



POSTERITY INSTITUTE

Working For Our Shared Future

INTRODUCTION

Posterity Institute

The Posterity Institute is a purpose-driven organization dedicated to advancing sustainable and inclusive development across growth markets. Serving as a catalyst for strategic collaboration and innovation, PI operates through two key platforms: the CSO Network & the Irth Institute and .

The CSO Network advances sustainability by nurturing partnerships, and convening meaningful, impactful events and networking opportunities among Chief Sustainability Officers.

Meanwhile, The Irth Institute focuses on enabling governments through research, tailored training programs, and publications.

Together, these complementary initiatives drive PI's commitment to global sustainability and systemic change.



Our mission is to enable a better tomorrow by designing strategic partnerships, leveraging technology for development, and providing data-driven policy insights

POSTERITY INSTITUTE AIMS

to transform the Middle East and Africa through



EDUCATION

Equipping government officials with essential skills and knowledge



COLLABORATION

Fostering partnerships across regions for sustainable practices

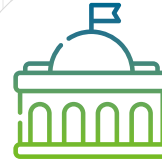


INNOVATION & Thought Leadership

Leveraging technology and research to drive sustainability

Our offerings are thoughtfully developed

in alignment with
our mission,
focusing on three
core pillars



Sustainable Governance

Empowering governments to adopt practices that are eco-friendly and equitable.



Sustainable Economy

Promoting green growth and economic resilience.



Technology for Good

Harnessing cutting-edge tools to achieve a more sustainable future



**We create Impact through
complementary strategic platforms**

CSO NETWORK

(1) CSO NETWORK

The CSO Network stands as the leading hub for sustainability leaders and practitioners across the Middle East region. We foster collaboration, drive impactful initiatives & accelerate the transition towards a sustainable and inclusive future. By providing a unique platform for Chief Sustainability Officers, we empower the private sector to shape a green, resilient future for our region and beyond.

Through curated dialogues, partnerships, and resource mobilization, the CSO Network spearheads sustainability efforts in the region. Our activities include intersectoral roundtables, expert talks, knowledge sharing events, policy research, and joint initiatives among members.



MISSION

To shape forward-thinking intergenerational sustainability policies, spearhead technological innovations & foster strategic collaborations that deliver tangible, measurable positive impacts on the environment, society & long-term economic resilience.

CORE ACTIVITIES

Research & Insights	Knowledge Sharing & Capacity Building	Advocacy & Policy Influence	Innovation & Implementation	Networking
Conduct and disseminate cutting-edge research on emerging sustainability trends, offering valuable insights to help organizations shape their strategies.	Provide access to resources, capacity-building programs & best practices to enhance the capabilities of our members.	Collaborate with policymakers to shape and advocate for sustainability policies & regulations that drive meaningful change.	Promote and support the adoption of innovative technologies & practices in sustainability projects & initiatives.	Facilitate meaningful connections among CSOs and other stakeholders through regular meetings, round-tables, online platforms, and exclusive events, fostering public value creation.

- The **CSO network** organizes frequent roundtables for its members to cover key topics from digital transformation, net-zero strategies & ESG data management.
- It offers an Annual Fellowship, under the patronage of Her Excellency Ohood Al Roumi & chaired by ADNOC to **empower UAE Nationals** working in sustainability
- In partnership with **ADNOC, EAD, and MOCCA**, it hosts the **annual Biodiversity Forum**.
- In partnership with **New York Stock Exchange (ICE)**, it hosts the annual **Global Sustainability Forum**, featuring global & regional CSOs.



CSO NETWORK MEMBERS



IRTH INSTITUTE



Our Capacity-Building Ecosystem: From Youth to Government Leadership

INTRODUCTION TO IRTH INSTITUTE

The **IRTH INSTITUTE** is the
Middle East and Africa's

**First dedicated digital
campus for sustainability**



It equips government officials
with the knowledge and tools to
address climate action,
sustainable development, and
green governance.

(2) IRTH INSTITUTE

Accessible, Expert-Led Sustainability Learning Platform for The Public Sector



Virtual and Flexible

Learn at your own pace with a fully digital and adaptable platform.



Real-World Applications

Explore practical case studies tailored to government challenges.



Diverse Offerings for All

Programs designed to meet the unique needs of every participant.



From the Region, By the Region

Solutions rooted in local expertise for impactful change.



Inclusive for All Levels

Designed to support government employees at every stage of their careers.

The year 2024

Marked a foundational year for Irth Institute

Collaborated with The
**UNITED NATIONS
INSTITUTE**

for Training and
Research (UNITAR)
to create five core
courses on green
governance



Expanded our
reach to
+3200
INDIVIDUALS
from the region

Established
strong
collaborations
and discussions
with
**REGIONAL AND
GLOBAL
ORGANIZATIONS**



Inaugurated the
**FIRST ARAB
GOVERNMENT**
Sustainability
Fellowship

Launched the
SECOND COHORT
of the
UAE
Sustainability
Fellowship



These partnerships will enable Irth to deliver *high-quality, impactful learning experiences.*



Arab Government Sustainability Fellowship

Building a Regional Network of Sustainability Champions

Under Irth Institute, the Arab Government Sustainability Fellowship is a groundbreaking program empowering MENA government employees to become visionary leaders driving transformative, sustainable change across the region.

Every Year..

Key Highlights:

- First fellowship of its kind in the region
- 40+ Arab government fellows are chosen from all Arab countries
- In partnership with ARADO and PepsiCo

Empowering Leaders with
UNITAR's Sustainability Expertise,
we will offer 5 courses in 2025



- **Foundations of Climate Change and Sustainability**

Understand the science, history, and global goals driving climate action and sustainable development.

- **Green Transformation in Government Operations**

Discover innovative strategies to transition government practices toward eco-friendly and efficient systems.

- **Leveraging Climate Technologies for Public Sector Innovation**

Learn how cutting-edge technologies can drive climate resilience and green transformation.

- **Strategic Approaches to Sectoral Sustainability**

Master tailored solutions for sustainability across energy, waste, procurement, and more.

- **Policy Design and Implementation for a Sustainable Future**

Develop impactful policies through stakeholder engagement and global best practices.

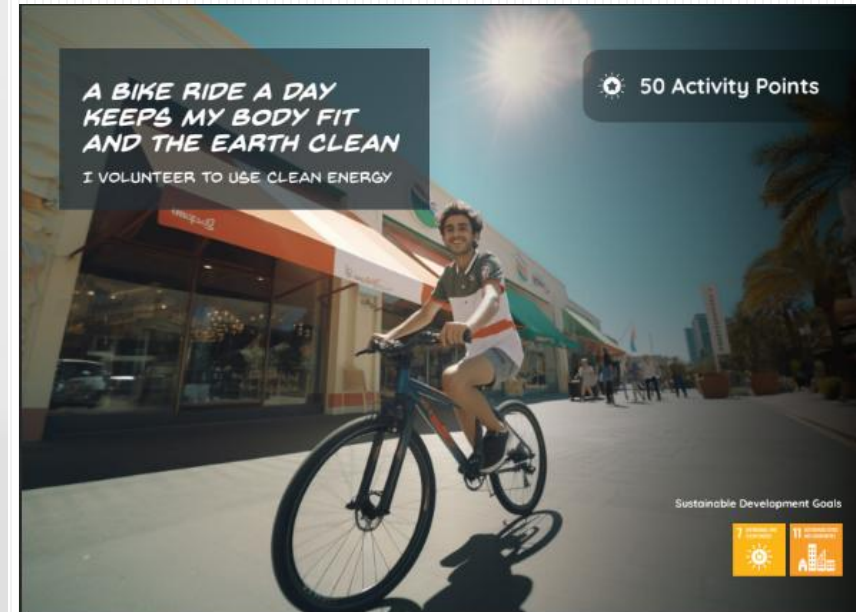
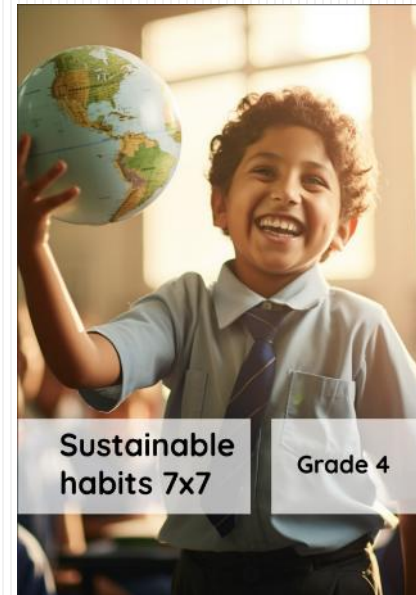
(3) Sustainable Habits Program

Shaping Tomorrow's Climate Superheroes

The Sustainable Habits Program is designed to make sustainability second nature for students by providing interactive activities that align with sustainability goals and promote environmental responsibility, teamwork, and creative arts. The program's goal is to equip students with the knowledge and skills to lead climate action in their communities and beyond.

Key Highlights

- **Target Audience:** KG1 - Grade 12 students.
- **7x7 Matrix:** 49 sustainability-focused activities across 7 experience areas and 7 sustainability goals.
- **Language Availability:** Bilingual (English & Arabic).
- **Gamified Learning:** Students earn badges through activities to foster long-term sustainable habits.
- **Comprehensive Resources:** Includes downloadable Activity Guides, Teacher Guides, and Journals.
- **Partnership:** Developed in collaboration with PepsiCo and Posterity Institute.



(4) Open-Source Hub: Sustainability as a Second Language

Empowering Educators to Drive Sustainability in the MENA Region

In partnership with **HSBC** and the **Arab Youth Council for Climate Change** presents the Open-source Hub for higher education professors and instructors as a platform for providing easily accessible and curated open educational resources focused on sustainability.

Key Highlights:

- **8 Interactive Modules:** Developed open-source learning material for universities around the region.
- **9 Roundtables:** Conducted multi-stakeholder roundtables on different topics related to sustainability and youth
- **6 Toolkits:** Developed 6 practical toolkits on consumerism, green talent, green startups and more.
- **Youth talks:** Held several youth talks in Arabic.
- **Consumerism study:** Conducted a regional survey targeting youth on their sustainability daily habits and lifestyles.

teachingsustainability.me

Open-source Hub: Sustainability as a Second Language

In partnership with HSBC and Posterity Institute, the Arab Youth Council for Climate Change presents the Open-source Hub for higher education professors and instructors as a platform for providing easily accessible and curated open educational resources focused on sustainability



It's time to kickstart the Sustainability Movement among Arab Youth



8 Comprehensive modules

These modules covers a wide range of topics within sustainability and climate change.



MENA-Centric

The content was designed to raise awareness on the current state of sustainability in the region.



Expert Instructors

The course is taught and endorsed by university professors and lecturers in the sustainability area.



Free access

This resource is made available free of charge for all professors willing to teach it.

(5) Thought Leadership

We have an excellent track record of authoring concrete, simple and practical toolkits, guidebooks, and research papers to guide policy-makers

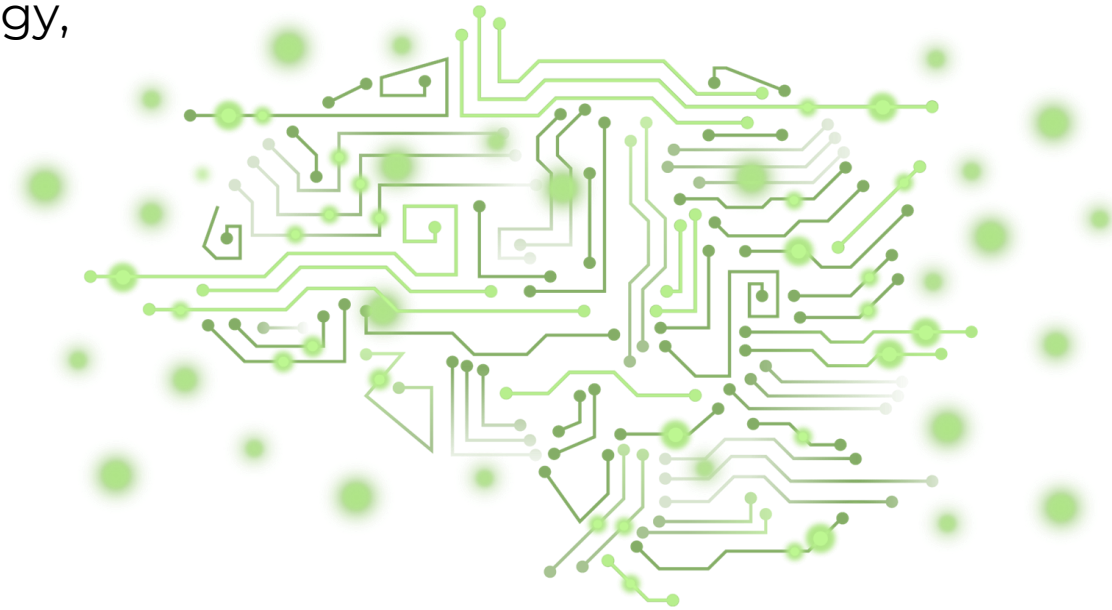




AI FOR SUSTAINABILITY

Posterity Institute positions AI not as artificial intelligence but as augmented intelligence for impact, a tool to enhance human capacity, drive measurable sustainability outcomes, and accelerate innovation in water, energy, and biodiversity systems.

Through our **“AI × Sustainability”** framework, we integrate AI literacy, responsible governance, and cross-sector use cases that are shaping the region’s sustainability transformation.



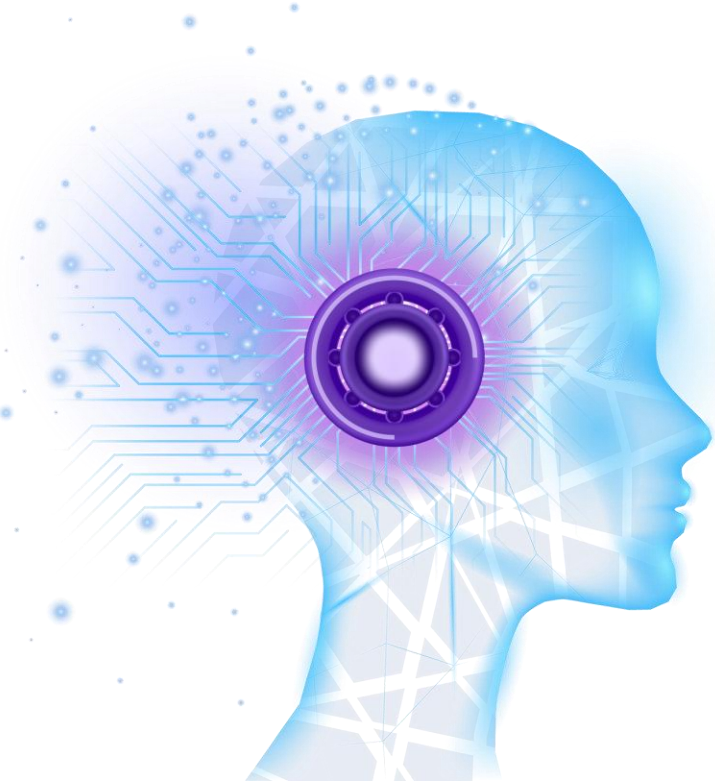
Our Point of View

At Posterity Institute, we see AI not as *artificial* intelligence but as **augmented intelligence for impact**.

Through our **AI × Sustainability** framework, we harness AI to accelerate progress across energy, water, and biodiversity systems — enhancing efficiency, transparency, and measurable outcomes.

Our focus areas include **AI literacy, responsible governance, and applied innovation**, ensuring that technology serves both people and the planet.

From the AI Hub to the *AI Essentials for CSOs* series to the *AI and Nature Report*, we lead regional efforts to embed AI into sustainability strategy and action.



AI for Sustainability Hub (AI-S Hub)



Harnessing Artificial Intelligence for a Sustainable Future

- »»» AI for Sustainability Hub is a flagship initiative launched by **CSO Network**, in partnership with **ADNOC**, and **IBM** during the UAE's *Year of Sustainability (2024)*
- »»» The AI S Hub aims to integrate **AI into sustainability practices** to drive environmental, economic, and social transformation
- »»» The Hub acts as a **collaborative innovation platform** for emerging markets



Vision

To position AI as a central driver of sustainable development — empowering emerging markets to solve real-world challenges through AI-driven innovation and inclusive growth.



Mission

To create an ecosystem where **AI enables climate action, operational efficiency, and social progress**, reinforcing the UAE's and the region's sustainability leadership.



PILLARS OF AI S HUB

1

Middle East and Africa Growth Accelerator

Fuels the growth of innovative AI ventures in MEA, unlocking opportunities for impact through expert guidance, market entry, and real-world pilots

2

University Challenge Hackathon

Engages students globally in AI-based sustainability innovation

3

AI Insights

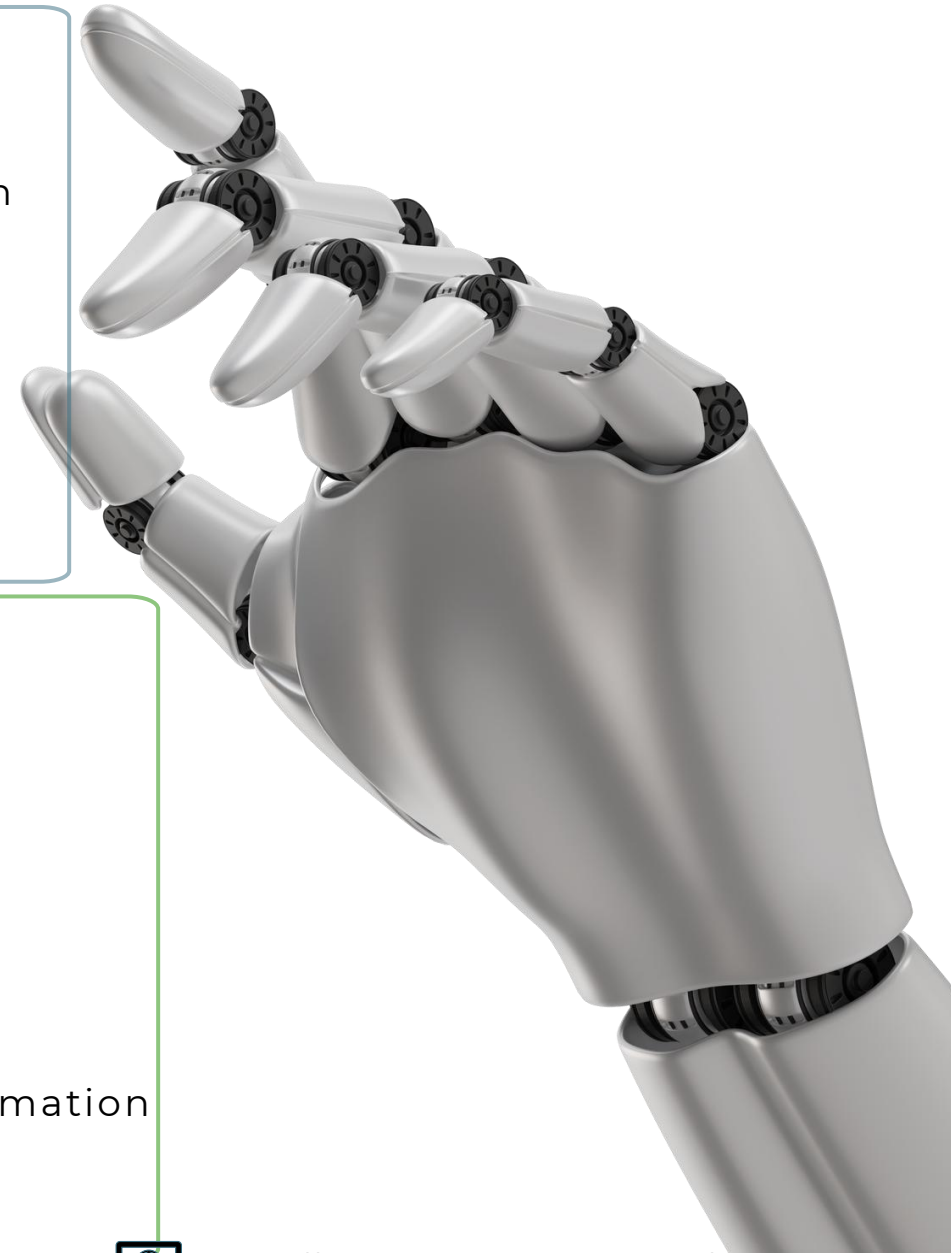
Advances AI research and applied policy innovation

IMPACT & VALUE

- Builds AI innovation pipelines for low-carbon, inclusive growth
- Strengthens regional talent and research capacity
- Positions partners as leaders in AI-driven ESG innovation
- Generates investable, scalable sustainability solutions

PARTNERSHIP OPPORTUNITY

- Seeking strategic partners and funding collaborators to:
- Scale the Growth Accelerator and AI Insights
- Support AI research and innovation in emerging markets
- Develop the next generation of AI tools for sustainable transformation



AI For Nature Report

This flagship report showcases how **artificial intelligence is transforming biodiversity conservation in the United Arab Emirates**. It highlights the UAE's pioneering efforts to integrate advanced technologies into environmental management, demonstrating how AI enhances monitoring, restoration, and policy development.

The publication stems from the **Biodiversity Forum** and features collaborative projects from government agencies, academia, and the private sector.



Launch of the AI Essentials for CSOs Series

AI Essentials for CSOs – From Awareness to Action

AI Essentials for CSOs is a learning series by the **CSO Network** and the **Posterity Institute**, designed to help sustainability leaders understand and harness the power of Artificial Intelligence to accelerate impact.

The program explores how AI can transform sustainability strategies, from climate action and circular economy innovation to ESG reporting and data-driven decision-making.

Participants gain practical insights into responsible AI use, emerging tools, and real-world applications that enhance their organization's sustainability performance.

By the end of the series, Chief Sustainability Officers and practitioners will be equipped to lead with confidence in an AI-enabled future, turning technology into a force for good.

The **Posterity Institute** stands ready to serve as a **strategic knowledge and capacity-building partner,**

supporting governments, regulators, and enterprises in advancing AI-enabled sustainability transformation across the region.

Through its ecosystem of platforms, including the **CSO Network, Irth Institute,** and **GovCampus,** the Institute bridges research, technology, and leadership to accelerate the responsible adoption of AI for climate action, biodiversity protection, and circular economy innovation.

Our engagement spans three interconnected areas of collaboration:

AI Policy Advisory and Capability Development

Guiding public institutions in designing and operationalizing responsible, sovereign, and future-ready AI frameworks.

This includes developing national AI strategies for sustainability, governance toolkits, and policy design roadmaps that

align with global standards and the UAE's *National Artificial Intelligence Strategy 2031*.

We also deliver capacity-building programs and executive fellowships that equip policymakers and sustainability

leaders with the skills to govern and leverage AI responsibly.



Co-Creation of Applied Sustainability AI Use Cases

Working alongside partners such as the posterity Institute co-develops actionable, data-driven AI applications that address real sustainability challenges. These include predictive models for climate risk, AI-enabled biodiversity mapping, digital twins for resource management, and intelligent dashboards for ESG data transparency.

Each use case is built to ensure measurable impact, interoperability, and long-term scalability across environmental and industrial domains.



Regional Benchmarking through the AI x Sustainability Survey 2025

The Institute leads the region's most comprehensive benchmarking exercise on how organizations are integrating AI into their sustainability strategies. Conducted in collaboration with **Bain & Company Middle East** and the **World Economic Forum**, the survey gathers insights from Chief Sustainability Officers and innovation leaders to identify trends, readiness levels, and emerging priorities shaping the future of AI for Sustainability across MENA.

Together, these efforts aim to **shape a regional model for responsible, impact-driven AI leadership**—one that places the environment and humanity at its core, builds public trust in emerging technologies, and positions the Middle East as a **global reference for sustainable, responsible, and inclusive AI deployment**.

OUR FORUMS EXPERIENCE IN UAE

Recognized as the most dynamic sustainability convener in the MENA region

Public Engagement That Moves People, Not Just Policies

Posterity Institute's forums and programs stand out for their open, human-centered engagement model, uniting policymakers, CEOs, and citizens in actionable dialogue.

From the Global Sustainability Forum and Biodiversity Forum at IUCN to youth-led platforms and open-source hubs, we've activated over 10,000 participants globally, making sustainability accessible, relatable, and actionable

Global Impact Dialogue 2025



Key Focus

Exploring how AI, Innovation and sustainability Leadership are reshaping the global agenda-driving credible, inclusive, and delivery driven transformation.



Target Audience

Global Chief Sustainability Officers across influential local and international private sector corporations and experts in sustainability – 150 attendees, by invitation only



High-Level Description and Main Messages

- AI for Sustainability Impact: harnessing AI to accelerate solutions in energy, water and supply chains
- Responsible AI Governance: Balancing innovation and data sovereignty.
- Resource Resilience: Advancing water and ecosystem management through innovation
- Next Generation Leadership: Empowering future CSOs to lead through disruption and change.



Global Sustainability Forum 2024



Key Focus

AI for Climate and Nature



Target Audience

Global Chief Sustainability Officers across influential local and international private sector corporations and experts in sustainability – 450 attendees, by invitation only



High-Level Description and Main Messages

- AI for Climate and Nature: The forum explored how AI and emerging technologies can accelerate sustainability solutions
- Integrating AI for Sustainable Solutions
- Leveraging Big Data for Sustainable Monitoring
- Harnessing Technology to Drive the Carbon Credits Landscape
- Establishing Regulatory Frameworks for Sustainable Technology
- Cultivating an Enabling Ecosystem for Tech Start-ups and SMEs in Sustainability



Global Sustainability Forum 2023



Key Focus

Mobilizing Investments for Climate Solutions



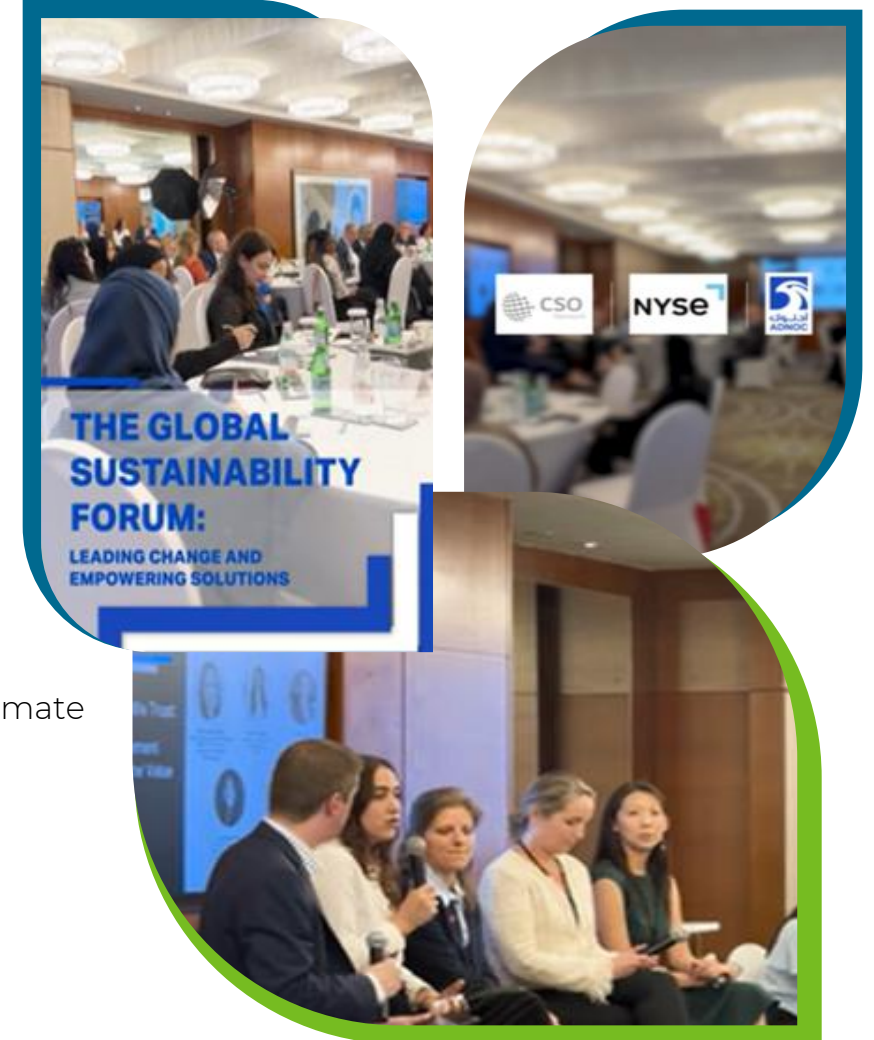
Target Audience

Global Chief Sustainability Officers across influential local and international private sector corporations and experts in sustainability – 75 attendees, by invitation only



High-Level Description and Main Messages

- An interactive forum dedicated to global private sector CSOs promoting climate action in the private sector
- Role of private sector in mobilizing investment for sustainability
- Sustainable habits for a greener tomorrow
- Decarbonization strategies for Net Zero
- Measurement across the value chain
- Youth sustainability leaders



Biodiversity Forum 2025 – At IUCN



Key Focus

How AI, Innovation, and cross-sector action can drive biodiversity conservation, reverse ecosystem loss, and build climate resilience – inspired by nature's wisdom and leadership.



Target Audience

By Invitation: Private Sector Sustainability Leaders (CSOs), Government Sustainability Officials, Environment NGO Leaders, Industry Experts (total 75 people)



High-Level Description and Main Messages

- Technology for Nature: Leveraging AI & Innovation and Innovation to protect and restore biodiversity.
- Industry Leadership: From responsibility to nature-positive business action.
- Climate & Biodiversity: Integrating adaptation and resilience strategies
- Nature-inspired Governance: Learning balance and interdependence from ecosystems.
- Collaboration and Finance: Mobilizing partnerships and resources for lasting Impact.
- AI & Nature Report: Launching actionable insights for government, business and civil society.



Biodiversity Forum 2024



Key Focus

Technology for Nature: how AI and innovation can drive regional conservation efforts, reverse biodiversity loss, and enhance ecosystem resilience



Target Audience

By Invitation: Private Sector Sustainability Leaders (CSOs), Government Sustainability Officials, Environment NGO Leaders, Industry Experts (total 75 people)



High-Level Description and Main Messages

- Technology for Nature: The forum explores how AI and innovation can be leveraged for biodiversity conservation
- Biodiversity and climate change - reversing biodiversity loss
- Enhancing ecosystem resilience by integrating climate change adaptation strategies
- Policy and governance for sustainable management of marine, coastal and island biodiversity
- Cross-border collaboration for communication, education and raising awareness
- Mobilization of resources and sustainable financial mechanisms to support biodiversity conservation



Biodiversity Forum 2023



Key Focus

Knowledge sharing of case studies, initiatives, experiences, and best practices on biodiversity protection and promotion



Target Audience

300 Ministers, Local Government Entity Leaders, NGO Leaders, and Private Sector Stakeholders



High-Level Description and Main Messages

- UAE's natural environment and sustainable practices and policies to address critical themes
- Role of corporate Stewardship in protecting biodiversity
- Fueling Innovation: Nature-focused technology solutions
- Performance metrics and data for biodiversity protection and management
- Youth action for biodiversity



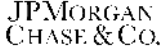
Leading Organizations who contributed to previous editions



VENTURESOUQ



Leading Organizations who contributed to previous editions

 ماجد الفطيم MAJID AL FUTTAIM	 ALDAR	 Unilever	 Coca-Cola	 EMERSON.	 Mondelēz International
 Microsoft		 P&G	 Alphabet	 JPMORGAN CHASE & CO.	 TESLA
 amazon		 citi	 Johnson & Johnson	 BOEING	 Emirates

Our Team has been directly involved in the design and delivery of the following events





المنتدى الاستراتيجي العربي
ARAB STRATEGY FORUM

www.arabstrategyforum.ae



Key Focus

Regional Public Affairs –
Geopolitics, Economics



Target Audience

CEO, Government Leaders



High-Level Description and Main Messages

- Closed forum, by invitation only (over 90% of participant UAE based)
- Streamlined program – very heavy content focus with 'leading world speakers'
- Forward looking, regional focus



Our Team has been directly involved in this event



Key Focus

67 themes (most world issues)



Target Audience

1000 thought leaders (global)



High-Level Description and Main Messages

- By invitation only event, aimed at solving some of the world's toughest challenges
- Fully led and managed by the World Economic Forum
- Hosted (in a long-term relationship) by the UAE Government



Our Team has been directly involved in this event



Key Focus

Government
Communication



Target Audience

Global



High-Level Description and Main Messages

- Long duration: 2-day conference
- First specialized event in the field of government communication in the Arab region
- A qualitative and strategic initiative, besides being a scientific, intellectual, knowledge-based, and specialized research establishment.
- Historic lessons, Future ambitions





Key Focus

Government Services



Target Audience

Functional (Government Services) and global network : from all sectors, all levels , and truly global representation



High-Level Description and Main Messages

- By invitation only event, aimed at solving some of the world's toughest challenges
- Fully led and managing by the World Economic Forum
- Hosted (in a long-term relationship) by the UAE Government



Our Team has been directly involved in this event

GOV CAMPUS





EMPOWERING PUBLIC LEADERS TO STAY AHEAD IN A CHANGING WORLD

Governments in the Middle East are poised for transformative changes to sustain economic growth and foster modernization for the new global economy

Essential characteristics required for navigating 21st-century challenges as public leaders



Continuous
leadership
development



Navigating digital
transformation



Adapting to
global
trends



Integrating
sustainable
practices



Effective
knowledge
dissemination

Introducing Gov Campus is dedicated to transforming the future of governance in Growth Market

Our mission is to build future-ready and future-proof governments by empowering Government leaders.

By the region, for the region, from the region, we are dedicated to strengthening capacity and equipping governments to navigate complexities, leverage advanced technology, drive impactful change, and foster sustainable development.



Gov Campus operates through Three Specialized Centers

1



Public
leadership

2



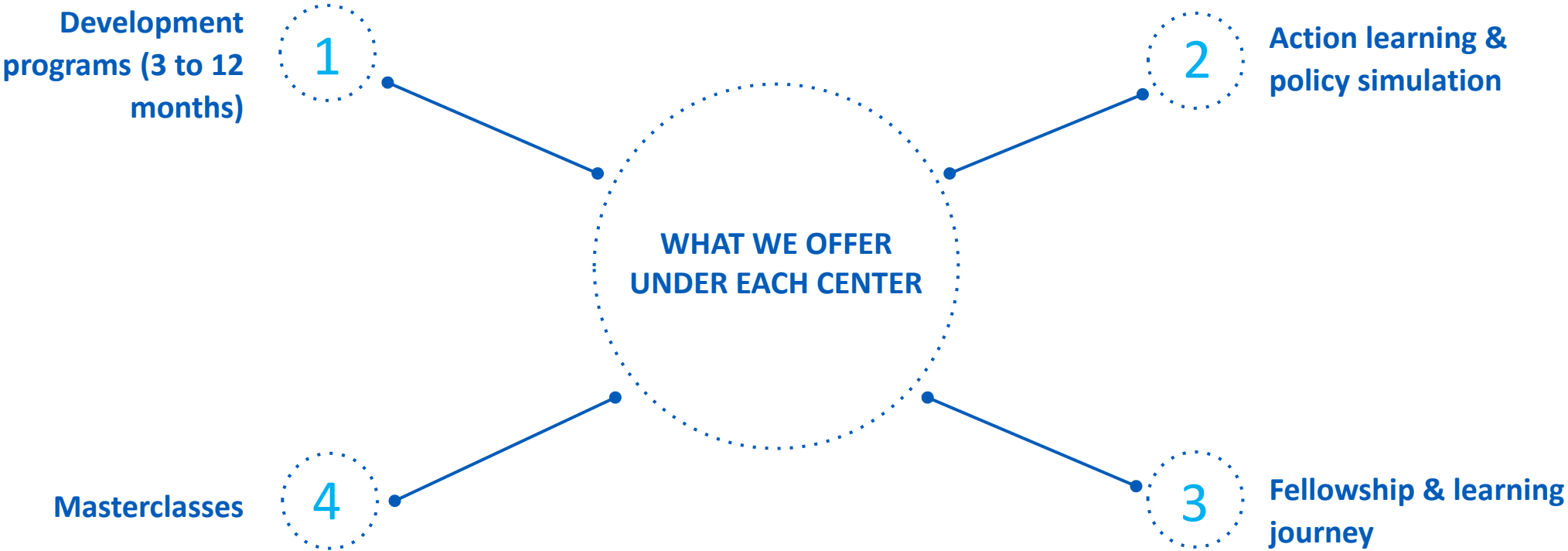
Future of
government

3



Economic
competitiveness

GOV CAMPUS TRAINING JOURNEY

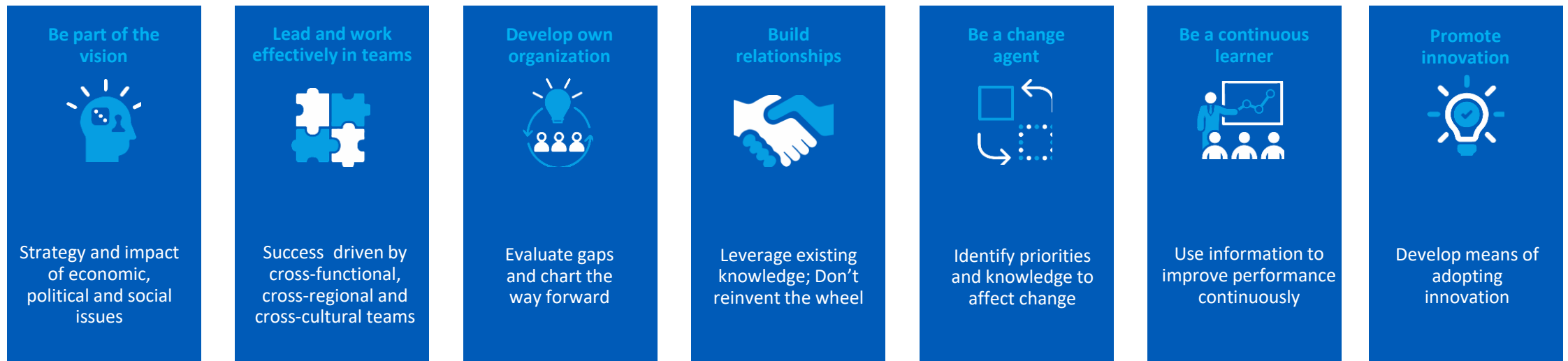


1. PUBLIC LEADERSHIP CENTER



Gov Campus Public Leadership is a pioneering center dedicated to Equipping government leaders with future-ready skills in strategic foresight, adaptive decision-making, government technology, political leadership, and communication to create public value and drive meaningful change.

Characteristics and traits for success in the 21st century public sector



GOV CAMPUS | LEADERSHIP DEVELOPMENT PROGRAMS

GOV Campus has designed and delivered a number of Leadership Development Programs in the GCC region

 Government Leadership Development - Qatar Leadership Centre	 Abu Dhabi Leadership Program - Abu Dhabi School of Government	 UAE Government Development & The Future Office, ARADO & MBRSG	 UAE Government Leaders Programme	 Ministry of Human Resources and Emiratization Leadership Program	 Ministry of Cabinet Affairs & The Future Leadership Program United Arab Emirates		
 Leadership Development Program – Ministry of Justice	 Leadership Development Program Ministry of Oil & Gas - Oman	 National Leadership Programme Ministry of Labor - Oman	 Leadership Development Program – Dubai Municipality	 Sanad Program Medical Services Headquarters Qatar Armed Forces	 Future of Government Program - Diwan of Royal Court Oman	 Arab Youth Council for Climate Change Training Program	 Edad Leadership Program Amiri Diwan - Qatar
 Leadership Competence Program – Financial Information Unit	 Leadership Development Program Ministry of Commerce and Industry - Qatar	 Training Program for School Principals Ministry of Education and Higher Education - Qatar	 Global Trade Future Leaders Program Ministry of Economy & Abu Dhabi Depart. of Economic Development	 Government Leadership Program Ministry of Civil Service - Oman	 Ajman Leadership Program Department of Human Resources Ajman Government	 ETIMAD - The National Leadership Program for Private Sector – Royal Academy of Management - Oman	

SPECIALIZED PROGRAMS

Our expertise lies in designing **specialized programs that cater to the unique strategic objectives of each client**, ensuring **tailored solutions** that drive success in areas ranging from human development, economic growth, educational excellence, and beyond.



SANAD PROGRAM MEDICAL SERVICES HEADQUARTERS QATAR ARMED FORCES

Supported in Innovating Health Services
and Modern Hospital Management



UNITED ARAB EMIRATES
MINISTRY OF HUMAN RESOURCES
& EMIRATISATION

MINISTRY OF HUMAN RESOURCES & EMIRATIZATION LEADERSHIP PROGRAM

Supported in Leadership Development
in future skills, private sector
engagement, and entrepreneurship



TRAINING PROGRAM FOR SCHOOL PRINCIPALS MINISTRY OF EDUCATION AND HIGHER EDUCATION QATAR

Supported in developing advanced
leadership skills among public school
principals



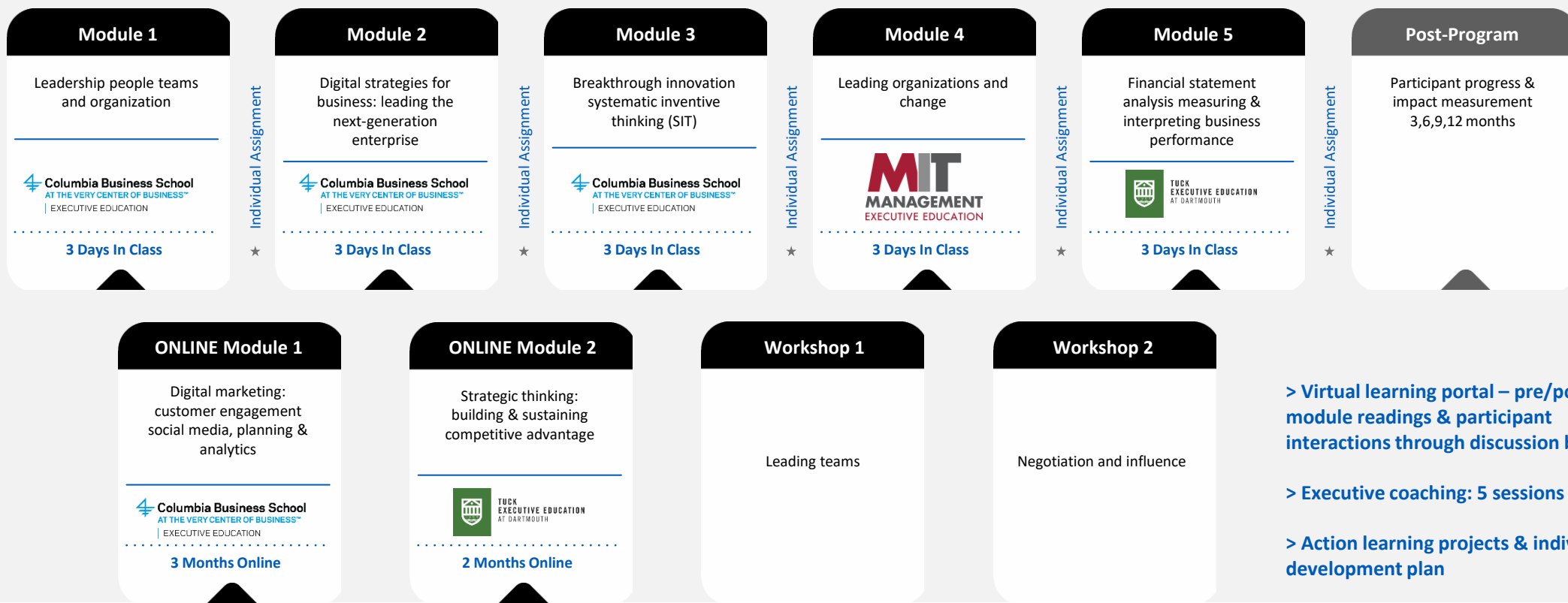
LEADERSHIP DEVELOPMENT PROGRAM MINISTRY OF COMMERCE AND INDUSTRY QATAR

Supported in Leadership Development
in entrepreneurship, future sectors,
investment strategies, and green
economy enablers

PRIVATE SECTOR PROGRAMS: THE NATIONAL LEADERSHIP PROGRAM



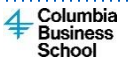
- Etimad is program designed to upskill professional Omanis in the private sector, having the potential for middle and senior management roles in the future.
- Twelve months access to the online videos of all the business school programs.
- Meet the Leaders Roundtables (4 Sessions)



- > Virtual learning portal – pre/post module readings & participant interactions through discussion boards
- > Executive coaching: 5 sessions
- > Action learning projects & individual development plan

UAE FUTURE GOVERNMENT LEADERSHIP PROGRAM

EXECUTIVE EDUCATION

 Breakthrough innovation	 Design thinking
 Future of geopolitics	 Understanding GovTech
 Evidence based policy making in the data Age	 Advanced communication Skills
 Negotiation and influence	 Public diplomacy
 Using behavioural insights in government	 Public Finance In a complex world

EXPERIENTIAL LEARNING

 Shadow UAE leaders program	 Disruptive mentorship program	 Survivor program	 Global Star-mentor program	 Social media campaign	 Knowledge blasts
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LEARNING BY PRACTICE

Edge Insights Insights from global practitioners & experts	Guru Path Become an expert on chosen a topic/concept.	In Company Training Program PPP Engage in courses/ workshops by organizations relevant to UAE's growth sectors.
GovTank Pitching new ideas in government	Adopt a Country, Adopt A Trading Block, Adopt a City Instilling deep learning	One Million Dollar Investment Challenge Challenge to invest 1.0M virtual \$ in areas of their choice.
Moonshot Project Addresses a huge problem by using breakthrough technology.	Leadership Circles (5Q Peer Learning) Systemic leadership development to improve effectiveness of the leaders.	Challenge Assignment (Action Learning) To solve challenges/problems (creativity, flexibility, and successful strategizing)
Learning Days *UAE* Attend and Engage in UAE Mega Events: UAE as a Classroom	Agility Stress Tests Learning to navigate uncharted territory	

Innovation Hackathons  Embedding innovation in government	UAE Mega Events: UAE as a Classroom  Attend & engage in UAE mega events
Gamification and Simulation workshops     Real-life scenarios for immersive problem-solving	

COMPONENTS OF LEADERSHIP PROGRAMS

The comprehensive public leadership programs comprise tailored curriculum, interactive workshops, expert consultations, learning visits, best practices, hackathons, and other customized components, all meticulously designed to meet the unique needs and objectives of each client.



**Gamification and
simulation
workshops**



**Online self-learning and
reading portals**



**Executive
coaching sessions**



**Meet the leaders'
roundtables**



**Impact measurement
Assessments**



Learning visits



**In class executive
education (can be in
collaboration with
world class business
schools)**



Innovation hackathons



**Practical &
contextualized action
learning projects**



**Learning from
peers**



**Edge insights and
knowledge blasts**



**Intra modular
assignments**

MASTERCLASSES

Our tailored masterclasses in Public Leadership offer a customizable toolkit, enhancing executive leadership, government marketing, competitiveness, influencing strategies, communication skills, and insights into Arab public management challenges. We provide personalized learning experiences through group activities, case studies, and guest lectures.



The Sheikh CEO: Lessons in leadership from HH. Mohammed Bin Rashid Al Maktoum

- Executive leadership skills
- Sharpen critical skills
- Addresses global challenges
- Ability to tackle complex issues



Innovative program for government marketing and nation branding

- Government marketing exploration
- Policy goals
- Service perception management
- Soft power
- Cultivate national brand image



Influencer dynamics: Mastering public communication in the digital age

- Empowers government officials
- Influencer power
- Influencer marketing strategies, best practices, practical tools



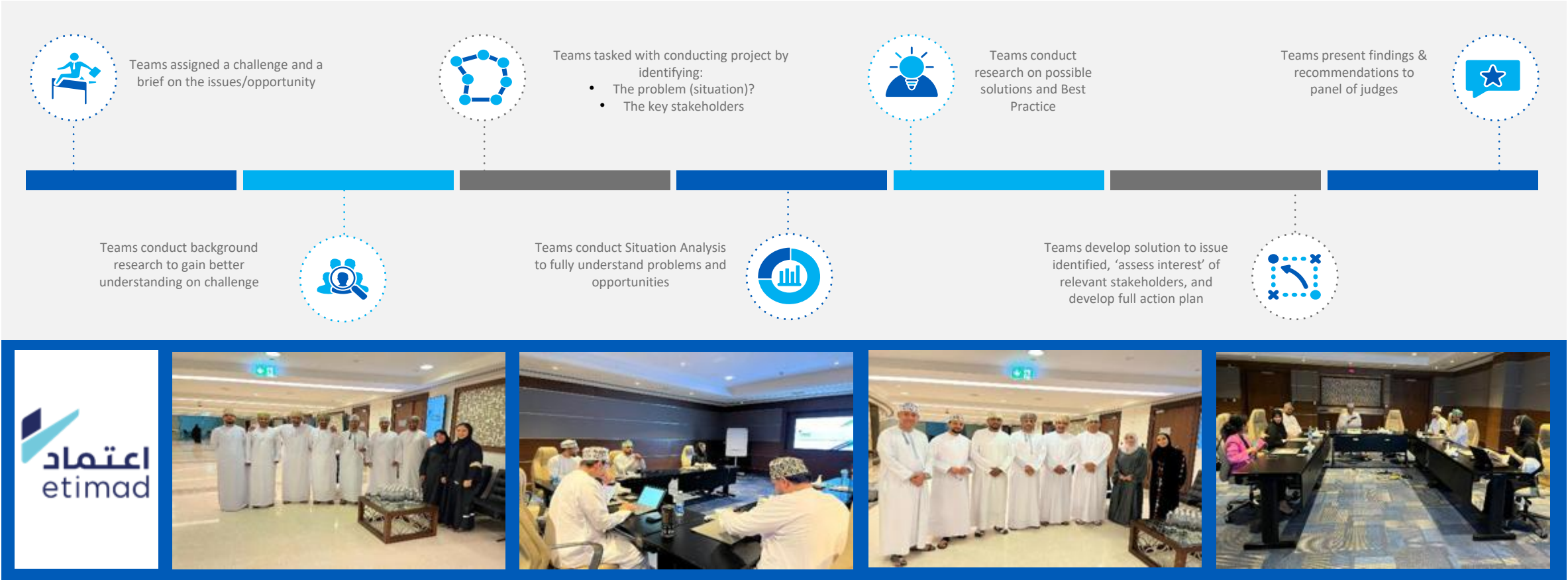
The Arab public management course

- Principles, practices, challenges
- Cultural, political, economic contexts
- Case studies, discussions, exercises



ACTION LEARNING PROJECTS

Action learning is an immersive educational approach used across all Gov Campus centers. Participants tackle real-world challenges in small groups, fostering critical thinking, problem-solving, and leadership skills with ongoing support. We have a proven track record with multiple clients across the region.



ACTION LEARNING PROJECTS

Participants work in groups on real challenges to develop initiatives and creative government programs

COMPLETE METHODOLOGY



Teams will follow special methodology developed by IAG based on designing development programs for Government sector.



Coaching Meetings lead by Government Policy and Programs experts.

REAL PROGRAMS



Real programs will be developed and delivered to address future challenges and exploit opportunities within their organizations or on the government level in general.

TECHNICAL SUPPORT



Support Teams with research on benchmarking and best practice



Discussion of global case studies to learn from the experience of leading countries



Discussion of global reports and latest thinking

PORTAL



- Online coaching throughout all stages
- Feedback from experts
- Sources of information
- Guiding Examples

LEARNING VISITS

Our learning visits provide a benchmarking opportunity, offering insights from host organizations' best practices in governance, policy-making, and organizational structures. Participants gather knowledge from success stories and administrative processes to develop recommendations for their own entities.



Why are learning visits important?

Practical Knowledge

Exposure to Best Practices

Insights into Innovative Practices

FELLOWSHIP AND LEARNING JOURNEY

A learning journey or fellowship equips future leaders with essential governance skills through a structured program. It involves analyzing global trends, studying best practices, designing innovative approaches, and undergoing experiential learning. It prepares participants to drive positive change in government effectively

Steps to designing our learning journey:



Understand Global Trends:

Analyze key trends to gain insights



Identify themes for leadership:

Analyze global trends to identify themes for adoption



Study Best Practice:

Strategies and approaches from best-in-class examples of driving change



Design the best learning approach:

Utilize a variety of modalities to enhance learning outcomes

UNITED NATIONS FELLOWSHIP PROGRAM



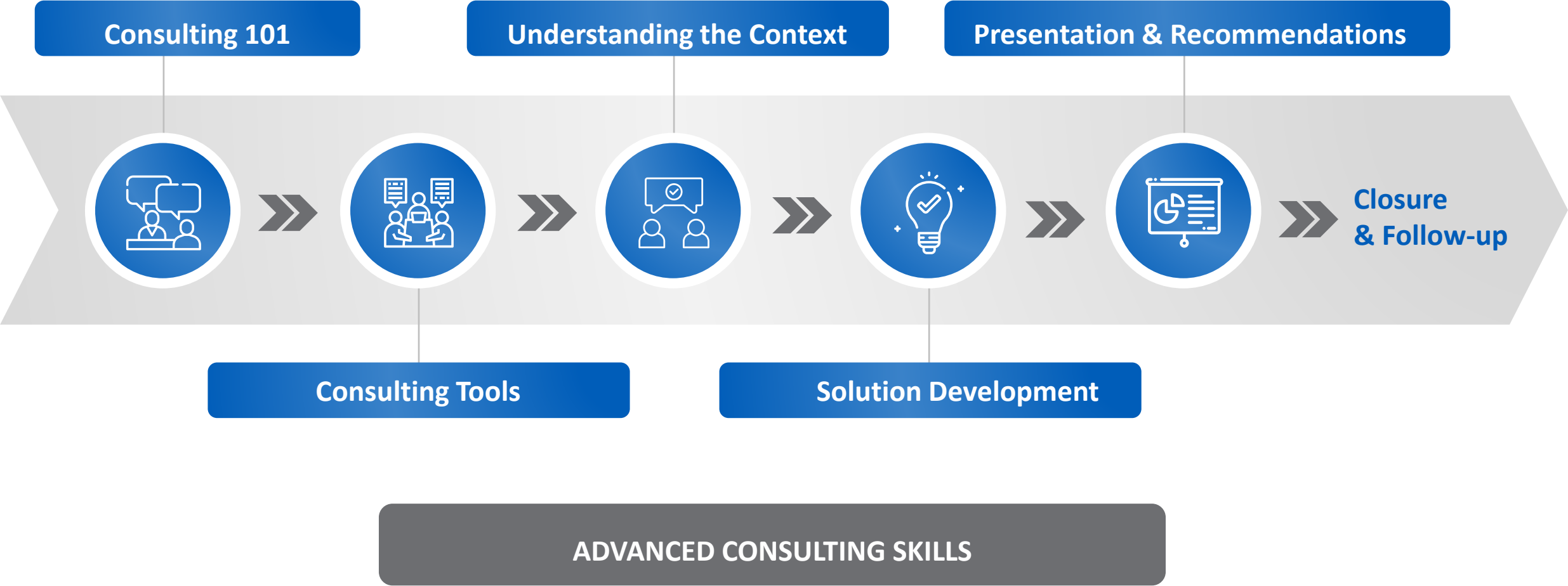
United Nations Immersion and Fellowship Program

The UN Fellowship program provides government leaders and University Students with transformative exposure, knowledge, and leadership skills through trainings and fellowships at UN agencies worldwide.

Led by esteemed mentors, including UN ambassadors and diplomats, it blends academic instruction with practical experience, supported by diverse coaches for a contextualized understanding of global issues



Gov Campus Partners with the University of Arizona to Empower GCC Governments through Internal Consulting Excellence



FUTURE GOVERNMENT LEADERS PROGRAM

Gov Campus is proud to be associated with this initiative in partnership with the UAE Prime Minister's Office and ARADO.

Launched by **HH Sheikh Mohammed bin Rashid Al Maktoum**, this 100-day program equips 40 young leaders from 21 Arab countries with future-ready skills capable of adapting to global changes and designing innovative solutions to tackle tomorrow's challenges, enhancing the readiness of future governments.



الرؤية

بناء جيل عربي قيادي مميّز بمهارات المستقبل التي تتطلبها حكومات المستقبل، مواكباً لمفاهيم العصر وسيناريوهاته، ومستعداً للتعامل مع تحديات الغد.

نبذة

تم الإعلان عن برنامج قيادات حكومات المستقبل من قبل صاحب السمو الشيخ محمد بن راشد آل مكتوم، نائب رئيس دولة الإمارات العربية المتحدة، رئيس مجلس الوزراء، حاكم دبي، في فبراير 2023 على هامش القمة العالمية للحكومات.

الشركاء الاستراتيجيين

مكتب التبادل المعرفي الحكومي
GOVERNMENT EXPERIENCE EXCHANGE OFFICE

GOV
CAMPUS



مكتب التطوير الحكومي والمستقبل
GOVERNMENT DEVELOPMENT & THE FUTURE OFFICE

كلية محمد بن راشد
للإدارة الحكومية
MOHAMMED BIN RASHID
SCHOOL OF GOVERNMENT

GOV CAMPUS PARTNERS WITH CDA ON TEDX CDA 2025

Gov Campus partnered with the Community Development Authority (CDA) to host the second edition of TEDxCDA.

As the first governmental agency in the UAE and the Arab world to organize an internal TEDx event, Under the theme "Empowering Communities through Social Entrepreneurship & Innovation," TEDxCDA 2025 brought together visionary speakers and transformative ideas to inspire new approaches to social impact and community development.

This collaboration reflects Gov Campus' ongoing mission to support knowledge-sharing platforms that drive meaningful change in government and society.

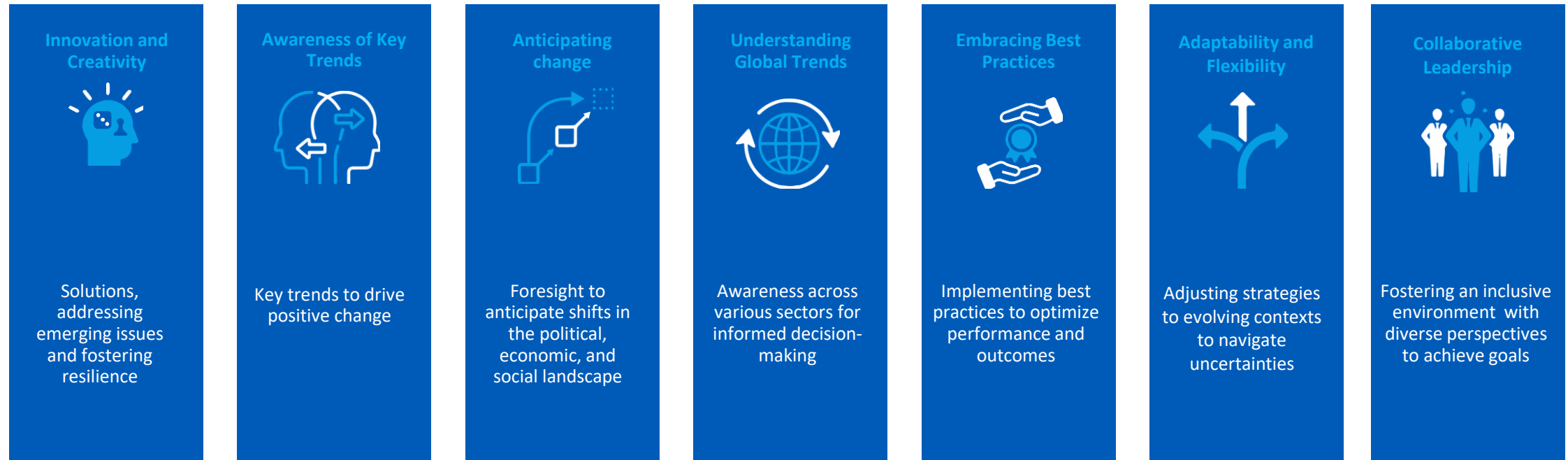


2. FUTURE OF GOVERNMENT CENTER



The Future of Government Center equips government leaders with essential skills, mindsets, and knowledge to navigate innovative modern governance. We shape the future of government by advancing design thinking, scenario planning, and innovative governance models to address the challenges of a rapidly evolving world.

Key characteristics and future skills that are becoming increasingly important



THE FUTURE OF GOVERNMENT PROGRAMS

FUTURE OF GOVERNMENT: OMAN DIWAN OF ROYAL COURT

Gov Campus has conducted a six-month long program for the Ministers and Undersecretaries in Oman on Future of Government. If focused on:



Future of public services

- The **Future of Technology** and Data Driven Government
- **The Future of Public Private Partnerships** and Public Engagement
- The **Future of Finance** and Public Finance
- The **Future of Public Services** and Behavioral Insights “Nudge”
- The **Future of Smart Cities**
- The **Future of Government Leadership** – Leader of 21st Century

Gov Campus provided the following

- Talks and discussions by **global thought leaders** and senior practitioners
- Tailored **Research Memos** (Oman Future of Government – Policy Considerations)
- Dedicated multimedia presentation aids (**Videos on Government Innovations**)
- Innovations in Governments **Periodicals**
- Future of Government **Virtual Library**. Selected articles, reports, and research notes. All curated from global sources.
- Dedicated key **Technology Learning demos** (for paradigm shift)



Program Partners



MEDIA LEADERSHIP PROGRAM IN PARTNERSHIP WITH DUBAI MEDIA COUNCIL

Gov Campus is associated with the Media Leadership Program by Dubai Media Council, to enhance Dubai's global media position.

This 9 months initiative is focused on equipping future Chief Government Communication Officers with the necessary skills to drive Dubai's narrative worldwide and foster key global relationships.



MASTERCLASSES - DIGITAL TRANSFORMATION

Our masterclasses at the Digital Government Center are designed to equip government leaders with the understanding and strategic insight to implement transformative digital changes. Our customizable courses are tailored to meet the specific needs of each client, providing practical solutions for navigating the evolving digital landscape of governance.



DIGITAL TRANSFORMATION AND INNOVATION

The course focuses on fostering innovation and implementing digital transformation within government departments. It emphasizes the critical role of innovation in addressing challenges and provides insights into design thinking principles tailored for the government.

Exploring key transformative technologies for government operations:

- AI
- Blockchain
- IoT



MASTERCLASSES - INNOVATION

Innovation masterclasses equip future government leaders with an "Innovation Mindset," strategic knowledge, and creative problem-solving skills. Gov Campus offers tailored sessions to foster a culture of creativity, aligning with national visions and driving smarter governance through collaborative problem-solving and hands-on experiences



Innovation Studio

- Merge startup hackathon dynamics with government objectives
- Play, Design, and Pitch pillars
- Innovation tools like 3D printers and drones
- Real-life challenges
- Ideas pitched to experts for feedback



Innovation in Government Course for Public Officials

- Cultivate an 'Innovation Mindset'
- Solutions for current government challenges
- Innovation tools to advance organizational objectives



Critical Thinking: First Step towards Innovation

- Creativity and adaptability
- Develop innovative solutions
- Tailored for today's dynamic landscape



Innovation in Government

- Key government innovation strategies
- Challenge assumptions about bureaucracy, policy, and organizational change
- Navigate government challenges innovatively
- Find effective solutions



GovTech Studio

- Tackle a specific theme or challenge
- Create innovative prototype
- Environment to encourage creative thinking
- Innovative products or services



Government Technology for Innovation (Gov-Tech 101)

- Top ten 4IR technologies
- Explore government applications
- Addressing associated opportunities and challenges



MASTERCLASSES - HACKATHONS

Gov Campus has expertise in facilitating hackathons, dynamic events where participants collaborate intensively to solve problems or develop innovative solutions. Our team have facilitated several GovHack rounds in the past and assisted the teams and guided them through the competition.



Australia and
New Zealand

GovHack is an international open data hackathon gathering over 3000 participants to innovate and collaborate using government data. Gov Campus supports teams through the competition process.



In addition to core leadership development, we've created forward-looking programs such as the AI in Government program, which helps public sector leaders understand, govern, and leverage AI to create public value

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United Nations
Institute for Training and Research
1963-2023



A Course for Civil Servants

**Diploma_AI Mavericks: Mastering
GenAI and Prompt Engineering**

**Empowering Civil Servants for the
AI-Driven Future**



This diploma course empowers government leaders with cutting-edge **AI skills centered on Generative AI and Prompt Engineering**. With a strong focus on practical application, participants gain the tools to enhance service delivery, foster innovation, and uphold ethical standards. Addressing the urgent need for **informed AI leadership**.

GOV CAMPUS PARTNERS WITH AI4GLOBE TO CHAMPION AI LITERACY IN MEA REGION

Gov Campus is proud to announce its partnership with AI4Globe, an initiative dedicated to increasing artificial intelligence literacy across diverse demographics worldwide. As the exclusive representative of AI4Globe in the MEA region, GovCampus will work to empower communities with AI knowledge and skills, targeting children, youth, women, academia, and businesses.

Through tailored training programs, workshops, and innovative resources, this partnership aims to make AI accessible to everyone, fostering a globally AI-literate society while addressing the unique needs of the region. Together, Gov Campus and AI4Globe are driving a shared vision of inclusive technological empowerment and sustainable growth.



Launch of the Regional first Government MBA in Partnership with the university of Strathclyde

The Government MBA (GovMBA) is a groundbreaking master's program designed to build leadership capacity for future government leaders, particularly in emerging growth markets.

This executive-level program blends the rigor of an MBA with the nuances of public administration, offering a first-of-its-kind curriculum tailored to the unique challenges and opportunities faced by growth markets.

Program Partners



University of
Strathclyde
Business
School

GOV
CAMPUS

OUR INNOVATION TRACK RECORD

مركز محمد بن راشد
للابتكار الحكومي
MOHAMMED BIN RASHID CENTRE
FOR GOVERNMENT INNOVATION



Gov Campus has assisted the center extensively:

- Government Innovation Framework for the UAE
- The center strategy & innovation policy.
- Training and development programs on innovation for various levels of government officials in Arabic.
- Designed and launched IBTEKR, the first platform in the Arab world to specialize in public sector innovation
- Produced Innovation reports and moderated Innovation Forums



UNITED ARAB EMIRATES
MINISTRY OF CABINET AFFAIRS & THE FUTURE

GovCampus developed the Government Innovation In 21st Century Program:

- New tools of innovation in government.
- Developing personal skills to innovate.
- Sharing international Case studies on government innovation.
- Using accelerator methodology to develop new ideas and initiatives.
- Building teams to create new models for government services.

SUSTAINABLE DEVELOPMENT PROGRAMS

Gov Campus has designed and delivered several sustainability-focused programs



Teaching Sustainability Open-source Hub and organizing Arab youth roundtables, practical guides, toolkits, and expert talks for higher education institutions.



Arab Youth Council for Climate Change Training Program



UAE Sustainable Living Toolkits with practical tips for green living for the UAE's community



Sustainable Habits Program for K to 12 students in the region



Nature-based solutions handbook for the MENA Region

Gov Campus **designs unique programs** centered on three pillars: climate and sustainability, economic inclusion, and leveraging technology for good. These programs **foster knowledge sharing** and empower learners in climate literacy, systems thinking, green decision-making, policy advocacy, and creative storytelling to **drive regional sustainability goals**.

SUSTAINABLE DEVELOPMENT PROGRAMS

The CSO Network aims to unify the private sector and enhance its regional capacity in addressing the triple planetary crisis of climate change, biodiversity loss, and pollution.

CSO Network members meet regularly to discuss challenges, opportunities, and trends, facilitating knowledge sharing and best practices to drive transformative change in the regional private sector.

Through roundtable discussions, expert webinars, workshops, and themed events like the UAE Biodiversity Forum and Global Sustainability Forum, members engage in meaningful dialogue to advance the sustainability agenda.



MASTERCLASSES FOR SUSTAINABLE DEVELOPMENT

Introduction to climate change and Net-zero for the public sector

We firmly believe in leveraging technology to enable learners, hence the development of the Introduction to Climate Change and Net-zero Course for public sector professionals in the region.

Delivered exclusively through WhatsApp in Arabic, the course features elements to support learners such as:

- Text-based learning
- Infographics, charts, and images
- Activities (gamified approach)
- Expert videos



FELLOWSHIP AND LEARNING JOURNEY

Our fellowship programs offer masterclasses, expert talks, Q&A sessions, and roles as panelists or moderators at forums to equip fellows with essential knowledge and skills for contributing to the regional sustainability agenda.

UAE Sustainability Fellowship

A curated capacity building program for young UAE National professionals working in sustainability across the nation's private sector



UAE Sustainability Government Fellowship

A tailored program focusing on building the cadre of the next generation of green public sector officials in the UAE



Financing Our Sustainable Future Roundtable Series

The series unites stakeholders from various sectors and youth to address sustainability challenges faced by Arab youth, creating key recommendations for high-level officials to empower sustainability efforts.



FOCUS AREAS OF OUR SUSTAINABLE DEVELOPMENT PROGRAMS

Our programs can be designed to address a wide range of themes and focus areas within the sustainable development umbrella - and can be amended based on the target learner, the sector they are in, and the objectives of the program.

Sustainability Initiatives

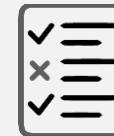
We have designed and developed an array of sustainability initiatives to maintain a competitive edge and prepare the next generation of public servants for sustainability challenges

Government chief sustainability officer



A 6-month hybrid program to train leaders in sustainability in government departments with online executive certificate by a global Top 10 university like Oxford and/or Stanford

Guidelines for greening government



A thought leadership action-report to help government departments take steps to become greener and more sustainable across its operations and its value chain

3. ECONOMIC GROWTH AND COMPETITIVENESS CENTER



The center fosters sustainable economic development, competitiveness, and trade expertise. Dedicated to strengthening economies and governments to navigate global economic complexities, enhance competitive advantage, and foster resilience, innovation, and sustainable growth on a global scale.



Characteristics and traits for economic leaders



GLOBAL FUTURE TRADE LEADERS

About the program

- A 3-month program to develop young UAE government officials as global trade specialists, preparing them for UAE's engagement in multilateral trade and navigating the new global economy
- 30 promising young UAE national officials from federal and local government and trade entities



Local and international trade expert insights



HE Dr. Thani Al Zeyoudi
Minister of State for Foreign Trade, Ministry of Economy



HE Ahmed Abdullah Bin Lahej Al Falasi
Director General Federal Customs Authority



Capt Juma Al Shamisi
Managing Director and Group CEO, Abu Dhabi Ports



Faisal Belhoul
Board Member, Dubai Chamber



Robert Lawrence
Professor of International Trade and Investment, Harvard Kennedy School



Poul Hansen
Chief of Trade Facilitation, UNCTAD



Michael Blanga-Gubbay
Research Economist, WTO



Javier Lopez Gonzalez
Senior Economist, OECD



Pamela Coke-Hamilton
Executive Director, ITC



Sangeeta Khorana
International Trade Expert

Experiential learning



TRADE FOR DEVELOPMENT

About the Initiative

The 'Trade for Development' program equips developing countries with essential skills for global trade participation through a virtual platform

The modules are divided into three key elements to facilitate flexible learning:

- **Videos** addressing the module topic in depth
- **Supporting Material** for each video
- **Additional reading** material



International Trade Experts



Peter Lunenborg
Senior Researcher



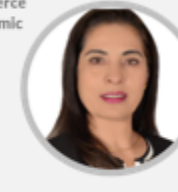
Badri Gopalakrishnan
Fellow, Trade, Commerce
and Strategic Economic
Dialogue
Niti Aayog



Bryan Mercurio
Professor of Law
Chinese University of
Hong Kong



Swati Sharma
International Trade
Consultant



Sangeeta Khorana
Professor of
International Trade



Gregory Messenger
Associate Professor
of Law

ECONOMIC GROWTH AND COMPETITIVENESS PROGRAMS

We design tailored training programs that equip participants with essential skills and a deep understanding of international trade dynamics through self-paced and experiential learning, empowering them to navigate global trade complexities effectively.

Multilateral Trading System



- Familiarize Ministry executives with MC13
- Build capacity for effective participation

Emerging Trade Technology and Trends



- Changing global trade landscape
- Role of technology
- Emerging trade technologies
- UAE's Trade Tech Initiative
- World Economic Forum's research

Trade as a means of national soft power and competitiveness



- Skills for leveraging trade
- National competitive advantage
- Soft power in UAE

LEARNING VISITS

Our customized learning visits offer immersive experiences, deepening participants' understanding through visits to key economic hubs, expert interactions, and hands-on activities. Participants gain insights into strategies for fostering growth, enhancing competitiveness, and driving sustainable development.

Trade Organization Visit

- Global trade practices
- UAE's challenges and opportunities in the field
- Success stories and experiences in global trade dynamics



Business Networking Breakfast

- Dialogue between UAE trade partners and participants
- Trade dynamics between countries
- Broader global trade dynamics
- Trade relations and opportunities.



OUR ECONOMIC COMPETITIVENESS EXPERTISE

With extensive expertise in analyzing and deciphering global trade dynamics to produce comprehensive **economic outlook reports** and **trade risk reports**, we at Gov Campus offer **invaluable insights** to clients on **the intricacies of the global economy**, enabling them to anticipate and navigate potential challenges.



STAY AHEAD OF THE CURVE

Exclusive Monthly Intelligence
for Government Leaders

Before you go, discover how Gov Campus helps public sector leaders stay informed, inspired, and prepared for the future.

Our flagship newsletter, **FutureGov Insights**, delivers curated policy trends, strategy briefs, and global innovation signals—right to your inbox.



FUTUREGOV INSIGHTS

Monthly Intelligence for Government leaders

FutureGov Insights is Gov Campus's monthly newsletter, delivering a sharp, curated view of the ideas, tools, and breakthroughs shaping tomorrow's public sector.

Published in **both Arabic and English**, the newsletter is designed for ministers, senior officials, and innovation teams working to modernize government, drive strategic reform, and lead through change..

What You'll Get Every Month:

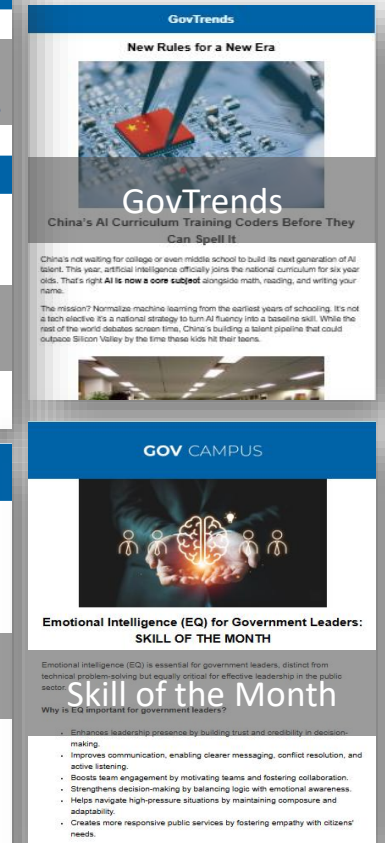
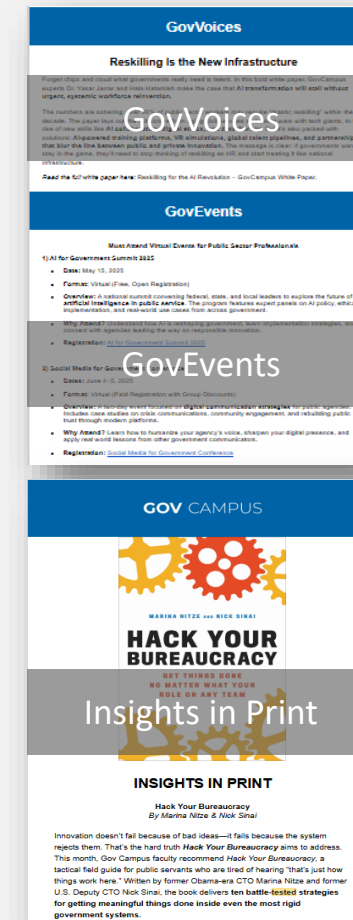
GovTrends: A fast-paced look at global innovations and real-time policy moves from ministries around the world.

GovVoices: Sharp analysis, white papers, and frameworks from our faculty and government strategy experts.

GovEvents: A curated radar of must-attend global forums, leadership roundtables, and digital transformation summits.

Skill of the Month: Essential capabilities for 21st-century government leaders—plus the best online courses to build them.

Special Editions: In-depth coverage of major reports, multilateral shifts, and game-changing tools in public innovation.



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FutureGov Insights delivered
to your inbox every month.



The background is a monochromatic blue image. It depicts a globe, likely representing Earth, which is partially submerged in water. The water surface is visible with ripples and several bubbles of varying sizes. The sky above the water is a lighter shade of blue with some wispy clouds. The overall tone is serene and clean.

THANK YOU