



WASD

**WORLD ASSOCIATION FOR
SUSTAINABLE DEVELOPMENT**

**Training, Capacity Building
and Consultancy Services**

Welcome to WASD

It gives me great pleasure to introduce our Training, Capacity Building and Consultancy Services. We welcome you to explore our brochure (and website: www.wasd.org.uk) and discover for yourself the pioneering work the World Association for Sustainable Development (WASD) is doing across the world.

WASD is a global forum that brings together experts from across the world to discuss issues relating to sustainable development (SD), science, technology and innovation (STI) as well as management and policy.

The aim of WASD is to promote the exchange of knowledge, experience, information and ideas among academics, scholars, professionals, policy makers and industry to improve the mutual understanding of the roles of STI in achieving SD all over the world. WASD aims to achieve its vision through building an effective collaborative network, leveraging information technology, offering relevant holistic life-long developmental services, ensuring sustainability and continuous development of intellectual capital, and striving to become a role model in applying the most advanced and ethical management practices.

WASD works with a wide range of institutions, such as universities, research centres, international organizations and governmental departments all over the world, particularly in the developing countries to provide professionals, researchers and policymakers with the best available scientific evidence when contributing to better technological and economic development for all within the populations they serve. As a leading think tank, we aim to help transform countries across the world to advanced, knowledge-based societies led by sustainable innovation and social advance. In doing so WASD uses research and education to provide advisory services and consultancy support for major transformation projects and initiatives across the world.

Following WASD's successful engagement in 2018/2017 with the United Nations Joint Inspection Unit's (JIU) on the role of Public Private Partnership (PPPs) in the implementation of Agenda 2030, WASD was invited to work closely with JIU in the policy uptake project entitled "Strengthening the policy research uptake in service of the 2030 Agenda for sustainable development" which was published on Wednesday 20 March 2019. WASD provided feedback to JIU on their survey before its dissemination through its various communication channels.

Please feel free to contact us (admin@wasd.org.uk) if there is any additional information that you need to know about WASD and its various activities particularly the training workshops and/or consultancy packages listed in this brochure.

*Professor Allam Ahmed - PhD MSc BSc (Hons) FCIM Chartered Marketer
Founding President*



Training and Consultancy Services

WASD is a world leading dynamic and highly professional provider of technical and management solutions to public and private organizations. WASD brings together the best experts from all over the world to provide individuals and institutions within the public and private sectors worldwide with the best scientific and management solutions to achieve sustainable growth and development. WASD brings senior executives and high potential leaders from all over the world to discover new dimensions in leadership and management practices and help them grow in their careers.

WASD offers participants' priceless engagements with the world's most influential academics and business leaders to discuss and debate on a range of critical management and leadership issues. Our programs offer the participants the opportunity to become agents of positive change in their respective organizations and accomplish their personal goals. Our programs have been attended by top executives from more than 1000 governments' agencies and companies around the globe and have attracted above 5000 participants from more than 40 countries.

In collaboration with the Middle Eastern Knowledge Economy Institute (MEKEI); University of East London Centre for Islamic Finance, Law and Communities (CIFLC) and the International Diaspora Project, WASD runs regular training and consultancy services on the key factors that are influencing human development and capacity building.

Our various training and consultancy packages are designed and delivered by the top and renowned experts from across the world to help countries and regions to diversify their economies and achieve sustainable competitiveness. English is the main language for all our training programs, but we have several facilitators who can deliver our programs in other languages including Arabic, French, Spanish and other languages.

It is hoped that you find this brochure to be interesting and thought provoking and look forward to receiving your valuable contribution and comments so we can continue to serve your needs to the very best of our ability.

Program Design Methodology

- Unique and comprehensive methodology for designing programs. We follow a comprehensive cycle of program design and a standardized methodology to ensure the quality and rigor in our pedagogy.
- Our programs answer broad industry needs and, in many cases, they attempt to solve existing industry pains and prevalent deficiencies that are practiced in organizational setting rendering the organizations to be unsuccessful.
- Start by reviewing latest business research and CEOs voice surveys published by leading global management consultancies, this helps us to highlight new challenges and general requirement needs of the global, regional and local CEOs.
- Explore leading executive education institutes and the curriculum they are offering; this leads us to contact the faculty members at top global universities who are actively engaged in executive education and who match our areas of need.
- Program integration meeting which is attended by all the faculty on board and WASD's academic management committee. This meeting helps us to connect all the academic stakeholders involved and to carve out a robust program agenda which is presented for approval before our Global Advisory Board.
- Conduct several short surveys, benchmarking the needs of our registered participants and making sure our faculty members adopt to their needs and learning styles.
- Supplement our programs with several evening activities and optional professional training sessions offered by internationally recognized executive coaches. These activities serve to break the ice between our participants where they network and develop close network of associates. We also conduct evening medical check-ups, morning exercises and religious and spiritual activities to elevate the performance of the executives.

In short at WASD we offer a complete package for rejuvenation of your skills!

International Advisory Board



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of Uganda in Canada, Uganda



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Advisor for Capacity Building
and Academic Collaborations,
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University of Delhi, India



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CENTRUM-Catolica, Peru



Dr. Michael Sutton
FUNIFICATION LLC, USA



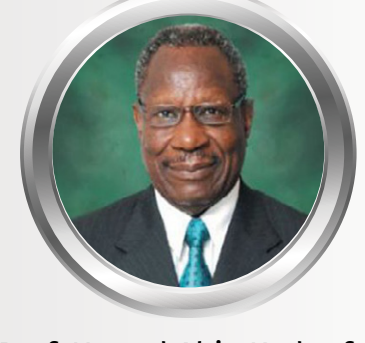
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British Gas, UK



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London Metropolitan Police, UK



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Texas Southern University, USA

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Clients and Partners



Cairo University



UNIVERSITAS AIRLANGGA



CENTER for MEDITERRANEAN
INTEGRATION | CENTRE pour
l'INTÉGRATION en MÉDITERRANÉE
مركز التكامل المتوسطي



United Nations
Educational, Scientific and
Cultural Organization



UN Major Group for
Children and Youth
the space for children and youth in the United Nations



THE UNIVERSITY OF THE WEST INDIES
ORIENS EX OCCIDENTE LUX





WASD collaborate with UN on Policy Research

WASD has been selected by the United Nations Joint Inspection Unit (JIU) to work closely with JIU in the policy uptake project A.435. The JIU published a report entitled “Strengthening the policy research uptake in service of the 2030 Agenda for sustainable development” on Wednesday 20 March 2019.

The aim of the report serves to strengthen the role of the UN as the provider of reliable research.

According to the report, achieving the UN Sustainable Development Goals (SDGs) requires evidence-based policies and planning at every level.

For the first time in 52 years, the UN consulted academics and researchers on policy research uptake in the UN. This was because JIU had not been able to find any comprehensive assessments of research policies and activities in the UN system.

WASD previously collaborated with JIU in 2018 on the Role of Public Private Partnerships (PPPs) in the Implementation of Agenda 2030, leading to an invitation, alongside four other global academic networks, to work closely with the JIU in the policy uptake project.

JIU was keen to complement its findings from the participating organisations by incorporating academic perspectives. By engaging WASD, amongst others, JIU was able to identify ways for the UN to make the best use of external knowledge resources and build bridges with the academic community. The partnership between JIU and WASD has proven successful; in 2016, WASD president, Allam

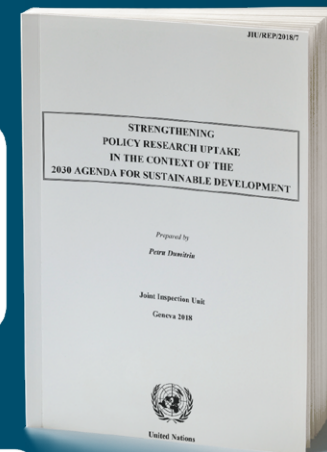
Ahmed, participated in the JIU Conference on knowledge management held in Geneva, and JIU was represented at the WASD Conference held in Manama 2017. For the first time, a paper was co-authored by a JIU inspector and an academic; this paper was published in the World Sustainable Development Outlook 2018.

2019 is looking to be another successful year for the partnership; JIU is planning to undertake a UN system-wide review of policies, programmes and platforms to support learning. JIU will conduct a review in which e-learning platforms will be used to enhance the adequacy of training policies, once again in collaboration with WASD.

Mentioned in “Strengthening Policy Research Uptake in the Context of the 2030 Agenda for Sustainable Development” methodology:

20. “To complement the standard practices of the JIU, the review team used ad hoc tools to capture, in a more comprehensive way, the intellectual contributions of professional researchers. To that end, the team designed and disseminated a survey to non-United Nations research and academic institutions and think tanks, hereinafter referred to as the “academic survey”. The academic survey contained 10 multiple-choice perception questions and a mini-questionnaire consisting of 3 open-ended questions on substantive issues. The World Association for Sustainable Development (WASD), the Academic Council on the United Nations (ACUNS), the International Studies Association, the Chairs Network of the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the Centre national de la recherche scientifique (CNRS) disseminated the questionnaire through their respective networks. The survey was taken by 492 respondents, 229 of whom responded to the open-ended questions. An analysis of the results is presented in chapter VIII.”

21. “In the same vein, the Inspector initiated a focus group discussion in London on United Nations policy research uptake, research-policy interface and collaboration between research communities and the United Nations system. The group included academics from Queen Mary University of London, the University of East London, the University of Oxford, the University of Wisconsin-Green Bay, Utah State University, California State University San Marcos, Stockton University, the University of Suffolk, Coventry University, the Arab Urban Development Institute, Robert Gordon University, Oxford Brookes University, Mohammed V University at Agdal in Rabat, the School of Oriental and African Studies of the University of London and the London Centre of International Law Practice, mobilized by WASD - University of Sussex.”



Dr Petru Dumitriu

Inspector JIU and main author of the report

Special thanks go to the professors and political scientists whose genuine interest in the report allowed the JIU to learn and use the academic perspectives that enriched the report: Allam Ahmed, Stephen Browne, Patrick Nédellec and Thomas G. Weiss.

PUBLIC-PRIVATE PARTNERSHIPS FOR THE IMPLEMENTATION OF THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

WASD
16th International Annual Conference
5th Diaspora International Conference

10-13 April 2018
Palais Des Nations
Conference Room XVII, Building E (Doors 39 & 40)
Geneva, Switzerland



Under the Patronage of
HRH Prince Khalifa Bin Salman Al Khalifa
The Prime Minister
Kingdom of Bahrain

WORLD ASSOCIATION FOR
SUSTAINABLE DEVELOPMENT (WASD)
SEVENTH INTERNATIONAL CONFERENCE
THE IMPACT OF THE GLOBAL FINANCIAL
CRISIS ON THE ENVIRONMENT, ENERGY
AND SUSTAINABLE DEVELOPMENT

9 to 11 November 2009

Manama – Kingdom of Bahrain



Global Compact
Network UK



**World Association for
Sustainable Development**

In Partnership with:



Joint Inspection Unit of the United Nations System

Independent system-wide oversight for efficiency, effectiveness and coordination



**University of
East London**

SPEAKERS

THE PRIVATE SECTOR'S STRATEGIC PARTNERSHIP
FOR THE IMPLEMENTATION OF THE UN 2030
SUSTAINABLE DEVELOPMENT AGENDA

LONDON 4TH DECEMBER 2017

Anglo American
20 Carlton House Terrace
St. James's
London
SW1Y 5AN



Petru Dumitriu
Inspector
United Nations Joint Inspection Unit



Steve Kenzie
Executive Director
UN Global Compact Network UK



Allam Ahmed
Founding President
WASD



Siraj Sait
Director of Research
University of East London



Susann Stritzke
Research Associate Renewable Energy
University of Oxford



Derek Taylor
Chief Executive Officer
London Centre for PPP
and Sustainable Development

FOLLOW WASD



worldassociationSD

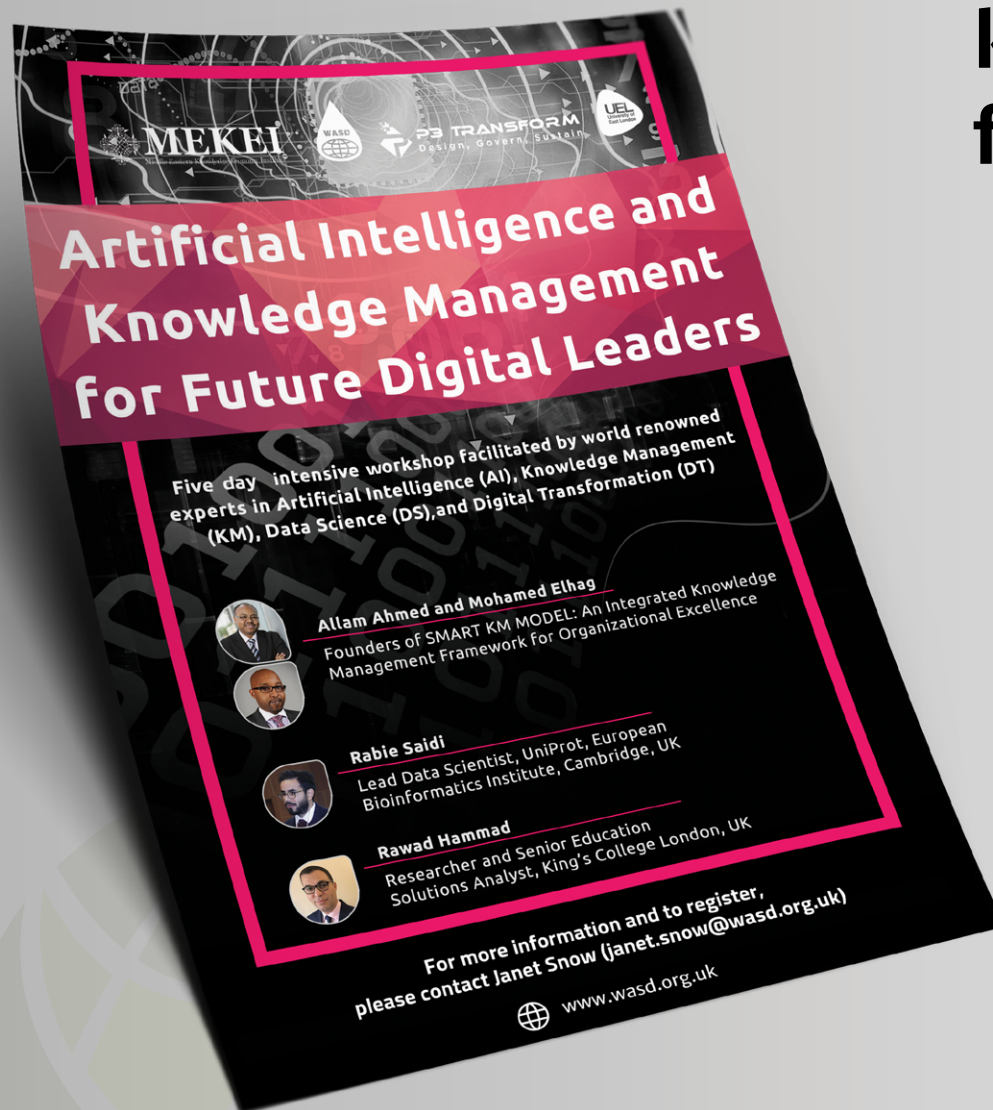


@WASD_news



www.wasd.org.uk

■ Artificial intelligence and knowledge management for future digital leaders



This five-day workshop has been designed to introduce a variety of fundamental perspectives on artificial intelligence, knowledge management, data science and digital transformation to build future leaders in public and private sectors who are able to understand and deal with future challenges.

■ Rapid and Smart Transformation Management (Connecting the Dots to Improve Performance)

This integrative workshop aims to develop the essential skills and competencies necessary to plan, monitor and control different tasks and events. In addition, participants will have insight into how to digest your strategy; manage your enterprise as one consolidated unit; execute the right projects and execute it right as well as unify your performance management approach across operation and projects delivery.



- **17th WASD International Conference**
- **6th Diaspora International Conference**

The theme of the conferences is to strengthening the role of science, innovation and research uptake in service of the 2030 Agenda for sustainable development. The conference therefore critically examined the important role of science, innovation and research for the achievement of the 17 Sustainable Development Goals of the 2030 Agenda.



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CUBEROUS MODULES

Cuberos extends standard Microsoft PPM capabilities to adopts best practices in benefits management, governance and other vital delivery domains to support effective management of performance and realisation of planned value.

Enhanced MS PPM Capabilities



**SCHEDULE
MANAGEMENT**



**RISKS AND
ISSUES MANAGEMENT**



**RESOURCES
MANAGEMENT**



**FINANCE AND
COST MANAGEMENT**

Cuberos Additional Capabilities



**PMO AND
GOVERNANCE**



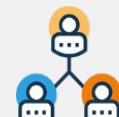
**BENEFITS
MANAGEMENT**



**CHANGE
CONTROL**



**QUALITY
MANAGEMENT**



**STAKEHOLDERS
MANAGEMENT**



**KNOWLEDGE
MANAGEMENT**



**PROCUREMENT AND
CONTRACT MANAGEMENT**

■ Human Rights Based Approaches: Women as leaders in change and development

The main aim of this workshop is critically examine the role of women as leaders in change and development. This workshop focuses not only on knowledge exchange and updates on relevant human rights instruments and standards, but outlines how practically human rights can be used in programmes and activities to generate concrete and sustainable development outcomes.



11th International Conference

World Association for Sustainable Development (WASD)

Venue: London School of Economics and Political Science (LSE)

32 Lincoln's Inn Fields

London, UK 2nd - 4th September 2013



10 Years of Sustainable Development:
*New Multi-Disciplinary
Approaches and Methodologies*

The conference will focus on the question what do policy makers actually need to know for policy formation? What exactly we are we trying to sustain, how much of it and how to value it; the underlying boundlessness of the concept of Sustainable Development and whether "decoupling" or the <green elasticity of "growth" has anything to offer policy makers.

■ Knowledge Management: Concepts, Process & Technology



This four-day course has been designed to introduce a variety of perspectives on knowledge management (KM) in the public and private sectors. The course aims to enable knowledge managers, analysts and decision makers to introduce fit-for-purpose KM Framework to their organisations. At the end of the course attendees should be able to acquire a comprehensive knowledge and practical experience about KM best-in-class methodology and technology in alignment with the local needs and capabilities.

■ International Joint Forum on Smart Development in North West Tunis and the Middle East

Smart Development refers to development characterized by sustainability, and efficiency, in response to tremendous global technological developments, influenced by social, economic, cultural, scientific and educational characteristics. In this context, the SMARTDEV International Forum aims to discuss and explore various approaches and different ways which can contribute to the analysis, implementation, monitoring, evaluation, and dissemination of sustainable development goals and objectives.



■ Artificial Intelligence-Enabled Digital Transformation to achieve Sustainable Development Goals

This roundtable aims at exploring the potential of artificial intelligence-enabled digital transformation to achieve sustainable development goals, where further reflections on examples from health care, education, finance and other domains will be provided.

The poster features a title at the top, seven circular portraits of participants arranged in two rows, and event details at the bottom. Logos for UN Environment, WASSD, MEKEI, and UEL are also present.

Artificial Intelligence-Enabled Digital Transformation to achieve Sustainable Development Goals

Participants:

- Petru Dumitriu**
United Nations Joint Inspection Unit
- Siraj Sait**
University of East London, UK
- Allam Ahmed**
World Association for Sustainable Development, UK
- Rawad Hammad**
King's College London, UK
- Rabie Saidi**
European Bioinformatics Institute, UK
- Michele Scataglini**
INSTA Associates Ltd, UK
- Ihab Tewfik**
University of Westminster, UK

Event Details:

- Monday 11th March 2019 (10:30-14:30)**
- International Maritime Organization (IMO)**
London, United Kingdom

Logos: UN environment, WASSD (World Association for Sustainable Development), MEKEI (Middle East Knowledge Centre for Environmental Policy), UEL (University of East London).

LIVE streaming on www.wasd.org.uk

■ leadership, change and talent: youth and women development capsules



Learn how to succeed in your job interview
Get tips on how to be more confident
Understand how you will be assessed and tested,
Understand what today's leadership means
Learn how you can develop your leadership skills,
Unleash the leader in you,
Understand the need for change,
Learn how to manage change effectively
Discover how you can be an agent for change.



■ Sudan Smartdev Conference

The aim of this conference is to ensure that Sudanese Diaspora groups are involved in the development and review of policies that impact on the future of Sudan. They are consulted with regard to the objectives and desired outcomes of the policy, and the best means of achieving the United Nations 2030 Agenda for Sustainable Development in Sudan.

■ Ask the experts about your future degree!

An open day to answer all your queries about applying for MSc, MBA and PhD degrees at the University of Brighton, UK.



University of Brighton
Brighton Business School

MEKEI
Middle Eastern Knowledge Economy Institute

Ask the experts
about your future degree!!

An open day to answer all your queries about applying for MSc, MBA and PhD degrees at the University of Brighton, United Kingdom

Prof. Aidan Berry (Dean Brighton Business School), Prof. Allam Ahmed (Director Middle Eastern Knowledge Economy Institute), Dr. Lynda Measor (Course Leader Criminology and Criminal Justice) and Barry Lee-Scherer (Course Leader MSc Management awards) will be available to answer all your questions and help you to complete your application during the open day in Abu Dhabi.

When: Saturday 14th December 2013 at anytime between 11:00 am to 5:00 pm
Where: Beach Rotana, Abu Dhabi

All queries should be sent to Director@mekel.org or
Contact **Mob. +971 50 824 7897** or **+971 50 131 6153**

MBA Executive Leadership
MBA Public Service Management
MBA Knowledge and Innovation Management
MSc Change Management
MA Criminology and Criminal Justice

Accredited by the UAE Ministry of Higher Education and Scientific Research (MOHESR)

World renowned qualifications from the University of Brighton, UK

- Brighton Business School (BBS)
- School of Applied Social Science (SASS)
- The Centre for Research in Innovation Management (CENTRIM)
- The Centre for Change Management (iCCM)
- The Institute of Change Management (iCCM)
- Middle Eastern Knowledge Economy Institute (MEKEI)

Who is the course for?
Our programmes are designed for experienced executives and professionals wishing to develop the knowledge and skills needed for successful senior management roles.

Course structure
The programmes are delivered in five teaching blocks all in the United Kingdom, with additional supervision and assessment time. You can start the programme at any of the first four blocks starting **January 2013**. During the programme you will participate in challenging simulations, case studies, live assignments and a final project designed to demonstrate how strategic leadership can take your own organisation forward.

First two-week visit	30 credit
Second two-week visit	30 credit
Third two-week visit	30 credit
Fourth two-week visit	30 credit
Fifth two-week visit	60 credit

■ Leadership, Investment Promotion and Entrepreneurship Development: concepts, strategy and practice

This three-day executive workshop provides participants with the knowledge and skills necessary to assess the investment environment in which your organizations are operating, whether public or private. It will also assist you to identify and apply a range of measures in order to ensure the efficiency and effectiveness of your institution. This workshop will focus on the question what do leaders actually need to know about investment, business development and the underlying boundlessness of the concept of investment and enterprise promotions.



■ Knowledge Management: Concepts, Applications and Technologies



This workshop addresses the practical challenges that managers face as they seek to build, upgrade and exploit knowledge assets, both within the firm and in alliance partners, virtual organizations and virally. Explore the different perspectives on Knowledge Management (KM). Debate the importance and value of managing knowledge within your organization. Align KM thinking with broader, more traditional strategic approaches.

A woman with short brown hair and glasses, wearing a blue textured jacket, holds an open box containing a gold OBE medal with a red ribbon. She is standing in front of a modern building with a sign that reads 'Khartoum Breast Care Centre' in Arabic and English. The background is partially obscured by a red and white geometric graphic.

THE BIG INTERVIEW LIVE FROM LONDON

CONDUCTED
BY
PROF. ALLAM AHMED

Dr. Hania Morsi Fadl
MBChB DMRD FRCR

OBE

**TUE 26th 2017
TIME: 1300 hrs**

■ Smart Cities and Urban Planning

This workshop has been designed to introduce the principles of Smart City design and urban planning in the MENA Region. The aim is to develop the essential skills and competencies necessary for decision makers to plan, identify and examine the objectives, advantages, drawbacks, models, stages and requirements of Smart City Urban Planning Sustainable framework.



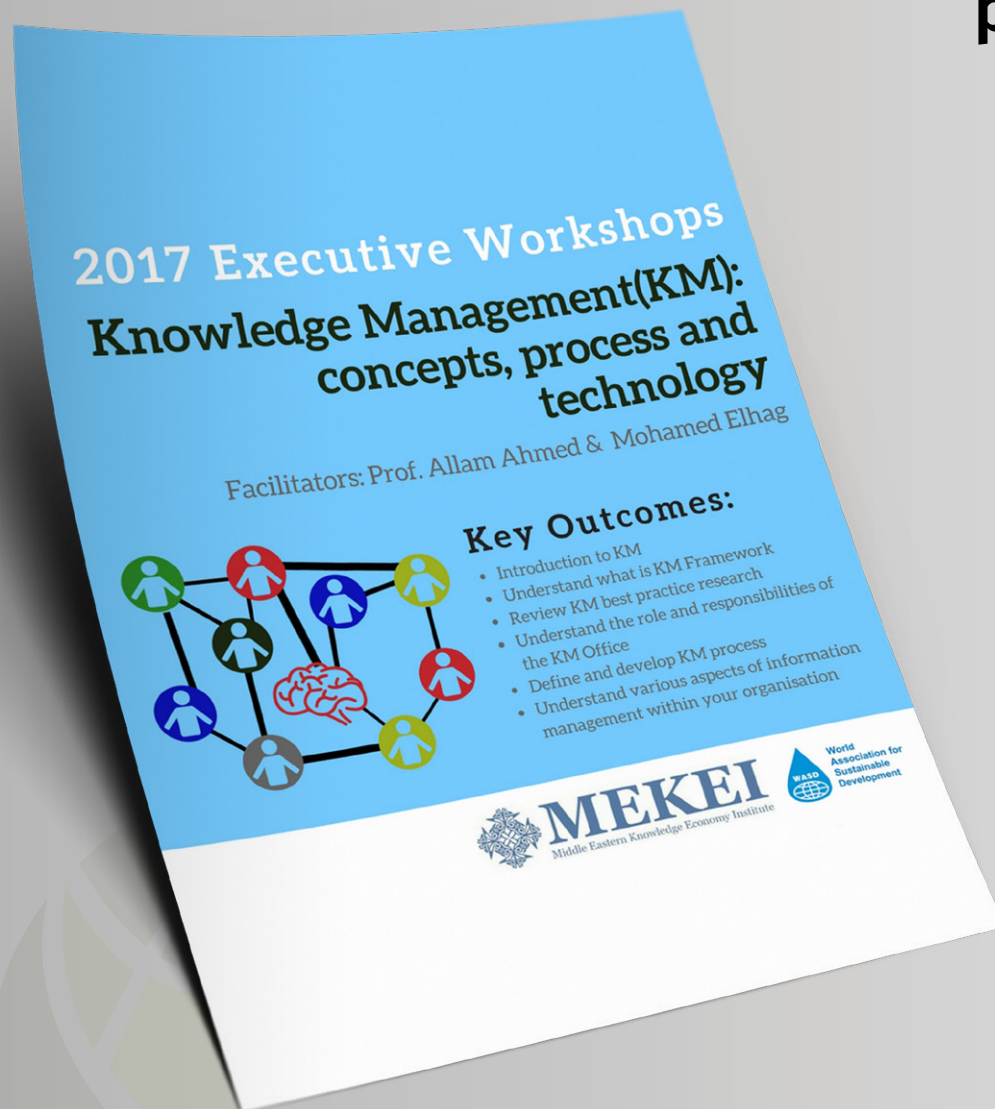
■ The role of the private sector and the diaspora in achieving the 2030 Sustainable Development Goals

During the event, you will learn about the United Nations project “United Nations -private sector partnership arrangements in the context of the 2030 Agenda for Sustainable Development”. You will be able to share your views on ways to strengthen to partnership between UN and the private sector. Private sectors across the world will learn how to become engaged with the UN system. The discussion will also include the role of Diaspora in PPPs for the implementation of the 2030 agenda for sustainable development.



■ Knowledge Management: concepts, process and technology

This workshop has been designed to introduce a variety of perspectives on knowledge management (KM) in the public and private sectors. The workshop aims to enable knowledge managers, analysts and decision makers to introduce fit-for-purpose KM Framework to their organisations. At the end of the course attendees should be able to acquire a comprehensive knowledge and practical experience about KM best-in-class methodology and technology in alignment with the local needs and capabilities.



15th International WASD Conference

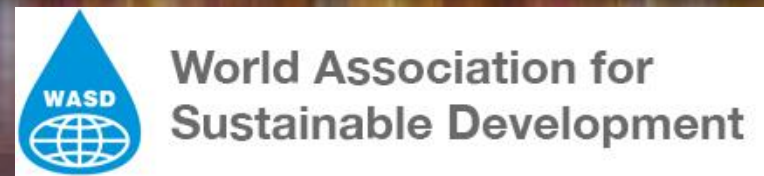
Digital Revolution, Smart Cities and Performance Improvement Towards Sustainable,
Knowledge-Based Inclusive Development

25 to 27 April 2017

Ahlia University Bahrain, Manama
Kingdom of Bahrain

As a prelude to the main event, we are holding the
2017 Executive Workshops for Sustainable Development
Training the Leaders of Tomorrow
23-24 April 2017

Gamification and Performance Improvement
Smart Cities and Urban Planning
Knowledge Management



Register now at: <http://www.wasd.org.uk/bahrain-2017/>

■ Role of women in peace and development

As part of our celebration of “International Women’s day” which is celebrated across the world to show the remarkable achievements of women to the society. The main aim of this one day conference is to critically examine the current status of women in the Arab region.



■ Executive Leadership and Knowledge Management for Women Police Officers

This five-day course has been designed to introduce a variety of perspectives on executive leadership and knowledge management (KM) in the public sector with special focus on Women Police Officers. The course aims to enable leaders and decision makers to introduce fit-for-purpose leadership styles and KM approaches to their organisations.



■ ورشة عمل إدارة المعرفة

فهم ما هي المعرفة و ماهو الاقتصاد المبني على المعرفة.

فهم ما هي إدارة المعرفة وأهميتها للمؤسسة.
فهم أهداف وفوائد إدارة المعرفة.

فهم ما هو إطار إدارة المعرفة: السلوكيات
والمعايير والحلول لإستخدام وتبادل المعرفة
لدعم المؤسسة (القطاع، الإدارة، والأهداف
الشخصية).

فهم دور إدارة المعرفة في تجميع وحفظ ونشر
المعرفة من خلال آليات مختلفة.

فهم دور سفراء المعرفة في تأسيس ثقافة إدارة
المعرفة في المؤسسة.

فهم كيفية البدء بمبادرة/ مشروع إدارة المعرفة
(تحديد المسؤولين عن مبادرة/ مشروع إدارة

المعرفة، توقيت البدء بمبادرة/ مشروع إدارة

المعرفة، معرفة مصادر الحصول على المزيد من
المعلومات).



■ Global Business Environments and Entrepreneurship



Understanding customer focus in the modern world.

Dialectics of entrepreneurship and small business development.

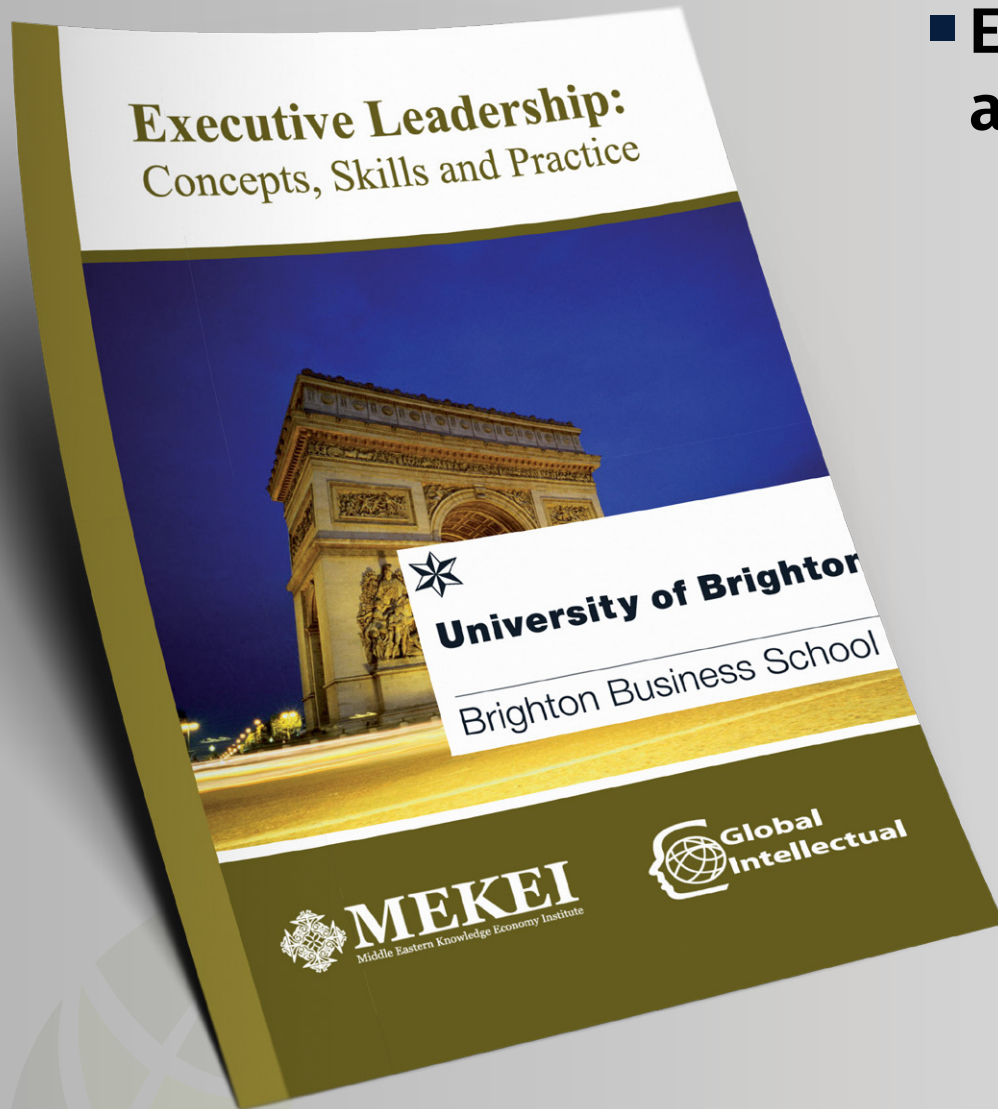
SME growth and sustainability.

Engage the critical discourses and prosaic of entrepreneurship.

Reflect on SMEs.

Development imperatives develop a critical appreciation of how entrepreneurship impacts the society.

Highlight the processes in developing the entrepreneurial mindset.



■ Executive Leadership: concepts, skills and practice

This workshop has been designed to introduce a variety of perspectives on leadership in the public and private sector. The workshop aims to enable leaders and decision makers to introduce fit-for-purpose leadership styles and approaches to their organisations. At the end of the course attendees should be able to acquire a comprehensive knowledge and practical experience about leadership styles and approaches in alignment with the local needs and capabilities.



■ Executive leadership and performance improvement in the public and private sector

This integrative workshop aims to develop a deeper understanding of the theoretical and practical aspects to leadership, and to develop the essential skills and competencies necessary to plan, monitor and control different tasks and events.

Develop an understanding of the different approaches to leadership and management to ensure the organisation is at peace with itself and confident about its future.

How organisations can reposition and rebrand themselves as an excellent provider of products and/or services to achieve national and international recognition.

■ Transforming Youth into Future Leaders: lessons learned from Prophet Muhammad (PBUH) and contemporary theories



The talk aims to help and enable the youth reap the digital benefits from the global growth in the digital economy particularly for the Digital Natives. The talk will therefore help the youth construct an “ideal role” for their future and outlines how performance can be evaluated in pursuit of the goals in the future.

■ knowledge management framework

Developing successful KM framework is a highly complex process, we offer number of services to assist and guide both public and private organisations at the various stages of introducing KM. Aimed at managers of corporations and government policy makers providing an effective tool to help ensure KM becomes part of organizational culture. Drawing on MEKEI's own research, and synthesizing the work of others in the KM area, the model will help to facilitate the process of managing knowledge within organizations including the creation, acquisition, transfer and use of knowledge, both within and between organizations.



■ Strategic Planning in Public Sector: Lessons Learned from Al Ain Municipality (UAE)

Strategic planning division at Al Ain Municipality (AAM) established on 2008 to develop strategic plans for AAM and ensure full alignment with Abu Dhabi Government strategy. This seminar will present a collective lessons learned session to share practical knowledge and experience on establishing a strategic planning unit in a government entity. The seminar will help new strategic planners in other government entities to overcome some obstacles they may face as well as help strategic planners in private sector to understand their government partners.



Panel discussion on
“Transforming municipalities through
project information and performance
management”

Moderator:

OMAR BONDOGJI

Head of Business Development,
Qatar Mobility Innovation Centre

Panelists:

DR. GHANEM AL MOUHAMMEDI

Special Advisor to the Minister,
MOMRA



ALAA FATTANI

Vice-Chairman,
CMCS

MARWAN ALJAHANI

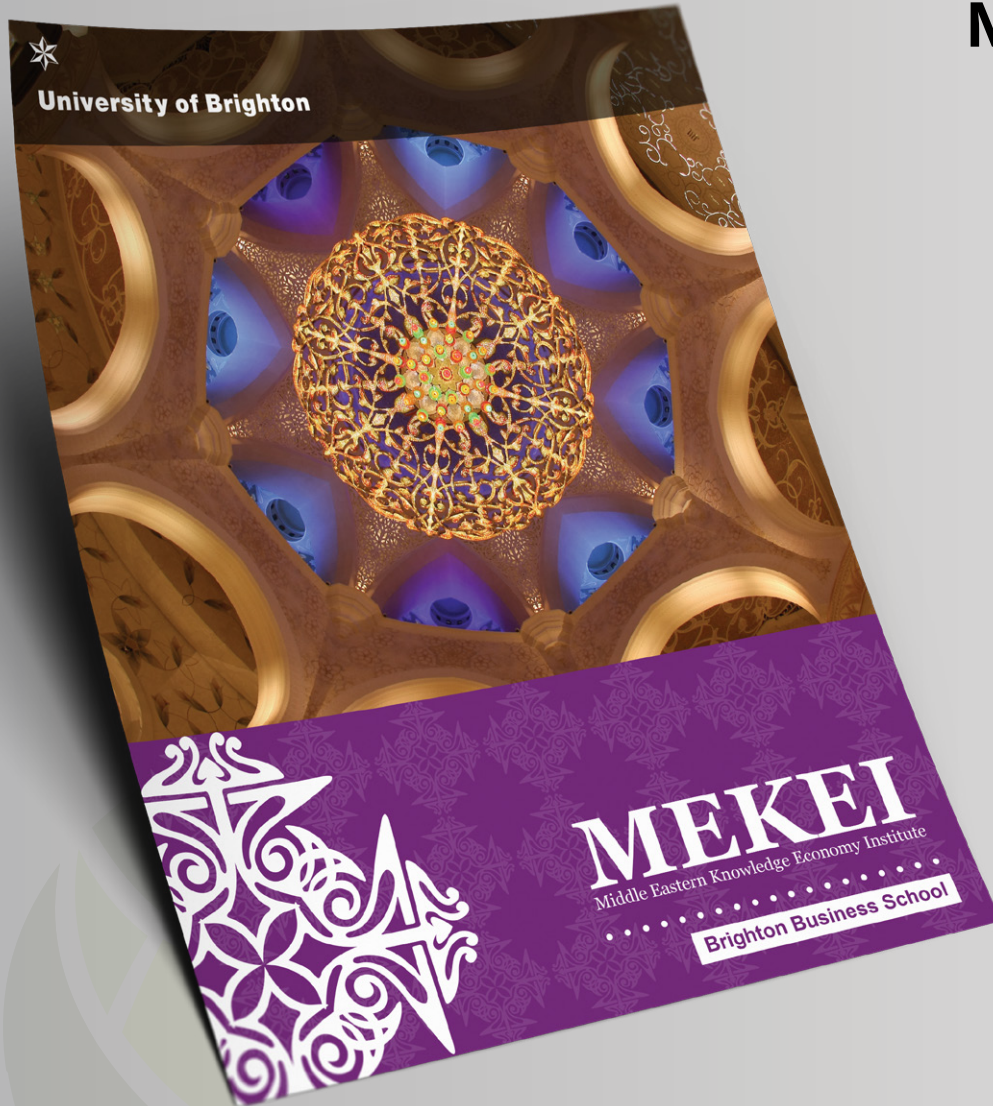
Managing partner,
ShiftIN Partner,

PROF ALLAM AHMED

President,
World Association for Sustainable
Development



■ Towards a Sustainable Knowledge-Based Economy in the Middle East & North Africa



The conference aims to critically discuss a range of issues relating to the role of academics and professionals in supporting and enhancing the process of transforming the MENA countries to advanced, knowledge-based societies led by sustainable innovation and social advance. The conference will also discuss the major obstacles for science, technology and innovation (STI) in the MENA region and help policy-makers to construct an “ideal role” for STI in achieving sustainable development in the region.

■ Digital Transformation And Sustainable Development For Future Leaders

This two-day workshop will be facilitated by world renowned experts in Digital Transformation (DT) and Sustainable Development (SD) and has been designed to introduce a variety of fundamental perspectives on DT and SD to build future leaders in public and private sectors who are able to understand and deal with future challenges. With the launch of the 2030 Agenda for SD and the 17 Sustainable Development Goals (SDGs), the path to global development needs to be more collaborative than ever.



■ Innovation and Development: The Role of Human Capital

The Meridian Series presents a professional and informative seminar; highlighting and discussing the importance of human capital in relation to socio-economic innovation and development in today's world.



■ The future of Sudan after lifting the US sanctions

SUDAN KNOWLEDGE **WASD** World Association for Sustainable Development **MEKEI** Middle Eastern Knowledge Economy Institute

PRESENT

SUSTAINABILITY DEBATE SERIES

The Future of Sudan After the Lifting of US Sanctions

Be part of the exciting session aimed at answering:
What should Sudan do to realise its potential after the US Sanctions?

28 OCTOBER 2017 FROM 2 - 5 PM | University Square Stratford - E14 1NF
Hear from the Experts

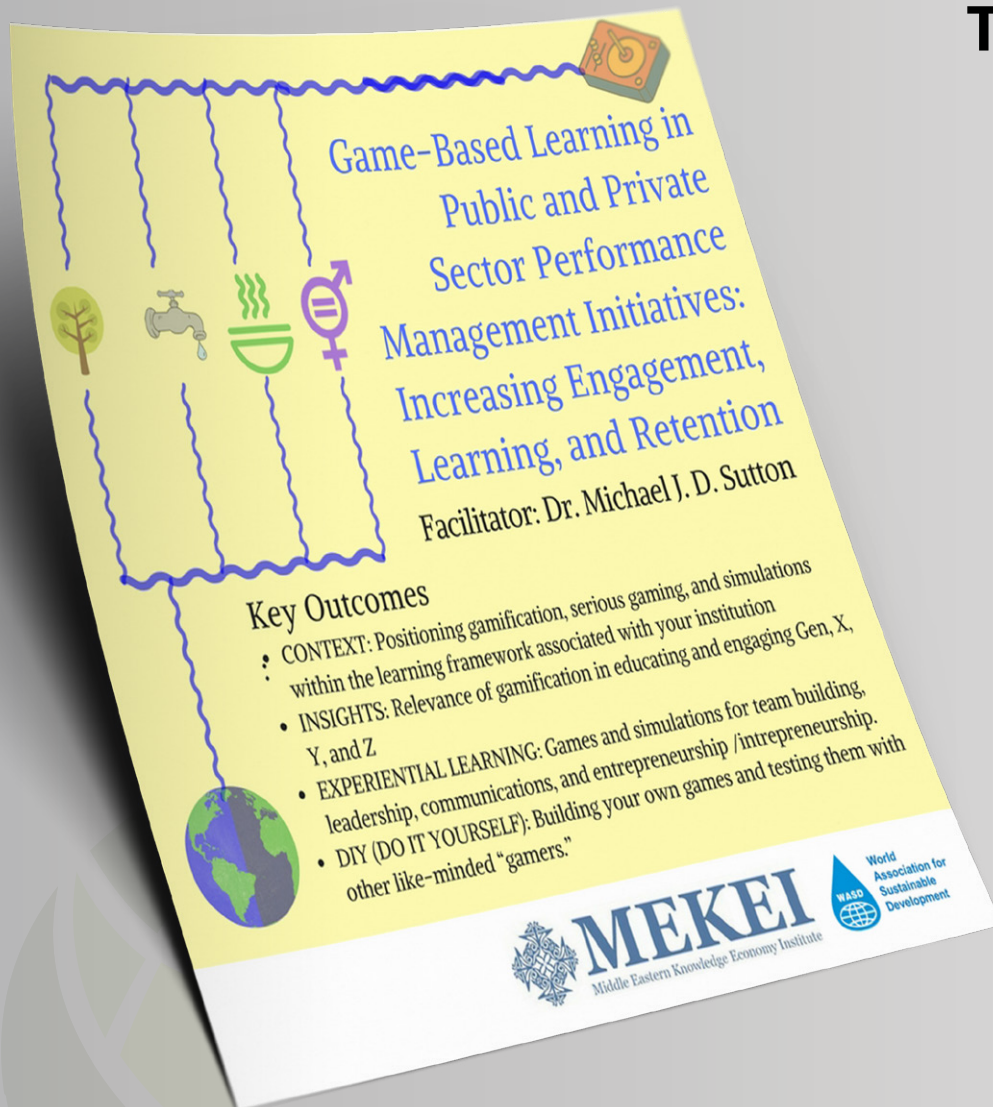
PANEL OF SPEAKERS

- Dr. Safwan Yousif, Principal Consultant Power & Energy, Jacobs Consultancy, UK
- Samir Daoud, Detective and Financial Investigator, Metropolitan Police, UK
- Dr. Sara Taha, Specialty Registrar in Neurosurgery, National Health Services, UK
- Dr. Mohamed ElNair, Associate Professor of Accounting, Almutgharbeen University and Sudan University of Science & Technology, Sudan
- Ammar Hamoda, Freelance ICT Professional, UK
- Wail Omer Abdin Solicitor and politician, UK

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www.wasd.org.uk

The debate aims to critically analyse the potential for the growth of Sudan's key sectors (agricultural and animal sectors, industry, etc.); what are the lessons learned from the past 20 years under the heavy US sanctions and what are the challenges for realising its potential, so that Sudan can become, if not an agricultural power, at least an exporter of food, and thus cease to rank among the poorest countries in the world.

■ Game-Based Learning: Disruptive Approaches to Education, Learning, Training, and Development



A serious game or simulation, when constructed with discernable learning outcomes, can create interactive experiences that actively engage the players in the learning process. Experimentation, graceful failure, and identification of lessons learned can result from a game-based learning environment, where decisions and actions are chosen, consequences experienced, goals are achieved, and feedback furnished. Risks are mitigated, and a sense of discovery is instilled in the player.

■ UN International Day for Disaster Reduction: Building Youth Leadership

In celebration of the International Day for Disaster Reduction (IDDR) 13th of October 2016 the World Association for Sustainable Development (WASD), the Arab Urban Development Institute and the UN Major Group for Children and Youth Young Scientists Platform on DRR are working together to meaningful and self-led youth engagement of culture of risk-awareness in the developing countries.

World Association for Sustainable Development

Arab Urban Development Institute

UEL
University of East London

Children and Youth
UN Major Group for Children and Youth
the space for children and youth in the United Nations

International Day for Disaster Reduction (IDDR)

BUILDING YOUTH LEADERSHIP

Background	Speakers	Themes	Agenda
In celebration of the International Day for Disaster Reduction (IDDR) this event will promote meaningful and self-led youth engagement of culture of risk-awareness in developing countries.	Experts from disaster management agencies, UN groups, NGOs, civil society, businesses, academic and other stakeholders will speak about the unique role youth can play, and the value they can add	Theme1: Understanding disaster risk Theme2: Strengthening disaster risk governance Theme 3: Investing in disaster risk reduction for resilience Theme 4: Enhancing disaster preparedness to "Build Back	9:30 - 10:00 Registration 10:00- 11:00 Theme 1 11:00- 12:00 Theme 2 12:00- 13:00 Lunch 13:00- 14:00 Theme 3 14:00- 15:00 Theme 4 15:00- 16:00 Discussion/Closing

Sendai Framework For Disaster Risk Reduction 2015-2030

Thursday 13-Oct-2016
University Square Stratford, East London
10:00 am- 16:00 pm

■ Sustainable Entrepreneurship and Social Enterprise in a Multi-cultural World

In celebration of the Entrepreneurship week (14th – 20th Nov 2016); the World Association for Sustainable Development (WASD) with its flagship journal World Journal of Entrepreneurship, Management and Sustainable Development (WJEMSD) organizing a one day conference on 'Sustainable Entrepreneurship'. For an essential guide to starting your social enterprise



■ Countering Organised Crime and Terrorist Fundraising



Countering Organised Crime and Terrorist Fundraising Two Day International Conference and Workshop

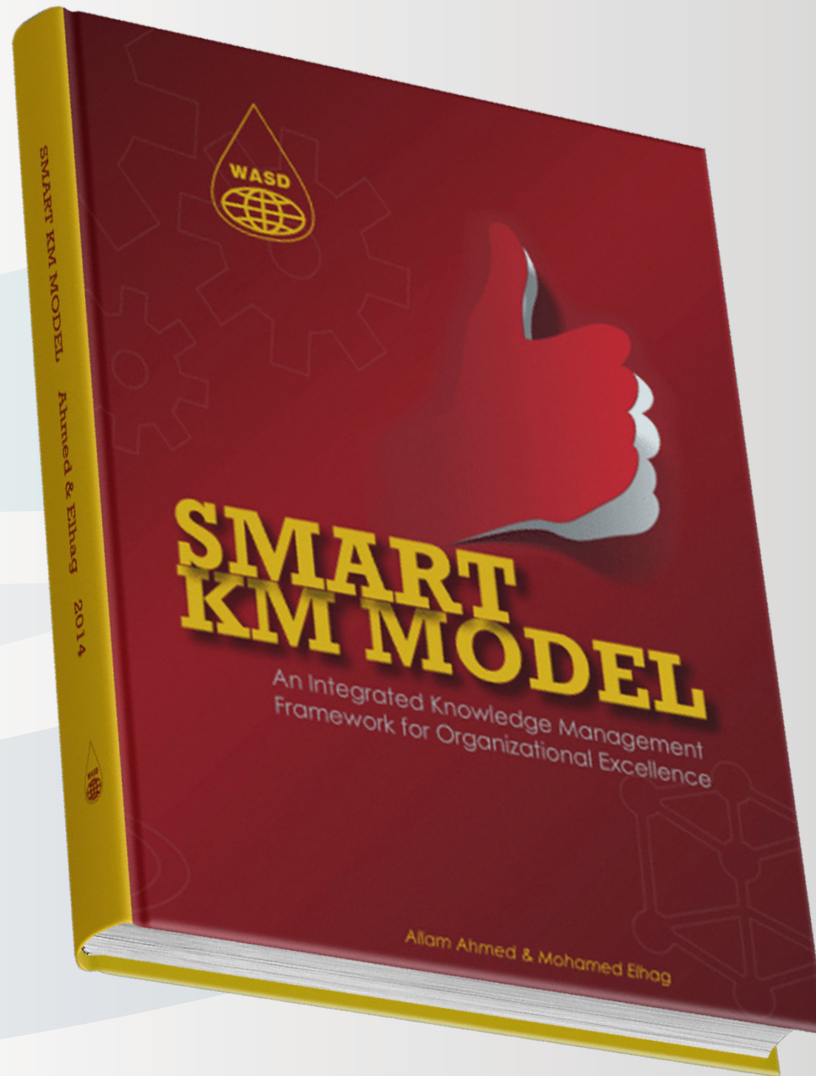
This one-day international conference and workshop brings together high-level national representatives from the authorities and sectors involved from all law enforcement and financial sectors, representatives of international organisations and policy makers, all competent in the questions of preventing and fighting both terrorism and organised crime funding. At the end of the conference and workshop attendees should be able to acquire a comprehensive knowledge and practical experience about how to counter organised crime and terrorist fundraising.

■ 4th Diaspora International Conference

the diaspora conference aims to provide a stimulus for knowledge exchange and discussion that focuses on issues relating to the role of diaspora in technology transfer and achieving sustainable development to critically examine the relations and links between diaspora, Sudan and host countries, and attempts to outline policy and strategies to support the role of diaspora in developing, creating wealth and achieving SD in Sudan.



■ SMART KM Book



"Throughout my twenty year career working in large global companies I have seen many attempts fail at creating this level of focus, and until this book, I have not found a resource that provides a straightforward yet powerful model to assist. The SMART KM framework presented in this new book will save organisations of all sizes, many hours of frustration and wasted effort by the introduction of an accessible model to foster a robust knowledge management approach. I encourage all business leaders of large human capital organisations to read this book and discover the untapped potential that is already within your organisations' tacit knowledge."



Stuart Green
Vice President, Product Management &
Business Architecture
American Express
Brighton, United Kingdom



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