



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



# YEAR IN REVIEW 2024

AED  
**2.2**  
Billion  
spent in 2024

**149**  
Million  
beneficiaries  
in 2024

**118**  
Countries  
reached in 2024

# YEAR IN REVIEW 2024

Mohammed bin Rashid Al Maktoum Global Initiatives

A comprehensive vision for the business of creating hope and building the future

## Year in Review 2024

9th Volume



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

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**I have learnt that the most important achievement in life is one's ability to change people's lives for the better and to create opportunities that benefit them. The best people are those who do the most for others.**

Mohammed bin Rashid Al Maktoum







## The Flame of Hope Never Goes Out

We bid farewell to a year of creating hope and welcome one that is even more significant, impactful and lasting in this noble endeavour. Time and again, this field proves that its true value lies in its ability to inspire communities and cultivate a new culture that unites the greatest number of people who believe they can create meaningful change in their own lives and the lives of others.

In 2024, various institutions, projects, programmes and campaigns under the **Mohammed bin Rashid Al Maktoum Global Initiatives** served around 149 million people across 118 countries. This is a record in the Foundation's history, reflecting not only the vast human and geographical reach of its initiatives but also our steadfast commitment to reaching people wherever they are. It reaffirms our dedication to investing in the creation of hope, even in the most difficult and despairing circumstances.

To save a life from illness or disability, to place a book in the hands of a student, to empower a woman to uplift herself and her family, to give a young innovator the opportunity to create, to lift the disadvantaged out of poverty, or to rebuild what has been destroyed by disasters and war – this is who we are and what we stand for. These are our values and principles. Our most enduring endeavour is the pursuit of hope.

We will not falter or give up. Our work for humanity will never cease, and the flame of hope we carry will never be extinguished.

**Mohammed bin Rashid Al Maktoum**  
**Chairman of the Board of Trustees**





## Beyond a System of Giving

In 2024, the **Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI)** allocated more than AED 2.2 billion to drive impactful projects. This investment, spanning both new and long-standing initiatives, greatly enhanced tangible outcomes and expanded the reach of their impact.

The **Mothers' Endowment** campaign was launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum. This AED 1 billion endowment is dedicated to honouring mothers in the UAE and supporting the education of millions worldwide, equipping them with essential knowledge to help them build their future.

In addition, the **1 Billion Meals Endowment** initiative, a global effort to tackle food insecurity, saw the unveiling of the UAE's tallest endowment tower in 2024. Valued at AED 800 million, this project will provide sustainable food security for millions.

The foundation stone for the Hamdan Bin Rashid Cancer Hospital, Dubai's first and largest charitable initiative offering cancer treatment, was also laid, marking a major step in advancing the medical system in Dubai and the UAE.

These projects represent only a fraction of **MBRGI's** extensive efforts since its inception in 2015. With over 30 entities driving hundreds of programmes, campaigns and projects, the Foundation's role extends beyond immediate humanitarian relief. It focuses on comprehensive community empowerment, sustainable development and long-term solutions to global challenges such as poverty and disease to fundamentally improve quality of life.

As our efforts continue, our purpose remains clear. As His Highness Sheikh Mohammed bin Rashid Al Maktoum said, "We are committed to extending assistance to underprivileged populations, combatting poverty, hunger and ignorance both regionally and internationally, and fostering hope for a more prosperous future in our Arab societies."

**Hamdan bin Mohammed bin Rashid Al Maktoum**  
**Vice Chairman of the Board of Trustees**



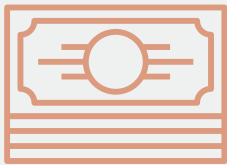
**Money has no value if we do not happily spend it to serve people. Time has no value if we do not invest it in useful work. And life has no real value if we do not harness it to build a lasting legacy that benefits and elevates others. The value of everything depends on what we do with it.**

Mohammed bin Rashid Al Maktoum





# 2024 Achievements



AED

**2.2 Billion**

spent across all pillars  
in 2024



**149 Million**

beneficiaries of MBRGI's  
initiatives in 2024



**118**

countries reached  
in 2024



**171,892**

volunteers across all  
initiatives, projects and  
programmes in 2024



**975**

employees in 2024



AED

**38.5 Million**

awarded in total prizes  
in 2024

**149 Million**

beneficiaries of  
MBRGI's initiatives

AED  
**2.2 Billion**  
spent across all pillars



**Humanitarian  
Aid & Relief**

**37 Million**  
beneficiaries

AED  
**944 Million**



**Healthcare &  
Disease Control**

**6.5 Million**  
beneficiaries

AED  
**210 Million**



**Spreading  
Education &  
Knowledge**

**100 Million**  
beneficiaries

AED  
**599 Million**



**Innovation &  
Entrepreneurship**

**1.3 Million**  
beneficiaries

AED  
**278 Million**



**Empowering  
Communities**

**3.5 Million**  
beneficiaries

AED  
**202 Million**

## Introduction

Since its establishment in 2015, the **Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI)** has embodied the ambitious vision of its founder and patron, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, and transformed it into a tangible reality. Its integrated approach institutionalises sustainable humanitarian work to maximise its positive impact on people's lives and communities.

The Foundation is built on strategic initiatives that empower individuals and enhance their abilities to contribute effectively to society. It leverages expertise to provide sustainable solutions that meet basic needs, promote social stability and foster a culture of hope to drive positive change. By spreading knowledge, improving health and creating opportunities for growth and innovation, **MBRGI** helps prepare an informed generation capable of building a more prosperous future.

More than 30 entities and initiatives work together under the umbrella of **MBRGI** to provide practical and innovative solutions to humanitarian, health, cultural, cognitive, economic, social and environmental challenges regionally and globally.

This approach reflects the Foundation's vision that is based on sustainable empowerment and solid construction, with a focus on supporting vulnerable groups and less fortunate communities to ensure the sustainability of positive transformations.

**MBRGI's** entities and initiatives implement hundreds of programmes, projects, campaigns and events in various fields that aim to improve quality of life. The Foundation pays special attention to vital and developmental sectors, focusing its efforts on spreading education, enhancing healthcare, empowering women, supporting youth, qualifying new generations, stimulating innovation and entrepreneurship and developing intellectual and cultural talents. It also seeks to spread the values of tolerance and coexistence and promote dialogue between peoples and societies.

The ninth annual **MBRGI** Year in Review details the entities' most prominent achievements and initiatives throughout 2024. Inspiring stories highlight the tangible impact they have had on individuals around the globe, demonstrating how this work makes a fundamental difference in people's lives.

**MBRGI's** entities and initiatives are classified under the following five pillars:



**Humanitarian Aid & Relief**



**Healthcare & Disease Control**



**Spreading Education & Knowledge**



**Innovation & Entrepreneurship**



**Empowering Communities**

## 2024 Highlights

The **Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI)** spent more than AED 2.2 billion in 2024 to implement various initiatives, projects and programmes under its five main pillars, benefitting 149 million people in 118 countries. Nearly 172,000 volunteers from various countries where **MBRGI** is active supported a permanent team of 975 staff members to provide the necessary logistical and technical support to make the Foundation's projects, programmes and campaigns successful.

Under the Humanitarian Aid & Relief Pillar, 2024 saw the launch of 'One B Tower', the tallest endowment tower in the UAE, as part of the **1 Billion Meals Endowment**. Built at a cost of AED 800 million, the tower aims to secure a food safety net for millions of people around the world in a step that promotes the concept of sustainable endowment as a permanent source of funding to support people in need.

The **Mohammed bin Rashid Al Maktoum Humanitarian & Charity Establishment** worked within the same pillar throughout the year to implement development and relief projects concerned with health, food, education and empowerment in 43 countries to benefit more than two million people.

Within the Healthcare & Disease Control pillar, the foundation stone was laid in 2024 for the Hamdan Bin Rashid Cancer Hospital, Dubai's first comprehensive cancer hospital. The design of the hospital, which will open in 2026, was unveiled, supported by donations from **Al Jalila Foundation**.

Adding to the entities and initiatives working within the Spreading Education & Knowledge pillar, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, launched the **Mothers' Endowment** campaign under the umbrella of **MBRGI**. The fund, which is valued at AED 1 billion, will sustainably support the education of millions of people around the world.

Within the same pillar, **Dubai Cares** continued to expand within the UAE and abroad. It has impacted the lives of more than 116 million people in 60 developing countries since its establishment in 2007.

The **Museum of the Future**, which operates under the Innovation & Entrepreneurship pillar, reached more than three million visitors from 177 countries since its opening in 2022. This wide turnout reflects the Museum's position as a top destination in Dubai.

Under the Empowering Communities pillar, the **Arab Hope Makers** initiative witnessed the culmination of its fourth edition. During a grand ceremony attended by 12,000 people, four winners were recognised among more than 58,000 participants for their distinguished efforts in enacting tangible positive change in their communities.

These achievements demonstrate **MBRGI's** commitment to a sustainable approach to giving, maximising global social and humanitarian impact through initiatives that prioritise people and shape a brighter future for all.



# Humanitarian Aid & Relief

The Mohammed bin Rashid Al Maktoum Global Initiatives implements a series of initiatives, projects and programmes within the Humanitarian Aid & Relief pillar to alleviate human suffering around the world. These efforts align with the Foundation's vision to institutionalise humanitarian work to build a sustainable future for all.



AED

**944**

**MILLION**

spent on Humanitarian  
Aid & Relief initiatives  
in 2024

**37**

**MILLION**

beneficiaries of  
Humanitarian Aid & Relief  
initiatives in 2024

AED

**800  
MILLION**

allocated to the construction  
of 'One B Tower' under the  
1 Billion Meals Endowment

**223  
MILLION**

meals distributed by the  
'1 Billion Meals' initiative  
across 27 countries in 2024

**1,255  
METRIC TONNES**

of aid and relief materials  
transported and distributed with  
the support of Dubai Humanitarian  
in 2024





## Sustainable Giving to Serve Humanity



AED  
**944**  
Million

spent on Humanitarian  
Aid & Relief initiatives  
in 2024



**37**  
Million

beneficiaries of  
Humanitarian Aid &  
Relief initiatives in 2024

Since its inception, the **Mohammed bin Rashid Al Maktoum Global Initiatives' (MBRGI)** vision has been rooted in humanitarian work, underpinning all its initiatives, projects and programmes, which prioritise people without discrimination based on colour, race or religion. The Foundation unites efforts to reduce human suffering, improve quality of life and create humane environments that ensure dignity, aiming to build stable societies that overcome challenges and support development for the betterment of humanity.

In 2024, **MBRGI** implemented several Humanitarian Aid & Relief initiatives that provided aid and emergency relief materials to affected areas during crises and disasters. It also launched sustainable development projects with regional and international partners.

Of the Foundation's most prominent 2024 initiatives is the launch of 'One B Tower', the UAE's tallest endowment tower. Developed at a cost of AED 800 million as part of the **1 Billion Meals Endowment**, proceeds from the sale of the tower's units will go towards providing a food safety net for millions of people around the world. This project is one of **MBRGI's** sustainable endowment initiatives aimed at maximising assets and securing permanent funding to support the vulnerable.

**Dubai Humanitarian**, formerly known as the International Humanitarian City, launched its new identity in 2024. The announcement coincided with the City celebrating two decades of its humanitarian initiatives, reinforcing its position as a leading global hub for humanitarian work and reflecting its

renewed commitment to serving humanity and promoting sustainable development.

In addition, the **Mohammed bin Rashid Al Maktoum Humanitarian & Charity Establishment** continued to implement its development and relief projects in 43 countries in 2024, delivering health, food, education and empowerment projects to serve more than two million people.

The **UAE Food Bank** reached 28.9 million people around the world with its projects and campaigns in 2024. Around 5,000 volunteers supported the implementation of its food surplus management programmes and distributed food to those in need, while 1,214 local and international food and charity organisations donated to its causes.

By the end of 2024, the **UAE Water Aid Foundation (Suqia)** improved the living conditions of more than 14.9 million people facing water shortages through its projects and programmes that make clean water accessible to underserved communities.

The **Mohammed bin Rashid Global Centre for Endowment Consultancy**, in cooperation with the Arab Women Authority and National Bonds, launched 'Women Sukuk' as part of its 'Sukuk Al Waqf' initiative. It supports breast cancer treatment and spreads awareness about the importance of early detection.

**MBRGI's** total spending on Humanitarian Aid & Relief initiatives, programmes and projects exceeded AED 944 million, benefitting more than 37 million people around the world.







## AN ENDOWMENT TOWER FOR FOOD SECURITY



AED  
**800**  
Million  
allocated to the  
construction of  
'One B Tower' under  
the 1 Billion Meals  
Endowment

In March 2024, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, visited the 'One B Tower' construction site on Sheikh Zayed Road. Upon completion, it will be the tallest endowment tower in the UAE, built at a cost of AED 800 million.

Part of the **1 Billion Meals Endowment**, this project aims to grow endowment assets and achieve the highest sustainable returns, which will go towards providing a food safety net for millions of people globally.

During the visit, His Highness Sheikh Mohammed bin Rashid Al Maktoum listened to a detailed presentation on the project's design and the international standards developer Wasl Properties is following during its construction. His

Highness was also briefed on the results of a comprehensive study conducted by the **1 Billion Meals Endowment** Board of Trustees analysing the project's potential investment risks, which included selecting the investment promising the best returns and least risk, its compatibility with endowment laws and operating its capital in accordance with relevant regulations.

In May 2024, Wasl Properties announced an outstanding response to 'One B Tower's' launch from buyers and investors, with all units from phases one and two selling out within two days. The tower's 48 floors of luxury units offer panoramic views of Dubai's landmarks, with spacious common areas and integrated resident amenities. The project is a model for sustainable endowments that combine real estate development and humanitarianism.



## FIGHTING HUNGER WITH 1 BILLION MEALS

The '1 Billion Meals' campaign was launched in 2022 as the largest of its kind aiming to provide food and improve food security in underserved communities globally. In 2023, the **1 Billion Meals Endowment** was launched to become the largest food endowment fund with the goal of providing a sustainable financial return to ensure the continuity of the '1 Billion Meals' initiative and provide hundreds of millions of meals over the years.

The '1 Billion Meals' initiative implements its projects through two tracks. First, it offers direct food support to beneficiaries, including the distribution of food parcels, ready-made meals and purchase vouchers. Second, it delivers sustainable food security projects that empower individuals and families to secure permanent food sources without the need for direct assistance. This includes farmer support programmes, creating job

opportunities in production chains and school feeding programmes.

In 2024, the '1 Billion Meals' initiative provided around 223 million meals to nearly two million people in 27 countries, in cooperation with seven key partners: the World Food Programme (WFP), the United Nations High Commissioner for Refugees (UNHCR), the Food and Agriculture Organization, the UNITLIFE Trust Fund, the Food Banking Regional Network, the **Mohammed bin Rashid Al Maktoum Humanitarian & Charity Establishment** and the **UAE Food Bank**.

Since its launch, the '1 Billion Meals' initiative has reached 67 countries in cooperation with 19 strategic partners, reflecting the UAE's firm commitment to combatting hunger and enhancing food security around the world.



# 223 Million

meals distributed by  
the '1 Billion Meals'  
initiative in 2024



## FROM FARMER TO ENTREPRENEUR



Nzenzi Marie, a 28-year-old woman from the village of Viaza in the Democratic Republic of the Congo, had been a farmer all her life. Despite her modest means, her dream was not just to feed her four children but to improve their lives. Although she turned to cassava farming to earn extra income, traditional farming was not enough to meet her family's needs.

Amid these challenges, Nzenzi discovered the UNITLIFE Trust Fund, a programme supported by the '1 Billion Meals' initiative launched by **MBRGI**. It became her lifeline, giving her access to knowledge and resources to learn modern farming methods and crop management skills. This enabled her to turn her simple patch of land into a sustainable source of income.

In addition to improving her own livelihood, Nzenzi became an entrepreneur and an inspiration to the women in her village. "UNITLIFE taught me how to farm differently, diversify my crops and care for my family. Today, I provide for my family and have gained more respect and recognition in my community," she said.

Nzenzi learned the importance of holistic nutrition and began diversifying her crops to ensure a balanced diet for her family. With her new skills, she planted gardens of various vegetables, which she sells to earn extra income. She also established a solidarity group for women in her village, giving them access to informal microloans and strengthening their position within the community.

Thanks to UNITLIFE and **MBRGI**, Nzenzi has not only provided for her family but has also played a key role in leading the women of her village to a brighter future.



## A LIFELINE



In a modest mud house on the outskirts of Rawalpindi, Pakistan, Zarmina, an Afghan widow and mother of three, has faced the harshest challenges life can bring. Since losing her husband, she is the sole provider for her family, but she struggled to meet even their most basic needs. Clothes, food and electricity have become luxuries they cannot afford. She described her daily suffering and the difficulty of providing for her young children: “We struggle every day just to cover the essentials. Clothing, food and even electricity now feel like an unreachable dream.”

When devastating floods swept through Pakistan in 2022, their situation worsened. Their fragile home was severely damaged, and survival became even harder. Zarmina could no longer feed her children, and the fear of hunger followed them everywhere.

Amid these desperate conditions, aid from humanitarian organisations became a lifeline. **MBRGI**, in cooperation with UNHCR, offered vital food security in Pakistan. This support did not just change life for Zarmina and her children. It also reached many other refugee families affected by the floods, becoming a source of hope and a testament to the power of global humanitarian efforts.

Zarmina still faces challenges, but now she has a glimmer of hope that keeps her going. She knows that the world has not forgotten her and that there are people out there who are working to alleviate the suffering of refugees so they can build a more stable future.



## PARTNERSHIPS FOR FOOD SECURITY



AED  
**30**  
Million  
dedicated to support  
UNICEF programmes  
in 2024

In January 2024, on the sidelines of the World Economic Forum (WEF) in Davos, Switzerland, **MBRGI** announced several partnerships with United Nations (UN) agencies aiming to strengthen food security and improve the lives of the world's vulnerable groups around the world.

These partnerships included AED 30 million (USD 8.1 million) in support for UNICEF programmes that provide a food safety net for women and children in several countries, with a focus on combatting malnutrition. Through this collaboration, **MBRGI** joins a group of global partners in the Child Nutrition Fund, managed by UNICEF, which will deliver essential nutritional supplements and meals to more than 270,000 women and children over the next three years.

**MBRGI** also announced at WEF a contribution of AED 43 million (USD 11.7 million) in direct food aid to Gaza, which will benefit one million people, in cooperation with WFP. Additionally, **MBRGI** signed a new agreement with WFP to implement sustainable food projects and

deliver food aid to a wide segment of people in need.

WEF also witnessed discussions between **MBRGI** and UNHCR on ways to advance international cooperation in support of forcibly displaced persons and their host communities through projects that provide for their basic needs and ensure a secure and dignified life. Since 2021, **MBRGI** has contributed approximately AED 136 million (USD 37 million) to benefit more than 750,000 refugees, displaced persons and host community members in Asia and Africa.

In October 2024, in line with the 'UAE Stands with Lebanon' campaign, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, directed **MBRGI** to send urgent food aid to the Lebanese people facing difficult humanitarian conditions. This will benefit 250,000 people in cooperation with WFP, in continuation of the UAE's commitment to supporting affected communities and enhancing global food security.



## A RENEWED COMMITMENT TO HUMANITARIANISM

**Dubai Humanitarian** operates under **MBRGI**'s umbrella as the world's largest humanitarian hub and the only independent, non-profit humanitarian free zone authority. It comprises approximately 80 members, such as United Nations agencies, humanitarian non-profits, non-governmental organisations and commercial companies, who work together to advance humanitarian and development efforts across the globe. It currently stores USD 190-195 million worth of humanitarian relief stockpiles and operates more than 1,200 shipments annually, sending USD 140-150 million worth of humanitarian aid to 135 countries on average every year.

**Dubai Humanitarian**, previously the International Humanitarian City, unveiled its new identity during a gathering held at the Meydan Hotel in Dubai. Celebrating two decades of humanitarian initiatives, it shared its vision for the future to more than 250 distinguished guests representing a diverse group of global partners and stakeholders.

**Dubai Humanitarian** also announced the establishment of the Knowledge and Development Centre within its warehouse complex. The centre will train humanitarian workers to increase efficiency and improve response times during crises.

In 2024, **Dubai Humanitarian** contributed to transporting and distributing 1,255 metric tonnes of aid and relief to benefit about 3.7 million people around the world.

**Dubai Humanitarian** operated an airlift in February 2024 to Gaza via El Arish International Airport in Egypt, carrying

11 metric tonnes of medical supplies from World Health Organization (WHO) stockpiles. In September 2024, **Dubai Humanitarian** airlifted 71.6 metric tonnes of essential medical supplies, including cholera treatment kits, interagency emergency health kits and emergency relief health kits, in collaboration with the World Food Programme-United Nations Humanitarian Response Depot.

In the same month, **Dubai Humanitarian** also facilitated the transport of urgent relief shipments to N'Djamena, the capital of Chad, to support more than 70,000 Sudanese people and alleviate their suffering. The shipment included 90 metric tonnes of essential medical supplies and relief materials provided by WHO and UNHCR.

In November 2024, **Dubai Humanitarian** facilitated urgent relief shipments to Lebanon, including 192 metric tonnes of relief supplies and materials. It managed the land transport of these shipments from UNHCR to ensure that aid reached the Lebanese people quickly and effectively.



**1,255  
Metric  
Tonnes**

of aid and relief materials transported and distributed with the support of Dubai Humanitarian in 2024





## A GLOBAL HUB FOR RELIEF WORK



**100**  
**Participants**  
in the World  
Humanitarian Day  
celebration organised  
by Dubai Humanitarian  
in 2024

During 2024, **Dubai Humanitarian** reinforced its role in promoting humanitarian practices and developing supply chains by organising key innovation and sustainability events during AidEx 2024, the world's leading event in disaster relief held in Geneva, Switzerland. It was also influential at the 29th United Nations Climate Change Conference (COP29) in Baku, Azerbaijan, where it engaged university students in a dialogue session focusing on the integration of innovation and sustainability in humanitarian supply chains.

As part of its efforts to promote the sustainable management of supply chains in humanitarian operations, **Dubai Humanitarian** organised a specialised symposium at its Knowledge and Development Centre for 60 participants from UN agencies, international

non-profit organisations, commercial companies and government entities. It focused on integrating environmentally friendly practices into humanitarian supply chain management and the importance of achieving sustainability in relief operations to ensure efficient and responsible support.

In collaboration with the UN Resident Coordinator Office in the UAE, the UN Office for the Coordination of Humanitarian Affairs and the Islamic Affairs and Charitable Activities Department in Dubai, **Dubai Humanitarian** celebrated World Humanitarian Day. The celebration convened more than 100 humanitarian leaders and experts to express solidarity with those affected by crises and to highlight the work, experiences and courage of relief workers at the national and international levels.





## STRATEGIC PARTNERSHIPS FOR RELIEF

**Dubai Humanitarian** enhanced its global impact in 2024 by establishing strategic partnerships with leading humanitarian organisations, private sector innovators and research institutions to improve aid coordination, streamline distribution networks and bolster emergency response efforts.

In the academic field, **Dubai Humanitarian** partnered with Heriot-Watt University in Dubai and the University of Birmingham to advance research and innovation in humanitarian logistics and improve relief mechanisms, making them more sustainable and effective.

In addition, cooperation with private sector companies resulted in the creation of environmentally friendly aid solutions and the development of advanced logistics systems to ensure that aid is delivered quickly and efficiently to affected areas.

In 2024, **Dubai Humanitarian** also cooperated with naqodi, a fintech company that is revolutionising payment solutions in humanitarian circles to allow more efficient, secure and flexible digital transactions. By integrating the platform's innovative payment system, **Dubai Humanitarian** is able to facilitate faster, easier digital financial transactions for its members, improving the overall quality of comprehensive services for donors and beneficiaries, as well as operational efficiency and financial governance in the humanitarian sector.

## TECHNOLOGY IN RELIEF WORK

**Dubai Humanitarian** was presented with the prestigious Gold Stevie Award at the 2024 Stevie Awards for Technology Excellence in the Technology Breakthrough of the Year category. This outstanding achievement reflects **Dubai Humanitarian's** commitment to being a leading global humanitarian hub that harnesses advanced technology and regional and global partnerships to alleviate human suffering.

During the ceremony held in New York City, **Dubai Humanitarian** was recognised for its 'Humanitarian Logistics Databank', a digital platform that provides up-to-date information on vital aid available at humanitarian hubs in Dubai, Italy and Panama, with the support of each country's customs authority. The data bank was launched in 2017 to increase the efficiency of emergency response by showing field workers and affected communities where necessary relief materials are available. It is an effective tool for mobilising resources and aid for countries affected by natural disasters and crises, significantly reducing planning and response times to ensure that support reaches people as quickly as possible.

The Stevie Awards for Excellence in Technology is a prestigious global competition that honours the exceptional achievements of individuals, teams and organisations around the world that are shaping the future of technology across all industry sectors.



# 60

## Participants

in Dubai Humanitarian's Symposium on the Sustainable Supply Chain Management of in 2024





**The UAE will not waver in its mission to serve humanity and help communities rise up and improve through projects and campaigns that go far beyond temporary aid and focus instead on sustainable and constructive empowerment.**

Mohammed bin Rashid Al Maktoum

## GLOBAL GIVING

Since its establishment in 1997, the **Mohammed bin Rashid Al Maktoum Humanitarian & Charity Establishment (MBRCH)** has worked to improve the lives of individuals in the UAE and beyond by implementing comprehensive development and relief projects in the areas of food, health, education and housing. In 2024, the Establishment's projects and initiatives benefitted more than two million people across 43 countries.

As part of its efforts to provide housing and improve living conditions, **MBRCH** completed a project in 2024 to build a village in Tajikistan to directly benefit 60 families. The project, which cost AED 6.3 million, comprised 60 homes, a school and a medical clinic and was fully equipped with basic infrastructure such as electricity, sewage, roads, an artesian well and development projects to employ the village's residents. The project was inaugurated in the presence of the President of Tajikistan.

To support education systems in vulnerable communities, **MBRCH** built a school and orphanage in Bangladesh at a total cost of AED 1.3 million to benefit 2,100 people. The project provided a safe educational environment, improving access to quality education and a dignified standard of living. The Establishment also continued to support the schools it established in 24 countries, which have benefitted approximately 242,000 students.

As part of its annual efforts to build mosques around the world, **MBRCH** built a mosque in

Bangladesh to benefit 700 people. It also built two mosques in Benin to serve 3,500 people, and two mosques in Senegal and Uganda, each benefitting 350 people.

The Establishment also drilled a well in Mali to provide clean drinking water to 30,000 people, and continued to support the health sector by building two medical clinics in Ethiopia to serve 5,000 people.

**MBRCH's** annual winter heating campaign distributed fuel, heaters, winter clothes and blankets to protect 19,000 people in need from harsh winter conditions in Kyrgyzstan and Tajikistan.

Additionally, the Establishment continued to distribute basic food supplies to low-income people fasting around the world as part of its annual iftar campaign. It provided food to 171,000 people in four countries in 2024.



**2  
Million**

beneficiaries of  
Mohammed bin  
Rashid Al Maktoum  
Humanitarian & Charity  
Establishment's  
programmes in 2024





## COMBATTING FOOD WASTE



**28.9**  
**Million**

beneficiaries of the  
UAE Food Bank's  
campaigns and  
initiatives in 2024

The **UAE Food Bank** operates under the umbrella of **MBRGI** as an integrated system to reduce food waste, distribute surplus food to those in need locally and internationally and promote the values of giving, social responsibility and sustainability.

During 2024, the Food Bank's programmes reached around 28.9 million people globally. About 5,000 volunteers distributed food and participated in its food surplus management activities, and 1,214 local and international entities supported the **UAE Food Bank**. It implemented 157 awareness programmes, which drew 4,357 participants.

The Food Bank also made a positive environmental impact by diverting approximately 5,466 tonnes of food from landfills, in support of its goal to reduce pollution and harmful emissions caused by food waste.

In 2024, the **UAE Food Bank** partnered with the Emirates Red Crescent to deliver 166.7 tonnes of food to Gaza as part of the 'Compassion for Gaza' campaign and 12.08 tonnes to Lebanon under the 'UAE Stands with Lebanon' campaign to support the UAE's efforts to provide aid to people in crisis.

During Ramadan, the Food Bank launched the '5 Million Meals' initiative, which comprised a number of programmes and sub-campaigns, including the 'Your Iftar is on Us' campaign, the 'No for Wasting Food' initiative, the 'Cook of Thousand Meals' initiative, the 'Food Parcel' initiative and the 'Iftar with the Workers' initiative, in addition to 25 awareness programmes. These efforts attracted wide support, resulting in strategic partnerships with more than 350 food establishments, hotels and companies. The initiative exceeded its targets, distributing more than 7.3 million meals to workers and families in need.



The **UAE Food Bank's** fridge project was also successful in 2024, with more than 5.6 million meals distributed across 50 locations in Dubai, thereby reducing food waste and promoting a culture of sharing food. About 3,757 tonnes of daily food surplus was collected during the year, equating to 9.4 million meals distributed to those in need.

To reduce food waste at events, the Food Bank collected 33.7 tonnes of food during Gulfood 2024 to benefit 84,250 workers and people in need. It also collected 4.2 tonnes of surplus food at Gulfood Green 2024 to benefit 10,500 people, and 3.4 tonnes from Gulfood Manufacturing 2024 for 8,500 people.



## CLEAN WATER FOR A BETTER FUTURE

Under **MBRGI's** umbrella, the **UAE Water Aid Foundation (Suqia)** works towards finding sustainable solutions to provide clean drinking water to communities suffering from water scarcity and pollution and improving the quality of life for millions of people around the world. By the end of 2024, the Foundation positively impacted the lives of more than 14.9 million people facing water scarcity through its programmes and projects that make clean water accessible to the most vulnerable communities across 37 countries.

In 2024, **Suqia** announced the launch of a major project in cooperation with the Emirates Red Crescent to drill and maintain artesian wells as a source of potable water to one million people in various governorates, rural areas and villages in Tanzania. Operating within the framework of a cooperation agreement with the Tanzanian

Human Relief Foundation, which aims to improve water supplies and support communities suffering from water scarcity, this project seeks to bolster public health and reduce the spread of diseases resulting from water pollution.

As part of its annual Ramadan campaign, **Suqia** cooperated with several charitable organisations and local authorities in the UAE in 2024 to distribute bottled water to more than four million people. This campaign reflects the Foundation's commitment to serving individuals during fasting periods while promoting the values of giving and social solidarity.

**Suqia** remains committed to making clean water accessible to underserved communities around the globe to combat water scarcity through its many development projects and strategic partnerships.



**14.9**  
**Million**

beneficiaries of Suqia's  
projects by the end  
of 2024



## A WELL OF HOPE IN KABIJI



In the village of Kabiji, Uganda, 55-year-old Rahma Nalonja struggled every day to provide water for her eight children and grandchildren. Water was scarce, so Rahma would start her day by walking long dirt paths to fetch it, returning with a small container that was barely enough to sustain her family.

Just as despair had taken hold of Kabiji, **Suqia** and the **Mohammed bin Rashid Al Maktoum Humanitarian & Charity Establishment** introduced a project to provide the village with clean water. Water was not just a solution to thirst. It was a new beginning that brought smiles back to faces and gave the village the comfort and hope it had long wished for. Life started to feel possible again.

Grateful for the support, Rahma made a promise to give back to her community in any way she could. She expressed her appreciation to **Suqia** and the **Mohammed bin Rashid Al Maktoum Humanitarian & Charity Establishment**, saying, “You have made our hearts so happy. We wish you could stay with us forever. Your presence means everything to us, and we want to repay even a small part of your kindness.”

The project improved cooperation among the villagers, and Rahma took it upon herself to preserve this achievement for future generations. The well became a symbol of hope and a starting point for a better future. Rahma no longer felt alone. She knew that someone cared for her and her community.

## REVIVING GIVING THROUGH ENDOWMENT

The **Mohammed bin Rashid Global Centre for Endowment Consultancy (MBRGCEC)** is pivotal to consolidating Dubai's position as a global hub for awqaf and endowments. It offers advisory support to institutions looking to contribute to charitable efforts and enhance their social impact through endowments in accordance with global best practices. In 2024, the Centre's initiatives benefitted approximately 416,000 people.

**MBRGCEC**, in cooperation with the Arab Women Authority and National Bonds, launched the 'Women Sukuk' initiative in 2024 to support breast cancer treatment and raise awareness about the importance of early detection. It was launched as part of the 'Sukuk Al Waqf' project, which reached a value of AED 60 million in 2024. It is considered the first charitable endowment of its kind in the Middle East to facilitate endowment contributions by temporarily endowing funds to individuals, organisations and private sector companies.

**MBRGCEC** also continued its endowment scheme for real estate developers, which allocates units from real estate projects as a sustainable charitable endowment, with proceeds from unit sales supporting charitable activities. This project is an innovative way for real estate developers to help nurture social solidarity.

In 2024, the Centre announced that HRE Developments had allocated 10 diverse residential units in the Skyhills Residence project in Al Barsha 2 as a sustainable charitable endowment.

**MBRGCEC** also honoured 12 restaurants from across the UAE for their participation in the Centre's restaurant endowment. The restaurants allocated a portion of their proceeds to fund charitable activities in humanitarian fields, such as educating struggling students, treating low-income patients, supporting orphans, widows and the needy, empowering people of determination, and investing in the food endowment initiative.

To promote the values of giving and social solidarity, the Centre launched the 'Good Meals' initiative to distribute free meals to workers.

Under the 'Dubai Endowment Sign' initiative, **MBRGCEC** awarded 14 entities in recognition of their innovative and sustainable contributions to community endowments to achieve positive social impact.



**416,000**  
**Beneficiaries**

of the Mohammed bin  
Rashid Global Centre  
for Endowment  
Consultancy's initiatives  
in 2024







## A HEARTFELT COMMUNITY INITIATIVE



### 1 Million

bottles of cold water,  
juice and ice cream  
distributed as part of  
the 'Freej Fridge'  
initiative in 2024

With the support of **MBRGI**, Furjan Dubai, in cooperation with **Suqia** and the **UAE Food Bank**, launched the 'Freej Fridge' initiative in July 2024. A new humanitarian campaign that offers relief from the summer heat for workers, the initiative distributes cold water, juice and ice cream, promoting compassion and unity in the Dubai community.

The initiative, which lasted for two months, distributed one million bottles of cold water, juice and ice cream, benefitting construction and agricultural workers as well as delivery drivers. The campaign was implemented through refrigerated vehicles that toured various neighbourhoods in Dubai, with the participation of volunteers from the local

community who exemplified the spirit of solidarity and giving.

This initiative reflected the commitment of individuals and institutions to improving the quality of life for various segments of society and promoting the principle of social harmony, which is a fundamental tenet of Emirati culture. It also highlighted the importance of supporting the groups that are crucial to building and developing the city. In addition to providing basic needs in hot weather, the campaign reinforced the culture of giving and generosity as a way of life and enhanced Dubai's position as a city that embraces everyone and prioritises the well-being of its residents.





**In a dynamic, turbulent and unstable world, you have two choices: either fill the world with noise without impact, or fill it with impact without noise. The UAE has chosen to be impactful. Our humanitarian journey reflects our identity, nature and religion, and we continue on the path laid by Zayed and his brothers.**

Mohammed bin Rashid Al Maktoum





# Healthcare & Disease Control

The **Mohammed bin Rashid Al Maktoum Global Initiatives** aim to address pressing health challenges in underserved populations through its Healthcare & Disease Control pillar. This includes providing high-quality health services, as well as combatting epidemics and reducing the spread of infectious diseases to improve health outcomes and quality of life in disadvantaged communities.



AED

**210**

**MILLION**

spent on Healthcare  
& Disease Control  
initiatives in 2024

**6.5**

**MILLION**

beneficiaries of  
Healthcare & Disease  
Control initiatives in 2024

AED

**220**  
**MILLION**

in support provided to the  
Magdi Yacoub Heart Foundation  
in 2024

AED

**113**  
**MILLION**

provided through the 'A'awen'  
initiative to support patients  
in 2024

**6.2**  
**MILLION**

patients received treatment for  
trachoma in 2024



## Advancing Public Health & Community Well-being



AED  
**210**  
Million

spent on Healthcare & Disease Control initiatives in 2024



**6.5**  
Million

beneficiaries of Healthcare & Disease Control initiatives in 2024

As one of the **Mohammed bin Rashid Al Maktoum Global Initiatives' (MBRGI)** five key pillars, Healthcare & Disease Control acts as a platform for launching therapeutic and preventive initiatives to improve public health and address pressing health challenges, including epidemics and infectious diseases.

These efforts also comprise projects and programmes that contribute to disease prevention, promote health awareness and alleviate the suffering of underprivileged individuals worldwide by improving living conditions. **MBRGI** funds medical research, provides medical grants, trains healthcare professionals and invests in resources to establish sustainable, healthy environments that ensure the well-being and prosperity of communities and individuals.

In 2024, the foundation stone was laid for the Hamdan Bin Rashid Cancer Hospital, Dubai's first fully integrated cancer hospital, and its design was unveiled. Dubai Health Authority announced that the hospital is set to open in 2026, supported by donations from **Al Jalila Foundation**, which operates under the umbrella of **MBRGI**.

**Noor Dubai** launched 'iBSAR in Nepal' in 2024, a three-year initiative that will be implemented across 15 health centres. Based on telemedicine technology, the initiative includes primary care, expert consultations and training, marking a significant shift in the Foundation's global preventive and therapeutic healthcare efforts. It aims to improve access to

eyecare services in remote areas while reducing the financial burden on local communities.

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, directed **MBRGI** to provide approximately AED 37 million (USD 10 million) to support the healthcare sector in Gaza in 2024. This aid aims to help secure essential medical supplies for residents, particularly children, amid the humanitarian crisis Gaza has faced since October 2023.

In 2024, Emirati businessman Abdul Rahim Mohammed Belghozouz Al Zarooni pledged AED 150 million to establish a charitable endowment medical complex. Its proceeds will support **MBRGI's** humanitarian and development initiatives, advancing efforts to improve the quality of life for those in underprivileged communities.

**MBRGI** also provided an additional AED 220 million to the Magdi Yacoub Heart Foundation to help complete the construction and outfitting of the Magdi Yacoub Global Heart Centre in Cairo. This contribution, which brings **MBRGI's** total support to approximately AED 320 million, will enhance the centre's capacity to deliver world-class healthcare services.

**MBRGI's** total spending on Healthcare & Disease Control programmes, initiatives and projects amounted to more than AED 210 million in 2024, benefitting 6.5 million people around the globe.









## TRANSFORMATIVE HEALTHCARE



**30,000  
Patients**

is the annual treatment capacity of the Hamdan Bin Rashid Cancer Hospital

Under **MBRGI's** umbrella, **Al Jalila Foundation** has continued its efforts to advance healthcare and spearhead scientific research. It aims to drive medical innovation and create a tangible positive impact on individuals and communities.

In 2024, the foundation stone was laid for the Hamdan Bin Rashid Cancer Hospital, Dubai's first fully integrated, comprehensive cancer hospital. The inauguration ceremony and unveiling of the design took place in February 2024 at the hospital's location in Al Jaddaf, 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, Chairman of the Executive Council of Dubai and Vice President of the Board of Trustees of **MBRGI**. The hospital is a tribute to the humanitarian legacy of the late Sheikh Hamdan bin Rashid Al Maktoum and embodies **Al Jalila Foundation's** mission to provide quality healthcare to all segments of society.

Opening in 2026, Hamdan Bin Rashid Cancer Hospital will unite top expertise in prevention, diagnosis and treatment. Designed to accommodate 30,000 patients annually, it will feature 50 clinics, 30 clinical research spaces, 60 infusion rooms, 10 urgent care rooms, five radiotherapy rooms and 116 inpatient beds. An additional 19 gardens will enhance patient well-being across its campus. The hospital will revolutionise care by shifting from a traditional inpatient model to an ambulatory approach, integrating primary

care with diagnosis and treatment for earlier detection and intervention. Spanning 56,000 square metres, it meets the highest sustainability standards. Funded through donations via **Al Jalila Foundation**, it embodies social responsibility and community solidarity.

In 2024, the 'UAE-NIH Collaborative Research Initiative' supported six ongoing projects from 2023 led by 12 researchers from the UAE and the United States. These studies aim to advance understanding of and solutions to infectious, immunologic and allergic diseases. The three-year initiative is the result of a collaboration between the National Institute of Allergy and Infectious Diseases, an affiliate of the United States National Institutes of Health (NIH), and three UAE universities: Mohammed bin Rashid University of Medicine and Health Sciences, United Arab Emirates University and Khalifa University. The initiative is in line with **Al Jalila Foundation's** commitment to advancing scientific discovery, achieving tangible progress in healthcare and expanding research cooperation in the medical field.

As part of its dedication to supporting healthcare professionals, the 'Al Jalila Foundation Medical Scholarship Program' awarded 19 scholarships in 2024 to students studying in various medical fields, including general medicine, surgery, dentistry, obstetrics and nursing. The scholarships covered both undergraduate and postgraduate degrees at local and international universities.

## ACCESSIBLE CARE FOR ALL

As part of its social responsibility efforts, **Al Jalila Foundation** as renewed its commitment to providing healthcare to those in need through its 'Wellness on Wheels' initiative. This initiative serves senior citizens, blue collar workers, people of determination and other underprivileged groups in the UAE who may have irregular access to medical services.

The mobile clinics offer comprehensive healthcare, including consultations, diagnoses and treatment, led by a team of volunteer doctors equipped with the latest medical

equipment. They address a wide range of health concerns, such as respiratory diseases, gastrointestinal disorders, musculoskeletal conditions, gum and dental diseases and urinary tract infections. 'Wellness on Wheels' provided care to 5,017 people in 2024.

**Al Jalila Foundation** also continued its 'A'awen' programme, which aims to alleviate the financial burden of UAE-based patients who struggle to afford quality medical care. In 2024, the programme benefitted 4,728 people, including 919 children, with a budget of more than AED 113 million.



AED  
**113**  
Million

provided through  
the 'A'awen' initiative  
to support patients  
in 2024





## A SPACE FOR HEALING



AED  
**2.5**  
Million

collected by the  
‘#PINKtober’ campaign  
to support cancer  
patients in 2024

‘Majlis Al Amal’, or ‘Hope Lounge’, managed by **Al Jalila Foundation**, supports the health and well-being of female cancer patients and survivors. It offers a comfortable space with psychological, physical and social support, along with access to medical experts and specialists.

In 2024, ‘Majlis Al Amal’ successfully reached 1,000 women and organised more than 200 events and activities. It also hosted cancer support groups across the UAE, where patients and survivors could share their experiences and spread a spirit of hope. To extend its reach, hospitals and oncology teams coordinated with the Majlis

to refer women in need of support.

Additionally, a ‘Majlis Al Amal’ office was established at Dubai Hospital to provide patients with a range of onsite services.

**Al Jalila Foundation** celebrated in 2024 the 10th edition of its annual ‘#PINKtober’ campaign, which aims to instil hope in the hearts of breast cancer patients by providing support, raising awareness and collecting donations to fund research on the disease’s causes, prevention, diagnosis and treatment. The campaign successfully raised AED 2.5 million in 2024 through 188 events organised by partners from various sectors.





## EMPOWERING PEOPLE OF DETERMINATION

One of **Al Jalila Foundation's** primary initiatives, 'Ta'alouf' aims to provide support to people of determination (POD), as well as their families and educators. It ensures comprehensive care for POD and empowers them to take an active role in society. In 2024, **Al Jalila Foundation** continued to support 'Ta'alouf's' three main programmes – the 'Ta'alouf Talent Scout Program', the 'Ta'alouf Teachers Training Program' and the 'Ta'alouf Parents Training Program' – which benefitted 10,261 people throughout the year.

The 'Ta'alouf Talent Scout Program' empowers POD and their caregivers to develop their talents, boosting confidence, supporting social and educational integration and raising awareness of their abilities. In 2024, 346 people benefitted from free activities, including in-person and online training for teachers, caregivers and parents, as well as interactive events and workshops designed to hone POD's skills and foster social connections. Activities included 'The Green Planet Summer Camp' and the 'Exploring the Talents and Strengths of Children of Determination' workshop.

In 2024, the 'Ta'alouf Teachers Training Program' improved the education of 9,019 students of determination across various grades. Teachers from public and private UAE schools gained skills to support each POD's learning needs, enhancing their school experience and participation. The 2023/2024 cohort graduated 65 teachers and principals, leading to 60 new initiatives to foster inclusive education and integration of POD in schools.

The 'Ta'alouf Parents Training Program' also continued its activities in 2024, benefitting 896 parents and caregivers. The programme is designed to empower participants with the skills and knowledge needed to navigate the challenges of raising children of determination. It offers a variety of training sessions and interactive activities that address a wide array of important topics, including key sessions focused on the rights of children of determination and the laws in place to protect them.



**10,261**  
**Beneficiaries**

of the 'Ta'alouf'  
programme in 2024





## A RENEWED PASSION FOR FOOTBALL



Ten-year-old Karim was an avid football player. One day, during one of his training sessions, he fainted after feeling a sharp pain in his chest. Amid the panic, Karim's 12-year-old brother recalled the first aid techniques his father had taught him, and he immediately began CPR until the ambulance arrived.

Karim was taken to the hospital and spent 15 days in the intensive care unit. Doctors discovered that Karim had passed out because of a life-threatening cerebral edema, which required a delicate surgery to save his life.

Karim's family faced several challenges, particularly the high medical bills that far exceeded what they could afford. Despite all these challenges, Karim's parents did not lose hope. They turned to **Al Jalila Foundation**, which was able to support them through this difficult time through 'The Child Fund'.

**Al Jalila Foundation** was both a supporter and a safe haven for Karim and his family on their journey to reclaim their lives. It gave Karim the valuable opportunity for a comprehensive recovery through the necessary surgery, specialised rehabilitation programmes and physiotherapy sessions that restored his strength and vitality.

Today, Karim is gradually returning to his normal life and his passion for football. He is determined to keep playing his favourite game with tenacity – a testament to the human spirit's ability to overcome adversity.

## A JOURNEY FROM PAIN TO HOPE



Nine-year-old Maheen never had a normal childhood. She spent most of her life in hospitals, undergoing exhausting dialysis sessions that drained her energy and kept her from playing with her friends and going to school. She was weak and thin as she barely ate and drank enough to survive.

With each treatment session, she dreamed of a day when she would wake up without pain and have a chance to enjoy a normal life like other children. Maheen's life changed completely when **Al Jalila Foundation** opened a new door of hope, enabling her to undergo a successful kidney transplant to restore her health and her life.

That moment was like a miracle. After years of pain, Maheen became a living witness to the power of giving and renewed hope. She gradually recovered, regained her health and returned to her normal life. She returned to school full of enthusiasm, running on the playground with her friends, eating whatever she wanted without restrictions and enjoying her childhood like she had never been able to before.

Expressing her deep gratitude, she said: "I want to thank all the doctors, nurses and surgeons who saved my life. When I grow up, I will become a doctor to help everyone who needs a kidney transplant so they can have a happy life, just as I do now."



**Healthcare is a fundamental right for all, and fostering innovation in the sector remains one of our nation's top priorities.**

Mohammed bin Rashid Al Maktoum

## INNOVATIVE EYE HEALTH SERVICES

Under **MBRGI's** Healthcare & Disease Control pillar, **Noor Dubai** continued to pursue its mission of providing treatment and prevention services in underserved communities, including surgeries, eyeglass and medication distribution and health awareness campaigns.

In 2024, **Noor Dubai** remained committed to fighting eye diseases through large-scale treatment campaigns, funding research to identify their causes and offering intensive training to boost expertise in this field. These efforts aim to enhance individuals' quality of life and opportunities for a brighter future by improving access to eyecare services.

As part of its efforts to combat blindness, **Noor Dubai** launched in 2024 the 'iBSAR in Nepal' initiative, using tele-ophthalmology to expand access to eyecare. This milestone increases treatment and prevention services for eye diseases, visual impairment and blindness. Through smart technology and electronic communication, the programme enables remote medical information exchange and advanced healthcare solutions.

'iBSAR in Nepal' provides a range of services, including early eye disease detection, primary care and referrals for complex cases. It raises awareness of eye health and screenings while enhancing ophthalmology professionals' skills.

The first phase of the project was launched in collaboration with Nepal Netra Jyoti

Sangh, a leading non-profit organisation that represents the Government of Nepal and the Social Welfare Council of Nepal for eyecare initiatives. Over three years, 'iBSAR in Nepal' will provide primary care, expert consultations and specialised training in 15 health centres.

In 2024, the project reached 10,156 beneficiaries in Nepal, with 22 healthcare professionals, including two ophthalmologists and 20 ophthalmic assistants, receiving specialised training.



**10,156**  
**Beneficiaries**  
of the 'iBSAR in Nepal'  
initiative in 2024







## INTERNATIONAL TREATMENT CAMPS



**23,516**  
**Beneficiaries**

of Noor Dubai's  
treatment camps  
across five countries  
in 2024

**Noor Dubai** is committed to combatting blindness in developing countries through its mobile eye camps, which offer vision screenings, surgical procedures, prescription glasses and essential eye medications. In 2024, these camps provided vital eyecare services to 23,516 people in five countries, highlighting **Noor Dubai's** dedication to serving the world's most vulnerable populations.

In Somalia, 1,429 eye exams were conducted, 323 surgeries were performed and 1,095 pairs of glasses were distributed. In Bangladesh, 4,676 screenings and 500 surgeries took place, and 614 pairs of glasses provided. In Nigeria, 4,742 people were examined, 500 surgeries were performed and 500 pairs of glasses were provided.

In Pakistan, the programme conducted eye exams for 4,500 people, facilitated 500 surgeries and distributed 500 pairs of glasses. Finally, in the Philippines, 2,064 people benefitted from screenings, while 867 surgeries were conducted and 706 pairs of glasses were given out.

Understanding the importance of early treatment and health education to prevent blindness, **Noor Dubai** is committed to expanding its humanitarian initiatives. It launched sustainable partnerships with national health entities to secure comprehensive eyecare for the most vulnerable global communities. It also focuses on training local medical personnel to ensure the continuity of healthcare services even after the camps end.



## ONGOING EYE HEALTH INITIATIVES

The 'Barisal Eye Care Program', implemented by **Noor Dubai** in Bangladesh's Barisal Division, will continue to combat visual impairment caused by diabetic retinopathy and refractive errors until the end of 2025. The programme provides specialised medical services, conducts free examinations and raises community awareness about the importance of eye health.

In 2024, the programme achieved key milestones, benefitting 20,229 people through screenings and treatments. It screened 7,500 people and 5,000 students for refractive errors and 6,100 diabetic patients for diabetic retinopathy. The programme also distributed 1,250 pairs of glasses, performed 131 laser surgeries and

trained 248 healthcare professionals to enhance the sustainability of eyecare services in the area.

**Noor Dubai** also continued to fight trachoma in the Amhara region of Ethiopia in partnership with The Carter Center. The elimination programme implements the World Health Organization's SAFE strategy, comprising antibiotic treatments, corrective surgeries and awareness campaigns to reduce the spread of trachoma and ensure sustainable prevention.

The programme reached approximately 6.2 million people in 2024 and trained 10,700 public health professionals in trachoma prevention methods to limit the transmission of the disease.



**6.2**  
**Million**

patients treated for  
trachoma in 2024





## LOCAL IMPACT



**4,551**  
**People**

received eye  
examinations through  
Noor Dubai's local  
mobile eye clinic  
in 2024

**Noor Dubai** organised several treatment and prevention campaigns across the UAE in 2024 to raise awareness about the importance of eye health for all ages.

On Zayed Humanitarian Day in March 2024, the Foundation partnered with the Dubai Health Authority and the AKCAF Association to launch a comprehensive screening initiative that benefitted 256 workers. Under this programme, 184 workers received eye exams and 72 people were given free reading glasses, which helped boost their quality of life and improve their visual health.

To celebrate World Sight Day in September 2024, which was held under the theme 'Children, Love Your Eyes', **Noor Dubai** organised eye screenings for 300 students at a local school, in collaboration with MediaOne. This initiative aimed to inspire children to love their eyes and highlight the importance of eyecare, in line with the

International Agency for the Prevention of Blindness's objectives.

**Noor Dubai's** local mobile eye clinic expanded its reach in 2024 to provide eye examinations for 4,551 people and distribute 582 pairs of glasses across the UAE. This programme aims to provide free eye screenings to people through clinics that come to them, facilitating early detection and intervention to reduce visual impairment.

Through its 'UAE Treatment Program', **Noor Dubai** provides advanced medical care for low-income individuals suffering from critical eye diseases and accident-related eye injuries, ultimately improving their quality of life and furthering the Foundation's vision of eliminating preventable blindness. In 2024, the programme facilitated 90 surgeries for patients in the UAE.







**The health of the UAE's citizens and residents is our top priority.**

Mohammed bin Rashid Al Maktoum



## A GLIMMER OF HOPE IN THE DARKNESS



Mohammed Nasser Rahman arrived in the UAE shortly before the COVID-19 pandemic and soon found a job as a delivery driver. However, his life was turned upside down when he had an accident on his motorbike, which caused him to gradually lose sight in his right eye. At first, he tried to ignore it, but he soon became scared as his condition gradually worsened, until the vision loss threatened his livelihood and his future.

He became deeply anxious and began desperately searching for any glimmer of hope. Terrified of going completely blind, Nasser began to search exhaustively online for any charity that could help him. The day he stumbled upon **Noor Dubai** signalled a turning point in his life. There, he found the care and support he desperately needed, as they quickly scheduled surgery for his right eye. After the operation, Nasser regained his sight and was able to return to work and normal life.

Nasser said: "I felt that I had lost a part of myself that could not be replaced. I spent three years relying on only my left eye. It wasn't just a loss of sight – it was a loss of life as I knew it. I couldn't accept the idea of living the rest of my life with this disability."

Thanks to **Noor Dubai's** support, Nasser regained his sight and is back riding his bike and working without having to worry. He added: "I am so grateful to **Noor Dubai**, which embodies the goodness of the human spirit. Sight is truly the light of life, and I hope that no one else will suffer as I did."

## LONGING TO SEE THE WORLD AGAIN



At 12 years old, Ariana Rodriguez from the Philippines abruptly lost her sight, turning her life upside down. She felt like a prisoner in a dark world, unable to share her friends' joy as they laughed and played. Losing her sight was not just a physical challenge. It changed her whole childhood.

Although her family struggled financially, Ariana held onto a thin strand of hope after hearing about the possibility of undergoing a surgery that could restore her vision through **Noor Dubai**. She was nervous, but she remained hopeful that this opportunity would allow her to see the world again.

After the successful operation, Ariana was filled joy and relief. After many years of darkness, she could finally see again. She had a renewed passion for reading, learning and playing, and was able to reclaim a precious part of her stolen childhood.

Ariana and her parents are deeply appreciative of **Noor Dubai** for changing their daughter's life. The treatment has allowed her to live a life full of happiness and vitality and make new memories with her friends.



## SUPPORTING HEALTHCARE IN GAZA



AED  
**37**  
Million

in aid directed to Gaza  
by His Highness Sheikh  
Mohammed bin Rashid  
Al Maktoum in 2024

In January 2024, under the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, **MBRGI** pledged approximately AED 37 million (USD 10 million) to support the healthcare sector in Gaza. This funding will provide essential medical supplies, with a particular focus on caring for children affected by the humanitarian crisis that has been ongoing since October 2023.

This commitment was part of a letter of intent between **MBRGI** and the World Health Organization to support humanitarian efforts and address the urgent health needs of those in Gaza. The announcement was made during the 2024 World Economic Forum in Davos, Switzerland, which was held under the theme 'Rebuilding Trust'.

The support will benefit 600,000 people through projects aimed at increasing hospital capacity, providing emergency medical supplies, bolstering logistical services, offering healthcare and psychosocial support for children and strengthening infection prevention efforts.

This collaboration reflects **MBRGI**'s commitment to addressing urgent humanitarian needs, particularly in areas suffering from severe healthcare shortages, improving the quality of life for affected communities and providing essential services for recovery. It also reaffirms the UAE's approach of harnessing its resources and capabilities to support neighbouring nations and alleviate their suffering, while solidifying its leading role in global humanitarian work.





## AN ENDOWMENT MEDICAL COMPLEX

In March 2024, His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE, Chairman of the Executive Council of Dubai and Vice President of the Board of Trustees of **MBRGI**, witnessed the signing of an agreement with Emirati businessman Abdul Rahim Mohammed Belghozooz Al Zarooni. Under this agreement, Al Zarooni donated AED 150 million to establish an endowment medical complex. Its proceeds will go towards

supporting **MBRGI**'s humanitarian and developmental projects.

The agreement is part of the ongoing collaboration between **MBRGI** and the Emirati community, which has generously supported its projects and initiatives, enabling the Foundation to achieve its goals and expand the scope of its work worldwide. These efforts aim to assist underprivileged communities, combat diseases and epidemics and create sustainable healthy environments.



AED  
**150**  
Million

donated to establish  
an endowment medical  
complex to support  
MBRGI initiatives







## HEALTHCARE & CLEAN WATER



**90,000**  
**Beneficiaries**

of the comprehensive humanitarian project to support Sudanese refugees in Chad

In collaboration with the United Nations High Commissioner for Refugees, **MBRGI** completed a comprehensive humanitarian project to support Sudanese refugees in Chad. The project aimed to enhance healthcare services and improve access to clean water in both newly established and existing refugee camps. Under this project, an integrated medical clinic was established to provide basic healthcare, and 10 wells were drilled to secure a sustainable source for water, benefitting tens of thousands of refugees and members of the local host community.

The integrated medical clinic aims to provide essential healthcare services to approximately

20,000 refugees and 5,000 people from the local Chadian community. It includes 13 fully equipped rooms, including four outpatient examination rooms, a pharmacy and dressing rooms. It also features an inpatient department with separate rooms for men, women and children, and three maternity care rooms, including one for delivery, one for prenatal care and an administrative office. The clinic houses specialised facilities for nutritional therapy for children under five, a growth monitoring room and a solar-powered medical supply warehouse. It is outfitted with the latest medical equipment, surgical tools and neonatal care devices.

The 10 wells that were drilled in new and existing camps as part of this project ensured that approximately 65,000 Sudanese refugees and members of the host community have access to clean water. The wells have an average total capacity 975 cubic metres per day, significantly improving living conditions and reducing health risks associated with water scarcity and contamination. The wells were drilled across several existing camps that accommodate new arrivals, such as Gaga, Goz Amer, Mile, Kounoungou, Koufroun, Madjiguita and Dize Berte, as well as new camps in Ouddai, Wadi Fira and Sila.

This partnership reflects **MBRGI's** commitment to providing sustainable solutions that enhance public health and water security in the world's most vulnerable communities. The project marks an important step in the ongoing humanitarian efforts to support Sudanese refugees, alleviate their suffering and enable them to access essential services.



## NEW FINANCIAL SUPPORT

In line with **MBRGI's** commitment to bolstering the healthcare sector, the Foundation donated AED 220 million to the Magdi Yacoub Heart Foundation in 2024. The contribution went towards completing the construction and outfitting of the Magdi Yacoub Global Heart Centre in Cairo, enhancing its ability to deliver the highest quality healthcare services to its patients. This donation brings **MBRGI's** total contributions to the foundation to approximately AED 320 million.

**MBRGI's** support will help increase the centre's capacity to accommodate 120,000 outpatients and perform 12,000 surgeries every year, for a total of 132,000 annual beneficiaries from Egypt and beyond. The

support will also cover the equipment for five operating rooms, five catheterisation laboratories and a diagnostic and imaging centre, in addition to advanced clinical services. These facilities will improve care for newborns with congenital heart defects and further research into cardiovascular diseases.

In recognition of **MBRGI's** support, the centre's new medical complex will be named after His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai. This tribute honours his role in promoting humanitarian and medical initiatives that improve quality of life and foster a culture of hope.



AED  
**220**  
Million

in support provided  
to the Magdi Yacoub  
Heart Foundation  
in 2024





# Spreading Education & Knowledge

The Mohammed bin Rashid Al Maktoum Global Initiatives prioritises education and knowledge as key drivers of societal growth. Through its work in this pillar, it invests in educational programmes and projects that support learning, foster cultural appreciation, expand knowledge and empower a generation to contribute to their communities.





AED

**599**

**MILLION**

spent on Spreading  
Education & Knowledge  
initiatives in 2024

**100**

**MILLION**

beneficiaries of Spreading  
Education & Knowledge  
initiatives in 2024

AED

**1.4**  
**BILLION**

in contributions collected  
by the Mothers' Endowment  
campaign in 2024

**116**  
**MILLION**

beneficiaries of Dubai Cares'  
programmes and initiatives by  
the end of 2024

**28**  
**MILLION**

participants in the eighth  
Arab Reading Challenge





## Harnessing Education & Knowledge to Build Prosperous Societies



AED  
**599**  
**Million**

spent on Spreading  
Education & Knowledge  
initiatives in 2024



**100**  
**Million**

beneficiaries of  
Spreading Education &  
Knowledge initiatives  
in 2024

The **Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI)** supports education and spreads knowledge as the cornerstone of building prosperous societies. Through its programmes in underserved countries and communities, it seeks to empower young generations, train education professionals, build modern education facilities and develop knowledge projects to advance cultural awareness. These initiatives aim to prepare a generation capable of facing future challenges and advancing development.

In 2024, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, launched the **Mothers' Endowment** campaign under the umbrella of **MBRGI**. The AED 1 billion fund honours mothers in the UAE and sustainably supports the education of millions of people, highlighting education as a renewable human legacy that extends across generations.

**Dubai Cares** continued to expand its reach within and beyond the UAE in 2024. Since its establishment in 2007, it has benefitted more than 116 million people in 60 developing countries, implemented 260 programmes, 48 support initiatives and 40 research projects in cooperation with 143 partners, and disbursed more than AED 1 billion from its committed portfolio to support its strategic approach.

The eighth edition of the **Arab Reading Challenge** concluded in 2024. Hatem Mohammed Jassim Al Tarkawi from Syria, Kadi bint Musaffar Al Khathaami from Saudi Arabia and Salsabil Hassan Sawalha from Palestine were crowned joint winners during

the closing ceremony, which celebrated their achievements and solidified the Challenge's position as the largest Arab initiative to promote reading. The eighth edition drew more than 28 million participants from 50 countries representing over 229,000 schools and guided by more than 154,000 supervisors.

The **Mohammed bin Rashid Al Maktoum Knowledge Foundation**, in cooperation with the United Nations Development Programme, organised the ninth **Knowledge Summit** under the theme 'Future Skills and the Artificial Intelligence Economy'. The Summit attracted 25,000 virtual and in-person attendees and reached more than 26.4 million views and interactions on its social media platforms.

**The Digital School** received international recognition from prestigious educational institutions such as Stanford University and obtained international academic accreditation from the New England Association of Schools and Colleges. This makes it the first institution of its kind to offer high-quality digital education to less fortunate communities.

The **Madrasa e-Learning Platform** amplified its impact, benefitting around 3.7 million people and receiving the Gold Content Creator Award from YouTube for reaching one million subscribers. It has provided around 151 million lessons over six years, bringing its knowledge content to more than 70 countries.

In 2024, **MBRGI** spent over AED 599 million under the Spreading Education & Knowledge pillar to reach more than 100 million people around the globe.





## AN ENDOWMENT FOR EDUCATION



AED  
**1.4**  
**Billion**

in contributions  
collected by the  
**Mothers' Endowment**  
campaign in 2024

In line with his custom of launching philanthropic initiatives during Ramadan, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, launched the **Mothers' Endowment** campaign on 4 March 2024. In honour of mothers across the UAE, the AED 1 billion fund aims to provide sustainable support for the education of millions of people globally at all educational and professional levels. It will provide beneficiaries with sustainable opportunities to enhance their quality of life, achieve security and prepare them for the current and future job market, thereby improving community stability and driving progress.

The Campaign, which operates under the umbrella of **MBRGI**, exceeded its targets in less than a month after its launch, with contributions surpassing AED 1.4 billion.

The **Mothers' Endowment** campaign issued more than 230,000 participation certificates for donors in their mothers' names in

appreciation for their sacrifices and generosity. Contributors can gift the certificates, which are beautifully written to express love and gratitude, to their mothers, marking the donation as an ongoing charity that goes towards establishing the endowment fund to spread knowledge in less fortunate communities.

Major contributors to the Campaign included Azizi Developments, which announced one of the largest charitable contributions in the UAE – AED 600 million to establish an endowment educational complex, with all proceeds going towards helping students complete their education and qualify for the job market. Sobha Realty Group also contributed AED 400 million to establish an endowment university, and West Zone Group donated AED 130 million to establish an endowment building, the proceeds of which will support **MBRGI's** Spreading Education & Knowledge initiatives around the world.

To recognise the **Mothers' Endowment** campaign's biggest supporters, the Dubai International Financial Centre showcased their contributions on its main building's facade, highlighting the donors' crucial role in achieving the Campaign's goals.

Supporting events also helped achieve the Campaign's targets in record time. These included the 'Most Noble Numbers' charity auctions in Abu Dhabi and Dubai, which raised more than AED 116 million with the support of Abu Dhabi Police, the Roads and Transport Authority –Dubai, etisalat by e& and du.



## ADVANCING EDUCATION & HUMANITARIAN EFFORTS

Under the umbrella of **MBRGI**, **Dubai Cares** expanded its impact in 2024. Since its establishment in 2007, it has benefitted more than 116 million people in 60 countries.

**Dubai Cares** implemented a portfolio of initiatives, including health programmes such as deworming and school feeding, as well as providing water, sanitation and hygiene services in schools. The Organisation also focused on early childhood development, training teachers, supporting youth skill development and delivering emergency relief to ensure education continued during crises

**Dubai Cares** has worked with 143 partners to implement 260 projects, 48 advocacy initiatives and 40 research programmes, and disbursed more than AED 1 billion from its committed portfolio to support its work by the end of 2024. It also launched the 'Rewiring Education: The Climate-Education Nexus' report, which confirms **Dubai Cares'** dedication to transforming global education for a sustainable future.

In 2024, **Dubai Cares** reaffirmed its commitment to humanitarian assistance through two major crisis response campaigns: 'Gaza in Our Hearts' and the joint national initiative 'UAE Stands with Lebanon'. The Organisation launched a community fundraising campaign to provide resources to families in Gaza and Lebanon facing severe challenges. The 'Gaza in Our Hearts' campaign collected about AED 15.7 million, through which it provided 253,984 hot meals and 37,813 food baskets that were distributed to families in Gaza. These food baskets

indirectly contributed to preparing more than one million meals for affected families.

In collaboration with the UAE Government initiative 'UAE Stands with Lebanon', **Dubai Cares** raised around AED 39 million to deliver emergency aid to displaced families in Lebanon and engaged 5,425 volunteers to prepare 20,000 relief packages.

**Dubai Cares** forged strategic partnerships with influential companies and organisations such as HRE Development and The Giving Movement, which integrate giving into their business models. HRE Development committed AED 30 million through its Skyhills Astra project, with contributions from each apartment sale supporting educational initiatives for underprivileged children. The Giving Movement, a UAE-based sustainable fashion brand, raised AED 5.1 million by donating AED 14.7 from every sale. These proceeds were directed to **Dubai Cares'** programmes in Gaza to address critical relief and education needs.



# 116 Million

beneficiaries of Dubai Cares' programmes and initiatives by the end of 2024





## A BEACON OF HOPE AMID DESPAIR



Mohammed, 45, never imagined that he would find himself unemployed after years in the construction sector, nor that his wife, Rabab, also in her forties, would have to endure harsh conditions to support their large family. However, the war that swept through Gaza forced them to flee from Beit Hanoun to Deir al-Balah with their 14 children to begin a daily struggle to make ends meet, despite bombings and a lack of aid.

Mohammed described the first days of displacement as a nightmare of hunger. The family went to bed with empty stomachs, with his children's tears making him feel helpless. Living in dilapidated tents, they lacked even the most basic necessities, until a neighbour gave them a modest shelter. Having a roof over their heads was a blessing amid the cruelty that surrounded them.

The opening of 'tekias', or community kitchens, ignited a spark of hope, thanks to the support **Dubai Cares** provided to Anera as part of the 'Gaza in Our Hearts' campaign. These tekias are much more than just kitchens. They are a lifeline that provides hot meals, food baskets and emergency relief tents, and are the only source of food for families in the area.

"The nearby tekia has become our only source of food," said Mohammed. "Every day, the children go there when the food is prepared, and they stand in long lines waiting for their meals. When they return with the food, it's the best thing ever." Despite the hardships they are enduring, the family is grateful to **Dubai Cares** and remains hopeful that they will be able to return home one day.

## COMMUNITIES SUPPORTING EDUCATION

To leverage community engagement to support education and promote a culture of giving, **Dubai Cares** organised 16 volunteering sessions during 2024 as part of the 'Volunteer Emirates' initiative, which aims to empower individuals to contribute to improving educational opportunities for underprivileged children and encourage a spirit of social responsibility. These included the 'Back to School' and 'Students for Students' programmes, both of which received wide participation from community members and educational institutions, amplifying their positive impact in supporting children from low-income families in the UAE.

The 'Back to School' programme saw over 400 volunteers in Abu Dhabi pack 10,000 school bags with supplies for children from low-income families in the UAE ahead of the 2024/2025 school year. The programme eased the financial burden on these families and

ensured that students had the supplies they needed to start the school year with confidence and enthusiasm. It reflected the power of teamwork in achieving humanitarian goals and strengthened the bonds between volunteers and the educational community through a shared experience.

**Dubai Cares'** 'Students for Students' programme, launched in 2024, witnessed unprecedented engagement from the UAE's school community, with students from 14 schools contributing AED 720,000. With this money, the Organisation provided essential school supplies to children from underprivileged families across the country. In the programme's second phase, 12 schools hosted volunteer days, with more than 3,500 students, teachers and parents packing 9,000 school bags. The bags were distributed to schools and charities in the UAE to reach the largest possible number of children in need.



AED  
**720,000**  
**Collected**  
by the 'Students for  
Students' initiative  
in 2024





## EDUCATION IN REMOTE AREAS



**15,416**  
**Beneficiaries**

of Dubai Cares' school  
construction projects  
across four countries

**Dubai Cares'** 'Adopt a School' and 'Adopt a Library' initiatives continued to attract donors and partners, funding the construction and renovation of schools and libraries in underserved areas to improve educational opportunities for children and youth. In 2024, **Dubai Cares** raised funds to build eight schools and libraries in remote regions of India, Malawi, Nepal and Senegal, as part of its commitment to expanding education access in disadvantaged communities.

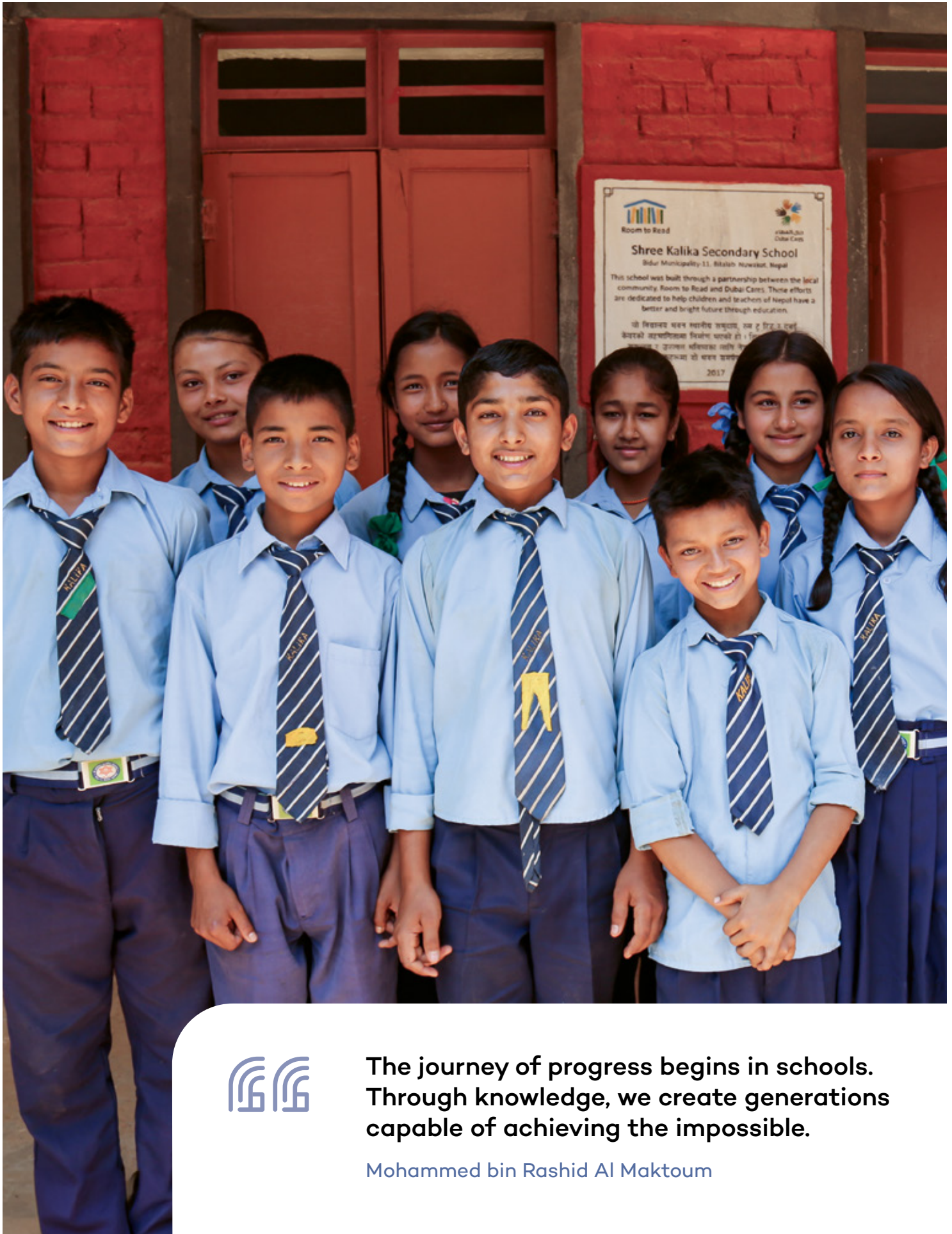
To promote basic education and literacy, two new schools were built in 2024, one in Malawi benefitting 920 people, and the other in Nepal benefitting 860 people. These projects positively impact local communities by providing sustainable educational opportunities.

**Dubai Cares** also has several new projects underway to expand its reach and support primary education and literacy in several countries. In Pakistan, a primary school is being built in Ratodero in the Larkana District, which will provide education for 1,056 people by 2025. In Malawi, two new primary schools are under construction, along with the development of adult literacy programmes, which are expected to benefit 3,220 people when completed in 2026 and 2027.

In Nepal, three new primary schools are being built, which will serve 5,160 people when completed in 2027. Three projects are also being implemented in Senegal, including the construction of new schools and literacy programmes that will provide educational opportunities for more than 4,200 people by 2027.







The journey of progress begins in schools.  
Through knowledge, we create generations  
capable of achieving the impossible.

Mohammed bin Rashid Al Maktoum



## INTEGRATING EDUCATION & CLIMATE



### 5 Solutions

outlined in Dubai Cares' 'Rewiring Education: The Climate-Education Nexus' report in 2024

In September 2024, **Dubai Cares** released the 'Rewiring Education: The Climate-Education Nexus' report based on two years of discussions conducted during the RewirEd Summit 2023, held as part of COP28 in the UAE. Unveiled during the 79th session of the United Nations General Assembly, the report is an important step towards strengthening the relationship between education and climate, highlighting the importance of cross-sector cooperation to implement sustainable solutions that serve humanity and the planet.

The report offers a comprehensive vision and solutions focused on transforming education to support climate action through a systemic approach. It demonstrates how synergy between the two sectors can help achieve the goals of each and even enhance their impact. It also presents a strategic framework for unifying the sectors' efforts, including practical recommendations that call for broader cooperation to achieve

environmental and educational objectives in an integrated and sustainable way.

The report emphasises that climate action and education transformation agendas cannot be addressed in isolation. Their close relationship has significant potential for system-level change, yet this potential remains under-utilised. It issues a call to action for stakeholders to work together to realise climate and education goals to build a more sustainable future.

Five win-win solutions, including early childhood development, planet-friendly school meals, teaching as a green profession, developing green skills for youth and fostering private sector partnerships, are outlined in the report. It also shows how cross-sector collaboration can deliver mutual benefits by aligning education transformation efforts with climate goals, economic development and social progress.



## ARAB READING CHALLENGE CHAMPIONS

Since its launch in 2015, the **Arab Reading Challenge** has promoted a culture of reading among students across the Arab region and beyond by developing Arabic language skills and reinforcing its position as a language of thought, science and creativity.

The Challenge encourages Arab youth to use Arabic in their daily lives, thereby enriching Arabic knowledge content and bolstering the language's global status. It also aims to develop self-learning skills and promote tolerance and coexistence through exposure to multiple cultures.

The closing ceremony of the eighth edition of the **Arab Reading Challenge** was held on 23 October 2024. Around 3,000 people were in attendance to witness Hatem Mohammed Jassim Al Tarkawi from Syria, Kadi bint Musaffar Al Khathaami from Saudi Arabia and Salsabil Hassan Sawalha from Palestine being crowned as champions. They won after a series of qualifiers in which more than 28 million students from 50 countries, representing 229,000 schools and under the guidance of more than 154,000 supervisors, participated in the largest reading demonstration of its kind in the Arab world.

The three winners received AED 500,000 each after excelling in the final rounds against top participants from other Arab countries. Omar Abdul Latif from Egypt came in second place, while Sulaiman Al Shumaimari from Kuwait claimed third.

Al Ibdaa' Model School – Cycle 1 from the UAE earned the 'Best School' title along with

a prize of AED 1 million for motivating students to read, launching initiatives to provide books and learning aids and raising awareness of the **Arab Reading Challenge**. Abu Talha Al Ansari Secondary School from Saudi Arabia came in second place, while Awarta Secondary School for Girls from Palestine took home third.

Mohammed Al-Refaie from Sweden was awarded the 'Community Champion' title, while Ahmed Ahmed Abdul Raqib Ahmed from Malaysia took second place and Jana Al-Sayyed Hamdi from Greece won third. In the 'People of Determination' category, which had 39,000 participants, Mohammed Ahmed Hassan Abdul Halim from Egypt won first place. Louay Al Sharif from Tunisia came in second place, and Joan Assem Asaad from Palestine claimed third.

Rabie Ahmed from Syria was named the 'Outstanding Supervisor', while Eman Morsy Al Sayed Morsy from Egypt came in second and Afrah Al Matootah from Kuwait won third.

The event was both a celebration and a platform to highlight inspiring human stories, including those of five students of determination who participated in the qualifiers of the Challenge's seventh round.

**MBRGI** arranged medical consultations for these students and provided the necessary support for them to receive the surgeries they needed, the success of which exceeded all expectations. This move reflects the deep humanitarian dimension of the **Arab Reading Challenge** and its firm belief that everyone has a right to learn and grow.



**28**  
**Million**

participants in  
the eighth Arab  
Reading Challenge



## FROM EXILE TO TRIUMPH



Arabic was not Salsabil Hassan Sawalha's first language, as she spoke the local language of the European where she grew up. When she picked up her first Arabic book, the letters and words seemed complicated, but she was determined to learn.

Mastering Arabic was not easy, especially when her family moved to Palestine. Salsabil found herself surrounded by people who had spoken it fluently since childhood, so she had to work twice as hard to keep up. With her mother's support, she persevered and wrote her first short story at the age of seven. She began using these challenges to fuel her determination.

She participated in the **Arab Reading Challenge** for the first time when she was nine years old, and she did not stop there. She continued to participate for five consecutive editions. Despite the war in her country, she was committed to reaching the judging centres. Although she achieved second place in 2023, the situation in Palestine prevented her from travelling to Dubai.

Salsabil did not give up. She continued her journey until she earned first place in the eighth **Arab Reading Challenge** in 2024, outperforming more than 28 million students from 50 countries to proudly represent Palestine.

For Salsabil, the Challenge was never just a competition. She saw it as a way to share her country's voice and show that no matter the circumstances, dreams are possible. Her victory was not just for herself. She carried the hopes of her people and represented them with pride on the world stage.

## SPREADING A CULTURE OF READING

On 24 October 2024, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, visited Al Ibdad' Model School – Cycle 1 in recognition of it being named the 'Best School' in the **Arab Reading Challenge**. The visit reflects His Highness's deep interest in the education sector and his continuous support of distinguished educational institutions, underscoring the importance of establishing a culture of reading and learning to foster a generation of creators and innovators in various fields.

His Highness Sheikh Mohammed bin Rashid Al Maktoum inspected some of the classrooms at the school, which was established in 1993 and is located in Dubai's Al Twar area. He was briefed on the school's efforts to encourage reading through the implementation of 48 innovative projects. As a result, the school's students read 25,000 books in one year, with most students completing 50 books each during the academic year, demonstrating the Challenge's success in instilling the habit of reading in upcoming generations.

Coinciding with the crowning of the **Arab Reading Challenge** champions, **MBRGI** launched the 'Arab Reading Challenge Digital Library', the first digital library providing materials in Arabic to students and schools around the world. The library aims to spread the culture of reading among youth, facilitate their access to knowledge and equip them with the necessary tools to hone their skills and shape their future. By the end of 2024, the library recorded 55,000 users. It is expected to reach 500,000 students by the

end of 2025, indicating the great demand for these types of educational resources.

On 18 December 2024, the League of Arab States called on Arab education ministries to adopt the **Arab Reading Challenge** as a teaching curriculum. Ambassador Haifa Abu Ghazaleh, Assistant Secretary-General and Head of the Social Affairs Sector of the League of Arab States, made this call during a speech at a celebration marking World Arabic Language Day. She stressed that the Challenge represents a pioneering knowledge and cultural project that promotes the Arabic language and encouraged investments in initiatives that bolster Arabic to confront the challenges facing cultural identity.



# 500,000 Students

targeted by the 'Arab Reading Challenge Digital Library' by the end of 2025



## ENHANCING KNOWLEDGE CONTENT



# 3.1 Million

users of the 'Digital Knowledge Hub' in 2024

The **Mohammed bin Rashid Al Maktoum Knowledge Foundation (MBRF)** launched several knowledge projects and initiatives and organised pivotal events locally, regionally and internationally in 2024, reflecting its efforts to build sustainable knowledge societies based on science and technology. These endeavours reaffirm its mission to be a worldwide knowledge leader, in line with the UAE leadership's vision to position the nation as a global centre for knowledge and innovation.

In 2024, **MBRF** continued the global 'Knowledge Project', which comprises initiatives like the 'Global Knowledge Index' and 'FutureSkills4All', under its partnership with the United Nations Development Programme (UNDP). The project aims to promote dialogue and raise awareness of the importance of knowledge and related policies to achieving sustainable development.

At the ninth **Knowledge Summit**, **MBRF** revealed the results of the 2024 'Global Knowledge Index', which measures countries' performance across various fields of knowledge. Sweden ranked first globally, followed by Finland in second and Switzerland in third. The UAE maintained its lead in the Arab region, outranking 11 Arab countries and 26 countries globally. Qatar ranked second in the Arab region, followed by Saudi Arabia.

To develop digital skills and boost community innovation, **MBRF** launched the 'Future Skills Academy' for the Arab region in 2024 as part of the 'Digitalization for Sustainable Development' initiative hosted by UNDP at the 79th session of the United Nations General Assembly in New York. It provides individuals, governments and SMEs with the digital and sustainable development skills necessary for the future to strengthen community innovation, reduce gaps in the labour market and increase representation for underprivileged groups. The academy works with universities and the private sector to offer advanced educational and professional programmes that improve learning outcomes and job opportunities. By the end of 2024, the academy benefitted 9,902 people.

**MBRF** also continued to develop the 'Digital Knowledge Hub', a leading knowledge platform that collects, produces and organises digital content in Arabic to close the digital divide and make more Arabic content accessible online. The hub includes more than 800,000 titles and has a total of 3.1 million users. More than 25 million visits from 171 countries were recorded in 2024.





## NEW KNOWLEDGE HORIZONS

During the 2024 **Knowledge Summit**, **MBRF** hosted the third UNESCO World Open Educational Resources Congress for the first time in the Arab region, under the theme 'Digital Public Goods: Open Solutions and AI for Inclusive Access to Knowledge'. Organised by the United Nations Educational, Scientific and Cultural Organization (UNESCO), it attracted nearly 500 participants including ministers, senior officials and decision-makers representing sectors such as education, digital services and communications from across the globe. It highlighted the potential of open educational resources in achieving equitable access to knowledge and reviewed ways to use these resources to foster international digital cooperation.

In line with its ongoing efforts to empower youth, **MBRF**, in cooperation with UNDP, concluded the 2024 Youth Knowledge Forum,

which was held in Cairo, Egypt, and hosted by the Egyptian Ministry of Youth and Sports.

The forum witnessed the launch of the 'Egyptian Youth Knowledge Bureau' initiative, which translates the goals of the forum into reality as it aims to serve as a platform for developing and empowering Egyptian youth and refining their skills across all fields.

As part of its international participation, **MBRF** organised a series of interactive dialogue sessions through its 'Knowledge Lounge' initiative at the most prominent international and Arab book fairs, including the London Book Fair, Abu Dhabi International Book Fair, Sharjah International Book Fair and Frankfurt Book Fair. These sessions aimed to promote cultural dialogue, spread knowledge and support the exchange of expertise on the latest trends in the fields of publishing, education and knowledge content.



**500**  
**Participants**  
in the third  
**UNESCO World**  
**Open Educational**  
**Resources Congress**  
in 2024





## FUTURE SKILLS & THE NEW ECONOMY



**25,000**

**Attendees**

and online viewers of  
the Knowledge Summit  
in 2024

**MBRF**, in cooperation with UNDP, organised the ninth **Knowledge Summit** in November 2024 under the theme 'Future Skills and the Artificial Intelligence Economy'.

Convening an elite group of experts, researchers, academics, thought leaders and decision-makers from around the world, the Summit is one of the most prominent global platforms dedicated to exchanging insights and experiences about the future of knowledge and innovation. It also highlights the importance of international cooperation in the field of knowledge, which has become a basic requirement for achieving global development, progress and prosperity.

The Summit's sessions focused on several main topics, including digital transformation

and its impact on the global economy; artificial intelligence, its various applications and their role in formulating solutions to tomorrow's challenges; future education and resource sustainability; advanced skills for the future job market; and how to leverage innovation in the public and private sectors to achieve sustainable development. The Summit attracted around 25,000 virtual and in-person attendees.

The first meeting of the 'Global Alliance for Skills Development' was held at the **Knowledge Summit** to establish a global network to support the 'Future Skills Academy', launched by **MBRF** in partnership with UNDP. The alliance also aims to empower national capabilities and develop the skills of youth throughout the Arab region.



## HONOURING KNOWLEDGE PIONEERS

The Sheikh **Mohammed bin Rashid Al Maktoum Knowledge Award** is presented every two years during the **Knowledge Summit** to recognise global figures and institutions that have made outstanding contributions to the production and dissemination of knowledge across various fields.

The Award is a platform to celebrate thinkers, scientists, inventors, researchers and knowledge experts, as well as leading Arab and international institutions in the knowledge sector.

During the ninth **Knowledge Summit**, the Award honoured the winners of its eighth cycle. His Excellency Juma Al Majid, founder of the Juma Al-Majid Center for Culture

and Heritage, received the Award for his efforts in preserving the knowledge legacy for future generations. Dr Andrew Yan-Tak Ng, a computer scientist and founder of DeepLearning.AI, was recognised for his influential contribution to the use of AI in the education sector.

Dr David Clark, Professor Emeritus of Experimental Psychology, and Dr Anke Eilers, Professor of Experimental Psychopathology, won the Award for their distinguished careers in psychology and their contributions to improving medical and social practices. Finally, Emirati physicist Dr Ahmed Eid Almheiri earned the Award for his scientific contributions and diverse research that inspired many young people to pursue scientific research.



### 4 Winners

in the eighth cycle  
of the Sheikh  
Mohammed bin Rashid  
Al Maktoum Knowledge  
Award in 2024







**We believe that excellence in science and knowledge is the foundation and the path to distinction in all areas of life.**

Mohammed bin Rashid Al Maktoum

## ARABIC IN THE DIGITAL AGE

'Bil Arabi', meaning 'In Arabic', was launched in 2013 as a strategic project to promote the use of the Arabic language, increase Arabic digital content on the internet, encourage Arab youth to use Arabic on social media and preserve linguistic and cultural identity in the digital age. **MBRF** implements 'Bil Arabi' every year to coincide with World Arabic Language Day on 18 December.

On 23 December 2024, **MBRF** concluded the 12th 'Bil Arabi' initiative, which witnessed a broad turnout from the public through events in major shopping malls in the UAE and social media shares.

The initiative featured activities to attract different age groups and strengthen their connection to the Arabic language, including the 'The Storyteller', the 'Interactive Screen', the 'Selfie Screen' and the 'Talking Hologram'.

The campaign was also promoted on social media through the wide use of its hashtag (#بالعربي), which received a total of 9.6 million digital interactions, reflecting the initiative's success in promoting the use of Arabic and enhancing its presence on various platforms.

On 25 November 2024, 'Bil Arabi' received the King Salman Global Academy Award for Arabic Language in its third edition. The campaign was recognised for its success in boosting the presence of Arabic regionally and internationally, encouraging young people to use Arabic in the digital space and motivating youth to produce creative content that reflects the beauty of the Arabic language and its unique cultural status.

## NURTURING YOUNG LITERARY TALENT

One of **MBRF**'s pioneering knowledge projects, the 'Dubai International Program for Writing' aims to discover and empower young writing talents. It embraces writers and creators and enriches their knowledge through specialised training workshops in various literary and knowledge fields. The programme gives participants the opportunity to hone their skills and develop their creative abilities so that they can be active contributors to the cultural and knowledge landscape.

In 2024, the programme accepted 50 participants from more than 300 candidates who underwent four intensive training workshops. The programme resulted in 40 new books being published and hosted more than 50 writers who discussed various aspects of creative writing. To promote cultural dialogue, the programme organised 213 dialogue sessions that attracted 7,000 participants.



**9.6**  
**Million**

digital interactions with  
the 'Bil Arabi' hashtag  
on social media in 2024





## AN INTEGRATED MODEL FOR DIGITAL EDUCATION



**500,000**  
**Beneficiaries**

of The Digital School's  
programmes by the end  
of 2024

**The Digital School** is the first integrated school that relies entirely on technology to deliver digital and hybrid education in flexible and innovative ways. It provides educational models in line with national and international curricula and allows students to develop lifelong learning skills by working with licensed teachers and smart assessment tools. Since its launch in 2020, the School has implemented projects and initiatives that have reached students worldwide.

In October 2024, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, directed the launch of dedicated programmes ensuring the continuity of education in Lebanon via **The Digital School**, operating under **MBRGI**, to confront the challenges imposed by the difficult conditions in the country. The project ensures continued learning for children interrupted by current events, providing lessons through digital platforms that improve students' learning outcomes. It also equips teachers with the skills to support continuous education.

**The Digital School** launched the 'Lebanon Education Continuity Project 2024-2025' in cooperation with partners and stakeholders, targeting 40,000 people in its first phase. It consists of two main tracks. The first, which focuses on digital education, launched a free electronic platform to provide access to lessons according to the official Lebanese curriculum and solutions for offline access. The second track supports education in displacement centres. It is being implemented in 25 shelters, where over 5,600 students have

received lessons in basic subjects and 275 teachers have been trained. By the end of 2024, **The Digital School** exceeded its initial goal, reaching more than 101,000 people across all its programmes in Lebanon.

In June 2024, **The Digital School** launched a new phase of its partnership with Jordan's Ministry of Education to transform the Emirati-Jordanian camp school for Syrian refugees in Mrjeb Al Hood into an integrated digital school for first through 12th grade. **The Digital School** serves around 2,500 students in the camp, and all 45 classes are equipped with technologies to support digital education, such as digital display screens and internet access. The School has also outfitted five integrated digital learning halls.

To expand digital education globally, **The Digital School** announced strategic partnerships with Namibia, Lesotho, Madagascar, Zambia and Angola in 2024. Under these partnerships, the School will offer digital education to children in underserved areas using the latest technology to make education more sustainable and inclusive.

Since its inception, **The Digital School** has made a global impact, benefitting more than 500,000 students from 14 countries. It has also developed a digital library of over 25,000 lessons and 100,000 pieces of interactive educational content available in Arabic, English, French, Spanish and Kurdish. It has outfitted 903 digital learning spaces and trained more than 10,000 teachers from 31 countries through the School's 'Digital Educator Global Academy'.



## SUPPORTING EDUCATION & THE ENVIRONMENT

The 'Donate Your Own Device' campaign, launched by **The Digital School** in cooperation with the Emirates Red Crescent, collected more than 50,000 electronic devices in 2024. Coinciding with International E-Waste Day on 14 October, the campaign supports the UAE's objectives during the Year of Sustainability. The campaign attracted the participation of more than 100 entities and institutions.

'Donate Your Own Device' aimed to achieve a dual environmental and educational impact. On the environmental level, it saved 120 tonnes of electronic waste, reduced carbon dioxide emissions by 122 tonnes and conserved 170,000 litres of fuel, supporting

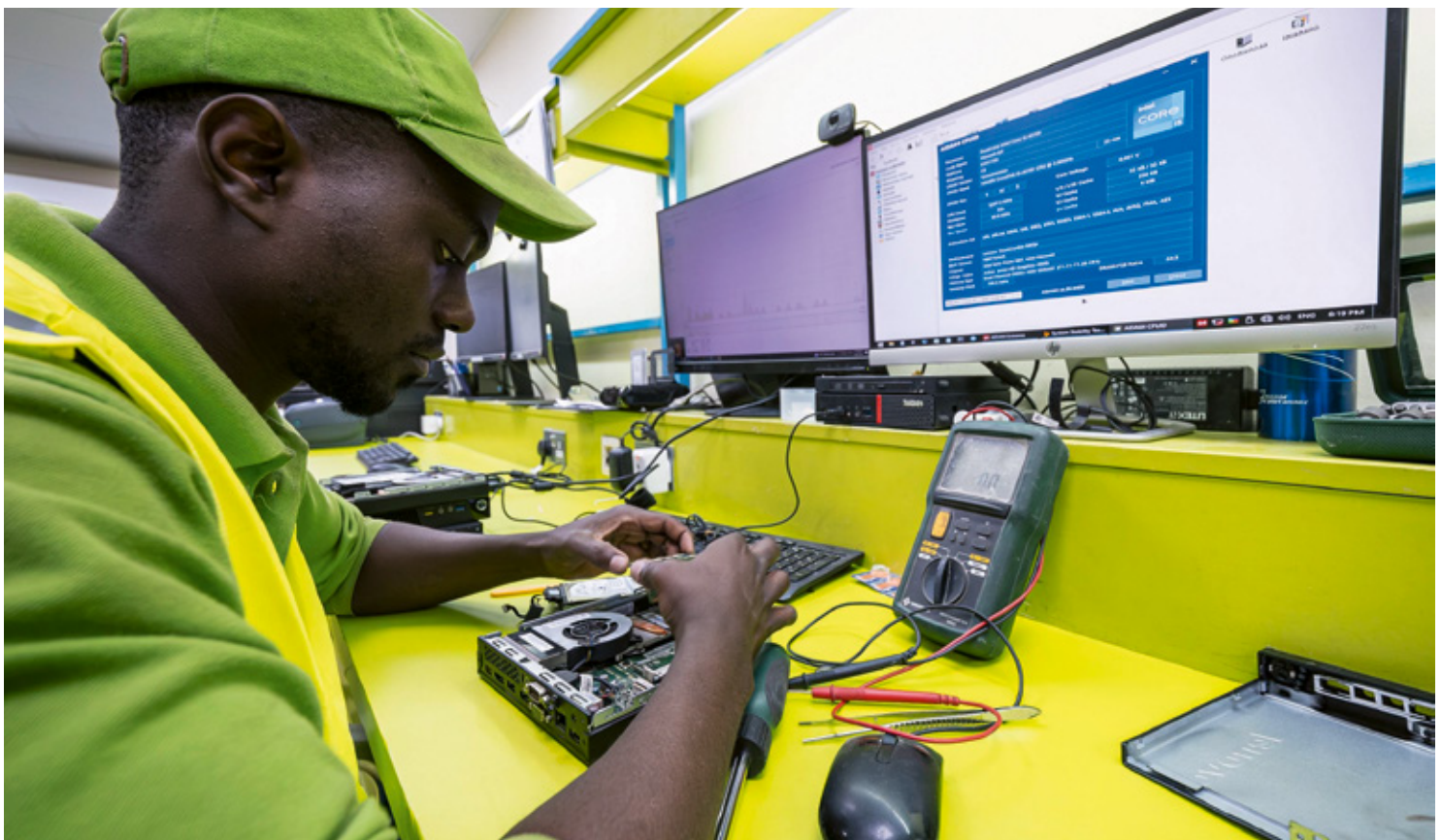
the UAE's efforts to reduce dependence on non-renewable resources and protect the environment. It also helped protect 32,000 square feet of land from pollution caused by toxic metals resulting from the improper disposal of electronic devices.

On the educational level, the campaign empowered thousands of less fortunate students by providing devices in 14 countries, including Egypt, Jordan, Iraq, Mauritania, Lebanon, Zambia, Angola, Namibia, Lesotho, Madagascar, Colombia, Afghanistan, Bangladesh and Mongolia. This has helped bridge the digital gap and provided students with the necessary tools to keep pace with modern education.



# 50,000 Devices

collected under the  
'Donate Your Own  
Device' campaign  
in 2024





## GLOBAL RECOGNITION & LEADERSHIP



3

### Recognitions

for The Digital School's  
contributions to global  
education in 2024

In an outstanding achievement that reflects its pioneering impact in enabling digital education, the Stanford Social Innovation Review at Stanford University in the United States celebrated **The Digital School** in May 2024 in its special edition highlighting the world's top initiatives aiming to achieve equitable access in the health, life, education and environment sectors.

**The Digital School** was recognised for its efforts to harness technology to remove educational barriers and provide an advanced digital learning experience for students in less fortunate areas around the world.

In June 2024, **The Digital School** became the first digital education institution in the

world to receive international academic accreditation from the New England Association of Schools and Colleges (NEASC). This achievement is a testament to the quality of the education the School provides, which enhances students' opportunities to pursue a university or vocational degree, integrate into the job market and obtain internationally accredited academic degrees.

**The Digital School** also received the 1885 Meritorious Service to Education Award from NEASC for its outstanding contributions to positively transforming global education. It became the first educational institution outside the United States to receive this prestigious accolade.



## CONTENT FOR MILLIONS

The **Madrasa e-Learning Platform**, the largest free digital education platform of its kind in the Arab region, maintained its leading role in providing high-quality Arabic content in subjects such as general sciences, mathematics, physics and chemistry to support students and teachers and enhance the quality of digital education. By the end of 2024, the Platform reached approximately 3.7 million users who benefitted from 7,400 free educational videos. In the past six years, the Platform has offered 151 million educational sessions that have reached more than 70 countries.

In 2024, the **Madrasa e-Learning Platform** received the Gold Content Creator Award from YouTube after exceeding one million

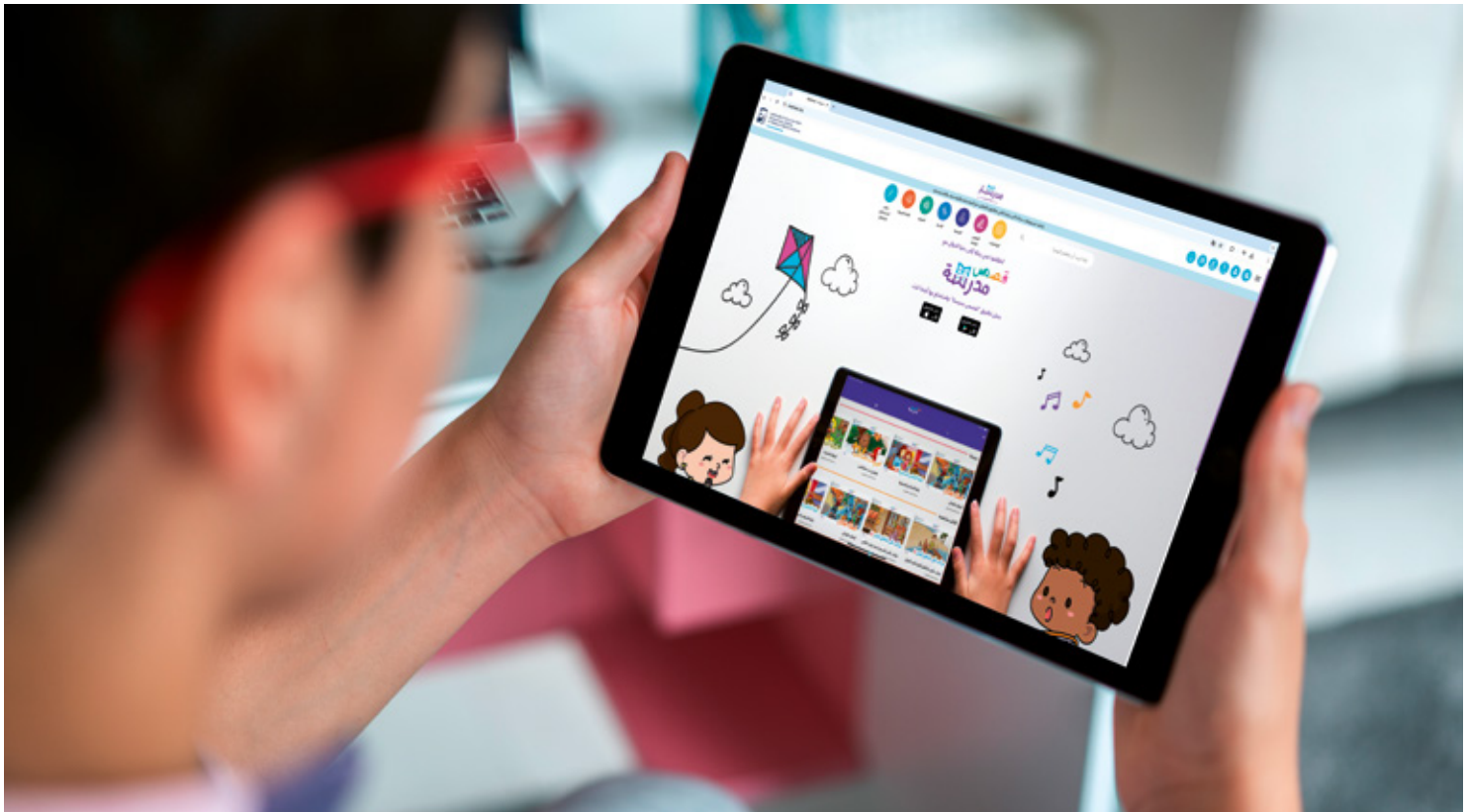
subscribers. This great achievement demonstrates the huge demand for the Platform's valuable educational content and its wide impact in spreading knowledge and facilitating access to high-quality education in the Arabic language.

Over the years, the **Madrasa e-Learning Platform** has left an indelible mark on the Arab educational landscape, empowering millions of students and teachers, enhancing self-learning skills and providing reliable, high-quality educational resources.



# 3.7 Million

registered users on the  
Madrasa e-Learning  
Platform by the end  
of 2024







## A BEACON OF KNOWLEDGE & INNOVATION



**707,000**  
**Visitors**

to the Mohammed bin  
Rashid Library in 2024

The **Mohammed bin Rashid Library** is a prominent knowledge and cultural destination, attracting around 707,000 visitors of various nationalities in 2024. It is a beacon of knowledge and creativity and a meeting place for writers, intellectuals, translators and researchers from around the world. The Library also preserves the Arabic language, enhances knowledge content and instils a love of reading and exploration in future generations.

In 2024, the Library organised 152 events and activities to promote learning, creativity and community participation that benefitted about 11,000 people, highlighting its role in encouraging reading and enriching cultural dialogue.

The first edition of the Dubai International Library Conference was launched in November 2024 under the theme 'Our Libraries: Past, Present and Future'. It attracted 2,500 attendees and more than 70 experts from 30 countries. It hosted 62

workshops and seminars on topics such as library systems, intellectual property, artificial intelligence, sustainable libraries and archival preservation and restoration.

Also in November 2024, the **Mohammed bin Rashid Library** opened the 'Arab Journalism Exhibition', which features more than 500 historical local, regional and international periodicals dating back to the 19th century. It takes visitors on an insightful journey through the development of Arab journalism over time through seven main sections: Women, Children, Literature, Art, UAE Journalism, Specialised Journalism and Newspapers.

The Library's 'A World Reads' initiative reached nearly 250,000 people in the UAE by the end of 2024. Under this initiative, the Library provided more than 80,000 books to around 200 institutions, schools and educational complexes to develop educational environments and instil a culture of reading among future generations.



In 2024, the **Mohammed bin Rashid Library** received the Excellence in the Use of Artificial Intelligence Award during the 35th Arab Federation for Libraries and Information Conference for harnessing artificial intelligence to enhance the user experience and develop its digital services in line with the latest global innovations. The Library was also named the Best Arab Library and Information Institution at the 24th Sharjah Libraries' Literature Award, confirming its position as a hub for knowledge and culture and reinforcing its commitment to supporting the community through innovative projects and initiatives.

## PROMOTING THE ARABIC LANGUAGE

The **Mohammed bin Rashid Arabic Language Award**, organised by the **Mohammed bin Rashid Library**, celebrated the winners of its eighth edition on 10 October 2024, in recognition of their efforts to reinforce Arabic's status locally, regionally and globally. This edition saw huge interest from participants in 65 countries, including nine new ones – Mexico, Norway, Poland, Thailand, the Netherlands, the Czech Republic, Djibouti, South Korea and Mauritius.

In 2024, the Award honoured 11 winners with a total of AED 2.8 million in prizes awarded in five categories: Education; Media and Communication; Technology; Linguistic Policy, Planning and Arabisation; and Culture, Intellect and Knowledge Society. Winners in the Education category included the Global

Curriculum Initiative for Teaching Arabic to Children in Early Education from Egypt. The Faseelh initiative from the Netherlands was named the 'Best Smart Application for the Arabic Language and Its Dissemination' in the Technology category. In the Media and Communication category, *Ghaidh Min Fayd* from the UAE won 'Best Work in Arabic Media'. The Arabic Language International Council won the Linguistic Policy, Planning and Arabisation category for its Advisory Arabic Language Law initiative, while the *Antar and Abba* opera from Lebanon won the Culture, Intellect and Knowledge Society category for 'Best Cultural or Artistic Work in the Service of the Arabic Language'. The 'Distinguished Global Personality Award' was given to Peter Gerald Halman from the United States for supporting the Arabic language globally.



**11**  
**Winners**

of the Mohammed  
bin Rashid Arabic  
Language Award  
in 2024





# Innovation & Entrepreneurship

Within this pillar, the **Mohammed bin Rashid Al Maktoum Global Initiatives** seeks to leverage innovation and technology to shape the future by supporting creative minds and exceptional talents, incubating promising projects and creating a nurturing environment for inventors and researchers. It implements initiatives and programmes that accelerate progress and foster cooperation to find innovative solutions.



AED

**278**

**MILLION**

spent on Innovation  
& Entrepreneurship  
initiatives in 2024

**1.3**

**MILLION**

beneficiaries of Innovation  
& Entrepreneurship  
initiatives in 2024

AED

**280**  
**MILLION**

in incentives and facilities  
provided to entrepreneurs  
and start-ups by Dubai SME  
in 2024

AED

**6**  
**MILLION**

in total prizes awarded for the  
Great Arab Minds Award in 2024

**3**  
**MILLION**

visitors to the Museum  
of the Future since its  
official opening in 2022



## Attracting Rising Talent & Creative Minds



AED  
**278**  
**Million**

spent on Innovation & Entrepreneurship initiatives in 2024



**1.3**  
**Million**

beneficiaries of Innovation & Entrepreneurship initiatives in 2024

Through its Innovation & Entrepreneurship projects and initiatives, the **Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI)** seeks to enhance the position of Dubai and the UAE as a global hub for innovation and technology that keeps pace with rapid technological developments. It also works to attract entrepreneurs and rising talent, as well as empower innovators to develop solutions to current challenges and enhance future readiness.

Within this pillar, the **Museum of the Future** welcomed more than three million visitors from 177 countries in less than three years since its official opening on 22 February 2022. This turnout reflects the Museum's position as a top destination for visitors to Dubai and the UAE and underscores its role as an incubator for the largest global events and a centre for future foresight that brings together elite thinkers.

To celebrate Arab scientists and innovators, the second edition of the **Great Arab Minds** initiative announced six winners in the sectors of Medicine, Natural Sciences, Engineering and Technology, Economics, Literature and Arts, and Architecture and Design. They were recognised for their achievements that have enriched the global knowledge landscape and served humanity.

To promote food sustainability, **MBRGI** organised the Food Innovation Conference 2024, in cooperation with the World Economic Forum, under the theme 'Reimagining Future Food Systems'. The conference aimed to develop creative

solutions for and expand investment in global agriculture and food systems.

The second National Leadership Council for the **Food Innovation Hub UAE** was held as part of the Annual Meeting of the Global Future Councils 2024. Members discussed ideas for enhancing food security, focusing on modern technologies and solutions to ensure sustainable food resources and address the field's growing challenges.

The fourth edition of the **Mohammed bin Rashid Al Maktoum Global Water Award** attracted 193 entries from 51 countries in 2024, reflecting the growing international interest in sustainable water innovations. The winners are set to be announced in 2025, recognising the best contributions to global water security.

In 2024, **Mohammed bin Rashid Establishment for Small & Medium Size Enterprises Development (Dubai SME)** supported 6,229 Emirati-led start-ups through its incentives and facilities packages, with a total value of more than AED 280 million.

The **Mohammed bin Rashid Al Maktoum Business Award** also honoured the winners in its four categories in 2024, celebrating their commitment to business excellence, improving strategies and operations and enhancing corporate performance.

**MBRGI** spent a total of AED 278 million on Innovation & Entrepreneurship projects in 2024 to benefit more than 1.3 million people.









## A GLOBAL PLATFORM FOR A BETTER FUTURE



**3  
Million**

visitors to the Museum of the Future since its official opening in 2022

The **Museum of the Future** is a global platform for exploring future trends and opportunities in science and technology, positioning Dubai as a destination for international researchers and inventors. It brings together prominent scientists and academics in an effort to devise solutions for a better future and houses a permanent exhibition showcasing the future of humanity and the most important advanced technologies.

Since its inauguration on 22 February 2022, the **Museum of the Future** has welcomed more than three million visitors from 177 countries, becoming a must-visit landmark for those interested in the future of technology and innovation. The Museum has also hosted 380 high-profile events covering governance, space, technology and business, while drawing significant global media attention, with 470 media delegations reporting on its pioneering initiatives and exhibitions.

In 2024, the Museum continued to serve as a dynamic platform for intellectual discourse and discovery. It organised 34 specialised programmes and events that were attended by over 5,200 participants. One of the standout events was the 'AI Retreat', which brought together more than 1,000 global leaders, policymakers and innovators to discuss the evolving applications of artificial intelligence across multiple industries.

The Museum's 'Future Talks' series provided an in-depth exploration of AI's impact on

arts, culture, education and sentiment analysis, engaging experts and audiences in discussions on the role of AI in shaping creative and cognitive fields.

During the holy month of Ramadan, the Museum hosted the 'Ramadan Majlis', an initiative developed in collaboration with Dubai Future Labs. This series of thought-provoking dialogues delved into the intersection of technology, ethics and society, drawing inspiration from Islamic principles to guide future advancements in digital transformation and innovation.

The Museum also held workshops on jobs of the future. These sessions offered participants a comprehensive understanding of career opportunities in the fields of sustainability and agricultural technology, with a particular focus on modern trends in vertical and indoor farming to enhance food production and achieve global food security.

For the third year in a row, the Museum organised the 'Future Heroes Summer Camp', which allowed children to explore the future through educational and entertaining activities. The camp hosted Emirati astronauts Mohammad Al Mulla and Noura Al Matrooshi, in cooperation with the Mohammed bin Rashid Space Centre. The camp also featured workshops and immersive experiences to foster creativity and innovation.

The Museum also hosted the inaugural 'Gaming Matters Academy' event, which brought together esports enthusiasts,

experts, CEOs and designers from the global gaming sector and companies such as The Walt Disney Company, Ampverse, Epic Games and EA Sports FC.

In November 2024, the Museum unveiled Earth Dreams, a permanent digital art installation by renowned media artist Refik Anadol. This mesmerising exhibition blends

artificial intelligence, satellite imagery and meteorological data with cutting-edge visual technology to create a breathtaking depiction of Earth's natural beauty. The immersive experience, powered by 30 high-definition projectors, offers visitors a new perspective on the planet's landscapes, highlighting the harmony between art, technology and the environment.



**5,200**  
**Participants**

in the Museum of the  
Future's programmes  
and events in 2024





## CELEBRATING BRILLIANT ARAB MINDS



AED

6

Million

in total prizes awarded  
for the Great Arab  
Minds Award in 2024

The **Great Arab Minds** initiative is the Arab world's leading intellectual movement, celebrating innovators in six key sectors: Medicine, Natural Sciences, Engineering and Technology, Economics, Literature and Arts, and Architecture and Design. It aims to revive Arab civilisation and empower innovators to drive positive change in their communities.

The **Great Arab Minds** Award, launched in 2022, celebrates outstanding Arab achievements, reviving the region's golden age and global standing. It honours exceptional intellects, fosters innovation, inspires youth and supports future Arab leaders.

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, honoured the six winners of the second **Great Arab**

**Minds** Award in 2024. The winners, who were selected from more than 4,000 candidates, each were awarded AED 1 million in recognition of their exceptional achievements.

In the Engineering and Technology category, Syrian Professor Oussama Khatib, Director of the Robotics Laboratory at Stanford University and President of the International Foundation of Robotics Research, was recognised for his outstanding contributions in the field of robotics. Prof Khatib has published more than 327 scientific papers, created advanced robots for deep-sea exploration and contributed to innovative solutions that serve humanity.

Iraqi artist Dia al-Azzawi won in Literature and Arts for his contributions to contemporary Arab art. His works, displayed in the world's





most prominent museums and exhibitions, address humanitarian and Arab issues by combining calligraphy, poetry and heritage in a modern style, making contemporary Arab art a powerful global message.

In the Natural Sciences category, Jordanian Professor Omar Yaghi, Professor of Chemistry at the University of California, Berkeley, won for his contributions to the development of network chemistry, which has helped find solutions to energy, water and environmental challenges. He has published more than 300 scientific papers, and his work has been cited more than 250,000 times.

Professor Yasmine Belkaid from Algeria received the title in the Medicine category for her advanced clinical research in immunity, infectious diseases, microbes and tissue

immunity. She has published more than 220 research papers on infection and immunity.

In the Architecture and Design category, architect Sahel Al Hiyari from Jordan, was recognised for his work blending contemporary and traditional elements, drawing inspiration from nature and local contexts. His work has shaped Arab architecture and has elevated stone architecture globally.

A Professor of Finance and Economics at Princeton University, Yacine Ait-Sahalia, from Algeria, won in the Economics category for developing advanced metrics to understand and predict economic and financial trends. He has published more than 80 academic papers and has authored two books, which are widely referenced in financial economics.



**4,000**  
**Candidates**

for the Great Arab  
Minds Award in 2024



## PUSHING THE BOUNDARIES OF THE FUTURE



Professor Oussama Khatib was awarded the 2024 **Great Arab Minds** Award in the Engineering and Technology category in recognition of his pioneering contributions to robotics research, particularly in the fields of robotic systems and tactile interaction. He began his academic career in France at the University of Montpellier, then obtained his PhD from the Institut Supérieur de l'Aéronautique et de l'Espace. He is currently a Professor of Computer Science at Stanford University, a Fellow of the Institute of Electrical and Electronics Engineers and President of the International Foundation of Robotics Research.

Prof Khatib's research in robotics focuses on novel control structures, algorithms, sensing and programming service robots. He has developed theories, techniques and algorithms that control complex robotic systems by modelling their mechanical motion to allow them to interact with their surroundings in real time.

One of Prof Khatib's most notable innovations is the OceanOne robot. Designed to explore the ocean depths using touch sensors and underwater engineering techniques, the machine aims to enhance human-robot interaction in marine science. He also led the OceanOne<sup>k</sup> mission, which included the latest generation of highly skilled underwater robots. The mission sought to hone the abilities of autonomous robots to perform tasks in various environments.

Prof Khatib has also published more than 327 scientific papers, and his research is considered an important reference in the field of robotics. Upon winning the **Great Arab Minds** Award, he expressed his gratitude and appreciation, describing the award as a pioneering initiative that motivates Arab generations to pursue innovation and creativity.

## AN INSPIRATIONAL JOURNEY



Professor Yasmine Belkaid received the 2024 **Great Arab Minds** Award in the Medicine category for her distinguished academic career and pioneering contributions to human immunity research. She began her academic career at the University of Science and Technology Houari Boumediene in Algeria, where she earned a bachelor's and a master's degree in biochemistry. She then obtained a Master of Advanced Studies from the University of Paris-Sud, followed by a PhD in immunology from the Institut Pasteur in Paris, where her research focused on the innate immune response against leishmania infection.

Prof Belkaid subsequently held several prestigious positions, including Director of the National Institutes of Health in the United States and Founder of the National Institute of Allergy and Infectious Diseases Microbiome Program. In 2024, she was appointed President of the Pasteur Institute in Paris, a non-profit organisation dedicated to studying biology, micro-organisms, diseases and vaccines.

She has published more than 220 studies on infection and immunity, with a focus on the body's interaction with microbes in the digestive system and skin, which has contributed to the development of treatments for chronic diseases such as Crohn's disease and psoriasis. She has also won prominent awards such as the Lurie Prize in Biomedical Sciences 2019 and the Robert Koch Award 2021.

Prof Belkaid expressed her appreciation and gratitude for winning the **Great Arab Minds** Award, saying: "The award means a lot to me because it represents the strength of Arab unity. I dedicate this award to all distinguished Arab women who make the world a better place."





The Arab world stands on the cusp of a new scientific and cultural renaissance driven by the power of knowledge and future technologies. Arab youths have immense potential, and the future holds great promise for them.

Mohammed bin Rashid Al Maktoum

## SUSTAINABLE FOOD SYSTEMS

The **Food Innovation Hub UAE** was established in 2022 under a cooperation agreement between **MBRGI** and the World Economic Forum. The initiative aims to enhance the sustainability of the global food sector and find comprehensive solutions to combat hunger, support the nutritional needs of less fortunate communities and provide integrated systems for food innovation.

In May 2024, **MBRGI** organised the Food Innovation Conference, in collaboration with the World Economic Forum, under the theme 'Reimagining Future Food Systems'. The event convened more than 150 global experts, academics, local, regional and international private sector companies, and farmers. Over the course of three days, the conference reviewed models for innovative food systems and advances in food technology around the world. It also highlighted the need to accelerate knowledge-sharing and capacity-building efforts through the 'Food Innovation Hubs Global Initiative' and encouraged cooperation between entrepreneurs, investors and public and private sector leaders.

The conference included several dialogue sessions on the role of technology in building resilient and sustainable food systems and the latest trends in food sustainability. It also reviewed global best practices and the role of advanced technologies such as AI and data science in enhancing global food security.

In October 2024, the second meeting of the National Leadership Council for the **Food Innovation Hub UAE** was held in the UAE as part of the Annual Meeting of the Global

Future Councils. The council explored ways to launch qualitative initiatives that address food security challenges and invest in modern technologies to accelerate access to food sustainability solutions, as well as enhancing the Hub's role as a research platform.

In an effort to expand its partnerships, **MBRGI** and Silal Food and Technology signed a memorandum of understanding in December 2024 to launch the **Food Innovation Hub UAE's** 'Access Programme' to promote food innovation and sustainability. The agreement aims to develop integrated systems to support food and agriculture innovators by providing resources, training, development programmes, funding and technological resources, as well as creating opportunities to collaborate with sector partners.



**150**  
**Participants**

in the Food Innovation Conference in 2024, including experts, academics and private sector companies





## OPPORTUNITIES FOR ENTREPRENEURS



AED  
**280**  
Million

in incentives and services provided to entrepreneurs and start-ups by Dubai SME in 2024

The **Mohammed bin Rashid Establishment for Small & Medium Size Enterprises Development (Dubai SME)**, an entity under Dubai's Department of Economy and Tourism, works within the Innovation & Entrepreneurship pillar to promote a culture of entrepreneurship among Emirati youth. It aims to develop Dubai's entrepreneurship system, enhancing the emirate's position as a global leader in this field and accelerating the growth of SMEs to make them effective contributors to Dubai's GDP.

In 2024, 6,229 Emirati start-ups benefitted from **Dubai SME's** incentives and facilities packages, for a total of 22,672 local SMEs

supported since its establishment in 2002. **Dubai SME** invested more than AED 280 million in 2024 to provide local entrepreneurs and start-ups with services and incentives.

As part of its efforts to support innovative Emirati projects, the 'Mohammed bin Rashid Fund for SME Support' financed 46 new projects in 2024, with a total value of AED 35 million, while 146 entrepreneurs received follow-up and consulting services from the fund.

**Dubai SME** continued to provide guidance and development services to Emirati entrepreneurs in 2024, reaching a total of 3,075 people. In addition, 'Dubai Entrepreneurship Academy', the Establishment's training arm, trained 5,497 entrepreneurs.

The 'Hamdan Innovation Incubator' (Hi2), an affiliate of **Dubai SME**, provided business incubator services to 23 start-ups in 2024. An additional 283 companies benefitted from Hi2's renewal services and advisory sessions.

To support emerging local companies and enhance their growth opportunities, **Dubai SME's** 'Government Procurement Program' reached 698 registered local companies in 2024 and facilitated more than AED 1.1 billion in contracts for its qualified members. In addition, 442 entrepreneurs benefitted from the Establishment's commercial promotion and social media marketing services.





## HONOURING BUSINESS EXCELLENCE

The **Mohammed bin Rashid Al Maktoum Business Award** was launched under the umbrella of **MBRGI** in 2005 to honour entities and businesses that support sustainable economic development, encourage improved business practices, enhance performance and achieve institutional excellence.

In September 2024, the Award recognised winners across four categories during an official ceremony held at the Union House in Dubai. Procter & Gamble Arabia received the 'Outstanding Business Award' and Seddiqi Holding won the 'Family Business Award'. Meanwhile, DP World GCC secured the 'Global Expansion

Award' and the Emirates Group claimed the 'Digital Innovation Award'.

These awards honour the most outstanding companies across four key categories that are in line with the strategic objectives of the **Mohammed bin Rashid Al Maktoum Business Award**, which aims to drive innovation and promote business excellence.

Winners are chosen based on stringent criteria that reflect their dedication to adopting best practices in management, as well as efforts to optimise operational processes, enhance institutional efficiency and elevate performance standards.



**4**  
**Winners**

of the Mohammed bin  
Rashid Al Maktoum  
Business Award in 2024





## INNOVATIVE SOLUTIONS FOR CLEAN WATER



AED  
**3.7**  
Million

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

The **Mohammed bin Rashid Al Maktoum Global Water Award**, which is supervised by the **UAE Water Aid Foundation (Suqia)** under the umbrella of **MBRGI**, seeks to encourage research centres, individuals and innovators around the world to find innovative and sustainable solutions that use renewable energy to address clean water scarcity.

The Award, worth USD 1 million (AED 3.7 million), is held every two years and supports the development of innovative projects, technologies and models in water

desalination and purification using renewable energy sources such as solar, wind, biomass, water, salinity gradient and geothermal technologies. It also enhances the UAE's position as a major contributor to finding sustainable solutions to the challenges facing communities affected by poverty and disasters. The Award supports the sixth United Nations Sustainable Development Goal for 2030, which is to ensure the availability of clean water and sanitation for all, by encouraging innovation and investing in the latest technologies to help underdeveloped communities.

The fourth cycle of the **Mohammed bin Rashid Al Maktoum Global Water Award** was launched in December 2023 and attracted 193 entries from 51 countries. Winners will be announced in 2025.

The Award has four main categories: the 'Innovative Projects Award', which includes the 'Large Projects Award' and the 'Small Projects Award'; the 'Innovative Research and Development Award', which includes the 'National Institutions Award' and the 'International Institutions Award'; the 'Innovative Individual Award', which includes the 'Distinguished Research Award' and the 'Youth Award'; and the 'Innovative Crisis Solutions Award'.

During the previous three cycles, 31 winners from 22 countries were awarded for their pioneering projects in water purification, underscoring the Award's global impact and its leading role in stimulating sustainable innovation in the water sector.







**Excellence is a journey without an end – a shared responsibility that demands the adoption of best practices and the relentless pursuit of innovation and ambition.**

Mohammed bin Rashid Al Maktoum





# Empowering Communities

Through its Empowering Communities pillar, the **Mohammed bin Rashid Al Maktoum Global Initiatives** promotes a culture of hope, instils values of tolerance and coexistence among different segments of society and empowers future leaders. It invests in sport talents and celebrates their achievements, in addition to highlighting the vital role of media institutions in driving development.

AED

# 202

## MILLION

spent on Empowering  
Communities initiatives  
in 2024

# 3.5

## MILLION

beneficiaries of  
Empowering Communities  
initiatives in 2024

AED

# 4

## MILLION

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

# 86,887

## BENEFICIARIES

of the Sheikh Mohammed  
bin Rashid Al Maktoum Centre  
for Cultural Understanding's  
activities and initiatives in 2024

# 5,754

## GRADUATES

of the Mohammed bin Rashid  
School of Government in 2024



## Building a Prosperous Future for All



AED  
**202**  
Million

spent on Empowering  
Communities initiatives  
in 2024



**3.5**  
Million

beneficiaries of  
Empowering  
Communities initiatives  
in 2024

Within the Empowering Communities pillar, the **Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI)** strives to equip people with the essential skills and tools they need to create a positive and sustainable impact in their communities. This is achieved through a wide range of specialised initiatives and training programmes designed to develop human potential and prepare individuals to meet the challenges of a changing world.

**MBRGI** is committed to providing a supportive environment that encourages contributions to community development while fostering initiative and innovation. The Foundation also keeps abreast of global developments by integrating the latest technologies and practices into its programmes, enabling communities to build a more prosperous future.

The fourth **Arab Hope Makers** awards ceremony was held in 2024 and was attended by a massive crowd of 12,000 people. Four winners were recognised in the Initiative's finals in celebration of their inspiring work that is making a positive impact in their communities.

As part of its commitment to providing specialised training, the **Mohammed bin Rashid School of Government** maintained innovative educational programmes to foster qualified personnel capable of making a positive impact. In 2024, the School graduated 5,754 people who are now equipped with the skills and knowledge to serve their communities.

The **Mohammed bin Rashid Center for Leadership Development** celebrated its 20th anniversary in 2024. In the past two decades the Centre has graduated more than 850 Emirati leaders across various sectors and developed national competencies for leadership roles, helping to drive overall development and strengthen the UAE's position as a global leader.

The 23rd **Arab Media Award** announced 14 winners across three main categories at a ceremony attended by 2,000 influential figures, including editors-in-chief of Emirati and Arab newspapers, prominent writers and thinkers, Arab media pioneers and media executives. The event celebrated the Award as the foremost platform for recognising Arab media excellence.

The 12th edition of the **Mohammed bin Rashid Al Maktoum Creative Sports Award** honoured 30 outstanding figures across various sports at the local, regional and international levels.

**MBRGI** also completed its partnership with the Real Madrid Foundation in 2024. It was launched in 2019 with the aim of supporting 10 social sport academies in Egypt, Jordan and Morocco. The initiative reached 4,543 trainees through specialised programmes to develop football capabilities as well as personal and social skills.

In 2024, **MBRGI** spent approximately AED 202 million under the Empowering Communities pillar to benefit more than 3.5 million people.







## HONOURING PHILANTHROPISTS



AED

4

Million

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

A key **MBRGI** initiative under the Empowering Communities pillar, **Arab Hope Makers** drives positive, sustainable change through volunteer-led, non-profit projects. Its fourth edition attracted more than 58,000 participants, including individuals and organisations who launched inspiring campaigns to address their communities' biggest challenges.

In February 2024, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, honoured four winners in the **Arab Hope Makers** initiative's fourth edition. The grand ceremony, attended by 12,000 people, awarded each winner AED 1 million, totalling AED 4 million, for their exceptional service to their communities.

Dr Tala Al Khalil from Iraq, who received the most votes during the ceremony, was named the winner of the fourth **Arab Hope**

**Makers** initiative for her work caring for children with cancer and Down syndrome.

In addition to Dr Tala, His Highness recognised three finalists: Mohamed Al Najjar from Iraq, for his initiative supporting amputees; Amine Imnir from Morocco, who turned social media into a platform for giving and positive influence; and Egyptian Fathiya Al Mahmoud, known as 'the mother of orphans' or 'Mama Fathiya', for adopting and raising 34 orphaned girls in her home.

The fourth edition of the **Arab Hope Makers** initiative saw a strategic partnership with ET Bil Arabi under the slogan 'Art Creates Hope' to engage Arab artists and celebrities in philanthropy and encourage them to set an example as role models in humanitarianism. Artists and content creators participated in humanitarian projects to support those in need and alleviate their suffering in several countries.





## A HEART FOR CHILDREN IN PAIN



Dr Tala Al Khalil, a pharmacist from Iraq, embarked on her hope-making journey in 2015, when she began receiving children with cancer in a special caravan within Basra Children's Hospital. The room provided the children with a space full of hope and optimism, away from the harsh realities of treatments and hospital wards. Dr Tala devoted all her energy to helping sick children continue their education and integrate into society through activities such as drawing, singing and reading.

She did not stop there. Her desire to provide a helping hand to every sick child inspired her in 2018 to establish the Warriors Academy, an initiative that helps people of determination develop their skills and talents. To Dr Tala, vocational rehabilitation is the key to their future and a means of expressing themselves in society, so she worked to guide them according to their abilities, believing that every child has a talent within them that deserves to blossom.

Today, Dr Tala provides medical care and mental health support for more than 200 children with Down syndrome and cancer. Despite her young age, children call her the 'Mother of Warriors' because she embraced them with love that made them stronger and gave them hope.

In February 2024, Dr Tala was awarded the title of **Arab Hope Maker** in the fourth edition of the pioneering initiative, which comes under the umbrella of **MBRGI**, after she received the most votes during the ceremony. She was recognised for her continuous efforts to spread hope and encourage giving. After receiving this honour, Dr Tala described the **Arab Hope Makers** initiative as a beacon of giving and proof that hope still exists in the world, despite life's many difficulties.





## GOVERNMENT EXCELLENCE



**5,754**  
**Graduates**

of the Mohammed bin  
Rashid School of  
Government in 2024

The Mohammed bin Rashid School of Government (MBRSG) is dedicated to enhancing government excellence through innovative educational programmes that develop the skills of leadership and government institutions in the UAE and the broader region, enabling effective strategies to keep pace with future changes.

In pursuit of this mission, **MBRSG** develops specialised academic and training programmes grounded in scientific principles, offering innovative solutions to support leaders facing evolving challenges. Inspired by the realities of Arab administration, it also hosts international and regional conferences to foster knowledge exchange, reinforcing its role as a think tank and a leader in governance and leadership development.

In 2024, 5,754 people graduated from **MBRSG**'s various programmes. This included 80 students from postgraduate programmes with specialisations ranging from a Master of Public Administration and a Master of Innovation Management, to an Executive Master of Public Administration and a Master of Public Policy.

In 2024, **MBRSG** delivered executive education programmes, with 2,514 people joining open enrolment courses on leadership, management and government policies. Another 6,695 people participated in customised executive education programmes, which are designed with institutions to meet strategic requirements, enhance capabilities and keep pace with public policy and government administration developments.

In May 2024, **MBRSG** hosted the annual OECD Network of Schools of Government meeting under the theme 'Transforming the Public Sector'. Held in partnership with the Organisation for Economic Co-operation and Development (OECD), it convened leaders, experts and specialists from 33 countries and 41 schools. Discussions covered workforce evolution, modernising learning technologies, transforming work culture and addressing global challenges shaping the public sector.

**MBRSG** also hosted the fourth Public Administration Forum in June 2024 under the theme 'Global Disruptions and the Art of Economic Diplomacy'. It explored economic diplomacy's role in addressing challenges, supporting sustainable development and strengthening international cooperation. Sessions examined global economic crises and their potential impact on Gulf countries and the wider Arab region.

**MBRSG** concluded the inaugural Global Conference on Economic Diversification in November 2024. It brought together 150 experts from 30 countries, ultimately establishing it as an annual event for thought leaders, policymakers and international organisations. The first edition explored scientific research, policies for economic diversification and a global database of diversification research. It included a comparative analysis of diversification policies in oil-producing and commodity-dependent economies and a regional analysis based on the 'Global Economic Diversification Index' and its impact on governance.

## LEADERSHIP EXPERIENCES TO BUILD THE FUTURE



Brigadier General Abdulsamad Hussain Al Blooshi began his academic journey at the **Mohammed bin Rashid School of Government** by enrolling in the Executive Master of Public Administration programme. This experience added a new milestone to his list of achievements, as he invested his knowledge in serving the community, developing state institutions and building the future.

For 28 years, Brigadier General Abdulsamad has adopted an attitude of innovation and a commitment to excellence, holding several positions in the comprehensive quality and institutional excellence field. He served as the chairman and member of the evaluation committees for many local and international awards, such as the **Mohammed bin Rashid Al Maktoum Creative Sports Award** and the Fujairah Government Excellence Programme, in addition to his experience as an accredited assessor for the European Excellence System and a Six Sigma Black Belt.

Joining this programme was a turning point in Brigadier General Abdulsamad's career, equipping him with tools to help him balance his academic ambitions with his personal and professional commitments. The experience allowed him to hone his skills, face challenges with confidence and achieve a healthy work-life balance.

Brigadier General Abdulsamad graduated with his Executive Master of Public Administration at the top of his class. During his inspiring graduation speech, he said: "I extend my deepest thanks and appreciation to the **Mohammed bin Rashid School of Government**, which is a platform for building competencies and inspiring leaders. I pledge to continue this journey of giving and excellence, to serve the nation and society and to invest this knowledge in building a better future."



## SHAPING FUTURE LEADERS



### 137 Graduates

of the Mohammed  
bin Rashid Center  
for Leadership  
Development in 2024

The **Mohammed bin Rashid Center for Leadership Development (MBRCLD)** aims to develop national competencies and refine leadership skills to empower future leaders and enhance the UAE's journey, solidifying the nation's position as a global frontrunner in various fields. The Centre continued to organise its integrated programmes to prepare a generation of leaders who have the courage to take initiative and make decisions and the ability to transform challenges into opportunities, ensuring that the UAE continues to be a driving force in the international arena.

During the World Governments Summit in February 2024, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, attended the graduation of

the first cohort of **MBRCLD's** 'Global Government Leaders Program'. Launched in July 2023, it brought together ministers, assistant ministers and senior officials from 30 countries. Participants explored the UAE's best practices and developed projects to turn challenges into opportunities in their home countries.

In 2024, 31 participants joined the second cohort of the 'Global Government Leaders Program', while 36 people enrolled in the seventh cohort of the 'Impactful Leaders Program'. Additionally, 140 second- and third-tier leaders in Dubai took part in the second edition of the 'Dubai Leaders Camp', organised by **MBRCLD** as a dynamic platform to equip leaders with the knowledge and skills to champion sustainable development and strengthen Dubai's global standing.





## A 20-YEAR JOURNEY

In September 2024, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, attended **MBRCLD**'s 20th anniversary ceremony, celebrating its impact on the UAE. The Centre has graduated more than 850 Emirati leaders across various sectors since its establishment. The event convened senior officials, directors general, programme graduates, academics, international university representatives and media.

The event featured a brief video showcasing the Centre's accomplishments, as well as the launch of a short documentary highlighting His Highness Sheikh Mohammed bin Rashid Al Maktoum's training at Mons Officer Cadet School, a British military establishment that today is part of the

Sandhurst Military Academy. The event also featured a series of engaging sessions, including 'Flashes of Mohammed bin Rashid's Leadership,' 'The Makings of a Great Leader' and 'Mohammed bin Rashid Al Maktoum in British Archives'.

The celebration concluded with the graduation of new **MBRCLD** cohorts. The sixth 'Impactful Leaders Program', which had 27 participants, prepares Emirati leaders for strategic projects. The 'Dubai Leadership Program' graduated its second cohort of 20, developing second-tier government leaders. The 'Dubai Economic Leadership Program' saw 28 graduates, equipping them to lead key sectors. The first 'Dubai Family Business Management Program' cohort of 32 graduated, ensuring succession in family businesses.



**850**  
**Graduates**

of the Mohammed  
bin Rashid Center  
for Leadership  
Development since  
its establishment





## FOSTERING A SPIRIT OF UNDERSTANDING



**86,887**  
**Beneficiaries**

of the Sheikh  
Mohammed bin Rashid  
Al Maktoum Centre for  
Cultural Understanding's  
activities and initiatives  
in 2024

Since its establishment in 1998, the **Sheikh Mohammed bin Rashid Al Maktoum Centre for Cultural Understanding (SMCCU)**, under the umbrella of the **MBRGI**, has been dedicated to promoting a culture of harmony and understanding and building bridges between cultures. It strives to present an authentic and balanced portrayal of Emirati society, which embodies unity and cohesion while embracing a rich cultural diversity that reflects the values of tolerance, harmony and acceptance.

In 2024, **SMCCU** raised awareness of Emirati history, culture and heritage through a wide range of programmes and activities that

attracted 86,887 beneficiaries, reaffirming its pivotal role in preserving national identity and promoting cultural exchange. The Centre also continued to promote the values of tolerance and coexistence through its public and private education programmes. Through these events, 39,300 participants were exposed to authentic Emirati traditions, which provided them with deeper insight into Emirati culture.

**SMCCU's** visits to Jumeirah Mosque were among the Centre's impactful initiatives, welcoming 18,635 visitors in 2024. Through this programme, participants learned about the values of tolerance and coexistence in Islam, as well as the history and heritage of the UAE. Additionally, 9,292 people took part in interactive educational programmes that offered a unique opportunity to explore authentic Emirati culture, from tours of Al Fahidi Historical Neighbourhood and Old Dubai to specialised training sessions on cross-cultural awareness.

The 'Once Upon a Time Museum', which opened in 2023, attracted 19,000 visitors who explored heritage stories and rare historical artefacts from the 1950s and 1960s. Through an interactive experience that brings the UAE's history and traditions to life, the museum serves as a rich educational platform for new generations, creatively connecting the past with the present.

**SMCCU's** programmes and events embody its commitment to building cultural and civilisational understanding between residents and visitors, cultivating harmony between the diverse cultures of the UAE.





## THE LARGEST ANNUAL MEETING OF ARAB MEDIA

The 22nd edition of the **Arab Media Forum** was launched in May 2024. It saw the participation of 3,500 media leaders and personalities, senior writers and thinkers, and executives from major Arab and international media institutions.

Over the years, the Forum has facilitated dialogue among journalists and encouraged positive communication between Arab and Western media. Its successive editions have kept pace with the rapid developments in media, gradually evolving from a regional to a global scale and making a significant impact on the media landscape.

The 2024 **Arab Media Forum's** agenda featured over 110 main, dialogue and closed sessions and masterclass workshops, along with more than 40 side events. It welcomed more than 250 speakers, which comprised over 200 prominent media figures from abroad. The sessions included in-depth discussions on current media issues, such as media coverage of the Palestinian crisis, the impact of the United States elections on the Arab region, the media and entertainment industry, new technological trends in media, and current regional challenges and their repercussions on the development of the Gulf and Arab region.



**3,500**  
**Attendees**  
of the Arab Media  
Forum in 2024





## CELEBRATING MEDIA ICONS



### 14 Winners

across all the Arab  
Media Award's  
categories in 2024

Under the umbrella of **MBRGI**, the annual **Arab Media Award** plays an important role in supporting the development of Arab media, fostering creativity and encouraging journalistic excellence. The Award recognises pioneering media achievements, harnesses media platforms in service of progress and development and supports the aspirations of Arab communities to build a brighter future.

In 2024, the 23rd edition of the **Arab Media Award** coincided with the 22nd **Arab Media Forum**. It was attended by 2,000 media professionals, including editors-in-chief of Arab newspapers, leading writers and intellectuals and media organisation executives. The Award recognised 14 winners across its three main categories: the 'Arab Journalism

Award', the 'Digital Media Award' and the 'Visual Media Award'.

Among the most notable winners was the Lebanese journalist Samir Atallah, who received the 'Media Personality of the Year' award in recognition of his distinguished career that has helped shape the Arab media landscape. The 'Special Recognition Award' was given to the late Lebanese journalist Geisel Khoury, honouring her accomplished career and influential impact on Arab media through her programmes on major international news channels.

Under the 'Digital Media Award', Cairo 24's website won 'Best News Platform', while *Kalam Aswaq*, which aired on CNBC Arabia, was named the 'Best Economic Programme' under the 'Visual Media Award'.



## HONOURING SOCIAL MEDIA CREATORS

The **Arab Social Media Influencers Award** recognises Arab content creators, fosters an encouraging environment for creativity and raises awareness of social issues. Its categories include Entertainment, Culture and Arts, Business Entrepreneurship, Community Service, Sports, Tourism and Health, the Audience. It also recognised an 'Influential Personality of the Year'.

The nine winners for 2024 were announced at a grand ceremony attended by 1,500 people, which was held on the closing day of the 22nd **Arab Media Forum**. His Highness Lieutenant General Sheikh Saif bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Interior of the UAE, was named the 'Influential Personality of the Year' for his impactful role on social media, his contributions to community awareness,

supporting humanitarian and social initiatives and promoting the values of giving and effective communication.

The Emirates Red Crescent received the Community Service award, and Abdulrahman Abumalih from Saudi Arabia won the Audience category. The e-commerce site Ounass was recognised in the Business Entrepreneurship category, while Musaed Al Fawzan, a Kuwaiti footballer, took home the Sports category.

Dr Kareem Ali, from Egypt, won in the Health category, Godus Bros took the Entertainment award, and Egyptian artist Ahmed Helmy was honoured in the Culture and Arts category. Jordanian blogger Joe Hattab won the Tourism award for his contributions to enriching Arabic social media content.



# 9

## Winners

of the Arab Social Media Influencers Award in 2024



## EXPLORING FUTURE CHALLENGES



# 450

## Participants

in the Arab Strategy Forum in 2024

Since its launch in 2001, the **Arab Strategy Forum** has been dedicated to exploring future prospects and fostering a deep understanding of geopolitical and economic issues in the Arab world and beyond.

The Forum's role extends beyond analysing the current landscape to attempting to anticipate future trends and provide proactive insights into potential challenges and opportunities. By hosting senior officials, experts and academics, it leverages diverse perspectives, reliable data and in-depth analysis.

At the beginning of 2024, a new edition of the **Arab Strategy Forum** was launched under the theme 'The Political and Economic State of the Arab World'.

The event brought together 450 participants, including international officials, strategic experts and thought leaders in politics and economics, reflecting the Forum's role as a platform for dialogue and strategic analysis on the most pressing issues in the region and across the globe.

The Forum featured nine main sessions that addressed pressing political and economic issues, including the analysis of global threats, economic growth forecasts and the portrayal of Arabs in international media. In-depth discussions facilitated by 14 prominent speakers analysed regional and global challenges while presenting strategic solutions to shape the Arab region's trajectory and its impact on global interests.





## OUTSTANDING SPORTS ACHIEVEMENTS

The **Mohammed bin Rashid Al Maktoum Creative Sports Award** helps position Dubai as a global hub for innovation and sporting excellence. It recognises innovators across various sport disciplines and honours individuals and organisations advancing sport locally, regionally and internationally. Under **MBRGI**, the Award fosters healthy competition and athletic creativity and is among the world's most prestigious honours in the sporting world.

In January 2024, the 12th edition of the Award celebrated 30 outstanding figures across various sports at the local, regional and international levels. His Highness Sheikh Ammar bin Humaid Al Nuaimi, Crown Prince of Ajman, received the 'UAE Sports Personality Award' in recognition of his

significant contributions to promoting sport in Ajman and across the UAE.

Gianni Infantino, President of the International Federation of Association Football (FIFA), was honoured with the 'International Sports Personality Award' for his efforts in advancing football worldwide. Meanwhile, the 'Arab Sports Personality Award' was presented to His Excellency Sheikh Talal Al Fahad Al Subah from Kuwait for his distinguished journey in supporting Kuwaiti and Arab sports.

The 'Outstanding Successes Award' was presented to Khabib Nurmagomedov, from Russia, in celebration of his remarkable achievements in martial arts, including being the longest-reigning UFC Lightweight Champion ever.



# 30 Winners

of the Mohammed bin Rashid Al Maktoum Creative Sports Award in 2024



## A GLOBAL PLATFORM FOR FOOTBALL



**1,800**  
**Participants**

in the Dubai  
International Sports  
Conference in 2024

The **Dubai International Sports Conference** is an annual event dedicated to advancing football locally and globally. It showcases top professional clubs and fosters in-depth discussions that bring together decision-makers, players, coaches and fans to address key issues in the sport.

Two editions of the Conference were held in 2024. The 18th edition in January focused on 'Sustainability and Performance in Football', attracting 800 participants from the UAE, the region and beyond. Sessions covered topics like 'Football Talents' and 'Women and Football'. Alongside the Conference, the 14th 'Globe Soccer Awards' honoured 23 winners, including Khaldoon Al Mubarak as 'Best Club President', Jude Bellingham as 'Best Midfielder' and Aitana Bonmatí as 'Best Women's Player'.

Held in December 2024, the 19th edition of the **Dubai International Sports Conference**

took place under the theme 'Talented Football' and was attended by 1,000 prominent figures from the local and international sport sector. The 15th edition of the 'Globe Soccer Awards' was hosted alongside the Conference. The awards honoured 23 winners, including Cristiano Ronaldo, who was named the 'Best Middle East Player' and 'Top Goal Scorer of All Time'. Vinícius Júnior won the 'Best Forward' award, and Lamine Yamal was recognised as the 'Best Emerging Player'.

The 'Globe Soccer Awards – Europe Edition' was also launched in 2024 under the theme 'The Road to Dubai'. Winners of the Europe Edition are automatically qualified for the 'Globe Soccer Awards' in Dubai. A total of 15 athletes were honoured, including Kylian Mbappé, who won 'Best Player', Manchester City for 'Best Men's Club', Barcelona for 'Best Women's Club', and Xabi Alonso, who was named 'Best Coach'.





## NEW GENERATIONS OF FOOTBALL TALENT

In 2024, MBRGI successfully completed its partnership with the Real Madrid Foundation. Launched under an agreement signed in 2019, the partnership supported 10 Real Madrid Social Sports Academies in Egypt, Jordan and Morocco.

The collaboration aimed to inspire youth through sport, promote hope and positivity and develop football talent under certified Real Madrid coaches. The academies trained 4,543 participants aged six to 17, enhancing their football, personal and social skills.

In 2024, 760 participants were trained in Marrakech, Tighramt, Khémis Anjra and Ben Guerir, with the PAIDEIA Foundation. In Jordan, 200 participants were trained through programmes in the Baqa'a and Irbid refugee camps run by the United Nations Relief and Works Agency for Palestine Refugees in the Near East, as well as the Latin Patriarchate schools in Madaba, Fuheis and Al Jubeiha.



**4,543**  
**Trainees**

enrolled in the Real Madrid Social Sports Academies since the launch of the partnership in 2019





# ANNEX





# Humanitarian Aid & Relief



مؤسسة محمد بن راشد آل مكتوم للأعمال الخيرية والإنسانية  
Mohammed Bin Rashid Al Maktoum Humanitarian & Charity Est.

## MOHAMMED BIN RASHID AL MAKTOUM HUMANITARIAN & CHARITY ESTABLISHMENT

Since its inception in 1997, the **Mohammed bin Rashid Al Maktoum Humanitarian & Charity Establishment** has worked to improve the quality of life in the UAE and around the world. It implements sustainable development and relief projects, with a special focus on initiatives that promote health, education and family empowerment, in addition to supporting infrastructure projects in many developing 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.



مركز محمد بن راشد العالمي  
للمستشارات الوقف والهبة  
MOHAMMED BIN RASHID GLOBAL  
CENTRE FOR ENDOWMENT CONSULTANCY  
ENDOWMENT FOR GOOD

## 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.



### 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.

## 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.

# 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 24 million beneficiaries 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.



## MOHAMMED BIN RASHID AL MAKTOUM 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.



## 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.



## MOHAMMED BIN RASHID AL MAKTOUM 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, which 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.



## FOOD INNOVATION HUB UAE

The **Food Innovation Hub UAE**, which was announced in 2022 as a joint initiative between **MBRGI** and the World Economic Forum, aims to accelerate innovation in the field of food transformation to uncover more efficient, sustainable future solutions and improve food production mechanisms. It intends to foster scientific cooperation and knowledge exchange to develop resilient food production systems that address the 2030 United Nations Sustainable Development Goals.

# Empowering Communities



## 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: Arab Journalism, TV Media, Digital Media 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.



## DUBAI INTERNATIONAL SPORTS CONFERENCE

The annual **Dubai International Sports Conference**, established in 2006, brings together sport-related speakers and audiences including referees, managers, agents and world-famous athletes to address key challenges affecting global sport. The Conference proposes sport governance solutions to support the success of clubs, professional associations and international bodies.



## MOHAMMED BIN RASHID AL MAKTOUM CREATIVE SPORTS AWARD

The **Mohammed bin Rashid Al Maktoum Creative Sports Award**, founded in 2009, honours individuals, teams and entities with significant contributions to the sporting scene, encouraging further creative efforts in promoting sport on 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.





يحيا الإنسان بالأمل.. وتنطلق المجتمعات للحياة بناء  
على قوة الأمل.. وتهون أصعب التحديات أمام أمل  
حقيقي.. عندما ينشر البعض اليأس والإحباط في  
منطقتنا.. ننشر نحن التفاؤل والأمل

محمد بن راشد آل مكتوم

**Humans are nourished by hope. Communities  
flourish on hope, and even the most daunting  
challenges become manageable with  
genuine hope. While some sow despair and  
frustration in our region, we cultivate hope  
and champion optimism.**

Mohammed bin Rashid Al Maktoum