dubai’s innovation ecosystem and advancing entrepreneurship across the emirate.

In 2025, **Dubai SME** strengthened partnerships with major global and regional companies. Working with Google, it launched initiatives to advance digital transformation and help Emirati businesses expand their online presence to reach global markets. It also signed a memorandum of understanding with Deliveroo to support food and beverage ventures through commercial incentives and specialised operational and marketing programmes. In addition, ‘The Emirati Chef’s Table’ was launched with Kitopi, offering tailored mentorship to develop entrepreneurs’ skills and enable sustainable business growth.



AED  
**45.5**  
Million

in funding provided by the ‘Mohammed bin Rashid Fund for SME’ in 2025





**We believe that intercultural dialogue, innovation and joint action are key to building the future.**

Mohammed bin Rashid Al Maktoum

## A FRAMEWORK FOR EXCELLENCE

In October 2025, the second edition of the **Mohammed bin Rashid Al Maktoum Business Award**, the highest recognition for companies' contributions to Dubai's sustainable development, was launched in its new format during the Excellence Reimagined Forum organised by Dubai Chambers, with the participation of more than 100 representatives from the business community. The forum explored the latest standards and models of institutional excellence and showcased global best practices for enhancing performance, resilience and competitiveness, thereby advancing business development, strengthening organisational efficiency and creating long-term sustainable value.

Operating under **MBRGI**, the **Mohammed bin Rashid Al Maktoum Business Award** recognises companies that exemplify excellence, innovation and continuous improvement, strengthening the competitiveness of the business sector. The Award comprises four categories: the 'Outstanding Business Award', the 'Family Business Award', the 'Global Expansion Award' and the 'Digital Innovation Award'. It is underpinned by a global framework for institutional excellence that focuses on improving operational efficiency and outcomes, encouraging organisations to adopt international best practices and achieve sustained performance enhancement.

In 2025, the Award also hosted a specialised seminar titled 'Mastering the Art of Service Excellence'. Attended by 132 experts, the seminar highlighted global best practices in enhancing customer experience and

cultivating a culture of excellence. It helped adopt customer-centric strategies, elevate service quality and strengthen organisational competitiveness, in line with the Award's framework for institutional excellence.

The Award launched its digital training platform, 'MRM Learn', to build the capabilities of judges and applicants and strengthen the effectiveness of its training programmes. The platform supports course delivery, progress tracking and performance evaluation through specialised learning pathways and advanced digital tools, ensuring a unified and efficient experience. Its eight training modules, which cover the Award's four categories, alongside orientation sessions on the excellence framework and its criteria, contribute to establishing global best practices in organisational assessment.



**132**  
**Participants**  
in the 'Mastering  
the Art of Service  
Excellence' seminar  
in 2025





## SUSTAINABLE WATER SOLUTIONS



AED  
**3.7**  
Million

in total prizes awarded by the Mohammed bin Rashid Al Maktoum Global Water Award in 2025

In its fourth edition, the **Mohammed bin Rashid Al Maktoum Global Water Award** reinforced its standing as one of the world's leading awards dedicated to advancing innovation in water desalination and the provision of safe drinking water. His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, honoured 12 winners from eight countries in recognition of their pioneering work in developing sustainable solutions to address water scarcity challenges.

With a prize pool of USD 1 million (AED 3.7 million), the Award comprises four main categories: the 'Innovative Projects Award', the 'Innovative Research and Development Award', the 'Innovative Individual Award' and the 'Innovative Crisis Solutions Award'. Supervised by the **UAE Water Aid Foundation (Suqia)** under **MBRGI**, the Award supports sustainable, technology-driven solutions that allow vulnerable communities to access safe water.

Among the winners, Green Waste Solutions from the UAE took first place in the 'Innovative Projects Award – Large Projects' for converting organic waste and wastewater into resources such as fresh water and renewable energy, improving sustainability and resource efficiency. In the 'Innovative Projects Award – Small Projects', Kumulus SAS from France won for its solar-powered technology that generates drinking water from air, offering a sustainable solution for water-scarce regions.

In the 'Innovative Research and Development Award – International Institutions' category, STEM SAS from France was recognised for a clean-energy water distillation system that improves the sustainability and efficiency of water production. Nationally, Khalifa University secured first place for developing a nature-inspired, solar-powered desalination system. Producing no harmful waste, it enhances long-term efficiency in water desalination.

SkyJuice Foundation from Australia won the 'Innovative Crisis Solutions Award' for a mobile, electricity-free water treatment system that provides safe drinking water during disasters and humanitarian crises. In the 'Innovative Individual Award – Distinguished Research', Professor Guihua Yu from the United States was recognised for advancing solar-powered desalination and water-harvesting technologies. Professor Jinyuan Xu of China won the 'Innovative Individual Award – Youth' for developing a low-cost, high-efficiency solar desalination system offering sustainable solutions for water-scarce regions.



## SHAPING THE FUTURE OF WATER



At a time when freshwater resources are diminishing and environmental challenges are intensifying, an innovation inspired by nature is offering hope to water-scarce communities. Inspired by mangrove trees, which anchor their roots in salt water to extract nutrients, researchers at Khalifa University developed a pioneering solution for producing fresh water from seawater.

To address water scarcity and protect natural resources, the team created a device that mimics the mangrove's natural transpiration process, converting seawater into fresh water while collecting salt as a by-product, without releasing brine or harming the environment. The system uses sustainable solar thermal distillation to absorb sunlight and generate vapour at the water's surface, minimising heat loss and maximising energy efficiency.

Professor TieJun Zhang, Professor of Mechanical Engineering and Associate Dean of the College of Engineering and Physical Sciences at Khalifa University, explained the philosophy behind the invention: "The strength of this technology is that it is a passive device. We don't need an active or mechanical pump that requires maintenance. This technology is fully driven by capillary force. It is scalable and low cost."

This achievement reflects a vision that unites research, practical application and sustainability. An innovation that has delivered tangible benefits to communities, it was awarded first place in the 'Innovative Research and Development – National Institutions' category of the **Mohammed bin Rashid Al Maktoum Global Water Award**. What began as an observation of nature has evolved into a lasting source of hope for generations to come.



# Empowering Communities

Through its Empowering Communities pillar, the **Mohammed bin Rashid Al Maktoum Global Initiatives** promotes social engagement and strengthens community development. Centred on hope, cohesion and mutual respect, it advances tolerance and cultural understanding through programmes that empower young leaders, develop sporting talent and support constructive media that contributes to sustainable growth.

AED

**187**

**MILLION**

spent on Empowering  
Communities initiatives  
in 2025

**3.9**

**MILLION**

beneficiaries of  
Empowering Communities  
initiatives in 2025

AED

**3**

**MILLION**

in total prizes awarded for the  
fifth edition of the Arab Hope  
Makers initiative

**74,093**  
**BENEFICIARIES**

of the Sheikh Mohammed  
bin Rashid Al Maktoum Centre  
for Cultural Understanding's  
activities and initiatives in 2025

**6,929**  
**GRADUATES**

of the Mohammed bin Rashid  
School of Government in 2025



## Empowering People & Advancing Communities



AED  
**187**  
Million

spent on Empowering  
Communities initiatives  
in 2025



**3.9**  
Million

beneficiaries of  
Empowering  
Communities initiatives  
in 2025

The Empowering Communities pillar advances the **Mohammed bin Rashid Al Maktoum Global Initiatives' (MBRGI)** mission to create lasting positive impact by fostering civic engagement and strengthening the role of individuals and institutions in community development. Its programmes and awards promote hope, cooperation and tolerance, encourage dialogue and cultural understanding and build bridges between diverse groups. They also nurture sporting talent, elevate the role of media in driving development and enhance leadership capabilities to support sustainable, thriving societies.

Within this pillar, the fifth edition of the **Arab Hope Makers** initiative honoured three winners whose inspiring projects and initiatives have alleviated suffering and improved the lives of many. Each recipient was awarded AED 1 million to sustain and expand their humanitarian efforts.

In 2025, the **Mohammed bin Rashid School of Government** marked its 20th anniversary, reaffirming its commitment to developing leadership talent across its master's, executive education and specialised training programmes, enabling 6,929 graduates to gain the skills to enhance government performance and shape public policy.

Reinforcing its mission to develop national leaders equipped for future challenges and sustainable development, the **Mohammed bin Rashid Center for Leadership Development** graduated 113 participants in 2025, preparing them to lead transformative

projects nationwide. To broaden its impact, the Centre signed five partnerships with leading international universities during the Mohammed bin Rashid Leadership Forum to produce research inspired by the leadership approach of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and integrate these insights into academic and executive programmes, reinforcing Dubai's role as a global hub for thought leadership.

The 24th edition of the **Arab Media Award** reaffirmed its position as a leading platform for professional and creative excellence, honouring 11 winners from more than 2,900 nominees and highlighting media's role in public awareness and cultural and social development. With 361 recipients since its launch, the Award continues to champion media excellence.

After 17 successful years as the Mohammed bin Rashid Al Maktoum Creative Sports Award, the initiative launched its new identity as the **Mohammed bin Rashid Al Maktoum Global Sports Award**, reflecting Dubai's vision of expanding sporting excellence to include humanitarian and developmental impact. In its 13th edition, the Award honoured 21 leaders, champions and institutions whose achievements have created an inspiring global legacy.

In 2025, **MBRGI** spent more than AED 187 million within the Empowering Communities pillar to benefit approximately 3.9 million people worldwide.

**DIFC**   
مركز دبي المالي العالمي

## تخريج برنامج خبراء دبي الماليين دفعة 2025

مركز محمد بن راشد لإعداد القادة  
Mohammed Bin Rashid Center for  
Leadership Development





## INSPIRING MODELS OF HOPE



AED

# 3

## Million

in total prizes awarded for the fifth edition of the Arab Hope Makers initiative

Since its launch in 2017, the **Arab Hope Makers** initiative has highlighted inspiring humanitarians who serve their communities and drive lasting positive change. It aims to foster a culture of hope across the Arab world, encouraging humanitarian action and meaningful contributions to improving lives despite the challenges they face. Operating under **MBRGI**, it recognises and supports Hope Makers from across the region, enabling them to sustain and expand their work while serving as role models for Arab youth.

The **Arab Hope Makers** initiative's fifth edition witnessed strong participation, attracting more than 26,000 nominations from across the Arab region in just one month. Across all five editions, the Initiative has attracted over 320,000 participants.

Ahmed Zainoun from Morocco was crowned the top Hope Maker after receiving the most votes for his pioneering humanitarian initiative that supports children living with xeroderma pigmentosum, often referred to as 'Children of the Moon'. He founded the Moon Voice association, which protects and cares for 144 children with this rare condition by supplying essential equipment to shield them from ultraviolet radiation. His work has helped improve their quality of life and increased their opportunities for social inclusion.

The total value of prizes awarded to the winners of the fifth edition of the **Arab Hope Makers** initiative reached AED 3 million, solidifying its dedication to advancing humanitarian projects and enabling Hope Makers to broaden their positive impact in their communities.





The UAE remains dedicated to supporting hope and inspiring initiatives, serving as a champion of optimism in the Arab world.

Mohammed bin Rashid Al Maktoum

## GARDENS OF HOPE



In Morocco, people with cancer must travel from distant towns and villages to Rabat for treatment. It was here that a story of solidarity and resolve emerged, when Khadija al-Qorti's husband was diagnosed with cancer, exposing her to the harsh realities of the disease and the exhausting journeys in search of care. Instead of yielding to hardship, she turned her experience into hope for others.

Khadija established the Jannat Association to host female cancer patients arriving in Rabat from remote areas. The three-storey centre provides free accommodation for 20 to 25 residents each day, offering a safe refuge that reduces travel and living costs and provides psychological and social support alongside treatment in the capital's hospitals.

The initiative is rooted in human empowerment, placing women at its heart and safeguarding their dignity in the face of illness. It offers a secure, supportive environment that eases the strain of treatment and creates space for recovery through solidarity and mutual care. The centre has received strong support from local communities and charitable and medical organisations across Morocco.

In recognition of her efforts, Khadija was honoured at the closing ceremony of the **Arab Hope Makers** initiative. Her story shows how hardship can be transformed into lasting impact, and how determination can build hope in the midst of suffering. She said: "I am deeply honoured by this recognition, which reflects His Highness Sheikh Mohammed bin Rashid Al Maktoum's appreciation for those who spread goodness and hope." She added that the award marks a new phase in her journey, enabling her to expand support to even more patients.

## CHILDREN OF THE MOON: FROM HARDSHIP TO HOPE



In a world where a simple ray of sunlight can threaten a child's life, a story of resilience began in Morocco with Ahmed Zineoun. A young man who chose to shield those unable to face the light, he was determined to bring hope to children who have lived in isolation since birth.

'Children of the Moon' is a poetic name that masks the suffering of children with a rare genetic condition that makes exposure to sunlight potentially life-threatening. They watch the world from behind closed windows, dreaming of playing outside without fear.

In addition to sympathising with these children, Ahmed founded the Moon Voice association to provide sunscreen, special masks, ongoing care and, most importantly, the reassurance that they are not alone. He knew that the battle was not only medical, but a fight against ignorance, fear and the stares that follow these children and their families. Ahmed said: "People look at children with xeroderma pigmentosum with fear and astonishment because they look different. My role is to raise awareness of this condition, provide protection for the children and help them step from darkness into the light without losing who they are."

Despite limited resources and the heavy responsibility, Ahmed has remained steadfast in his belief that a child's smile is worth every effort. In recognition of his determination and the public's belief in his cause, he earned the **Arab Hope Makers** initiative's top honours after receiving the most votes during the closing ceremony. Today, Ahmed is a symbol of compassion and living proof that one person can change the destiny of hundreds.



## STRENGTHENING GOVERNMENT CAPACITY



6,929

Graduates

of the Mohammed bin Rashid School of Government in 2025

The **Mohammed bin Rashid School of Government (MBRSG)** has established itself as a leading academic institution dedicated to preparing government leaders and enhancing public sector performance in the UAE and the region. Through specialised academic and executive training programmes, the School aids in developing public policy and institutional capacity.

In 2025, **MBRSG** marked its 20th anniversary, underscoring its role in leadership development and knowledge creation. Since its founding, it has trained 2,203 leaders from 42 UAE entities and 1,128 leaders from 45 countries, graduated over 30,000 participants, produced more than 600 studies and built a global and local network of more than 115 partners.

The School graduated its 12th cohort of master's students in 2025, comprising 75 graduates from 27 public and private entities in public administration, public policy, executive management and innovation management. It also continued its executive education programmes, with 1,673 participants in open-enrolment courses and 4,986 in customised programmes developed with government entities to boost institutional and leadership capacity. Meanwhile, the executive education smart platform programmes attracted 195 participants.

As part of its executive education efforts, **MBRSG** launched the 'AI Ethics Assessment Programme' in May 2025 to build national capacity in shaping policies for the ethical

use of advanced technologies. Using the IEEE CertifAIED™ framework, the programme trained 35 participants in assessing autonomous systems against standards of transparency, accountability, privacy and bias mitigation.

In June 2025, **MBRSG** held the fifth Public Administration Forum under the theme 'Strategic Horizons: The UAE Economic Diplomacy Report 2024–2025'. The event brought together policymakers, diplomats and economic experts to review developments in the UAE's economic diplomacy and assess its future direction amid global shifts, while outlining national priorities and highlighting the role of UAE institutions in strengthening the country's international economic influence.

In addition, **MBRSG** hosted the second Arab Forum on Public Administration in October 2025 in partnership with the United Nations Economic and Social Commission for Western Asia (ESCWA) under the theme 'Public Administration in the Age of Digital Transformation and Artificial Intelligence'. The forum examined global digital-transformation trends, promoting regional cooperation and using technology to improve government services.

To advance excellence in government work, the School launched the 'Dubai Behavioural Insights Lab' in November 2025. The applied research platform uses behavioural science to enhance public policy and service delivery, enabling governments to design effective, evidence-based interventions.



## EMPOWERING FUTURE LEADERS



### 113 Graduates

from the Mohammed bin Rashid Center for Leadership Development's programmes in 2025

The **Mohammed bin Rashid Center for Leadership Development (MBRCLD)** plays a key role in preparing future-ready leaders who can drive sustainable development. Guided by its mission to cultivate capable national talent, it delivers programmes that identify and refine leadership potential to international standards, equipping Dubai and the UAE with agile leaders able to lead transformation and seize opportunities across sectors.

At the World Governments Summit in February 2025, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, witnessed the graduation of the second cohort of the 'Global Government Leaders Program', comprising 28 international leaders.

Launched in cooperation with the Government Experience Exchange Office, the programme shares the UAE's expertise in public administration and builds knowledge bridges with governments worldwide to strengthen leadership capacity and future-readiness.

In June 2025, **MBRCLD** graduated 36 Emirati public and private sector leaders in the presence of His Highness Sheikh Mohammed bin Rashid Al Maktoum as part of the 2024/2025 cohort of the 'Mohammed bin Rashid Leadership Program'. In October 2025, the Centre launched the 2025/2026 cohort, welcoming 30 participants to a course focused on leadership competencies, national transformation and engagement with decision-makers and international experts.



## LEADERSHIP FOR GLOBAL IMPACT

With the participation of more than 1,000 leaders from Dubai’s public and private sectors, **MBRCLD** organised the Mohammed bin Rashid Leadership Forum. A strategic platform to explore the future of leadership and administrative transformation, the forum promotes knowledge exchange and highlights leadership best practices inspired by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

The forum also saw the graduation of 29 participants from the second cohort of the ‘Dubai Family Business Management Program’, equipped with advanced leadership, governance and innovation skills to support long-term business growth. A further 20 participants graduated from the first cohort of the ‘Dubai Financial Experts Program’,

ready to drive transformation and strengthen Dubai as a financial centre thanks to the practical training focusing on leadership and financial innovation.

As part of the forum’s outcomes, Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Deputy Prime Minister and Minister of Defence of the UAE and Chairman of the Executive Council of Dubai, witnessed the signing of five memoranda of understanding between **MBRCLD** and Georgetown University, IESE Business School, IMD Business School, INSEAD and HEC Paris. The partnerships aim to advance research on Dubai’s leadership model, inspired by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, and integrate it into MBA and executive programmes, further strengthening Dubai’s global leadership influence.



**1,000**  
Participants  
in the Mohammed bin  
Rashid Leadership  
Forum in 2025





## BUILDING BRIDGES OF DIALOGUE



# 74,093

**Beneficiaries**

of the Sheikh Mohammed bin Rashid Al Maktoum Centre for Cultural Understanding's activities and initiatives in 2025

Under the umbrella of MBRGI, the **Sheikh Mohammed bin Rashid Al Maktoum Centre for Cultural Understanding (SMCCU)** offers an integrated experience introducing visitors and residents to authentic Emirati identity. It promotes intercultural dialogue, cultural awareness and mutual respect, supporting a cohesive society that embraces diversity and advances tolerance and global citizenship. In 2025, around 74,093 people benefitted from its programmes and activities.

The Centre delivered public and private programmes engaging 32,205 participants, reaffirming its role as a leading platform for dialogue and awareness. Activities included heritage tours, interactive discussions and workshops that introduced Emirati values and Islamic traditions, strengthening cultural understanding and community belonging.

Through partnerships with schools and educational institutions, 8,885 people took part in guided visits and interactive activities exploring Emirati culture and heritage. Community initiatives, including the 'Ramadan Iftar Program' and the 'Open House' initiative, attracted about 10,340 participants with immersive experiences that encouraged dialogue and cultural exchange.

**SMCCU's** flagship Jumeirah Mosque visit programme welcomed 20,418 visitors in 2025, providing guided tours and open discussions on Islamic culture and local heritage. The 'Once Upon a Time Museum' at Jumeirah Mosque Majlis received 2,245 visitors and is recognised by the International Council of Museums for its cultural and educational value in preserving Emirati heritage.



## SHAPING THE FUTURE OF ARAB MEDIA

Launched in 2001, the **Arab Media Forum** is a pioneering initiative in the Arab media sector and a central pillar of the Arab Media Summit. Across its 23 editions, the Forum has firmly established itself as the broadest and most comprehensive platform for balanced professional dialogue on the state and future of media in the Arab region, drawing leading figures and experts from across the globe.

In May 2025, the **Arab Media Forum** welcomed around 8,000 participants, including journalists, content creators, academics and media technology specialists, alongside senior executives of media institutions, editors-in-chief and prominent media and political figures from within the UAE and abroad. It featured nearly 50 diverse events, comprising more

than 31 panel discussions and nine specialised workshops, including masterclasses. Discussions addressed the most significant transformations shaping the media sector and examined the role of emerging technologies in content creation and strengthening the sustainability of media institutions.

On the sidelines of the Forum, the report 'Arab Media Outlook – Future Vision 2025' was launched in collaboration with Dubai Media City and Strategy& as a strategic reference outlining key shifts in the media landscape across the Middle East and North Africa. The report focuses on five principal sectors: video, audio, publishing, advertising and gaming. Advertising remains the largest sector, while gaming has emerged as the fastest-growing.



**8,000**  
**Attendees**  
of the Arab Media  
Forum in 2025





## CELEBRATING ARAB MEDIA EXCELLENCE



# 11

## Winners

of the Arab Media Award in 2025

In its 24th edition, the **Arab Media Award**, operating under the umbrella of **MBRGI**, reaffirmed its standing as a leading regional platform recognising excellence and creativity in Arab media, while strengthening its role in raising public awareness and advancing cultural and social development. The Award honours media works and personalities that uphold the highest standards of professionalism and address contemporary issues with credibility and impact. In 2025, 11 winners were selected from more than 2,900 nominations submitted across the Arab region.

The 'Media Personality of the Year' award was presented to Iraqi journalist and writer Fakhri Karim, Chairman and Editor-in-Chief of the Al-Mada Foundation for Media, Culture and Arts, for his distinguished career and contributions to Arab media and culture. Journalist and columnist Suleiman Gouda of *Al-Masry Al-Youm* received the 'Best

Columnist' award for his balanced commentary and insightful analysis.

Under the 'Visual Media Award', *Business with Lubna* on Sky News Arabia won 'Best Economic Programme', *Sabah Al Arabiya* received 'Best Social Programme', *Sahebat Al Saada* on DMC was named 'Best Cultural Programme', *Counter Attack* won 'Best Sports Programme', and *Under the Rubble* was recognised as 'Best Documentary'.

Under the 'Arab Journalism Award', Mohamed Eisa won 'Political Journalism' for 'Drones: The Looming Threat', Sameh El Laboudy won 'Investigative Journalism' for 'The Final Voyage of the Notorious Salt Boat', and El Sayed Zeidah and Mohamed Salman won 'Economic Journalism' for 'The Cryptocurrency Maze Begins with a Like'. Since its establishment, the Award has honoured 361 journalists and institutions across the Arab region.



## PURPOSE-DRIVEN DIGITAL CONTENT

The **Arab Social Media Influencers Award** continues to serve as a pioneering initiative promoting the positive impact of digital content and encouraging Arab influencers to create meaningful material that supports the development of Arab societies. It showcases inspiring examples of creative social media use, promotes responsible digital discourse and motivates young people to refine their skills and keep pace with digital transformation, including advances in artificial intelligence and specialised content creation.

In its fifth edition, the Award expanded to 12 categories, reflecting the rapid evolution of the digital media landscape. New categories were introduced for 'Economy', 'Podcast', 'Best News Platform' and 'Best Children's Platform', alongside 'Influential Personality of the Year', 'Entrepreneurship', 'Community Service', 'Health', 'Sports', 'Culture', 'Tourism', and 'Arts and Entertainment'.

In 2025, His Excellency Dr Anwar Mohammed Gargash, Diplomatic Adviser to His Highness the President of the UAE, was recognised as 'Influential Personality of the Year' for promoting balanced media discourse and strengthening the presence of the UAE and the Arab world internationally. Ta'allam Ma' Zakaria (Learn with Zakaria) won 'Best Children's Platform', while BlinkX was named 'Best News Platform', and Shahid from Saudi Arabia was recognised in the Arts and Entertainment category.

At the individual level, Mohammed Al Nofli won the Sports award, Ahmed Al-Zamel received the Entrepreneurship award and Ahmed Al Marzouqi was honoured in the Economy category. Omar Farouq won in Tourism, while Bibi Al-Khudhari received the Community Service award and Dr Talal Al-Muhaisin won the Health category. Ahmed Al Nashit received the Culture award, and Anas Bukhash won the Podcast award.



**12**  
**Winners**

of the Arab Social  
Media Influencers  
Award in 2025





## ADVANCING STRATEGIC THOUGHT



**200**  
**Participants**

in the Arab Strategy Forum in 2025

The **Arab Strategy Forum** operates under **MBRGI**'s umbrella as a prominent intellectual platform dedicated to future foresight and deepening understanding of global geopolitical and economic transformations. Its dialogue sessions and network of experts examine major strategic trends, emerging challenges and their implications for the Arab region and beyond. It brings together an elite group of leaders, thinkers and specialists to exchange perspectives and formulate proactive strategies that support stability and sustainable development.

In March 2025, the Forum hosted a session titled 'New Horizons: The Major Trends of 2025 That Will Shape Our Future', which was attended by more than 100 leaders and alumni of the **Mohammed bin Rashid Center for Leadership Development**. It aimed to encourage strategic thinking and analyse anticipated economic and geopolitical shifts

and their impact on regional and global landscapes, while providing participants with analytical insights to support informed decision-making grounded in a deep understanding of global changes.

In May 2025, the **Arab Strategy Forum** hosted two additional dialogue sessions: 'Dubai and the Global Economy: A Map of Opportunities and Investment' and 'The Global Trade War: Are the Rules of the Game Changing?' More than 100 leaders and international experts attended the sessions, where discussions centred on global economic shifts and emerging investment opportunities, highlighting Dubai's role as a global hub for attracting investment and steering economic transformation. The sessions also focused on strengthening leaders' capacity to anticipate the future and develop agile strategies to respond to evolving international dynamics.



## SHAPING SPORTING EXCELLENCE

After more than 17 years as the Mohammed bin Rashid Al Maktoum Creative Sports Award, the **Mohammed bin Rashid Al Maktoum Global Sports Award** launched a new identity, marking a significant transformation. The revamp reflects Dubai’s vision of expanding the concept of sporting excellence to include humanitarian and developmental impact, while celebrating influential individuals, institutions and initiatives worldwide. It further strengthens the Award’s standing as a global platform for recognising inspiring achievements in sport.

In its 13th edition, the Award honoured 21 winners from the UAE, the Arab region and around the world, representing a broad spectrum of sporting excellence, from competitive success to leadership and institutional contributions. The ceremony was held in December 2025 at the World Sports Summit in Dubai, in the presence of His Highness Sheikh Hamdan bin

Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE and Chairman of the Executive Council of Dubai. It was attended by 1,500 leaders, experts and sporting figures from across the globe.

Among the international honourees, Nasser Al-Khelaifi received the ‘Global Sports Leader Award’, Novak Djokovic was presented with the ‘Global Lifetime Achievement Award’, and Gianni Infantino received the ‘Global Sports Organization Award’. Cristiano Ronaldo, Andrés Iniesta and Manny Pacquiao were recognised with the ‘Global Outstanding Sporting Career Award’.

At the Arab level, His Highness Sheikh Mohammed bin Hamad Al Sharqi received the ‘UAE Sports Personality Award’, His Highness Sheikh Nasser bin Hamad Al Khalifa won the ‘Arab Sports Personality Award’ and Ahmed Elgendy won the ‘Arab Athlete Award’.



**21**  
**Winners**

of the Mohammed bin Rashid Al Maktoum Global Sports Award in 2025



# ANNEX





# Humanitarian Aid & Relief

مؤسسة محمد بن راشد آل مكتوم الخيرية  
Mohammed bin Rashid Al Maktoum Charitable Est.



## MOHAMMED BIN RASHID AL MAKTOUM CHARITABLE ESTABLISHMENT

Founded in 1997, the **Mohammed bin Rashid Al Maktoum Charitable Establishment**, formerly the Mohammed bin Rashid Al Maktoum Charity & Humanitarian Establishment, works to improve quality of life in the UAE and vulnerable communities worldwide. It delivers sustainable community, development, humanitarian and relief projects, focusing on health, education, family empowerment and infrastructure support in underserved countries.



## DUBAI HUMANITARIAN

**Dubai Humanitarian**, formerly known as the International Humanitarian City, established in 2003, is a global humanitarian hub based in Dubai, which hosts United Nations agencies, non-profits and non-governmental organisations. Its mandate is to facilitate international aid operations using its transport and logistics capacity to enable aid agencies to provide swift and efficient emergency relief items to victims of crises. **Dubai Humanitarian's** strategic geographic location enables the humanitarian community to reach two-thirds of the world's population within four to eight hours.



## UAE WATER AID FOUNDATION (SUQIA)

The **UAE Water Aid Foundation (Suqia)** was established in 2015 to provide clean drinking water to underprivileged communities by drilling wells, providing water pumps and purification equipment and undertaking desalination projects. The Foundation also invests in research to address water scarcity. It has established the **Mohammed bin Rashid Al Maktoum Global Water Award** to recognise individuals and organisations that have made outstanding efforts to find sustainable and innovative solar-powered solutions for water scarcity.



## MOHAMMED BIN RASHID GLOBAL CENTRE FOR ENDOWMENT CONSULTANCY

Launched in 2016 to help achieve the Dubai Global Vision for Awqaf and Endowments, the Centre offers free consultancy services to individuals and regional and international organisations, with the aim of stimulating and empowering awqaf and endowments to respond to urgent social needs. It works with partners to define a clear legislative framework, identify urgent needs and encourage crowdfunding of awqaf and endowment projects.



## UAE FOOD BANK

The **UAE Food Bank** was launched in January 2017 as the country's first comprehensive humanitarian, social, economic and cultural ecosystem that aims to provide food support for disadvantaged communities in the UAE and abroad. The Food Bank collects surplus food from hotels, restaurants, supermarkets, farms and other food establishments, and distributes it to people in need in the UAE and beyond, in coordination with a network of local and international charities.

وقف  
المليار وجبة  
**1 BILLION MEALS**  
ENDOWMENT

### 1 BILLION MEALS ENDOWMENT

Launched in March 2023, the **1 Billion Meals Endowment** is the largest food aid endowment fund. It seeks to provide a food safety net for underprivileged communities, especially in countries struggling with food security, as well as activate sustainable programmes to eradicate hunger. Operating within an institutional framework, the Endowment constitutes a significant milestone in the UAE's humanitarian work, which endeavours to provide integrated systems for food innovation.



### MOHAMMED BIN RASHID ENDOWMENT DISTRICT

Launched in May 2025, the **Mohammed bin Rashid Endowment District** is the region's first fully integrated urban endowment project and a strategic investment of **MBRGI**. The District is designed to harness the endowment model to support education and healthcare and enhance quality of life, in line with Dubai's vision for the cities of the future.

## Healthcare & Disease Control



### NOOR DUBAI FOUNDATION

**Noor Dubai** was launched in 2008 with the vision of a world free from avoidable causes of blindness. It implements treatment and preventive programmes to combat blindness and visual impairment in the UAE and around the world, focusing on remote areas in Africa and Asia that lack healthcare resources and infrastructure. The Foundation also provides mobile eye clinics, runs awareness and preventive campaigns and invests in training programmes for medical personnel.



مؤسسة الجيلة  
Al Jalila Foundation

### AL JALILA FOUNDATION

Established in 2013, **Al Jalila Foundation** seeks to invest in medical education and research to improve people's lives and position the UAE at the forefront of medical innovation. To achieve its vision, the Foundation focuses on advancing the country's healthcare services and research capabilities, as well as providing scholarships to nurture the next generation of healthcare professionals in the UAE.



### FATHERS' ENDOWMENT

Launched in February 2025, the **Fathers' Endowment** honours fathers in the UAE through a sustainable fund whose returns support healthcare for the poor and vulnerable, and strengthens health systems in underserved communities by developing hospitals and providing essential treatments. The initiative reinforces the values of filial duty, compassion and social solidarity, while advancing the UAE's role in humanitarian work.

# Spreading Education & Knowledge



## DUBAI CARES

Since its inception in 2007, **Dubai Cares** has been working towards providing children and young people in developing countries with access to quality education through the design and funding of programmes that aim to be integrated, impactful, sustainable and scalable. To date, **Dubai Cares'** education programmes have touched the lives of 117 million people in more than 60 countries. **Dubai Cares** plays a key role in helping achieve the United Nations Sustainable Development Goal 4, which aims to ensure inclusive and quality education for all and promote lifelong learning by 2030.



## MOHAMMED BIN RASHID AL MAKTOUM KNOWLEDGE FOUNDATION

Established in 2007, the **Mohammed bin Rashid Al Maktoum Knowledge Foundation** aims to empower future generations to develop innovative solutions that facilitate knowledge and research in the Arab world. Committed to the creation of knowledge-based societies, the Foundation funds projects and initiatives that address development, education, research and development, translation and publishing. It also organises international knowledge and science awards to strengthen the UAE's status on the knowledge map.



## KNOWLEDGE SUMMIT

Launched in 2014 and organised by the **Mohammed bin Rashid Al Maktoum Knowledge Foundation**, the annual **Knowledge Summit** brings together international experts, researchers and thinkers to discuss programmes and ideas that support knowledge and address ways to disseminate knowledge around the world.



جائزة محمد بن راشد للغة العربية  
MOHAMMED BIN RASHID ARABIC LANGUAGE AWARD

## MOHAMMED BIN RASHID ARABIC LANGUAGE AWARD

The **Mohammed bin Rashid Arabic Language Award** was launched in 2014 to recognise outstanding contributions in support of the Arabic language in the areas of education, media, Arabisation, technology, preservation and dissemination of the Arab linguistic heritage.



## MOHAMMED BIN RASHID AL MAKTOUM KNOWLEDGE AWARD

Launched in 2015, the **Mohammed bin Rashid Al Maktoum Knowledge Award**, organised by the **Mohammed bin Rashid Al Maktoum Knowledge Foundation**, seeks to highlight the importance of sharing and disseminating knowledge as key to global development and, ultimately, the prosperity of nations. It aims to encourage those working in knowledge-related fields to innovate and create new ways to spread knowledge around the world, as well as honour outstanding knowledge contributions that have benefitted humanity globally.



## ARAB READING CHALLENGE

As the largest-ever Arab knowledge initiative, the **Arab Reading Challenge** seeks to instil the habit of reading Arabic-language literature among young students. The annual Challenge was launched in the 2015/2016 academic year, initially inviting students from grades 1 to 12 across the Arab region to participate, before expanding in scope to include Arab and Arabic-speaking students from all over the world. The Challenge runs throughout the school year in staged qualifiers, beginning at the class level and then progressing to the school, country and regional levels, before the Champion is crowned at the final ceremony in Dubai.



## MOHAMMED BIN RASHID LIBRARY FOUNDATION

The **Mohammed bin Rashid Library** was announced in 2016 to support and boost the UAE's comprehensive strategy to be a cultural beacon. The Library, one of the largest facilities in the Arab world, houses millions of printed, digital and audio books. The one-million-square-foot Library aims to play an active role in disseminating knowledge through several initiatives to attract writers, researchers and thinkers from across the region and the world.



## MADRASA E-LEARNING PLATFORM

The **Madrasa e-Learning Platform** was launched in 2018 to provide free, high-quality Arabic educational content to millions of Arab students across the world. The Platform hosts more than 7,000 high-tech science and maths video lessons and 1,000 Arabic-language lessons, custom designed based on the latest international curricula, to promote self-learning and improve the learning outcomes for students from kindergarten to grade 12. With aims to develop the wider educational system in the Arab world, the digital Platform also features more than 200 illustrated children's stories.



## THE DIGITAL SCHOOL

Launched in November 2020, **The Digital School** provides smart and flexible remote learning opportunities, powered by cutting-edge technologies and artificial intelligence, to enable students in underserved communities to have access to quality education. As the first comprehensive online school in the Arab world, it will work to chart new milestones in the future of digital learning globally, with aims to reach one million students within five years.



## MOTHERS' ENDOWMENT

The **Mothers' Endowment** campaign was launched in March 2024 to honour mothers in the UAE. The AED 1 billion endowment fund aims to sustainably support the education of millions of people around the world, providing them with the tools and skills necessary to lead independent lives. Implemented in partnership with various humanitarian organisations, the Campaign reflects the Emirati values of compassion and solidarity and embodies the UAE's established system of giving.

# Innovation & Entrepreneurship



## MOHAMMED BIN RASHID ESTABLISHMENT FOR SMALL & MEDIUM SIZE ENTERPRISES DEVELOPMENT (DUBAI SME)

Launched in 2002, **Dubai SME** supports entrepreneurs in the UAE and promotes innovation and leadership among the nation's youth. It develops effective strategies to enhance the role of small and medium enterprises in economic development and create a pro-business environment in Dubai, which in turn strengthens the city's position as a global hub for entrepreneurship.



جائزة محمد بن راشد آل مكتوم للأعمال  
MOHAMMED BIN RASHID AL MAKTUUM BUSINESS AWARD  
AN INITIATIVE BY DUBAI CHAMBER OF COMMERCE & INDUSTRY

## MOHAMMED BIN RASHID AL MAKTUUM BUSINESS AWARD

The **Mohammed bin Rashid Al Maktoum Business Award**, launched in 2005, recognises and celebrates organisations with outstanding practices that contribute to the sustainable economic development of the UAE and GCC. Supported by the 'Mohammed bin Rashid Al Maktoum Business Award Program', the Award seeks to establish a world-class business culture in the GCC and implement cutting-edge international best practices.



متحف المستقبل  
MUSEUM OF THE FUTURE

## MUSEUM OF THE FUTURE

An architectural and engineering marvel, the **Museum of the Future** was conceptualised in 2016. Today, it is a novel scientific and intellectual centre and the region's largest platform for understanding, designing and building the future. Part of a wider vision to mobilise researchers, academics and experts from all over the world, the Museum intends to build a network of partnerships with leading scientific and research institutions around the globe to host and encourage in-depth dialogues surrounding future trends in various developmental, economic, scientific, technological and humanitarian sectors.



جائزة محمد بن راشد آل مكتوم العالمية للمياه  
Mohammed Bin Rashid Al Maktoum  
Global Water Award

## MOHAMMED BIN RASHID AL MAKTUUM GLOBAL WATER AWARD

Launched in 2016, the **Mohammed bin Rashid Al Maktoum Global Water Award**, which is organised by **Suqia**, encourages companies, research centres, institutions, inventors and innovators from around the world to develop sustainable solutions to water scarcity in poor and disaster-stricken regions.



## ONE MILLION ARAB CODERS INITIATIVE

The **One Million Arab Coders Initiative** aims to empower young Arabs with the digital skills required to thrive in the future labour market. Launched in 2017, the Initiative provides specialised training courses in computer programming to enable one million young Arabs to lead the digital economy in their societies and, ultimately, improve lives.



## GREAT ARAB MINDS

The **Great Arab Minds** initiative was launched in 2022 as the Arab world's most significant movement that seeks to establish an intellectual elite to constitute the heart of a progressive Arab society and contribute to the global scientific and creative communities. The initiative aims to identify and support 1,000 exceptional Arab scientists, thinkers and innovators within five years across six main categories – Natural Sciences, Engineering and Technology, Literature and Arts, Architecture and Design, Economics, and Medicine – so that they can develop their ideas into transformational solutions, amplifying their positive impact in the region.

# Empowering Communities

Open doors. Open minds.  
الأبواب مفتوحة. العقول متفتحة.



## SHEIKH MOHAMMED BIN RASHID AL MAKTOUM CENTRE FOR CULTURAL UNDERSTANDING

Founded in 1998, the **Sheikh Mohammed bin Rashid Al Maktoum Centre for Cultural Understanding** continues to be the bridge between the different nationalities living, working and visiting the UAE from all over the world. The Centre promotes Emirati heritage, culture, customs and traditions.



## ARAB MEDIA AWARD

The Arab Journalism Award was launched in 1999 and was renamed the **Arab Media Award** in 2021. It is the first annual Arab award to honour creativity and celebrate outstanding content across all fields of media and journalism. The Award includes four major categories: the 'Arab Journalism Award', the 'Visual Media Award', the 'Digital Media Award' and to increase inclusivity, it now includes 'Media Personality of the Year'. The board members of the Award include top media professionals from across the region.



## ARAB MEDIA FORUM

The annual **Arab Media Forum** brings together leading media figures to discuss and exchange ideas on vital media-related issues affecting the region and beyond. Launched in 2001, the Forum has attracted leading media personalities, as well as political, academic and intellectual leaders from all over the world. Every year, media representatives, editors-in-chief, columnists, academics and senior government officials attend the event to address challenges and future media trends.



## ARAB STRATEGY FORUM

Established in 2001, the **Arab Strategy Forum** provides a premier platform for world leaders, thinkers and decision-makers to discuss regional and international geopolitical and economic trends, as well as forecast challenges and crises. The Forum provides a clear forward-looking picture on the future of many issues, enabling leaders to develop proactive strategies and policies aimed at creating a better world.



## MOHAMMED BIN RASHID CENTER FOR LEADERSHIP DEVELOPMENT

The **Mohammed bin Rashid Center for Leadership Development** was launched in 2003 with the vision of creating leaders for tomorrow. Through comprehensive theoretical and practical programmes, the Centre equips participants with the knowledge and expertise needed to become effective leaders capable of taking the helm of the nation's public and private sector institutions and boosting performance. It works to consolidate the UAE's competitiveness across various service and development sectors and drive the nation's journey towards the future.



## MOHAMMED BIN RASHID SCHOOL OF GOVERNMENT

Launched in 2005, the **Mohammed bin Rashid School of Government** is the first research and teaching institution focused on governance and public policy in the Arab world. It collaborates with government and private institutions, regionally and internationally, to develop academic and training programmes that aim to help future leaders meet public administration challenges, ultimately supporting world-class governance across the UAE and the region.



## MOHAMMED BIN RASHID AL MAKTOUM GLOBAL SPORTS AWARD

The **Mohammed bin Rashid Al Maktoum Global Sports Award**, formerly known as the Mohammed bin Rashid Al Maktoum Creative Sports Award, was founded in 2009 to honour individuals, teams and entities making significant contributions to the sporting scene, encouraging further excellence and innovation at the local, regional and global levels.



## ARAB SOCIAL MEDIA INFLUENCERS SUMMIT & AWARD

Launched in 2015, the **Arab Social Media Influencers Summit** provides a knowledge and culture exchange platform, with sessions covering a range of positive and constructive social media topics that capture the essence of Arab societies. As part of the Summit, the **Arab Social Media Influencers Award** honours outstanding social media initiatives and content creators to promote positive online dialogue.



## ARAB HOPE MAKERS

The **Arab Hope Makers** initiative was launched in early 2017 as the largest of its kind to celebrate humanitarian efforts that improve lives, alleviate suffering and make a difference in societies. The Initiative aims to highlight the stories of unsung heroes and provide financial support to expand the scope of their humanitarian endeavours to touch as many lives as possible.





إذا جاءك المحتاج فأعنه.. وإذا جاءك المظلوم  
فانصره.. وإذا جاءك صاحب الفكرة فادعمه.. وإذا جاءك  
العالم فأنتصت له.. وإذا جاءك الشاب فافتح له طريقاً  
نحو مستقبله. نحن لا ننمو كأفراد متفرّقين، نحن ننمو  
كشعب يسند بعضه بعضاً نحن نتفوق كأمة واحدة..  
ونتقدم كدولة متحدة

محمد بن راشد آل مكتوم

**If someone in need comes to you, help them.  
If the wronged come to you, stand up for  
them. If someone with an idea comes to  
you, support them. If a scholar comes to  
you, listen. If a young person comes to you,  
open a path to their future. We do not grow  
as scattered souls; we grow as a people who  
uplift one another. We excel as one nation  
and move forward together.**

Mohammed bin Rashid Al Maktoum