



FROM PURPOSE TO IMPACT: UAE BUSINESSES AT THE FOREFRONT OF GLOBAL CHANGE

WHITE PAPER

Prepared for the Ministry of Economy and the Ministry of Culture, United Arab Emirates by GHAYA as an outcome of the World with Purpose Summit (“WWP”), 1st Edition 2023



About

GHAYA

GHAYA is as a UAE-born “purpose-to-impact” strategy consultancy, committed to driving transformative change within leaders and organizations. Our mission is to inspire, empower, and guide businesses in incorporating purpose into their core strategies and redefining performance metrics to balance economic growth with social and environmental progress. Recognizing the complexity of contemporary challenges, GHAYA contends that addressing them requires a departure from conventional approaches like ESG, philanthropy, or corporate social responsibility. What is imperative is a fundamental redefinition of the very essence of an organization, an expansion of effective boundaries beyond legal confines, and a reshaping of value creation processes to transcend mere shareholder profitability. GHAYA advocates for leaders and organizations to lead systemic change by infusing purpose into the fabric of their business strategies. This approach not only addresses global challenges but also drives the development of a global impact economy, ensuring that no one is left behind in the pursuit of meaningful progress.



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Under the patronage of the Ministry of Economy

UNITED ARAB EMIRATES
MINISTRY OF ECONOMY



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WORLD
WITH
PURPOSE

THE RISE OF A GLOBAL
IMPACT ECONOMY

1st EDITION | 7-8 NOVEMBER | DUBAI, UAE

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WORLD WITH PURPOSE HIGHLIGHTS

ONE PURPOSE

Unlocking the true potential of business as a force for good by aligning purpose with economic growth.

ONE MISSION

Igniting a paradigm shift in the minds of business leaders to deliver impact beyond profitability and contribute towards an inclusive, equitable and regenerative economy.

ONE GOAL

Enabling global prosperity.
One purpose-led business at a time.

ONE PLEDGE

The World with Purpose Pledge

FOUR OUTCOMES

OUTCOME 1

Enabling coordinated innovation through distributed networks

OUTCOME 2

Beyond Profits: Illuminating the Transformative Potential of Purpose in Business

OUTCOME 3

The Blindspot in Leadership - The Interior Condition of Leaders

OUTCOME 4

Youth - Finding Purpose to Change the World

HIGHLIGHTS

20+ SPEAKERS AND FACILITATORS

Attendees: 200 senior leaders

50 youth leaders

20 plenary sessions

16 workshops

IN SUPPORT OF:



Section 1 Introduction and Background



Introduction

This White Paper aims to provide the UAE's Ministry of Economy and the Ministry of Youth with a comprehensive roadmap derived from the inaugural discussions of the World with Purpose series. In a rapidly changing global landscape marked by socioeconomic and geopolitical shifts, the imperative is to reassess conventional economic models that have proven inadequate and to embrace innovative systems and frameworks that will shape our collective future. Amidst these uncertain times, the necessity for a paradigm shift is evident, necessitating purposeful leadership, profound mindset shifts, and the adoption of evolutionary intelligence tools to pave the way towards a more inclusive and prosperous world for all. While the primary impact of this paper is targeted for the UAE, its influence extends globally.

WORLD WITH PURPOSE SUMMIT SERIES

World with Purpose ("WWP") is a project conceived and developed by GHAYA, envisioned as a series of summits aimed at creating a paradigm shift to unleash the power of business as a force for good in the Middle East and Africa.

The 1st Edition of WWP was convened by GHAYA under the patronage of the Ministry of Economy on 7th and 8th November 2023, in Dubai, on the path to COP28. The summit reaffirmed the importance of transforming the private sector to deliver impact beyond profitability by balancing economic growth with societal and environmental goals starting from purpose.

By equipping business leaders with the knowledge and strategies needed to navigate the unprecedented challenges and opportunities presented by this new era, and drawing upon the collective wisdom and expertise of the world's foremost thought leaders, business leaders, policymakers, academics, explorers and youth, WORLD WITH PURPOSE serves as a collaborative hub for exploring untapped markets and uncharted territories of inner journey leadership transformation and purpose-led economic growth and prosperity.

By invite only, WORLD WITH PURPOSE 2023 hosted 200 senior business leaders and 50 youth leaders from some of the largest UAE corporates including ADNOC, DP World, Etisalat, EY, HSBC and a selected list from the Ministry of Youth. It also hosted 20+ global thought leaders as speakers including Bertrand Badre', Former Managing Director of the World Bank, Bruno Roche, former Chief Economist of Mars, Bolor Erdene Battengel Former Vice Minister of the Digital Authority of Mongolia, Paolo Gallo, Former CHRO World Bank, World Economic Forum and EBRD, author and executive coach to some of the world most impactful leaders, Master Shi Heng Yi, the Headmaster of the Shaolin Temple, Europe, just to name a few.

THE WORLD WITH PURPOSE PLEDGE



The World with Purpose Pledge, endorsed by 37 founding signatories, serves as a powerful declaration by esteemed business leaders and organizations in the United Arab Emirates. Recognizing the urgency of embracing purpose-led strategies for positive societal and environmental impact, signatories commit to redefining the role of businesses in delivering global prosperity and shaping a sustainable and inclusive future. Guided by six core principles, the pledge emphasizes the importance of defining a purpose beyond profit, integrating sustainability across operations, and amplifying impact by empowering employees, customers, and communities. It underscores a commitment to collaborate for systemic change, champion transparency, and prioritize innovation for positive, sustainable growth.

This pledge signifies a collective commitment to transform UAE's businesses into purpose-led entities, contributing meaningfully to global challenges outlined by the United Nations Sustainable Development Goals. We call on leaders and organizations to recognize the emerging 'purpose-first' sector and prioritize the welfare of employees, climate and the environment, fair treatment of suppliers, and service to communities. This transformative commitment signals a pivotal step towards nurturing a purpose-first economy in the UAE, encouraging other leaders and organizations to join this movement for the benefit of present and future generations.

To view the full pledge, visit the website: <https://www.ghaya.ae/pledge/>

Section 2

WORLD WITH PURPOSE OUTCOMES



WWP OUTCOMES

OUTCOME 1:

ENABLING GLOBAL PROSPERITY THROUGH COORDINATED INNOVATION AND DISTRIBUTED NETWORKS

Advancing global prosperity is not merely an admirable aspiration; it represents an essential commitment deeply embedded in our shared humanity. In an era defined by unprecedented connectivity, a potential catalyst for positive transformation resides within the intricate web of interconnected networks that span the globe. Beyond its technological connotations, distributed networks permeate the fabric of our interconnected societies, economies, and ecosystems. Unlocking the immense untapped potential of these networks is pivotal for charting new frontiers in global prosperity and enabling lasting innovation.

THE PROBLEM

Currently, an alarming 90% of global companies fail within their first three years, resulting in significant losses for investors and shareholders. This high failure rate is primarily due to isolated work practices, no common infrastructure or knowledge sharing, absence of standard frameworks, and insufficient coordinated support. These factors contribute to constant reinvention, slow progress, and numerous obstacles. As AI emerges and many jobs become obsolete, supporting start-up and entrepreneurial ventures is crucial for our planet's future. Many networks, including prominent organizations like the World Bank, the United Nations, and the World Economic Forum, operate separately, each focusing on their own approach to global prosperity. Given the world's complexity, no single entity can tackle all challenges alone.

THE SOLUTION

In our current era, we witness a profound demonstration of the interdependence of networks and systems. The forces of globalization, technology, and a shift toward a knowledge-driven economy have collectively given rise to an unprecedented era of connectivity. Within this intricate tapestry of connections, coordinated distributed networks emerge as a powerful solution breathing life into boundless possibilities. These networks transcend their roles as mere platforms for interaction, evolving into dynamic ecosystems brimming with resources, knowledge, capital, and shared visions. To harness the full potential of these advancements and amplify the transformative impact on networks and communities, it is essential to advance digital infrastructures, foster collective intelligence, and shift from isolated competition to collaborative synergies. Achieving significant global change requires networks to converge, combining resources with smaller networks for impactful outcomes and mutual learning. Collaborative platforms that interconnect diverse talents and ideas form a global ecosystem where collective intelligence propels progress.

It's important to highlight the efforts of **FVTURA** in the UAE, showcased at **WORLD WITH PURPOSE**, which is facilitating collaborative innovation via distributed networks. FVTURA has introduced **Symviosis**, an AI-driven platform found at <https://symviosis.co/home>, designed to enhance network capabilities and fully leverage community strengths.

THE INITIATIVES

These are some ideas evolving from the collective wisdom and relationships forged at the multi-day World with Purpose summit which can serve to jump start a conversation in the UAE to enable coordinated innovation and a multiplier effect on impact through distributed networks:

1. Establish a Policy and Regulatory Framework

Develop a policy and regulatory framework that supports and encourages collaboration in the field of distributed networks. This framework should encompass guidelines, standards, and incentives designed to encourage organizations to collaborate on projects contributing to global prosperity.

2. Foster Strategic Partnerships

Foster meaningful partnerships in the UAE and globally that encourage knowledge sharing and joint efforts in utilizing distributed networks for global development. This includes collaborations between existing global organizations and local companies, including startups and individuals.

3. Incentivize Active Participation

Provide incentives for international organizations, NGOs, and private enterprises to actively engage in collaborative initiatives. These initiatives might include financial support, recognition, or preferential treatment for projects that demonstrate effective cross-network cooperation.

4. Host Conferences and Workshops

Organize conferences, workshops, and fora that bring together stakeholders from various sectors to explore the potential of distributed networks. These events can serve as platforms for actions through networking, knowledge exchange, and the formation of collaborative partnerships aimed at driving innovation and positive change on a global scale.

5. Invest in Research and Development

Dedicate resources for research and development initiatives focused on advancing the capabilities and applications of distributed networks. Encourage collaborative efforts involving research institutions, technology companies, and international partners to foster innovation in this field.

6. Educational Programs and Skill Development

Implement educational programs that raise awareness of the benefits associated with distributed networks and provide individuals and organizations with the requisite skills for active participation. This may encompass training initiatives, workshops, and partnerships with educational institutions to ensure a well-prepared workforce.

7. Showcase Success Stories

Highlight and celebrate successful collaborative projects that leverage distributed networks for positive global impact. These success stories can serve as powerful inspiration for other entities to unite and contribute to advancement of global prosperity.

THE OPPORTUNITY

In the context of the UAE, the strategic embrace of interconnected ecosystems and collaborative platforms stands as a unique opportunity to propel the nation into a new era of innovation and sustainable development.

The UAE, with its rich mix of talents, technological advancements, and ambitious projects, is ideally suited to capitalize on the power of coordinated distributed networks. By enhancing digital infrastructure and promoting collective intelligence, the UAE can maintain its position as a leader in tech innovation while contributing significantly to global change. Platforms like FVTURA's Symviosis enable the UAE's diverse talent to collaborate on an international scale. Such collaboration can lead to innovative breakthroughs, establishing the UAE as a frontrunner in the evolving world of interconnected economies. The collaboration among active communities, creative startups, and enterprising businesses within these networks has the potential to generate sustainable solutions tailored to the UAE's unique challenges, ensuring lasting prosperity and commitment to environmental care.

THE POWER OF A DISTRIBUTED NETWORK





OUTCOME 2:

BEYOND PROFITS: ILLUMINATING THE TRANSFORMATIVE POTENTIAL OF PURPOSE IN BUSINESS

In the face of today's pressing economic, social, and environmental challenges, ranging from economic inequalities and social injustices to environmental crises, we acknowledge an imperative for a profound shift in the traditional paradigms that have long governed the business world. The urgency of this transformation lies in the realization that merely pursuing profit without due consideration for broader societal and environmental impacts is no longer sustainable. The crux of this change lies in a resolute conviction that purpose-driven businesses will play a pivotal role in shaping the emerging economic landscape of the 21st century. This shift goes beyond corporate social responsibility; it necessitates a fundamental re-evaluation of the purpose and values that guide business decisions. Whilst this is a global conversation, the aim of World with Purpose is to start a conversation in the UAE to transform businesses to become purpose-led and to act upon the privilege that they have to be a positive change in the region and beyond.

THE PROBLEM

While the public sector in the UAE has been promoting leadership with purpose, collaboration, strategic innovation, and sustainable solutions, the private sector has been lagging behind. The current economic system, with businesses as central players, often falls short of its potential to generate positive impact, contributing to significant negative consequences for individuals, communities, and the environment. The main issues identified include a lack of awareness, short-termism and profit maximization, environmental degradation and unsustainability, inequality and social disparities. Whilst profit is not the problem, the real issue at hand is the maximisation of profit solely for the benefit of shareholders, at the expense of all other stakeholders. In the words of Colin Mayer and Bruno Roche, the purpose of business is “to produce profitable solutions to the problems of people and planet and NOT to profit from producing problems for people and planet”. Profit is only a means to a much greater end and that is the sustainability of people and planet. Also, the public sector and NGOs are not able to impact at the scale necessary to transform the current state of problems. The private sector holds a very large percentage of global wealth and distributing a small amount to non-profit organisations and social enterprises to “do good’ is not realistic.

THE SOLUTION

To address these failings, the solution is to transform businesses from profit-led to purpose-led to maximise positive impact on both business and systemic outcomes. This entails overcoming structural barriers and prioritizing purpose, positioning our planet and society to thrive for generations to come. We must push the boundaries of business-as-usual towards a new logic—one where purpose takes center stage in organizational strategy. These purpose-driven organizations are uniquely positioned to address some of the world's most pressing challenges. While navigating transformative change may be demanding, research underscores that organizations integrating broader social ambitions into their core strategy not only remain commercially viable but also consistently outperform their counterparts across key metrics. But this work cannot be done in isolation. Collaboration among stakeholders, including businesses, governments, civil society, and individuals, is essential. Holistic approaches such as multi-sectoral partnerships, responsible investment, and conscious consumerism can shape an economic system prioritizing sustainable development and inclusive growth.

THE INITIATIVES

1. Purpose-Driven Transformation

Private sector companies in the UAE can start by creating or revising their purpose statements to explicitly reflect a commitment to impact beyond profit. In doing so, one must answer a very simple question: “What problem is the business trying to solve?”. Clearly articulating a broader societal or environmental impact can set the tone for a purpose-led transformation. Once defined, purpose must be embedded into the strategy and governance of business.

Performance metrics must be created to measure the impact of purpose on profitability and long term value creation looking at all major forms of capital: financial, human, societal and environmental. We also need to define new management metrics to measure non-financial performance. Today, the only capital we really measure is financial capital. Everything else is rarely taken into consideration. What is paradoxical is that whilst businesses have not been active in measuring non-financial capital, they they been very active in eroding its value. At the core of this status quo, lies pure and simple short termism which prevents firms to really consider what is in their best interest in the long term. All that we are asking business to do is to design amplify their performance metrics to include other sources of capital i.e. human, societal and environmental so that they can positive impact people and planet and profit in the process.

2. Stakeholder Collaboration

Creating stakeholder ecosystems is a paramount strategy for fostering sustainable and mutually beneficial relationships within the business landscape. By establishing interconnected networks that include employees, customers, suppliers, local communities, and beyond, companies can unlock a myriad of advantages. Such ecosystems not only enhance organizational resilience but also drive innovation through diverse perspectives and collaborative efforts. The symbiotic relationship between stakeholders generates a ripple effect of positive outcomes, ranging from heightened employee satisfaction and loyalty to increased customer trust and support. Moreover, businesses embedded in robust stakeholder ecosystems are better equipped to navigate challenges, adapting with agility to changing circumstances. This approach extends beyond short-term gains, emphasizing long-term sustainability and shared value creation. In essence, the importance of creating stakeholder ecosystems lies in the ability to cultivate a holistic, interdependent network that propels collective success, fostering a business environment where all stakeholders thrive in unison.

3. Standard Settings by Regulators

There is a primary role to be played by the UAE government and the regulators in setting and enforcing standards by which companies need to adhere to. These standards need to not only reflect the traditional systems of regulation but also other socially acceptable norms such as those outlined in the United Nations Sustainable Development Goals. These standards should require companies to align corporate purposes with public purposes for the benefit of society and the planet at large.

A LIGHTHOUSE OF PURPOSE



WORLD WITH PURPOSE took great pride in hosting Emirates Global Aluminium (EGA) to illuminate its transformative journey from a profit-focused business to a purpose-driven enterprise. EGA now stands tall as a lighthouse of purpose, fully embracing its role as a purpose-led company within the UAE. At the heart of EGA's identity beats a resounding purpose:

"Together, Innovating aluminium to make modern-day life possible."

This mission underscores EGA's dedication not only to extracting metal but, more importantly, to creating enduring value from it. EGA's trajectory is not solely defined by its industrial prowess; it is equally marked by the profound cultural bedrock upon which the company firmly stands. Each member of the EGA family has actively contributed to shaping the values deemed essential for collective success. Fostering a collaborative spirit, EGA has cultivated a culture that champions innovation, inclusivity, and a shared commitment to the broader well-being of society. EGA's transformation into a purpose-driven entity not only signifies its unwavering commitment to excellence but also serves as an inspiring testament to the formidable influence of collective purpose in shaping a sustainable and prosperous future.





OUTCOME 3:

THE BLINDSPOT IN LEADERSHIP: THE INTERIOR CONDITION OF LEADERS

At GHAYA, our mission is propelled by a fundamental assumption that "...the global challenges we face are echoes of our inner worlds." In tackling the immense issues of our time, we recognize the vital need to explore root causes, particularly the inner landscapes of leaders. To truly address the monumental challenges of our era, we acknowledge the imperative of delving into root causes, specifically, the inner conditions of leaders. While various transformations have unfolded, we contend that the most significant metamorphosis is yet to transpire. These pivotal changes revolve around the overhaul of the financial system, educational paradigms, and of the self.

Today's leaders excel in operational skills, essential for maintaining the status quo, but often lack the capacities required to navigate the intricate and interconnected challenges that confront us. In this era of profound change and opportunity, antiquated notions such as "bigger is better" and decision-making influenced by special interest groups are unraveling, ushering us into a state of organized irresponsibility.

THE PROBLEM

We identify a crucial blind spot in leadership, management, and social change—a blind spot rooted in the interior realm, the source from which decisions are made, communication unfolds, and thoughts and perceptions take shape. This blind spot is the often-overlooked dimension that underlies our actions and choices. It is the reservoir of values, beliefs, and emotions that influence our decision-making processes. By addressing this inner place, we aim to illuminate the unseen forces shaping our approaches to leadership and social impact. We have been trained to be constantly in action, doing at all times, driven by professional excellence, focus, logic and data and short-term thinking. We are not trained to simply be and create space to start to sense what is wanting to emerge from the quantum field. All our thinking and decisions are based on past knowledge and experience. The present moment is simply an extension of the past shaped by what has been. But if we really think about it, the present moment is not only that. It is also a gateway of infinite possibilities that are wanting to emerge. The quality of the interior condition of leaders is what determines the highest future potential of what can emerge. So how can we as individuals, leaders, organisations and ecosystems learn to tap into evolutionary intelligence from the quantum field?

THE SOLUTION

The proposed solution advocates for a fundamental shift in both mindset and behavior within the realms of leadership, management, and social change. To operationalize this shift, it becomes imperative for individuals, leaders, organizations, and ecosystems to undergo a transformative process of learning and adaptation. This necessitates the acquisition of new ways of being—a departure from the prevalent culture of perpetual action, driven by professional rigor, logic, and a predilection for short-term thinking. The emphasis, instead, is redirected towards the intentional cultivation of a reflective and receptive state.

In this paradigm, the art of slowing down takes center stage. Ceasing the constant momentum of activity is not merely a pause for respite but a deliberate strategy to create space—an open field where individuals can attune themselves to the subtle signals of what is seeking to emerge from the future into the present moment. This shift is not a rejection of action but a recalibration of the rhythm, acknowledging that the highest potential for impactful decisions lies not solely in the reiteration of past patterns but in the exploration of novel, forward-reaching possibilities. Ultimately, the journey toward connecting with the evolutionary intelligence from the quantum field is a journey of profound self-discovery and intentional evolution. It challenges the status quo of perpetual busyness, prompting individuals and organizations to embrace a more contemplative and intentional approach—one that, in its deliberate stillness, opens the door to a future that transcends the limitations of what has been and leans into the vast possibilities of what could be.

THE INITIATIVES

1. Establishment of community-centric holistic centers

Establishing holistic centers in the UAE dedicated to ensuring societal resilience and inclusivity is crucial for several reasons. These centers would serve as focal points for comprehensive support systems that address the diverse needs of the population. By offering services related to physical and mental health, education, entrepreneurship, employment, and community welfare, these centers can create a more inclusive and supportive environment for individuals from various backgrounds and life stages.

Furthermore, societal resilience is intrinsically linked to the well-being of its members. Holistic centers can play a pivotal role in promoting mindfulness, mental health awareness, inner peace and overall wellness initiatives. By proactively addressing health concerns and providing accessible resources, the government can contribute to a healthier and more resilient population, capable of overcoming challenges and adapting to change.

Inclusivity is a fundamental value that contributes to social cohesion and harmony. Holistic centers can actively work towards creating an inclusive society by addressing issues related to accessibility, diversity, and equal opportunities. Through targeted programs and initiatives, these centers can inspire people to find their purpose, bridge gaps, reduce disparities, and ensure that all members of the community have the resources and support they need to thrive. This social cohesion is essential for building a resilient society capable of withstanding external pressures and challenges.

2. Wellness policies

Organisations need to design and implement policies that support emotional, mental, and physical wellbeing. By focusing on the whole being (professional and personal), companies can move beyond programs and create environments where humans can thrive at work, home and in their communities. By prioritizing work-life balance, advocating for robust social safety nets, and promoting inclusivity as a cornerstone, businesses contribute not only to individual health and happiness but also play a vital role in shaping a resilient and inclusive society. The emphasis on measurement and continuous improvement ensures that these purposeful wellness policies become integral components of a business strategy that transcends mere profitability, creating an environment where success is defined by the well-being and thriving of both the workforce and society at large with a strong purpose at its core.

3. Collaborations amongst societal stakeholders

Transformative societal progress in the UAE hinges on synergistic collaborations among government entities, civil society, and businesses. By fostering deep partnerships and prioritizing purposeful social responsibility, these collaborations become catalysts for eradicating economic disparities and steering towards a more equitable future. Emphasizing the transformative power of purpose and collective action, the government can work hand in hand with businesses to instigate responsible business practices that go beyond mere profit motives, contributing to a sustainable and ethical economic landscape. Regular and rigorous policy evaluations serve as a cornerstone, ensuring that the collaborative efforts remain agile and responsive to the evolving needs of society. This commitment to adaptability not only fosters a dynamic and harmonious environment but also propels the UAE towards a future where purpose and collaboration is the bedrock of societal resilience, inclusivity, and enduring positive change.





OUTCOME 4:

YOUTH: FINDING PURPOSE TO CHANGE THE WORLD

How can we empower and inspire young people to discover their passions, build confidence, and find purpose to make a meaningful impact on the world? In a time of significant disruption across sectors, the youth find themselves at the intersection of innovation and uncertainty. Technological advancements and global challenges create a landscape rich with both opportunities and obstacles. Within these challenges, however, lie the potential for empowerment, resilience, and purpose.

Exploring the transformative journey that lies ahead for the youth, we recognize the need for strategies not only to overcome challenges but to thrive amidst adversity. In the dynamic realm of leadership, marked by constant change and the pulsing beat of innovation, the true power to shape the future goes beyond introducing novel ideas—it resides in empowering the next generation with a steadfast sense of purpose. Senior leaders, drawing from their accumulated experience and wisdom, play a pivotal role in this journey. Their influence extends beyond traditional mentorship, evolving into a source of inspiration that propels young individuals onto a transformative path of self-discovery.

We need a clear vision for empowering today's youth to discover their passion, build self-confidence, and become catalysts for positive change in our world. Leadership in this dynamic environment goes beyond pioneering new ideas; it involves empowering the upcoming generation with an unwavering sense of purpose.

The Evolution of Mentorship

In this revolutionary era, mentorship transcends traditional boundaries and becomes a collaborative voyage—a co-creation of purpose that defies age or hierarchy. The youth, armed with innovative ideas and unbridled enthusiasm, revitalize the leadership landscape. Together, they forge a future where purpose becomes a tangible force that shapes careers, influences decisions, and creates a lasting impact on the world. The vision presented is inspiring, yet it prompts critical questions for senior leaders: Are we genuinely dedicated to serving the youth? Are we fulfilling our promise to be effective mentors? Are we actively listening to the voices of youth? Are we addressing our personal challenges to guide and support them effectively? Honest self-reflection reveals a gap between our intentions and actions, demanding a pause and a reevaluation of how we can genuinely connect with the youth.

In youth we learn. In age we understand.



To bridge the gap and empower the youth, we propose the following well-structured initiatives:

1. Educational Transformation

THE PROBLEM:

Education is undergoing a profound and necessary transformation. Traditional models, once effective for centuries, are no longer adequate in our rapidly evolving world. This shift extends beyond the physical setup of classrooms and encompasses the very essence of what and how students learn. We advocate for a revolutionary approach to learning that transcends the confines of conventional education. The current challenge with education lies in outdated models that struggle to keep pace with the rapid evolution of our world. To address this, there is an urgent call for a revolutionary approach to learning, one that prioritizes visionary thinking, mindfulness, and holistic education.

THE SOLUTION:

We advocate for a revolutionary approach to learning, emphasizing visionary thinking, mindfulness, and holistic education. Imagine an education system where students don't just passively absorb information but actively engage with it, where they learn to embody knowledge and apply it with purpose and meaning. This is the paradigm we must strive for—a vision where the curriculum is not bound by convention but is crafted by visionary thinkers unafraid to explore uncharted territories of pedagogy.

THE INITIATIVE

In pursuit of educational transformation, a comprehensive five-step approach is envisioned:

Collaborative Redesign: the initiative calls for engagement with educators, policymakers, community leaders, entrepreneurs, and visionaries to collectively reshape the educational landscape.

Visionary Pedagogy: aiming to establish a novel educational paradigm where students actively engage with knowledge, embody it, and apply it meaningfully.

Creating a Holistic Curriculum that integrates mindfulness, consciousness, and planetary well-being as integral components of education, breaking down subject silos to foster a more interconnected approach.

Cultivating a Compassionate Generation: ensuring students become not just knowledgeable but also passionate, entrepreneurial, and creative, with a profound sense of compassion and a commitment to loving this world.

Ecosystem Integration: envisioning an educational ecosystem that seamlessly incorporates diverse stakeholders and perspectives. This transformative strategy goes beyond traditional education, striving to instill mindfulness, consciousness, and a sense of planetary well-being, representing a timely and imperative call for educational evolution.

This reimagined education is not just about academic excellence; it is about cultivating mindfulness, fostering consciousness, and nurturing a sense of planetary well-being. The time for educational transformation is now. It is not just a lofty aspiration but a necessity driven by the urgency of our times. Together, we have the opportunity to revolutionize education and empower future generations to make a profound impact on the world.

To bring this vision to fruition, collaboration is paramount. We need to assemble a comprehensive network of stakeholders, including educators, policymakers, community leaders, entrepreneurs, and visionaries. By uniting these forces, we can collectively shape the redesign of educational learning. It is through collaborative efforts that we can usher in an educational renaissance, preparing students not just for exams but for life in an interconnected, complex, and rapidly changing world.





2. DISRUPTING THE CURRICULA OF BUSINESS SCHOOLS

THE PROBLEM

The prevailing problem with business schools today lies in their resistance to adapt to the evolving dynamics of the modern business landscape. Many business schools adhere to traditional curricula that prioritize theoretical concepts over practical skills, creating a disconnect between academic learning and real-world application. Moreover, the emphasis on profit-centric models often neglects the importance of ethical, sustainable business practices. In an era marked by technological disruption, globalization, and a heightened focus on environmental and social responsibility, business schools must undergo a fundamental transformation. This transformation is essential to bridge the gap between academia and industry, instill a more comprehensive understanding of ethical business principles, and equip future leaders with the agility and innovation required to navigate the complexities of the contemporary business environment.

THE SOLUTION

To revolutionize business education, a multifaceted approach is essential. Redefining the curriculum is the foundational step, challenging the traditional focus on finance and strategy by incorporating subjects like ethics, environmental sustainability, sociology, and technology.

THE INITIATIVE

1. Redefining the Curriculum: to disrupt traditional business school curricula, the first step involves redefining the core subjects and courses. This shift necessitates moving beyond the conventional emphasis on finance and strategy to include subjects like ethics, environmental sustainability, sociology, and technology.

These interdisciplinary studies will provide students with a holistic understanding of the challenges and opportunities in the contemporary business landscape.

2. Instilling a Sense of Purpose: Business schools must actively encourage educators to instill a sense of social responsibility in students. This involves revising teaching methods to foster critical thinking about the role of corporations in society. Courses should explore the ethical considerations associated with business decisions and their impact on communities. Students need to be motivated to view business as a force for good, extending their responsibilities beyond profit maximization.

3. Experiential Learning: to ensure that students are well-prepared for the real world, the curriculum should incorporate experiential learning opportunities. This includes internships, projects, and interactions with purpose-driven companies and visionary leaders. These experiences will immerse students in the complexities of socially responsible business practices, inspiring them to connect theory with practical applications.

4. Innovation in Teaching: business schools should embrace innovative teaching methods to engage and educate students effectively. This involves leveraging technology, such as virtual reality simulations and online collaborative platforms, to create dynamic and interactive learning experiences. Case studies and real-world scenarios can be integrated to help students navigate the challenges and dilemmas of purpose-driven leadership.

5. Continuous Assessment: to ensure the success of the initiative, continuous assessment and feedback mechanisms should be implemented. This allows for ongoing refinement of the curriculum, ensuring that it remains relevant and effective in preparing students to become purpose-driven business leaders.

6. Measuring Impact: to gauge the effectiveness of the curriculum transformation, key performance indicators (KPIs) should be established. These KPIs could include tracking the social and environmental impact of graduates, assessing the success of purpose-driven business ventures initiated by alumni, and measuring the overall shift in attitudes and values among students.

7. Advocacy and Awareness: creating awareness and advocating for the importance of purpose-driven education within the broader academic community, as well as among businesses and policymakers, is crucial. This can involve hosting conferences, publishing research, and collaborating with like-minded institutions to drive systemic change in business education. By following these transformative paths, business schools can disrupt traditional curricula, prioritize purpose-driven education, and contribute to the development of a new generation of business leaders who are not only financially astute but also committed to making a positive impact on society and the environment.



3. INSPIRE UAE: A SUMMIT CULTIVATING PURPOSE-DRIVEN LEADERSHIP ACROSS GENERATIONS

THE PROBLEM

The identified challenge centers on the scarcity of effective platforms fostering meaningful interaction between the younger generation and experienced leaders. Currently, there is a noticeable gap in opportunities for productive engagement and mentorship between youth and seasoned leaders, limiting the potential for valuable knowledge transfer and the exchange of insights that could significantly contribute to the personal and professional growth of young individuals and the co-creation of a better world for all. The limitations in available platforms hinder youth from accessing the wealth of experience, guidance, and lessons that seasoned leaders have accumulated throughout their careers. This lack of direct engagement restrains the development of crucial skills, industry understanding, and the establishment of valuable connections pivotal for shaping a young person's professional trajectory.

THE SOLUTION

To address this challenge, it is crucial to establish and enhance platforms actively encouraging dialogue, mentorship, and collaboration between generations. By bridging this gap, we not only enrich the learning experiences of the younger generation but also leverage the collective wisdom of seasoned leaders to foster innovation and positive change on a broader scale. Intergenerational exchange will encourage the flow of innovative ideas, diverse perspectives, and collaborative initiatives that could emerge from the dynamic interplay between experienced leaders and the fresh, innovative thinking of the youth.

THE INITIATIVE

Organize an annual senior and youth leadership with purpose summit in the UAE to co-create a better future for all.

1.Summit Design and Format:

Define the summit as an annual event focused on fostering collaboration and dialogue between youth and senior leaders. Incorporate a variety of session formats, including keynote addresses, panel discussions, workshops, mentorship programs, innovation challenges, and policy engagement forums. Ensure a balanced representation of speakers, including experienced professionals, government officials, and industry leaders.

2.Youth Engagement:

Actively involve youth leaders, including students, early-career professionals, and entrepreneurs, as primary participants. Create specialized tracks and activities to cater to the diverse needs and interests of different youth segments, ensuring inclusivity.

3.Mentorship Program:

Establish a mentorship program as a core component of the summit, connecting youth participants with experienced senior leaders. Encourage ongoing mentorship relationships beyond the summit, allowing youth leaders to choose their mentors. Organize an annual innovation challenge where youth participants propose solutions to real-world challenges. Recognize and support the most promising ideas through partnerships with relevant organizations.

4.Global Perspective:

Emphasize the importance of global connections and highlight the alignment of the summit's goals with the UN Sustainable Development Goals. Foster discussions and initiatives that contribute to global sustainability.

5.Policy Engagement:

Establish a dedicated forum within the summit for UAE youth to engage with policymakers represents a pivotal opportunity to bridge the gap between the younger generation and influential decision-makers. This specialized space will serve as a dynamic platform where youth voices are not only heard but actively contribute to shaping UAE policies that directly impact their future. By providing direct access to policymakers, the forum becomes a catalyst for meaningful dialogue, allowing youth to express their perspectives, concerns, and innovative ideas.

CONCLUSION

BUILDING A GLOBAL IMPACT ECONOMY FOR A WORLD WITH PURPOSE

In a world constantly evolving, the imperative for businesses to transcend profit-driven motives and embrace a purpose-driven ethos has become increasingly apparent. The journey towards a World with Purpose underscores the necessity for a fundamental shift in our economic paradigm, one that not only recognizes the importance of profitability but places an equal emphasis on societal and environmental impact.

The call for a Global Impact Economy is not merely a moral imperative; it is a strategic necessity for sustainable growth and the well-being of our planet and its inhabitants. Businesses, as powerful agents of change, bear the responsibility to contribute meaningfully to societal progress, ensuring that no one is left behind in the pursuit of a better world.

This movement aligns seamlessly with the United Arab Emirates' unwavering commitment to the UN Sustainable Development Goals (SDGs). The UAE, through its visionary leadership, has recognized the interdependence of economic prosperity, social equity, and environmental stewardship. By anchoring our endeavors in purpose-driven initiatives, we contribute to achieving the SDGs by 2030 catalysing positive change on a global scale, transcending borders and industries to create a collective force for good.

The urgency of our mission cannot be overstated. As we stand at the precipice of a new decade, the need to fast-track our efforts is paramount. The 2030 agenda is not a distant target but a rallying cry for immediate action. By fostering a Global Impact Economy, we catalyze positive change on a global scale, transcending borders and industries to create a collective force for good.

Together, let us forge ahead, leaving no one behind, and shape a World with Purpose that stands as a testament to the boundless potential of businesses to make a lasting impact on the world.



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