MOBILIZING COLLECTIVE ACTIONS TO ACHIEVE THE SUSTAINABLE DEVELOPMENT GOALS
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The world is changing. Climate change is taking effect. Water and food supplies are increasingly scarce, while the population is growing rapidly. Meeting basic hygiene and sanitation needs is even more of a challenge – and all this is stretching the planet’s resources even further.

This is giving rise to innumerable social, environmental and economic issues that need to be addressed.

In developing countries, for instance, extreme weather linked to climate change is causing damage to agricultural production. This is contributing to deaths from malnutrition, poverty and their associated diseases, costing the world more than $1.2 trillion, wiping 1.6% annually from global GDP.

The US coast and islands in the Atlantic, on the other hand, have felt the brunt of mother nature in 2017 and are still reeling from the impact of five major hurricanes – the highest number since 2010, and resultant damages to the tune of $184 billion.

As a company, we want to contribute to making a difference to those big issues that matter most to our business and to the world. In the belief that business growth should not be at the expense of people or the planet, we have set a vision that aims to reduce our environmental footprint and increases our positive social impact, while driving business growth. Our roadmap to achieving this is the Unilever Sustainable Living Plan.

Tackling these large challenges and achieving transformational systems change however cannot be done singlehandedly by any single body. It requires the force of collaboration and collective action from all.

2015 was a crucial step in this direction, with the adoption of the Sustainable Development Goals (SDGs) by the United Nations General Assembly. This was followed by the global climate deal at the Paris Climate Conference (COP21) in December of the same year.

In our endeavor as an organization that wants to find long-lasting solutions, Unilever held a sustainability event in Dubai in September 2016. Held in partnership with the Dubai Chamber of Commerce, this multi-sectoral event aimed to galvanize attention and action behind the SDG’s and the UAE 2021 goals.

The event focused on four key area’s – renewable energy and reduction in energy consumption; zero waste to landfill; health – with a focus on obesity; and youth entrepreneurship.

The results of the discussions on the opportunities and challenges towards the achievement of the above four topics are outlined in this report.

At Unilever, we are committed to making sustainable living commonplace. I hope this report provides you with meaningful insights which can be translated into collective action for a brighter and more sustainable future for all.

SANJIV KAKKAR
Executive Vice President
Unilever MENA, Russia, Ukraine, Belarus & Turkey
LIST OF EXPERTS

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Sanjiv Kakkar, EVP Unilever, MENA, Turkey, Russia, Ukraine and Belarus

KEYNOTES
Ministry of Climate Change & Environment
H.E Frank J.M. Mollen, Ambassador of the Kingdom of the Netherlands
Saeed Al Abbar, Chairman, Emirates Green Building Council

ROUNDTABLE 1 – CLIMATE CHANGE
Tanzeed Alam, Climate & Energy Director, EWS - WF (Moderator)
Sabrin Rahman, Head of Sustainability, HSBC
Steven Pratt, Regional Director Middle East, Interface Europe Ltd (Middle East)
Kate Willoughby, Senior Manager, Global Sustainability, DP World
Saeed Al Abbar Chairman, Emirates Green Building Council
Xavier Jospeh, CEO, Veolia Middle East Africa

ROUNDTABLE 2 - ZERO WASTE TO LANDFILL
Ahmed Gouda, SHE Manager, Unilever MENA
Mohammed Musa, OCC Manager, Bee’ah
Madhu Mohan, Director-WMS, Dulsco
Karen Pagarani, Choithram
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Dr. Sangeeta Sharma, Manager - Corporate Social Responsibility, Apparel Group
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Wafaa Ayesh, Director of Clinical Nutrition, Dubai Health Authority

Dr Hadia Radwan, University of Sharjah

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Dr Ayesha El Daheri, Chair, Department of Nutrition and Health, UAE University

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THE NEED FOR MOBILIZING COLLECTIVE ACTION IN THE UAE

By 2050, there will be approximately 9 billion people living on earth. This will lead to a global economy requiring about three times the resources we currently use. The current consumption and growth patterns are leading society on a highly unsustainable path. The consequence of living beyond the Earth’s means is that resources are being depleted and biodiversity is endangered. While growing prosperity among the world’s population is driving up demand for raw materials, these are becoming increasingly scarce.

There is a growing consensus that we face severe global challenges and have about 20-30 years left to address them. We need to spend our efforts on actions that deliver fast results and the biggest impact. These challenges present risks for companies, either because they effect the business directly or they affect economic growth in countries where they operate, potentially affecting long-term business success.

But all is not lost – the world is working together towards finding sustainable solutions, and the year 2015 was representative of this collective action. On 25 September 2015, the United Nations General Assembly adopted the 2030 Agenda for Sustainable Development, along with a new set of development goals that are collectively called the United Nations’ Sustainable Development Goals (SDGs). This agenda includes 17 Sustainable Development Goals, or SDGs, which set out quantitative objectives across the social, economic, and environmental dimensions of sustainable development – all to be achieved by 2030. Over the next thirteen years, these new Goals with significantly widened scope and ambition aims to make the world a better place for all by 2030. The SDGs address the most pressing global challenges of our time, calling upon collaborative partnerships across and between countries to balance the three dimensions of sustainable development – economic growth, environmental sustainability, and social inclusion.

This was followed up by 195 countries who all adopted the first-ever universal, legally binding global climate deal at the Paris climate conference (COP21) on December 2015. This agreement set out a global action plan to tackle climate change.

Unilever played a very active role in both agreements, and announced its goal to become ‘carbon positive’ in its operations by 2030. Unilever believes in collective action and through its Sustainable Living Plan, continues to create value for its business as well as for society and the environment.

Corporate Sustainability and Responsibility (CSR) in the United Arab Emirates (UAE), has been evolving rapidly beyond its roots in philanthropy and compliance. The business case for Corporate Sustainability and
PARTNERSHIPS FOR THE GOALS

SUSTAINABLE DEVELOPMENT GOALS

Mobilise collective efforts

1. No poverty
2. Zero hunger
3. Good health and well-being
4. Quality education

5. Gender equality
6. Clean water and sanitation
7. Affordable and clean energy
8. Decent work and economic growth

9. Industry, innovation and infrastructure
10. Reduced inequalities
11. Sustainable cities and communities
12. Responsible consumption and production

13. Climate action
14. Life below water
15. Life on land
16. Peace and justice; strong institutions

17. Partnerships for the goals

THE GLOBAL GOALS
For Sustainable Development
Responsibility in UAE is to secure a license to operate and at the same time to remain competitive in the global market and enhance the reputation of businesses in UAE. UAE’s influence in international markets and on the global stage offers the opportunity to take a lead and influence the sustainability agenda globally.

UAE’s fast development has brought in several challenges around waste, desertification, high utilization of resources and has created a higher demand for education, youth empowerment and developing and building the capacity of small enterprises. The UAE, which has one of the largest carbon footprints in the world, recognizes the challenges and risks of not addressing climate change and sustainable development issues. The country produced almost 20 tonnes of CO₂ emissions per person in 2010, a 63 per cent increase from 2000. Energy usage in the UAE has grown at an annual average of 4 per cent over the past six years, and is projected to increase to 5 per cent through 2020. The UAE’s gross domestic electricity consumption has more than doubled over the past ten years. It is expected that the amount of waste generated by the UAE will increase by from 6.6 million tonnes to 8.4 million tonnes by 2017. Food and plastic waste being amongst the bigger waste streams.

For the UAE, Sustainability is on the top of the agenda and is one of the key goals of the UAE Vision 2021. The UAE Vision 2021 consists of four main elements: ‘An ambitious and confident nation grounded in its heritage: ‘A strong union bonded by a common destiny’; ‘A competitive economy driven by knowledgeable and innovative Emiratis’; and ‘A nurturing and sustainable environment for quality living.’ The UAE Vision 2021 has set ambitious targets and indicators to achieve the national priorities and these include indicators and targets for Entrepreneurship, Health and Wellbeing and a Sustainable Environment.

The UAE has also recently committed to contributing to achieving the COP21 goals and has reaffirmed its commitment to the delivery of the global 2030 Agenda for Sustainable Development.

While these commitments set a very positive tone for the future, it is clear that the sheer scope of the SDGs is ambitious and achieving them will require systemic, collaborative and an all-encompassing shift. It is critical that all stakeholders start engaging with each other to find solutions.

The SDGs, UAE Vision and other national initiatives have already generated an unprecedented level of collaboration between different stakeholders and businesses can play a critical role by mobilizing collective action to create sustainable models, that balances the needs of society, the environment and the business itself.

On 25th September, 2016, Unilever, in collaboration with the Dubai Chamber Sustainability Network, hosted a multi-sectoral collaboration event to galvanise support for United Nations’ Sustainable Development Goals (SDGs) as well as the goals espoused by the UAE Vision 2021.

In particular, the #CollectiveAction meeting identified four areas common to the UAE Vision 2021, SDGs and Unilever Sustainable Development Plan – Climate Change focusing on reduction in Energy Consumption and Renewable Energy; Zero Waste To Landfill – focusing on non-hazardous waste; Entrepreneurship focusing on youth and Health focusing on Obesity under NCDs.

The multi-sectoral event, held under the #CollectiveAction ‘Towards a Brighter Future Initiative’ umbrella, saw broad participation from the private sector organisations, academia, community partners and public sector bodies including the Dubai Chamber, Dubai Health Authority, Dubai SME and the Ministry of Health & Prevention (MoH). It explored collaboration to achieve goals common to the three overlapping strategic roadmaps i.e. the UAE Vision 2021, the UN SDGs, and the Unilever Sustainable Living Plan.

To ensure the development of an actionable plan, the format of this event included 4 roundtable discussions. The results of the discussions are documented in this report. This report provides a summary of the discussions at the meeting and the recommendations emerging from it.
ROUND TABLE 01
CLIMATE CHANGE

EXPERTS SPEAKERS:

TANZEED ALAM, Climate & Energy Director, EWS - WF [Moderator]
SABRIN RAHMAN, Head of Sustainability, HSBC
STEVEN PRATT, Regional Director Middle East, Interface Europe Ltd (Middle East)
KATE WILLOUGHBY, Senior Manager, Global Sustainability, DP World
SAEED AL ABBAR CHAIRMAN, Emirates Green Building Council
XAVIER JOSPEH, CEO, Veolia Middle East Africa
The consequences of rapidly rising global temperatures will have a far-reaching and devastating impact on humans and the environment unless urgent action is taken to slow down the process globally. The 21st session of the United Nations Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC COP21) in December 2015 was a turning point in the world’s efforts to reach a global agreement on climate change and avert the biggest possible disaster by limiting the rise in average global temperatures to less than 2 °C by the end of the century (UNFCCC, 2011).

In the 2030 Agenda for Sustainable Development (Sustainable Development Goals), countries have expressed their commitment to take urgent action on climate change. The Agenda identifies climate change as “one of the greatest challenges of our time”. The Sustainable Development Goal 13 aims to “take urgent action to combat climate change and its impact”, while acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change. More specifically, the associated targets of SDG 13 focus on the integration of climate change measures into national policies; the improvement of education, awareness-raising and institutional capacity on climate change mitigation, adaptation; impact reduction and early warnings.

The Paris Agreement in December 2015 was one of the most significant environmental agreements in recent decades. 197 countries adopted the historic Paris Agreement on climate change, creating the first universal pact to put the world on a path towards a zero-carbon, resilient future.

UAE’s commitment to achieving the Sustainable Development Goals and COP21 makes it vital that stakeholders including government and businesses start deliberating potential impacts of climate change and actions to be taken to mitigate impact in the UAE. This discussion focused on Climate Change from the point of Energy Usage and Consumption and the importance and role of renewable energy.

This roundtable brought together experts to discuss the current energy trends and key strategies for UAE to move towards a sustainable energy future. It looked at highlighting some of the key initiatives being undertaken to address future energy challenges and opportunities. The experts also discussed the role of technology, innovation and collaboration to secure the energy future for UAE. The experts shared existing best practices and potential solutions to address the energy challenges and reach targets.

1. Key trends in energy usage and consumption in UAE.
2. What are some of the key challenges and opportunities in addressing the emerging energy trends in the UAE?
3. What are some of the strategies/initiatives being implemented to promote energy security and sustainability in the UAE?

4. UAE is set to reduce its energy consumption by 30 per cent by 2030, what strategies and recommendations can be developed to address some of the challenges and reach this target?

5. What is the role of technology, innovation and renewable energy to secure the energy future for UAE?

6. What is the potential for private and public sector collaboration to help achieve UAE’s energy strategy 2030?

EMERGING TRENDS

Overall, energy usage in the UAE has grown at an annual average of 4 per cent over the past six years, and is projected to increase to 5 per cent through 2020, according to a study by management consultancy Strategy&. The UAE’s gross domestic electricity consumption has more than doubled over the past ten years, and is expected to grow even more rapidly over the next five years as the country undergoes substantial population and economic growth.

According to estimates, the UAE’s gross domestic electricity consumption will reach 141 terawatt-hours in 2020, up from 103 terawatt-hours in 2014.

Every resident in the UAE consumes about 740 cubic meters of water per year, which is approximately 50 per cent higher than the world average of 500 cubic meters. This has a direct impact on the energy consumption. It is a costly process for the UAE as higher amounts of energy is required to desalinate seawater and stands at about 30 per cent of the country’s total power consumption.

Buildings, both commercial and residential, consume about 80 per cent of the UAE’s energy. Some existing buildings in the UAE consume 220-360 kWh/m²/year. Many buildings in UAE are looking at implementing the existing Green Building Standards. By 2030, the UAE government wants to reduce energy use across the Emirates by 30 per cent and generate at least 25 per cent of power from renewable sources, including solar, clean coal and nuclear.

CHALLENGES

→ There is a lack of awareness on the impact of high consumption of energy. In UAE, the cost of energy is heavily subsidized, which is why the economic and environmental cost is not clearly understood by businesses and consumers. These subsidies encourage
most businesses and consumers to not rationalise their energy consumption.

- **Regulatory challenges** exist whereby businesses sometimes are unable to measure their electricity consumption for example, in some commercial buildings the companies do not get separate utility bills. Sometimes when businesses want to put in place measures to become energy efficient, the obstacle could be in the form of the land owner or the facilities management company that does not allow these changes.

- **80 per cent of the consumption** comes from the Age Back consumption. There is a reluctance to optimize age back operations. For example, businesses still use the R22 refrigerants which has already been phased out as per the Montreal protocol. Additionally, companies that are considering replacing these old chillers with new ones are not looking at disposing the old chillers in an environment friendly manner.

- **Carbon Offsetting** is being done by businesses across the globe. But, very few businesses in UAE are looking at carbon offsetting to manage their emissions.

- **Lack of legislations around reporting** through which companies either report or explain. Reporting is quite low at the moment and legislating it could be an important way forward to encourage companies to look at their operations and the impact they have on the society and environment.

- **There is lack of strong civil society** that can push businesses towards taking proactive action on social and environmental issues.

- **Need for stronger legislations** from the government is critical to create momentum and drive action. A good example to demonstrate the importance of this is the modern slavery act that was rolled out in UK in 2015 and now organizations with more than 36 million pounds of profit are required to have a human rights statement along with their financial statement. This is driving most of the organizations to set policies and track the progress for this.

- **SME businesses struggle to address and invest in energy efficiency** measures as they do not have the capital to invest up-front in energy efficiency or sustainability measures.

- **The population in UAE is very transient** which has led to short term thinking and lack of concern for protecting the environment hence, the government plays a very
important role in driving long term thinking. But the challenge sometimes is due to unclear directions and steps from the government, making it difficult to inculcate long term thinking amongst businesses.

**CURRENT STRATEGIES & INITIATIVES**

- Climate change is becoming a national priority in the UAE. February 2016 saw an increased focus on this with the appointment of a new Ministry of Climate Change and the appointment of a new minister. Capacity is also being built across different institutions. The UAE has ratified the UN Paris Agreement, making it the first country in the Middle East to do so. This demonstrates the momentum and political will to address climate change and reduce energy consumption.

- The country’s national target is to generate 24 per cent of its electricity from clean energy sources by 2021. Dubai launched the **Clean Energy Strategy 2050**, which aims to make Dubai a global centre of clean energy and green economy. Dubai has a target to reduce energy and water demand by 30 per cent by 2030. The strategy also aims to provide 7 per cent of Dubai’s energy from clean energy sources by 2020. It will increase this target to 25 per cent by 2030 and 75 per cent by 2050. Businesses are taking a lead from these targets are beginning to set internal targets and take proactive measures to match these targets.

- In 2012, UAE developed the ‘Green Growth Strategy,’ a unified federal roadmap for economic growth and social development rooted in sustainable initiatives. The plan reflects UAE’s economic diversification strategy and its commitment to sustainable development, which harnesses innovation and green growth to ensure prosperity and environmental protection.

**THE POPULATION IN UAE IS VERY TRANSIENT WHICH HAS LED TO SHORT TERM THINKING AND LACK OF CONCERN FOR PROTECTING THE ENVIRONMENT HENCE, THE GOVERNMENT PLAYS A VERY IMPORTANT ROLE IN DRIVING LONG TERM THINKING.**

- The UAE stepped forward with federal-level initiatives such as reducing vehicle emissions and sourcing 27 per cent of its energy from solar energy. UAE’s target is to reduce reliance on natural gas for power from current levels above 90 per cent to 70 per cent by 2020.

- The UAE already has a range of building efficiency measures in place. For example, in Abu Dhabi, there is ‘Estidama’ that regulates design, construction, and operation of buildings through phased approvals. Estidama uses the ‘Pearl Rating System’ which measures the sustainability performance of villas, buildings, and communities. In Dubai, the government has issued green building regulations and specifications that cover planning, use of resources, materials, and waste.

- The Dubai Electricity and Water Authority (DEWA) created the Etihad Energy Services in June last year to enable the set up of an energy performance contracting market in Dubai. Etihad plays the role of a Super Energy Services Company (ESCO) and is working towards the creation of a viable performance contracting market for ESCOs by executing building retrofits, increasing penetration of district cooling, and building capacity of local ESCOs for the private sector.

- Dubai Electricity and Water Authority (DEWA) is also looking at installing one million smart meters across the emirate by 2020, replacing all mechanical and electromechanical meters in time for Expo 2020.
electromechanical meters in time for the Expo 2020.

- The UAE has also announced plans to **invest $35 billion to diversify its energy resources** for power generation. The UAE aims to decrease dependence on natural gas from around 100 per cent of power generation now to 70 per cent by 2021. The UAE seeks to achieve at least 10 per cent use of renewable energy in its energy mix by 2030. This will help the country to reduce carbon dioxide emissions by 29 mega-tonnes per year, and reduce health and environmental costs by $1 billion to $3.7 billion annually by 2030.

- The government is also putting heavy emphasis on **working with the youth** to become part of the solution. In partnership with the Emirates Youth Council, the Government are involving youth to work on various climate change initiatives.

**WITH LIMITED RESOURCES FOR SME’S**

**THE UPFRONT COST OF INVESTING IN ENERGY EFFICIENCY MEASURES HAVE TO BE LOW AND THE PAY BACK HAS TO BE QUICK. IT IS IMPORTANT TO CREATE CLEAR INCENTIVE SYSTEMS AND FINANCING MECHANISMS TO ENCOURAGE SME’S TO START LOOKING AT ENERGY EFFICIENCY.**

**RECOMMENDATIONS & COLLABORATIONS**

- **Standards & Guidelines** from the government will support to maintain consistent and minimum standards across businesses in terms of energy usage, efficiency and reporting. The Government should also look at developing detailed regulations and frameworks that can enforce energy efficiency in buildings, particularly during construction.

- **Removal of Subsidies is critical to driving energy efficiency and reducing consumption.** The existing DEWA tariff price 0.44 AED per kilo watt hour for electricity is quite low and this rate has been constant for the past 3 to 4 years. It is essential that the government looks at revising these rates, and also links the new pricing to international pricing.

- **Creation of Stakeholder Engagement Platforms** that can facilitate a strong dialogue between policymakers and different stakeholders like property owners, facilities management, contractors etc. Having constructive dialogue and co-creation of initiatives between government and businesses is critical to creating transparency and a common understanding of the goals. It is important to have a coherent and collaborative strategy that focuses on collective impact.

- **Proactive Behaviour** whereby it is essential for companies to think more proactively about the actions they take. For example, companies could look at using sensors instead of meters for measuring and managing energy consumption. For companies, that are thinking of moving from conventional lighting to LED lighting, it is important to take into consideration the life cycle analysis of a product and the cost and impact of non-environmental friendly disposal.

- **Need for Developing Internal Targets & Influence Suppliers** where businesses should look not only at developing internal targets for their own business but should also look at influencing their partners, suppliers and other stakeholders. There is a very big opportunity for large organisations to impact their supply chains. Businesses should effectively use their size to impact supply chains and influence their suppliers to become more energy efficient. Businesses should also look at integrating energy saving measures into the service agreements.

- **Incentivizing SME’s** as they form a major chunk of this market and represent around 80 per cent of the market. While SME’s do have the appetite to be more energy efficient, many do not look at doing it mainly due to the potential cost associated with it and lack of understanding of clear benefits. With limited resources for SME’s the upfront cost of investing in energy efficiency measures have to be low and the pay back has to be quick. It is important to create clear incentive systems and financing mechanisms to encourage SME’s to start looking at energy efficiency.
ROUNDTABLE 02
ZERO WASTE TO LANDFILL

EXPERTS SPEAKERS:

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MOHAMMED MUSA, OCC Manager, Bee’ah
MADHU MOHAN, Director-WMS, Dulsco
KAREN PAGARANI, Choithram
MILAGROS AMOR V. ILIGAN, EIA Officer, Department of Planning & Development - Trakhees
DR. SANGEETA SHARMA, Manager - Corporate Social Responsibility, Apparel Group
Waste management is one of the biggest challenges facing fast-growing economies and it is crucial to explore innovative and sustainable ways to manage waste. The Sustainable Development Goals (SDGs) cannot be met unless waste management is addressed as a priority. Existing economic models treat resources as if they were infinite (SDG 12) and consumption patterns favour the disposable.

The SDGs have many links to waste management, most notably in Goal 12 – Ensure sustainable consumption and production patterns. Global Goal 12 aims to achieve, by 2020, the environmentally sound management of all wastes throughout their life cycle and significantly reduce their release to air, water and soil to minimize their adverse impacts on human health and the environment. The target 12.5 looks at substantially reducing waste generation through prevention, reduction, recycling, and reuse by 2030.

This Round Table Discussion on ‘Zero Waste To Landfill’ focused on non-hazardous waste and waste management practices in UAE. It brought together experts and stakeholders from the government, waste management sector and businesses to discuss key local trends and challenges, key initiatives and strategies being undertaken in managing non-hazardous waste. The roundtable also discussed potential solutions, role of regulation & policy development, technology, innovation and collaboration to address the challenges in this area.

1. What are some of the emerging trends in UAE with respect to sustainable waste management practices (food, paper, plastic etc.)?
2. What are some of the main challenges or obstacles in implementing sustainable waste management strategies? Are the constraints for implementing proper waste management practices more technological, economical, or political?
3. What are some of the strategies/initiatives being implemented to promote sustainable waste management practices in UAE?
4. What strategies/recommendations can be developed to address some of the challenges that exist within the area of sustainable waste management?
5. What is the potential for collaboration between different stakeholders to achieve sustainable waste management?

EMERGING TRENDS
The participants started by discussing that in the UAE due to the fast pace of development and economic expansion, waste management has become very critical. The participants discussed some of the data that is available on waste management in UAE.

The amount of waste generated by the UAE will increase from 6.6 million tonnes to 8.4 million tonnes by 2017. As much as 29 million tonnes of rubbish will likely be generated by then. At present, Dubai authorities estimate that the city recycles 25 per cent of its waste, which it hopes to increase to 75 per cent by 2021. Only 5 per cent of the waste produced in GCC is recycled at the moment. It is expected that in the next 5 years all the landfill sites will reach their capacity and almost 50 per cent of that waste will come from food.

With over 10 million tonnes of food being mobilised within the UAE per year, including imports and local production, it is estimated that 3.27 million tonnes of food is wasted in the UAE, enough to fill 136,250 trucks. A truck load of food is worth on average $27,225 (AED 100,000), meaning that the...
annual cost of food waste in the UAE is $3.7 billion. GCC generates about 106 million tonnes of waste per annum, out of which 53 per cent is construction and demolition waste, 33 per cent is Municipal solid waste and 14 per cent is hazardous waste. UAE produces about 11 million tonnes of waste per annum. Abu Dhabi and Dubai contribute about 86 per cent of the 11 million tonnes. Dubai produces close to 8,000 tonnes of waste a day, of which about 70 to 75 per cent is produced by the private sector. From this, paper accounts for 48 to 50 per cent, glass – 30 per cent, plastic – 12 per cent and other metals – 3-5 per cent.

CHALLENGES

- One of the key challenges is the lack of awareness. A genuine recycling (Reduce, Reuse, and Recycle) and proper disposal of waste culture has yet to take root in the UAE and other GCC countries, and there lies the core problem. Additionally, the UAE has a very transient and mixed population, which makes it difficult to implement long term solutions.
- There is uncertainty regarding the waste management process and a lack of understanding and transparency on the legal requirements for each Emirate. Different mandates issued from authorities creates an ambiguity, leading to confusion and financial cost for businesses.
- Responsibilities of waste management services providers are not well defined. The contract terms offered to companies by the waste management services are not very clear and transparent specifically with regards to the processes they adopt for waste disposal and recycling. There is a lack of clear communications on the waste management cycle followed by the recyclers.
- Shortage of consolidated data available on different waste management service providers. Currently, there is no singular platform or portal in place through which consolidated data on the waste management companies / service providers can be found.

8.4 MILLION TONNES

The amount of waste UAE will generate in 2017
Weak waste collection, transportation and handling infrastructure. The existing waste handling capacity is insufficient and there is need to streamline the waste collection and transportation operations. It is important to have proper source segregation. A good percentage of the waste collected can be only recycled if it is segregated at source. The solid waste here has more than 60 per cent moisture and hence cannot be recovered and recycled.

Over packaging of products is an issue, thus generating more waste than needed. Another major challenge is the wastage due to shop returns of products. The labelling still requires printing of production and expiry dates. Hence the consumer perception is that, if it is closer to ‘expiry’ it’s not good for use. Consumers also tend to look at the production date rather than expiry. This leads to the products remaining on the shelves and then being disposed into the landfills.

The waste disposal fee is currently very low in UAE, which sometimes encourages businesses to not control the amount of waste they generate. Additionally, since there is no fee, collectors mix the waste to save vehicle trips.

Insufficient demand for recycled products in the local market is another reason, which has hampered the growth of the waste recycling industry. There are a few units engaged in recycling waste paper, paperboard and plastics but these have not garnered sufficient interest and growth.

CURRENT STRATEGIES & INITIATIVES

Over the past 10 years UAE has taken several steps taken to address waste management. The UAE Vision 2021 has set a target for the country to achieve 75 per cent diversion of non-hazardous waste. Dubai has set a target to recycle 25 per cent recycling by 2018, 75 per cent by 2021, and 98 per cent by 2025.

To deal with the growing waste problem, Dubai Municipality has already prepared a Master Plan 2030 that looks at a comprehensive and integrated waste management plan for solid waste and the private sector is expected to play a vital role in the successful implementation of this Plan in the Emirate of Dubai.

The Waste Management Department of Dubai Municipality (DM), has also announced a number of new and updated services like smart gate at landfills, vehicle tracking system, and smart waste bin monitoring and management system.

Dubai Municipality’s ‘My City, My Environment’ campaign encourages people to recycle. This has led to an increase in recycling up to 25 per cent.

The Dubai Government is looking at implementing higher charges for dumping waste at the landfills. The charge for disposing mixed waste will be higher than the charge for disposing segregated waste. The fees are part of the emirate’s aim for zero waste to landfill by 2030. Also as part of this plan, 13 recycling areas will be launched in municipal parks and service centres. Waste-disposal companies will be able to transfer the additional cost to clients, such as malls and developers.

Tracking systems will be attached to trucks using the Dubai landfill to prevent dumping of waste from other emirates.

Dubai Municipality is looking to establish the largest plant in the Middle East to convert solid waste into energy at a cost of AED2 billion in Warsan district 2, to achieve the vision of the civic body to make Dubai the most urban, sustainable and smart city by the year 2021.

Dubai Municipality has also initiated the mandatory waste segregation scheme in Dubai Shopping Malls. This initiative is part of a series of programs that is being implemented to increase waste recycling and reduce waste going to landfills.

A proposal for an organic waste treatment plant has also been included in the Dubai Municipality Master Plan.
RECOMMENDATIONS & COLLABORATIONS

- **Focus on Resource management** which is managing materials and energy through their life cycle with the aim to maximize the efficiency of material and energy utilization and minimize conversion of material as waste for disposal.

- **Legislative Frameworks to support** the establishment of legal systems that support holistic waste management system is crucial. Local governments in the UAE can create the right environment by implementing policies and enforcing laws. An enabling regulatory system will encourage, support and enforce sustainable waste management practices.

- **Encourage Industrial Symbiotic Relationship** to bring together different industries and individual organizations to improve cross industry waste management and resource efficiency. This will help reduce waste, improve utilization of resources, reduce cost, increase revenue and create new business opportunities.

- **Changing Perceptions** by raising awareness and educating businesses to transform their perception and understanding of waste from a no value material to that of a managed resource that can bring several benefits into the business such as improved efficiencies, innovation and competitiveness.

- **Raising Awareness amongst the general public and getting them to assume greater responsibility to dispose waste in the correct manner.**

- **Consolidated database** of waste management service providers categorized by location, industry, specific waste materials accepted or the type of recycling process adopted is currently unavailable to the business community. The listed companies would need to be affiliated with local government authorities to enhance credibility and verify their operational processes.

- **Develop sustainable initiatives and public campaigns** to activate society and bring about attitudinal change. The government could look at creating information platforms in the UAE to raise awareness on environmental issues and the importance of reduce, reuse and recycle practices and how these can be applied.

- **Regulating through waste management audit and during licensing process** based on industry requirement could be done during the licensing process. Spot auditing by government for waste management companies or enforcing a mandatory auditing annually would increase credibility and enhance industry loyalty towards exploring newer and more feasible waste management techniques.

- **Sustainable packaging** that focuses on eco-friendly, minimal packaging where the focus is on efficiency to reduce waste.

- **Business Responsibility** plays a very important role in setting the tone for waste management. Businesses can do so by structuring their operations better, raising awareness and training their employees to reduce, reuse and recycle. It is important to do this consistently and continuously within the organisation to ensure that this continues as a practice.

- **Building opportunities for the development of markets** for recovered products whereby materials that are considered waste material can potentially be used for another process or industry. New products could also be developed catering to different customer needs.
ROUNDTABLE 03
ENTREPRENEURSHIP

EXPERTS SPEAKERS:

ABDULMUTTALIB (TALIB) HASHIM, Managing Director, TBH Consultancy (Moderator)

MOHAMED AL HOSANI, Director of Leadership & Empowerment, The Emirates Foundation

LUJAN MOURAD, Senior Project Lead – Kafa’at Program, The Emirates Foundation

SULAF SALEH AL ZU’BI, Chief Executive Officer, Injaz

RAJI HATTAR, Chief Sustainability Officer, Aramex

ESSAM DISI, Director Strategy & Policy, Dubai SME

LENA SHEHADE, COO, Wamda

ADNAN BINABDULLA, Managing Director, Etechan
ENTREPRENEURSHIP
FOCUSING ON YOUTH

The youth will play a leading role in implementing the 2030 Global Agenda. Youth through entrepreneurship can make a huge contribution to the 17 Sustainable Development Goals by looking at new and innovative ways to solve problems and create added value. Enabling and empowering youth to become entrepreneurs can lead to economic self-sufficiency, stability and job creation. Investing and supporting youth entrepreneurship can be the way forward to advance and find innovative solutions to achieve the SDGs.

This roundtable looked at Challenges and Motivations for Entrepreneurship amongst the youth. It brought together experts and stakeholders that represent government, entrepreneurs, business and organisations that promote entrepreneurship to discuss key local trends, initiatives and strategies being undertaken to support youth Entrepreneurship in the UAE. This roundtable also discussed potential solutions, regulation and policy, technology, role of incubators, innovation and collaboration to address the challenges and promote entrepreneurship amongst youth:

1. What are some of the emerging trends in UAE for entrepreneurship amongst the youth?
2. What are some of the main challenges for entrepreneurship amongst the youth?
3. What are some of the key strategies and initiatives that already exist to promote entrepreneurship?
4. What strategies/recommendations can be developed to address some of the challenges that exist within the area of entrepreneurship amongst the youth?
5. What is the role of government and private sector to encourage and promote entrepreneurship amongst youth? What is the potential for collaboration between different stakeholders for this?

EMERGING TRENDS

The UAE has paid increasing attention to youth entrepreneurship contribution to economic growth and the UAE Vision 2021 National Agenda aims for entrepreneurship to be at its heart. Thus, the National Agenda focuses on the UAE becoming the economic, touristic and commercial capital for more than two billion people by transitioning to a knowledge-based economy, promoting innovation and research and development, strengthening the regulatory framework for key sectors, and encouraging high value-adding sectors. These will improve the country’s business environment and increase its attractiveness to foreign investment.

The National Agenda also aims for the UAE to be among the best in the world in entrepreneurship as this plays a key role in unlocking the potential of nationals and
enables them to be a driving force of the UAE’s economic development through small and medium enterprises in the private sector. Furthermore, the Agenda strives to instill an entrepreneurial culture in schools and universities to foster leadership, creativity, responsibility and ambition. This will allow the UAE to be among the best in the world in ease of doing business, innovation, entrepreneurship and R&D indicators.

The sector of small and medium enterprises have the opportunity to make significant contribution to economic growth in terms of earnings and employment. In fact, the UAE government has a comprehensive and consistent approach to support entrepreneurship and SMEs in the form of government support strategy. The UAE government provides financial support and other logistics to small business enterprise. Small and Medium-Sized Enterprises (SMEs) in market economies are the engine of economic development. Entrepreneurial flexibility, adaptability and reaction to challenges would contribute to sustainable growth and employment generation in a significant manner.

In a recent study conducted by AON Hewitt and Dubai International Academic City, 26 per cent of Emiratis mentioned that they want to start their own business. The participants started with discussing the different motivations of entrepreneurs in the UAE irrespective of age or gender. There was a unanimous agreement that the main motive is earning additional income to raise their standard of living as entrepreneurship is considered as a secondary source of income. Other points raised were innovative thinking, but the participants emphasized on the importance of distinguishing between Entrepreneurship and Innovation, and how youth can sometimes mistake one for the other.

CHALLENGES

Despite government efforts to support SMEs in the UAE, financing is still a top challenge facing entrepreneurs. While the government has intensified its support for entrepreneurship through several initiatives, the sector still faces huge obstacles in acquiring financing.

With all the government support and initiatives from non-government organizations mentioned in the previous section which was discussed during the session, it was obvious that the challenges are more related to the lack of risk tasking culture amongst Emirati youth. This is caused due to the social and cultural attitude towards youth entrepreneurship which results in the entrepreneurs not being taken seriously, age discrimination, fear of failure and negative perception of entrepreneurship.

Another major challenge identified is the lack of awareness and knowledge on different start-up financing possibilities and the level of financial literacy amongst the youth. A recent report by the Department of Economic Development (DED) notes that eight out of 10 SMEs in the UAE rely on self-financing for growth and development. And the final challenge identified is lack of entrepreneurship education, training and mentorship.

Entrepreneurship is a far cry in a society where young national graduates are still struggling to find jobs especially when there is no shortage of work. This throws light on the education system and potential knowledge and skill gap that do not empower young Emiratis to become business leaders.

CURRENT STRATEGIES & INITIATIVES

According to the World Bank 2016 report, the UAE has ranked 31st in the global index of ease of doing business. In the Global Entrepreneurship and Development Index (GEDI) report, UAE has ranked 19th for entrepreneurial attitude, activity and aspiration, and it ranked 47th in the Global Innovation Index report (INSEAD) for innovation performance. With the UAE aiming to be among the top 10 countries, if not first in every category, it is believed that focusing on entrepreneurship will enable the country achieve that by 2021.

Having said that, in the UAE, there is no lack of government support. Many organizations are established to support entrepreneurs to start-up their business. The first type are the specialized government agencies, business incubators, science parks and some NGOs. For example: the Khalifa Fund to Support and Develop Small & Medium Enterprises, Mohammed Bin Rashid Establishment for Young Business Leaders (SME), Tejar Dubai, and Hamadan Innovation Incubator are among some of the organizations supporting entrepreneurs.
UAE also recently approved the federal law on bankruptcy. This landmark law will provide a lifeline to businesses in financial distress.

The second type is non-government institutions, incubators and accelerators such as, Emirates Foundation, Injaz, In5, Silicon Oasis, SeedStartup, and i360 accelerator etc. All these organisations have strategies, mission and vision to achieve certain goals. They provide young entrepreneurs the necessary support to improve the growth of the economy and to provide more job opportunities.

The UAE government is supporting young entrepreneurs by issuing rules and regulations for developing the SMEs in country. In addition, they have established specialised institutions to support and inspire the entrepreneurial spirit among UAE nationals and to raise their awareness of business opportunities.

The Mohammed bin Rashid Establishment has also created the New Companies Law, reducing start-up costs by abolishing minimum capital requirements for entrepreneurs to establish new companies.

UAE also recently approved the federal law on bankruptcy. This landmark law, which has been given final shape after years of deliberations and studies, will provide a lifeline to businesses in financial distress. In March 2016, lenders in the UAE agreed to halt criminal proceedings for bounced cheques drawn by SME customers under a rescue initiative. Described as the ‘mini-insolvency law’ by the UAE Banks Federation, the scheme allows debtors a 15-day period to agree to a restructuring scheme with creditors. This may be followed up by a redressal period of up to 90 days wherein banks will refrain from any pre-emptive action, which includes prosecution in the courts or a travel ban. The initiative is helping create a dialogue between banks and SMEs and opened a window of opportunity for the sector.
Recently, Dubai SME, the agency of the Department of Economic Development (DED) in Dubai mandated to develop the small and medium enterprise (SME) sector, has launched a report on the ‘State of SME Equity Investment in Dubai’. A first of its kind in the Gulf region, this initiative encourages investment in the sector and attracts direct capital into areas with vast potential for entrepreneurial and start-up growth from private equity (PE) investors, venture capitalists (VCs) and angel investors. This is a vital step towards understanding the SME market, the existence or the lack of players and the enablers in the market. It also sheds light on the difficulties SMEs face while raising capital.

**Highlights of State of SME Equity Investment in Dubai report**

- In 2014, total value of early-stage equity investments in Dubai amounted to around $30 million. This is expected to grow in the near term by about 15 per cent.
- Businesses in the UAE, and particularly in Dubai, are witnessing significant interest from angel investors in the US and Europe.
- Knowledge-oriented sectors such as life sciences, ICT, media and healthcare are expected to attract more equity financing.

There has been successful collaboration between the Expo 2020 Dubai Higher Committee and Wamda to promote collaborative entrepreneurship through intrapreneurship programs in companies and universities and through direct investments and collaboration with local SME community.

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**RECOMMENDATIONS & COLLABORATIONS**

- **Introduce Entrepreneurship education at schools and universities** as this can benefit students from all socioeconomic backgrounds because it teaches kids to think outside the box and nurtures unconventional talents and skills. Furthermore, it creates opportunity, promotes economic opportunity, instills confidence and stimulates the economy. Any entrepreneurship curricula should be designed to include areas such as risk tolerance, assessment, decision-making and management for it to have the right impact most importantly.

- **Shift in culture** that embraces entrepreneurship, while viewing failure as a necessary learning experience to achieve greater success is fundamental to encouraging youth entrepreneurship.

- **Commercializing Ideas** and the process of turning an idea/innovation into a product or service and making money from it.

- **Creating Data Sources** through which aspiring entrepreneurs can access business guidelines, market data, statistics and networking associations, and more importantly, having inspirational role models to relate to, is essential to advance youth entrepreneurship.

- **Promote the fundamentals of intellectual property (IP)** for the entrepreneurs which will enable them to earn recognition or financial benefit from what they invent or create.

- **Setting up structured mentoring programs** like educational and professional development programs and mentoring initiatives. These will need sufficient structure and built-in consistency to ensure timely completion and consistent quality.

- **Government strategies to promote angel investment for economic growth that will assist in the formation of nationwide angel group networks to organize and empower local leadership and build investor knowledge to build support for entrepreneurs.**
ROUNDTABLE 04
HEALTH & WELLBEING

EXPERTS SPEAKERS:

CHRISTINA DOUBLICHEVITCHE, Nutrition Manager, Unilever MENA
WAFAA AYESH, Director of Clinical Nutrition, Dubai Health Authority
DR HADIA RADWAN, University of Sharjah
DR DALIA HAROUN, Associate Professor, Zayed University/UNICEF
DR AYESHA EL DAHERI, Chair, Department of Nutrition and Health, UAE University,
JEHAINA HASSAN MOHAMMAD AHMAD ALALI, Dubai Municipality
The world has been moving headlong towards an unhealthy and equally unsustainable pattern of food production and consumption for decades. The growing epidemic of obesity and related Non-Communicable Diseases (NCDs) of diabetes have become a concern. The 2030 Agenda for Sustainable Development recognises no communicable diseases (NCDs) as a major challenge for sustainable development. NCDs were not addressed in the Millennium Development Goals (MDGs). The SDG 2 focuses on "Ending hunger, achieving good security and improved nutrition and promoting sustainable agriculture."

NCDs are included as a specific SDG target (reducing premature mortality from NCDs by one third) and are part of several other health targets. In 2012, an estimated 52 per cent of all deaths under age 70 was due to NCDs, and three quarters of those deaths were caused by cardiovascular diseases (CVD), cancer, diabetes and chronic respiratory disease (CRD).

In addition, goal 12 of the SDGs focuses on developing sustainable consumption and production patterns to improve our food environment and people’s health. The aim through this is to promote healthier diets and reduce obesity levels suitable for their populations.

This roundtable looked at Non-Communicable Diseases; focusing on the topic of obesity reduction. It brought together experts and stakeholders that represent government, business and organisations that promote health and well-being to discuss UAE’s agenda of reducing the levels of obesity while outlining key local challenges, existing initiatives and strategies being undertaken.
Due to extremely high weather temperatures for 6 months a year, outdoor activities may be limited.

Fruits and vegetables and everything healthy cost much more than the standard junk food.

$6 BILLION
The economic burden of obesity every year.

Due to extremely high weather temperatures for 6 months a year, outdoor activities may be limited and therefore entertainment is often provided at home in front of the television and indoor activities. Inactivity and boredom can lead to excessive calorie consumption resulting in weight gain.

Obesity in UAE is double the world’s average. A report entitled “Global Burden of Disease Study 2013” shows that over 66 per cent of men and 60 per cent of women living in the UAE are obese and overweight. Almost 47.5 percent of UAE residents are obese, with a BMI between 25 and 30. The average BMI is 25.6, so the average UAE resident can be considered overweight. Almost 40 per cent of children ages 11 to 16 years and 5 percent of children under the age of 11 are obese, so these kids are likely to grow into obese adults. The economic burden of obesity is $6 billion every year.

A major consequence of people being obese and overweight is a high risk of getting type 2 diabetes. The International Diabetes Association has released data showing that, during the World Diabetes Day in November 2015, there were 803,900 diabetics in the UAE, which is approximately 19 percent of the entire population.

CHALLENGES
- Many pointed out that poor lifestyle, lack of activity, long working hours and high temperatures during the summer are some of the main challenges. Also, the readily available fast food is not of much help.
- Fast paced growth and economic development has set the scene for the transformation of lifestyles, eating habits, and traditional societal and family structures in the region. These changes are not all for the better and are having an increasingly negative impact on the health of many adults and children.
- Due to extremely high weather temperatures for 6 months a year, outdoor activities may be limited and therefore entertainment is often provided at home in front of the television and indoor activities. Inactivity and boredom can lead to excessive calorie consumption resulting in weight gain.

EMERGING TRENDS
Obesity is on the rise and UAE is not doing well as compared to other countries with regards to health. Over 60 percent of Emirati nationals are overweight and this figure is expected to rise. According to a disease study report, the Ministry of Health has intensified its efforts to tackle the problem by announcing the launch of their health initiative called ‘Healthy Restaurant’ in April 2015.

to address this issue and collaboration opportunities between all sectors to achieve the ambition set in the UAE vision 2021.

1. What are some of the emerging trends in UAE with respect to wellbeing especially in relation to obesity?
2. What are some of the main challenges in this area?
3. What are some of the strategies/initiatives being implemented to promote wellbeing specifically when dealing with obesity?
4. What are the strategies/recommendations that can be developed to address the challenges that exist?
5. What is the role of government and private sector to raise awareness and encourage wellbeing? What is the potential for collaboration between different stakeholders for this?

THE MINISTRY OF HEALTH HAS INTENSIFIED ITS EFFORTS TO TACKLE THE PROBLEM BY ANNOUNCING THE LAUNCH OF THEIR HEALTH INITIATIVE CALLED ‘HEALTHY RESTAURANT’ IN APRIL 2015.
An important point raised, was the price of foods that are healthy. Fruits and vegetables and everything healthy cost much more than the standard junk food.

95 per cent of UAE residents believe food labels when shopping for groceries, but only 11 per cent check whether such claims are true.

The Sustainability of the various programs being launched to combat obesity and NCD’s and their reach is a challenge.

CURRENT STRATEGIES & INITIATIVES

Government initiatives and campaigns continue to launch year-on-year: 5-a-day campaigns in the 1990s and 00s, Dubai’s ‘Yalla Walk’ in 2011, the ‘Your Weight in Gold’ initiative in 2013, and the more recent Dubai Fitness Challenge in October 2017.

Led by the UAE’s main health bodies — the Health Authority Abu Dhabi (HAAD), Abu Dhabi Health Services Company, DHA and the Ministry of Health (MoH), the country has developed an increasingly sophisticated health-care system with the more than 70 public and private hospitals and 150 plus health-care centers and clinics for citizens in the UAE.

The Ministry of Health has intensified its efforts to tackle the problem by announcing the launch of their health initiative called ‘Healthy Restaurant’ in April 2015.

As part of the national campaign ‘Healthy Children 2021’ that aims to reduce obesity levels among children to 12 per cent by 2021 was launched. The campaign has great ambitions to reduce the child obesity levels across the UAE from 40 per cent in 2015 to 12 per cent in the next 5 years. The campaign also looks at running several health awareness activities that will target schoolchildren and parents across the UAE until 2021.

A policy being developed by Dubai will soon make it compulsory for restaurants to write the calorie content alongside the prices on the foods listed in their menu.

RECOMMENDATIONS & COLLABORATIONS

Labelling food clearly, restricting advertisement for high calorie foods, banning advertising of fast food, sweets and confectionary in public spaces, educating parents, controlling portions and planning cities to make them exercise friendly could reduce the problem.

Overcoming cultural barriers to healthy lifestyles for example, encouraging the use of parks, gym facilities, in-school sport-activities and walking tracks in streets.

Need for support systems whereby various stakeholders are equally responsible when it comes to fighting obesity, like parents, schools, regulators, city planners, supermarkets, Food & Drinks Manufacturers, Advertisers etc.

Awareness and Education to educate about good nutrition and good health and impact of obesity and other NCD’s.

Create a platform to encourage collaborations between relevant stakeholders that will result in co-creation of initiatives.

Increasing opportunities for sports participation and outdoors activities for kids regardless of athletic ability.

Promote and encourage corporate wellness programs that enhance workplace wellness efforts to reduce obesity. Wellness programs that address food and fitness can help employees lose weight. Comprehensive and structured programs that engage employees can have a bigger impact on weight management. These programs should take a holistic view of employee health, combining health promotion efforts with occupational health.
CONCLUSION

From everything that has been discussed and reviewed by the participants, there is certainly a desire to achieve the 2030 Agenda for Sustainable Development Goals. In the past, UAE has been increasingly active in integrating sustainability into the heart of its economic development. The country has launched several initiatives to address various social, environmental and economic challenges. With several targets and ambitions in place for energy, water, youth empowerment, waste, nutrition, health and wellbeing etc. UAE is already fast tracking its contribution towards achieving the Sustainable Development Goals and the COP 21 commitments. The sheer scope of the SDGs and ambitions within it requires not only an attitudinal shift but a multi stakeholder, multi-dimensional, systemic shift. Active engagement between government, businesses, community partners, educational institutions and other stakeholders is vital to align expectations and to further develop regulations, policies and operational frameworks.

The SDGs, UAE Vision and other national initiatives have already generated an unprecedented level of collaboration between all the stakeholders, with business intent on playing a leading role. While businesses have the power to have a large impact on society through innovative products, low cost services, creating new markets or designing unique shared economy business models, they cannot do it alone. There is a need for collaboration and collective action to leverage the experience of different stakeholders effectively to tackle the immense water, carbon, energy, poverty, waste, wellness, food security challenges etc.

It is critical to have clear, well communicated regulations and policies in order to set the tone and develop internal targets. Effective government interventions are also needed to facilitate transparency and accountability between the various stakeholders.