



The Strategy of Sustainability: A Partnership Approach

On June 23rd, 2022, the Abdulla Al Ghurair Foundation for Education's first edition of the Thought Leadership Series discussed the importance of partnerships in creating lasting value and achieving the Sustainable Development Goals (SDGs).

The key highlights from the discussion are summarized in this piece. To listen to the full discussion, please click [here](#)



“Effective partnerships ensure that countries and individual actors have the means to implement the SDGs through technical coordination and resource sharing. Partnerships give nations and individuals the essential reporting tools they need and serve as a reminder of their shared values in building a sustainable future.”

H.E. Mahra Al Mutaiwei, Director, Regional Centre for Educational Planning at UNESCO



5 attributes of successful partnerships to achieve SDGs

- Strategic**
maximizing each stakeholder's strengths, ensuring that needs and expertise are matched
- Action-oriented**
ensuring that there is clarity on the objectives/targets before the partnership is established
- Data-driven**
tracking progress, measuring achievements, and ensuring that the partnership is on the right track
- Accountable**
providing stakeholders with the necessary reporting mechanisms and holding them accountable
- Transparent**
promoting information and data sharing and fostering collaborations that are focused on achieving shared goals



“The SDGs are interlinked and require cross-sector and cross-border partnerships to accelerate its implementation. The UAE Government provides multiple avenues for partnerships to accelerate sustainable development within the UAE that will impact the national and international spheres.”

Hanan Ahli, Director of the Federal Competitiveness and Statistics Centre



Best practices

The UAE has taken important steps towards advancing the SDGs and this commitment relies heavily on strategic partnerships among multiple sectors and entities, including the federal government, the private sector, and international, regional and local organizations.

Real time examples include:



The Global Council on SDGs

Supporting the realization of all 17 SDGs, this partnership is an international, multidisciplinary network of decision-makers in a variety of sectors whose aim is to support the implementation of the SDGs through policy, white papers, and impact-driven projects.



The Private Sector Advisory Council on the SDGs

Supporting the achievement of SDG 5, this cross sectoral partnership is a collaboration between the UAE National Committee on SDGs and the private sector. One of Council's flagship initiatives is the pledge of more than 40 national and multinational companies in the UAE to achieve at least 30% of women in senior management and leadership positions by 2025.



UNESCO and Ericsson Artificial Intelligence (AI) Initiative for Youth

Supporting the achievement of SDG 4, this public-private partnership brings together partners with different strengths to develop a digital skill learning program to scale up AI, and other key digital skills, for young people.



Private Sector Coalition

In line with SDG 13, Majid Al Futtaim formed a coalition of multinational private sector companies based in the UAE and the Arab region that developed and implemented a regulation on single use plastic. Through cross sectoral partnerships and based on data and community engagement, Majid Al Futtaim aims to launch projects on areas such as climate technology and youth start-ups.



"Through our Sustainable Business Commitments to be Net Positive in carbon and water by 2040 and embed circular economy principles across our business operations by 2030 including eliminating single-use plastics by 2025, we are minimising our impact on the environment and focusing our investments, innovations, and partnerships to drive green solutions that have a positive impact."

Mr. Ibrahim Al Zubi, Chief Sustainability Officer, Majid Al Futtaim



"It's one thing to say, we're making achievements and it's another thing to demonstrate them in actual numbers and figures. We know that [collecting meaningful data] has been a challenge across several countries. So the participation of the private sector within a partnership model is quite powerful."

Ms. Elena Siegel, Partner, Kearney

