

January Spotlight

NOMU - A National Youth Development Initiative

"We are proud of the work that the Abdulla Al Ghurair Foundation for Education has been doing. We are therefore particularly pleased to join in the efforts to support national youth development for the country's ceaseless development."

-H.E. Sheikh Nahayan Mubarak Al Nahayan, UAE Minister of Tolerance and Coexistence and Chairman of the University Leadership Council



What is NOMU?

Spearheaded by AGFE, NOMU is a multi-sector initiative that aims to boost the competitiveness of Emirati youth.

NOMU, Arabic for "growth," will serve as a scalable model which recognizes, equips, and supports youth as critical actors in the sustainable development of the UAE.

Alignment with SDGs 4, 8, and 17

Supports education systems that encourage youth's participation in sustainable development.

Responds to a call for inclusive and equitable quality education (SDG 4) that leads to improved standards of living (SDG 8), through partnerships (SDG 17).

Allied with the Global Councils on Sustainable Development Goals (SDGsGC) for this Decade in Action to lead impact-driven projects around the world.

Why NOMU?

- **28%** of the workforce in the UAE needs reskilling and upskilling ([KPMG, 2021](#)).
- **84%** of UAE companies plan to hire new employees with new digital skills ([WEF, 2020](#)).
- **30%** of university graduates in the UAE lack the digital skills required for business ([WEF, 2020](#)).
- Closing the skills gap might result in an additional **43,000** jobs and \$4.3 billion in GDP by 2030 in the UAE ([WEF & PwC, 2021](#)).

What is the goal?

To upskill and reskill 25,000 Emirati youth by 2025 and equip them with the skills, tools, and experience they need to succeed in a digital, knowledge-based economy.

25,000 - by- 2025

What are the benefits for youth?



Increase employability through high-quality upskilling training



Enhance digital and transferable skills via workplace learning opportunities



Access to market-driven technical degrees

How will we do it?

Our approach to harmonizing the ecosystem includes:



Alignment with national agenda priority areas, including 'Projects of the 50' and NAFIS.



Strategic partnerships with the University Leadership Council and other relevant stakeholders that support and scale success.

As we move forward, we invite like-minded organizations to collaborate with us to optimize NOMU's impact and reach Emiratization targets.

"I'm honored to have the opportunity to serve on the SDG Council, particularly to support in the implementation of a project like NOMU, which will help shape UAE youth into future leaders by giving them the skills they need to succeed."

- Omar Aldhuhoori Youth Representative for The Global Council on SDGs

