

# ADSG STRATEGY 2021-2025

## INTEGRATING SUSTAINABILITY GOVERNANCE TO ACHIEVE IMPACT

Over the last decade, the Abu Dhabi Sustainability Group (ADSG) have been focused on capacity building and knowledge sharing, by funding certified training programs and establishing a plethora of activities, flagship programs, events and workshops. These workshops are attended widely by regional sustainability practitioners in such a way that had helped to fill critical gaps in capability, skills and expertise in the Emirate.

The next challenge is to show how these approaches and capabilities can translate into large-scale, life-changing impact.



The ADSG will continue its strategic direction towards 'integrating sustainability governance to achieve impact.' Fundamentally this strategy is designed to focus the ADSG and its members' individual and collective resources and expertise on integrating sustainability governance into core organisation strategy. This strategy aims to deliver to the priorities of the UAE Government's policies and, ultimately, to ensure the well-being of people and our planet alongside prosperity in Abu Dhabi.

In the next decade, the ADSG will be more focused and mission-driven. We will concentrate our resources on addressing three defined material issues:



**Governance**



**Climate  
Change**



**Sustainable  
Economy**

While these material issues may be broad, they have the potential to inspire an increased focus on our events, communication, training and other activities. We plan to measure our success by assessing how much of a difference the ADSG collectively delivers through measurable outcomes across the identified material issues. For each, we have set ambitious objectives which will continue to drive our outputs over the next five years.

The ADSG will continue to drive Environment Agency - Abu Dhabi (EAD) sustainability agenda by providing an intellectual, as well as a knowledge sharing and debating, platform providing links between government and the private sector. The aim is to mitigate the real business risks posed by climate change for the sake of future generations.

In the next five years, the ADSG will look towards the development of a conceptual model of sponsorship, giving potential sponsors the opportunity to set their brand centre stage in peer-to-peer and business-to-business relations within a truly unique sustainability platform and to position themselves as a leaders and innovators. As a multi-stakeholder membership organisation, we aim to collaborate through public-private partnerships to achieve impact to scale in Abu Dhabi. The ADSG as a sustainability platform offers the ideal opportunity for members from the government and private sector to connect, collaborate, pilot and/or share their activities to achieve greater impact.

The ADSG's strategy aims to achieve impact through 4 strategic priority work areas:

## **MISSION:**

To promote sustainability management in Abu Dhabi by providing learning and knowledge sharing opportunities for government, private and not for profit organisations.

### **Integrating Sustainability Governance to Achieve Impact**

#### **PRIORITY1: Alignment**

Supporting alignment between ADSG members and the 2030 visions by establishing a dashboard of shared indicators.

#### **PRIORITY 2: Network**

Increase the impact of individual members' activities through enabling shared initiatives, and knowledge sharing flagship programmes.

#### **PRIORITY 3: Advocacy**

Promote relationships within the ADSG members, Emirate, regional and global stakeholders & build advocacy for integrated sustainability governance, innovation, impact & non-financial reporting and stakeholder engagement.

#### **PRIORITY 4: Membership**

Ensure inclusivity so that the membership of ADSG has the capacity it needs for the future and reflects the diversified focus as outlined in the 2030 Visions through integrating sustainability governance.

Each of the ADSG's strategic priority areas has KPIs and metrics that are supported by initiatives, engagement and activities to track progress and measure impact by engaging with member organisations and stakeholders to actively adopt an integrated decision-making approach within their organisations in a way that considers the business opportunities and risks posed by the identified material issues: governance, climate change and a sustainable economy.

