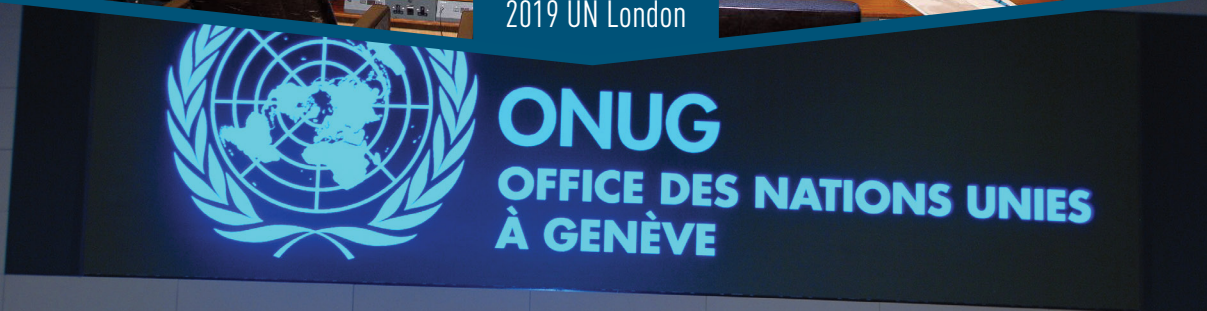


WASD Sharing Knowledge for a Sustainable Future





2019 UN London



2018 UN Genève



2017 Bahrain



Welcome to WASD

It gives me great pleasure to welcome you to WASD and introduce our different services. These include our Collaboration and Partnerships with Universities Services, SDGSUNI, Conferences, Publishing, Consultancy and our Sustainability Academy. We invite you to explore our brochure (and websites: www.wasd.org.uk | www.sdgsuniversities.org) and discover for yourself the pioneering work the World Association for Sustainable Development (WASD) is doing across the world.

WASD is global forum that brings together leading academics and think tank experts from across the world to discuss issues relating to sustainable development, science and technology management to help transform countries into advanced, knowledge-based societies led by sustainable innovation and social advance.

WASD is very keen to engage and collaborate very closely with all academic and research institutions from all over the world. Our various partnership initiatives and activities, together with our various partners across the world, aim to strengthen institutions' capabilities and capacities and enable them to make big decisions.

The purpose of our academic and research partnerships is to establish a relationship for interaction between WASD and institutions across the world. In these partnership arrangements, we plan to explore research and teaching in areas of mutual interest and establish a framework between the parties that will facilitate future interactions. It is anticipated that research and teaching collaborations can be established in areas of mutual interest that are non-proprietary and intended for public dissemination.

In 2023 we celebrated our 20th Anniversary and we sincerely hope to have more opportunities and collaboration with new global partners in the future.

Please feel free to contact us (admin@wasd.org.uk) if there is any additional information that you need to know about WASD and our various activities, particularly the teaching partnerships packages listed in this brochure.

Professor Allam Ahmed

PhD MSc BSc (Hons) FFPH FCIM Chartered Marketer

Founding President

World Association for Sustainable Development (WASD)

Managing Director

Sustainable Development Goals Universities Initiative (SDGsUNI)

WASD COLLABORATION WITH THE UNITED NATIONS

WASD is delighted to be working very closely with various United Nations Agencies, most specifically with the UN Joint Inspection Unit (JIU). Both JIU and WASD are inspired by the conviction that the UN Agenda 2030 for Sustainable Development (SD) and the 17 Sustainable Development Goals (SDGs) provide the momentum for renewed UN engagement with the public and private sectors.

In 2018, WASD collaborated with JIU on the UN project **Strengthening policy research uptake in the context of the 2030 Agenda for Sustainable Development**, aimed at reviewing the policy research uptake in service of the 2030 Agenda for SD. For the first time in its 52 year history, the UN (aided by WASD) officially consulted academics and researchers from all over the world on the policy research uptake in the UN.

In 2019, WASD also worked very closely with the UN JIU to undertake a UN system-wide review of policies, programmes, and platforms to support learning and enhance the adequacy of training policies in the UN. The report **Policies and platforms in support of learning: towards more coherence, coordination, and convergence** was launched officially on 28 October 2020 at the opening of WASD's Online Learning Conference.

These various initiatives and events with the UN JIU have encouraged WASD to launch its **Sustainable Development Goals Universities Initiative (SDGsUni)**.





H.E. Dr Tatiana Valovaya

Director-General

United Nations Office at Geneva

Palais des Nations, Geneva Switzerland 22 July 2024

“

It is a pleasure to open the 22nd World Association for Sustainable Development International Conference. I would like to express my gratitude to WASD for organizing this event at a crucial moment, as we approach the 2030 target. I am particularly pleased to see on the agenda of the conference the emphasis on the vital role of educational institutions in driving forward the implementation of Agenda 2030. Universities and academic institutions are not only centers of learning but also hubs of innovation, research, and community engagement. They play a pivotal role in equipping the next generation with the knowledge and skills needed to achieve sustainable development.

”





Sustainability Academy

WASD's Sustainability Academy provides a comprehensive learning and knowledge hub to complement the various core activities performed by WASD. The academy provides various teaching consultancy services to various universities and research institutions across the world. In doing so, WASD has strengthened its collaboration and engagement with all academic and research institutions, governments, and the private sector from all over the world. The Sustainability Academy's various initiatives and activities, together with our various partners across the world, aim to strengthen institutions' capabilities and capacities and enable them to make big decisions. WASD and its partners are all involved in a multidisciplinary platform to help institutions and individuals with their various transformation plans towards achieving their SD targets and goals.

In May 2020, as part of major WASD initiatives, the academy established the Sustainable Development Goals Universities Initiative (SDGSUNI). SDGSUNI brings together Higher Education Institutions (HEIs) (universities, colleges, and research institutes), societies (academic/ professional) and individuals from across the world in a global forum to collaborate and reconnect with the discourse of Sustainable Development. SDGSUNI aims to help universities and research institutions to play a critical role in enabling their countries to achieve the UN's 17 SDGs.

SDGs UNIVERSITIES INITIATIVE

In the post-COVID-19 era, universities must confront the new realities that are rapidly manifesting themselves in a diversely complex and fast-changing world. Business as usual will not suffice. Universities need to be expansively re-focused in order to become more sensitive and responsive to its mission of developing graduates who, in addition to conventional graduate training, are also able to fight the intellectual battle for self-confidence and self-assertion as equal players in the global and intensely competitive knowledge/digital economy.

Why Join?

There are many reasons why your university should join SDGSUNI. In addition to the points raised in this brochure regarding teaching, learning and research, other reasons include:

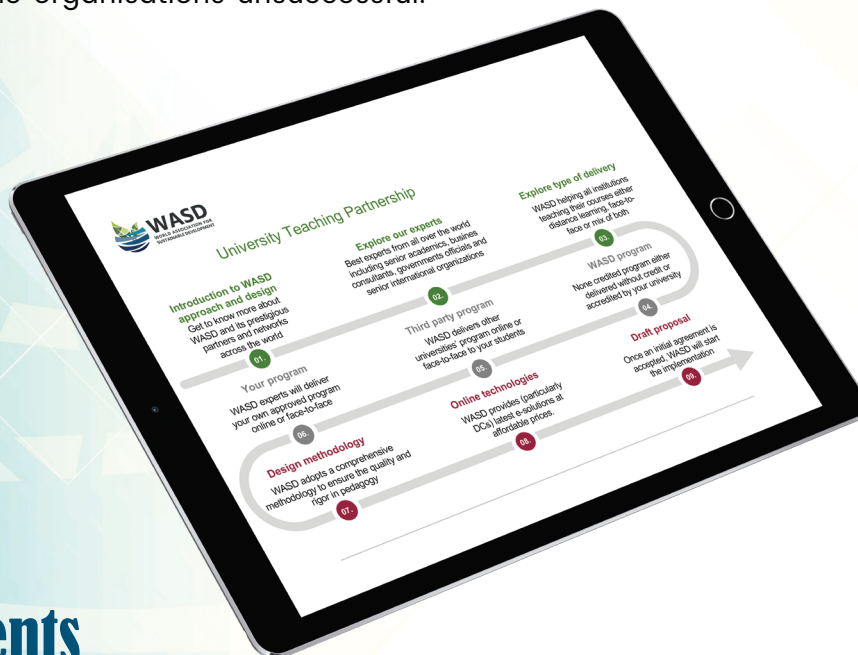
- Promote SD programmes and attract new students from across the world.
- In addition to the SDGSUNI global platform, all universities will be included in their own region- and country-specific platforms.
- Build relationships and be involved with the UN's various agencies and officials working on SDGs.
- Enhance universities' profiles in the international market.
- Network directly with key universities across the world, and share experience and lessons learned with their research and teaching.



In preparation for the global launch at the United Nations, Switzerland (22nd July 2024), we have presented the platform at different international conferences and summits to gather feedback and reflections from the global education community to improve the performance of the platform. The SDGSUNI platforms have been presented at Queen Mary University of London, UK (2020-2024); Association of African Universities, Namibia (2023); World University Association for Community Development and University of Airlangga, Indonesia (2023); and Al Majmaah University, KSA (2024).

Programme Design

- ✓ Adopts a comprehensive methodology to ensure quality and rigour in pedagogy.
- ✓ Programmes and courses are more than just academic curricula taught by leading subject experts from both academia and industry.
- ✓ Explore leading executive education institutes and the curriculum they are offering; this leads us to contact the faculty members at top global universities who match our areas of need.
- ✓ Conduct several short surveys, benchmarking the needs of the target participants and making sure our experts adapt to their needs and learning styles.
- ✓ Review latest business research and CEO voice surveys published by leading global management consultancies to highlight new challenges and general requirement needs.
- ✓ Answer broad industry needs; in many cases, our programmes attempt to solve existing industry pains and prevalent deficiencies that are practiced in organisational settings, rendering the organisations unsuccessful.



Our Students

- ✓ Our programmes have attracted top executives from more than 1,000 government agencies and companies around the globe and have attracted over 5,000 participants from more than 40 countries.
- ✓ Our students include recent graduates, experienced professionals and people who are returning to education after a break.
- ✓ Most of our programmes/courses are delivered to students world-wide, entirely by distance learning techniques, using online communication, e-mail contact with tutors, supplemented by access to our comprehensive learning resources.

Courses

In addition to a distance learning mode of delivery, WASD also offers its programmes/ courses face-to-face in weekly teaching blocks in the UK or overseas. We provide additional supervision and assessment time designed to fit around your personal and professional commitments. There is also an opportunity for students to complete a higher degree with an advance standing by gaining exemptions based on units studied on other programmes/ courses.

Please browse our various courses online and contact us (admin@wasd.org.uk) with your requirements for any training programmes and/or specific courses. The following list includes samples of our most popular courses.

- ✓ Strategic Leadership and Performance Improvement in Higher Education.
- ✓ Entrepreneurship and SMEs Development for Graduates.
- ✓ Innovation and Knowledge Management: Preparing Graduates for the Digital Economy.
- ✓ Artificial Intelligence and Data Science.
- ✓ Artificial Intelligence and Knowledge Management for Future Digital Leaders.
- ✓ Mastering Public Policy for the Implementation of the United Nations Sustainable Development Goals.
- ✓ Multilateral Diplomacy in the United Nations Matrix.
- ✓ Advanced Healthcare Leadership.
- ✓ Executive Leadership and Performance Improvement for Future Women Leaders.
- ✓ Leadership and management trends in the 21st century: management, finance, and technology.





الجمعية السعودية
لإدارة الصحة

SSHA

Saudi Society for Health Administration – Saudi Arabia

Research, Teaching and Capacity Building



جامعة عفت
EFFAT UNIVERSITY

Effat University – Saudi Arabia

Middle East Journal of Entrepreneurship,
Leadership and Sustainable Development
(MEJELSD)



**CIFAL Saudi Arabia, United Nations
Institute for Training and Research
(UNITAR) and Almajmaah University,**
Kingdom of Saudi Arabia



جامعة المعرفة
ALMAAREFA UNIVERSITY



مركز الملك سلمان
للإغاثة والأعمال الإنسانية
KING SALMAN
HUMANITARIAN AID & RELIEF CENTRE

AlMaarefa University & King Salman Humanitarian Aid & Relief Centre – Saudi Arabia

International Humanitarian Research

SAUDI ARABIA

SUDAN



Sudan University of Science and Technology – Sudan

UNESCO Chair for Women in Science
and Technology



University of Gezira – Sudan

Research, Capacity Building and
International Journal



National Centre for Research (NCR) Sudan

Archive and upload on WASD's Digital
Library Environment and Natural
Resources International Journal (ENRIJ)





Al Zaytoonah University - Jordan

Doctoral joint program on Business Administration (DBA)



JORDAN



Supreme Council for Planning and Development - Kuwait

Kuwait's National Project for Knowledge Economy (NPKE)

KUWAIT

GHANA



Association of African Universities (AAU) - Ghana

African Universities SDGs Initiative



INDONESIA



Airlangga University - Indonesia

Research, Capacity Building, Joint International Conference and Journal Special Issues





Global Experts

WASD brings together experts from all over the world to provide individuals and institutions within universities and research institutions worldwide with the best scientific and management solutions to achieve sustainable growth and development.

WASD offers priceless engagement with the world's most influential academics and business leaders to discuss and debate a range of critical management and leadership issues. Our various training and consultancy packages are designed and delivered by the top and renowned experts from across the world to help various institutions to achieve sustainable competitiveness. In doing so, our experts will help you with a Short Business Diagnostic Consultation and/or any selected workshop delivered virtually (additional cost for face-to-face). While English is the main language for all our experts, we also have several experts who can speak other languages such as Arabic, French and Spanish, among others.

SDGs Global Experts

(Full list of Experts: www.sdgswhoswho.org)



Prof. Manuel Frutos-Perez

Chief Academic Officer
Cambridge Education Group Digital
United Kingdom



Prof. Ni Nyoman Tri Puspaningsih

Vice Rector for Research, Innovation &
Community Development
University of Airlangga
Indonesia



Dr Christian Ehiobuche

Chair MBA in Healthcare Administration
& Leadership Program
Stockton University
United States



Prof. Sohler Elneil

First Professor of Urogynaecology
University College London
United Kingdom



Dr Andrew Murray

CEO
Sania Therapeutics
United Kingdom



Prof. Kimberly DeSimone

Director MSC Leadership Program
St. Bonaventure University
United States



Dr Ondřej Dvoulitý

Prague University of Economics
& Business Czech Republic



Prof. Susan R. Madsen

Karen Haight Huntsman Endowed
Professor of Leadership
Utah State University
United States



Dr Mohamed Hassan-Sayed

Director of Programmes in Chemical
& Sustainable Engineering
University of Southampton
United Kingdom

World Sustainability Forums

As a **World Leader in Sustainability Conferences and Forums**, **WASD** has a long experience in organising large conferences and events in the UK and across the world. We have a long history of working with world leading organisations in organising sustainability conferences and other global issues and subjects. We are happy to help all universities organise their conferences and high level events. WASD acts as a meeting platform where participants from all over the world meet each other annually to experience new ideas and cultures, travel and see new places, and learn about all aspects of world sustainable development together with their future colleagues.

WASD conferences consist of sessions of Keynote Speakers, General Assembly, Plenary Sessions, Paper Presentations and Excursions (visits and tours) in the organising country. The objective is to create a fresh knowledge base and provide direction to all participants to effectively deal with future challenges of world sustainable development. The conferences attract large numbers of global experts and scholars in addition to WASD members all over the world. Participants include researchers, policy-makers, educators, experts, consultants and, most importantly, companies focused on the creation and commercialisation of technology.



H. E. Ambassador Petru Dumitriu

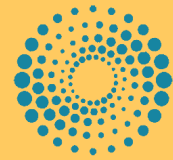
Former Inspector – United Nations Joint
Inspection Unit

“

We noted the quality of your annual conferences conceived and organized as fertile formulas of multi-stakeholder partnerships. It is against this background that I would kindly invite you to organize your 2018 16th International Annual Conference in Geneva, at the Palais des Nations. That would allow us to present the work of the Joint Inspection Unit to a broader audience.”

”

Conference Proceedings
Citation Index



THOMSON REUTERS
WEB OF KNOWLEDGE

Conference Proceedings

WASD will edit all papers submitted prior to the deadline and include them in the conference proceedings, World Sustainable Development Outlook. These proceedings, with ISBN and ISSN registration number, are high-quality publications listed in the **Thomson Reuters Conference Proceedings Citation Index Database/Web of Science Core Collection (CPCI); Clarivate; Scopus; British Library; ABI/Inform (ProQuest); Crossref** and most top universities across the world, such as **Oxford, Harvard, Cambridge**. Our proceedings are also respected all over the world by leading academic and professional bodies such as the World Bank, European Commission, and major universities in the UK (Oxford, Cambridge, London, etc.), USA (Stanford, NY, California), Australia (Queensland, Sydney, Griffith), etc.



This publication focuses on sustainable development with a view to encouraging forward thinking in solving global sustainability problems. Drawing on the expertise of a diverse cultural and national range of contributors, this title boasts its position as a truly global source book. Outlook 2007 examines a number of environmentally-linked subjects from education and knowledge management to climate change and trade and development. The title provides a coherent overview of sustainable development and a holistic approach to finding effective solutions to global issues.

The Environmentalist, magazine of the IEMA (Institute of Environmental Management & Assessment), 21 July 2008

University of Brighton - United Kingdom

Towards a Sustainable Knowledge-Based Economy in the Middle East and North Africa Conference

2003, 2004, 2008, 2009,
2012, 2013, 2015, 2016, 2017,
2018, 2019, 2022, 2023

UNITED KINGDOM

Edinburgh Napier University - United Kingdom

The Role of Academic Institutions and Societies in Achieving the Millennium Development Goals Conference



University of Brighton



University of East London



Stockton University - United States

Sharing Knowledge Making a Difference: the Role of International Scientific Cooperation Conference



UNITED STATES

2011

2010 **St LUCIA**

University of West Indies - St Lucia

Towards Epistemic Sovereignty: (Re)-Thinking Development in a Changing Global Political Economy Conference



2015
TURKEY

2014
CANADA

2006
ITALY



United Nations Office in Geneva – Switzerland

How to accelerate the pace of the Agenda 2030
Implementation at half way to its finishing line Conference
Public Private Partnership for the
Implementation of Agenda 2030 Conference

SWITZERLAND

2018, 2024

Ahlia University – Bahrain

Digital Revolution, Smart Cities and Performance Improvement Towards
a Sustainable Knowledge-based Inclusive Development Conference
The Impact of the Global Financial Crisis on the Environment, Energy
and Sustainable Development Conference



BAHRAIN

2009, 2017



United Arab Emirates University – United Arab Emirates

Global Competitiveness: a Common Goal
in a Digital Society Conference

U.A.E.

2005, 2012



SUDAN

2019, 2020

Sudan International University – Sudan

Integrating Climate Change into Sustainable
Development: the Role of Higher Education
Institutions and Research Centres Conference



AUSTRALIA

2007

Griffith University – Australia

Knowledge Management and Sustainable
Development in the 21st Century Conference

Previous Keynote Speakers: UN, International Organisations & Governments



H. E. Olga Algayerova

Executive Secretary
United Nations Economic
Commission for Europe
Switzerland



H. E. Lim Kitack

Secretary General
International Maritime Organization
United Kingdom



H. E. Dr Tatiana Valovaya

Director General
United Nations Office at Geneva
Switzerland



Jonas Svensson

Head of Global Innovation & Technology
United Nations Office for Project Services
Denmark



H. E. Arancha González

Executive Director
International Trade Centre,
UN & WTO
Switzerland



Jorge Laguna-Celis

Director Governance Affairs Office
UN Environment Programme
Kenya



Ella Robertson

Managing Director
One Young World
United Kingdom



Prof. Mohamed Hassan

Chair
United Nations University Council
Sudan



Samia Melhem

Global Lead on Digital
Development World Bank
United States



H. E. Sheikh Nahyan Al Nahyan

Minister of Higher Education
and Scientific Research
United Arab Emirates



H. E. Dr Hend Al Muftah

Permanent Representative of Qatar
to the UN Office at Geneva & other
International Organizations
Switzerland



H. E. Stephenson King

Prime Minister
St. Lucia



Helen Gillman

Senior Knowledge Management Specialist
International Fund for Agricultural
Development
Italy



H. E. John Nsambu

State Minister of ICT
Uganda



H. E. Prof. Intisar Saghiroun

Minister of Higher Education
and Scientific Research
Sudan



Prof. Jamel-Eddine Gharbi

Minister of Planning and
Regional Development
Former Vice President
University of Jendouba



Councillor Lynda Hyde

Mayor
City of Brighton and Hove
United Kingdom



H. E. Fahmi Al Jowder

Minister of Works
Electricity & Water Authority
Kingdom of Bahrain

Previous Keynote Speakers: Academics and Researchers



Prof. Thomas Schelling

2005 Nobel Prize Laureate – Economics
University of Maryland
United States



Prof. Janet Druker

Senior Pro-Vice Chancellor
Canterbury Christ Church University
United Kingdom



Prof. Bakri Saeed

President
Association of African Universities
Ghana



Prof. Frances Stewart

Professor Emeritus of
Development Economics
University of Oxford
United Kingdom



Prof. Ehab Abdel-Rahman

Provost
American University in Cairo
Egypt



Prof. Verity Brown

Pro-Vice-Chancellor Impact
and Innovation
University of East London
United Kingdom



Prof. Mark E. Smith

President and Vice-Chancellor
University of Southampton
United Kingdom



Prof. Liisa Laakso

Rector
University of Tampere
Finland



Prof. Gurinder Singh

Group Vice Chancellor
Amity Universities
India



Prof. Farida Fortune

Lead Centre for Oral Immunobiology
& Regenerative Medicine
Queen Mary University of London
United Kingdom



Prof. Mohammad Nasih

Rector
University of Airlangga
Indonesia



Dr Joyce Capelli

President and executive Director
Instituto Melhores Dias
Brazil



Dr Michael Greger

Director Public Health
and Animal Agriculture
Humane Society
United States



Sarah Collymore

Headteacher
St George's CE Primary School
United Kingdom



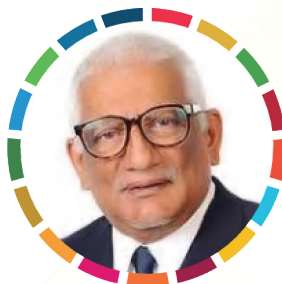
Prof. Aled Jones

Director
Global Sustainability Institute
United Kingdom



Prof. Lynette Louw

Deputy Dean, Faculty of Commerce
Rhodes University
South Africa



Prof. Clement Sankat

Pro-Vice Chancellor & Principal
University of the West Indies
Trinidad & Tobago



Dorcas Gwata

Global Health Consultant,
Women Leadership Programme
Oxford University
United Kingdom

Previous Keynote Speakers: Private Sector



H. E. Erol Kiresepi

CEO
Santa Farma Pharmaceuticals
Turkey



Helen Medina

Senior Manager Public Affairs
Nestlé S. A.
Switzerland



H.E. Abdul Razak Qassim

General Manager
National Bank of Bahrain
Bahrain



Miryem Salah

Chief Digital, Data & Transformation Officer
Vodafone Group
United Kingdom



Konrad Bergstorm

President and Co-Founder
Zound Industries
Sweden



Mia Rolf

CEO
Ideon Science Park
Sweden



Dr Elmer Lenzen

Founder & CEO
Macondo Publishing GmbH
Germany



Dr Alma Swan

Co-Founder
Key Perspectives Ltd
United Kingdom



Markus Schweizer

Managing Partner Strategic Solutions
Ernst & Young
Switzerland



Dr Agustín Delgado

Sustainability Director
Iberdrola Group
Spain



Carolien de Bruin

Founder & CEO
C-Change
The Netherlands



Phaedon Stamatopoulos

Director Refining & Banking
Argor-Heraeus SA
Switzerland



Khloud Alkhalaf

Senior Manager for Social Impact
Measurement
Red Sea Global
Kingdom of Saudi Arabia



Philip Moss

Head Sustainable Development
Investment Partnership
World Economic Forum
Switzerland



Shraddha Sathe

Chief Manager
Shipping Corporation of India Ltd
India



Prof. Ahmed Elmansoury

Founder & Leader
Al Rawabi Dairy Company
United Arab Emirates



Dr Hania Fadl

Founder
Khartoum Breast Care Centre
Sudan



John Peters

Director
GSE Research & Greenleaf Publishing
United Kingdom

Publish your research with us



As a leading international publisher of books and journals, WASD produces various publications to spread information all over the world, and to promote its aims and activities through various other partners.

WASD provides a wide range of publishing services including printing, editing and copy editing, proofreading, and typesetting. Our mission is to advance and share knowledge, education, learning, and research. WASD is proud to provide publishing services in Arabic, English and French. WASD also provides conversion of your existing publications into e-books; it also creates new e-books.

WASD publications are developed to provide an overview of Sustainable Development (SD) and why it is important. They provoke forward thinking on the development of a more coherent approach to solving global problems related to sustainability. In doing so, an holistic approach is used to critically examine the inter-relationship between the natural, the governmental, the economic and the social dimensions of our world and how science and technology can contribute to solutions. Although science, technology and SD are the main focus of our publications, there is no limit as to the articles/ chapters that will be considered. Our publications are truly global source books and journals reflected in the varied national and cultural origins of the contributors, as well as the topics and case studies covered. All our editorial committees are truly international in terms of their interests and range of specialisation. The validated academic background that they bring to bear on the quality of the reviews, as well as their geographic areas of interest, foster a uniquely different editorial experience.

Indexing and Ranking

All our publications are listed and indexed in various international Indexing and Ranking platforms such as **Scopus**; **INSPEC**; **ReadCube Discover**; **ABI/Inform (ProQuest)**; **Cabell's Directory of Publishing Opportunities**; **British Library**; **Crossref**; **Australian Business Deans Council (ABDC)** and the **Norwegian Centre for Research Data (NSD)**. Our publications are also included in the various Databases and Ebooks managed by **ProQuest**: **ProQuest Central**, **Central Essentials**, **Central Student**, **One Academic**; **ProQuest Research Library Prep**; **ProQuest Premium Collection (Business, Social Science, Health Research)**.

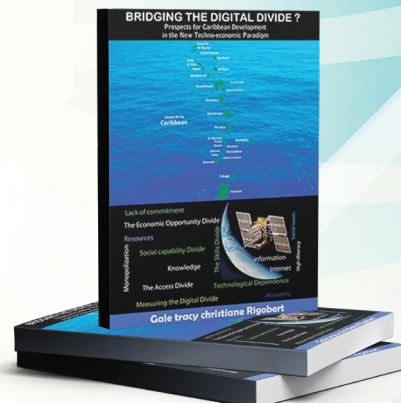
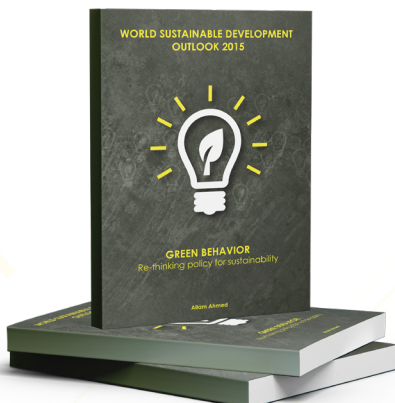
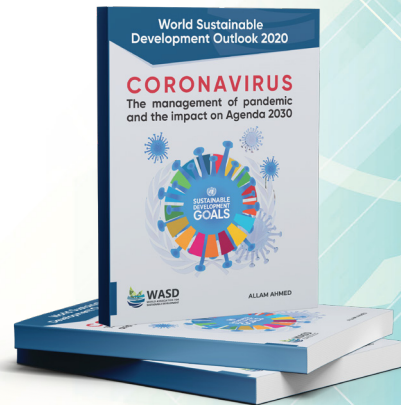
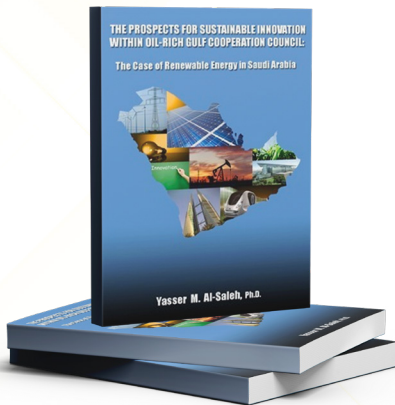


Scopus®



Book Series





H. E. John Chrysostom A. Nsambu

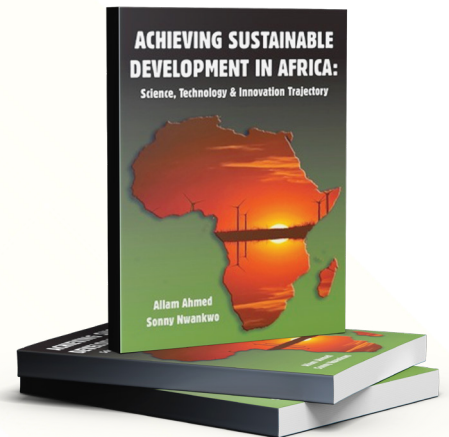
Former Minister for ICT, Uganda



“

As Minister of State for ICT, I find this book awakening our minds, as leaders, to the importance of science and technology in our journey, as Africans, towards development.

”



Stuart Green

Director User Experience, Google and Former Director, World Service Capabilities, American Express, UK

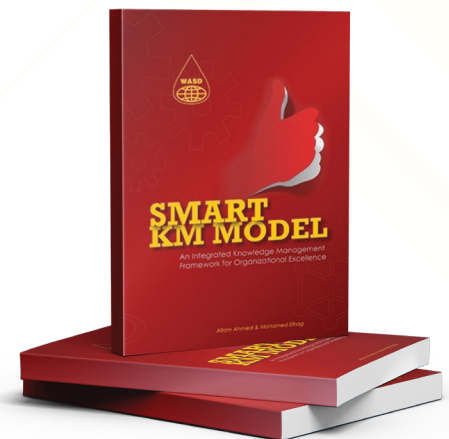


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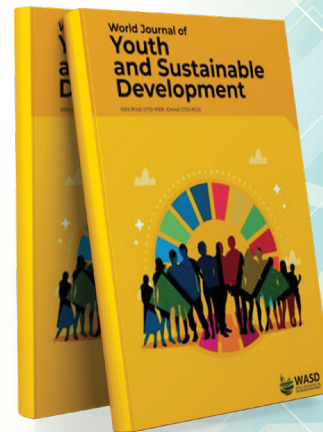
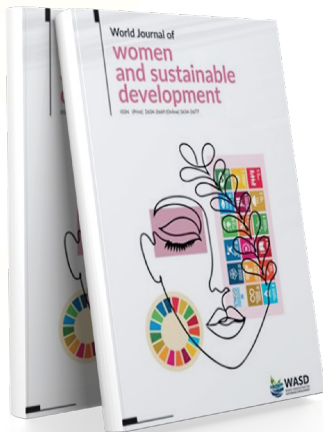
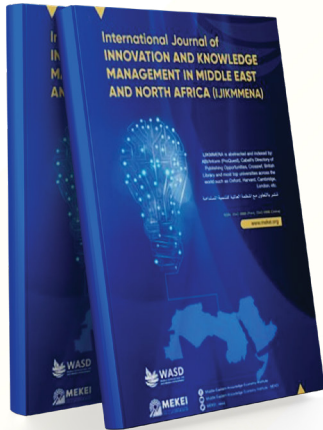
Throughout my twenty year career working in large global companies I have seen many attempts fail at creating this level of focus, and until this book, I have not found a resource that provides a straightforward yet powerful model to assist. The SMART KM framework presented in this new book will

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. The well known authors are at the leading edge of this relatively new and underdeveloped discipline, and have left no stone unturned to bring a thorough and straightforward framework to drive success in your organisation. If you are responsible for designing a new knowledge management program within your organisation, or have been tasked to shape up an existing monolithic knowledge management system—this book will become your go to resource and the last book you need to read on this subject. Furthermore, 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.

”



Refereed Journals



Community Engagement, Outreach and Impact

WASD is very keen to encourage the engagement and empowerment of all citizens across the world, with particular focus on children, youth and women. We must listen to everyone, particularly our children and youth; more importantly, how we can help our youth with their future employment plans and aspirations.

WASD is very keen to involve and engage all women from across the world in our various **Women Empowerment and Leadership** initiatives, without any restrictions.



WASD is very keen to understand the various perspectives and expectations of all citizens for their future and accordingly help them be ready to grasp the various opportunities generated in the digital economy. We strongly believe ordinary citizens should be the cornerstone of any strategy by all governments and policy-makers. Our various community engagement initiatives and projects, together with our various partners across the world, aim to encourage the engagement of everyone and to make the voices of all citizens heard, consequently enabling decision-makers to consider those views and ideas in their big decisions.

WASD's series of **Global Minds Debates** and the **Diaspora Debates** aim to stimulate and excite people from across the world about current important topics around the globe, particularly the topics selected for our annual conferences. In doing so, WASD shares all these debates with a global audience live on various WASD social media platforms, such as Facebook, using various live streaming applications.

Youth from all over the world are encouraged to participate in all our events and activities and present their research, perspectives and initiatives. An example of our flagship initiatives with the children across the world is **Young Stars Big Ideas**. In this initiative we invite children and youth from all over the world to send us their messages in a short video on any topic or theme, without any restriction, that they feel is an important issue facing the world today and is greatly impacting the quality of their lives. WASD will feature these videos on our YouTube Channel and proactively look for sponsors that would be willing to provide prizes to all participating children and youth.



Lena Alam

Year 3 Student St George's CE Primary School
United Kingdom

“

Thank you so much for giving an eight year old child travelling all the way from London, the opportunity to speak to you about how I see my future... for me education is the key for my future... you must be ontime and finish the task before 2030 and not on 2030... and finally, you should always stand up for yourself and others..

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SUSTAINABILITY TV



WASD is driven by open source and open standards initiatives; this enables us to deliver state-of-the-art solutions and functionalities to our clients around the globe. Our objective is to provide interested parties, especially within developing countries, with solutions that reflect latest technologies at affordable prices. All WASD conferences are recorded on video and edited to meet the needs of all our stakeholders across the world; you can watch all the videos from our conferences in our Video Library and YouTube Channel. WASD also aims to publish conference proceedings free to download from our Digital Library online.

Dr Gale T. C. Rigobert

Dean of Academic Affairs at the University of St. Martin, in the Dutch Caribbean and Former Minister for Education, Innovation, Gender Relations and Sustainable Development in Saint Lucia.



While sustainable development is now en vogue, WASD can be credited alongside agencies that championed the merits of sustainable development and the urgency and necessity to pursue holistic strategies that will facilitate the enhancement of the human condition, while causing minimal harm to the environment. Further, when many were caught up in the euphoria of the ICT revolution and what it meant for countries traditionally trapped in the bowels of abject poverty, WASD was able to deconstruct the ICT revolution and to explore the real social and economic opportunities therein for countries which were historically dependent on trade in primary products/commodities.



Professor Allam Ahmed (Founder) (United Kingdom)



ALLAM is a Professor of Knowledge Management and Sustainable Development; Founding President of (WASD) (2003); Founding Director of SDGsUNI (2020); Founding Director of Middle Eastern Knowledge Economy Institute (2012); Founder, in collaboration with the UNESCO Chair on Transfer of Technology, the International Diaspora Initiative/Sudan Knowledge (2008); early 2022, Professor Ahmed joined Queen Mary University of London as an Honorary Professor (Faculty of Medicine and Dentistry) and Senior Policy Fellow (Global Policy Institute). Prior to QMUL, Allam was the Co-Director for the University of East London Centre for Islamic Finance, Law and Communities (2019-2020). He spent 15 years (2004-2019) at the University of Sussex Science Policy Research Unit (SPRU) where he established and led Sussex's most successful postgraduate programme MSc International Management. In the period 2009-2011, Professor Ahmed led the Government of Abu Dhabi major and first of its kind in the UAE and MENA region Knowledge Management Framework (Musharaka). Professor Ahmed has published widely, covering various disciplines. He has produced more than 120 publications, including 39 books and numerous articles in international peer-reviewed journals, books, conferences proceedings and working papers, all rated as world-leading and internationally recognised. He completed his PhD in Economics in two years at Edinburgh Napier University, UK, and was awarded the Royal Agricultural University (RAU) Scholarship and Prestigious Book Prize for Best MSc/MBA Dissertation. He is a Fellow (FCIM) and Chartered Marketer of the Chartered Institute of Marketing and Fellow (FFPH) Faculty of Public Health, UK. Professor Ahmed is listed in the Who's Who in the World 2009-2021, and received the 2021 Who's Who in the World Lifetime Achievement Award. He is also listed in Who's Who in Finance and Business 2009/2010, and Who's Who in America 2012-2014 published by Marquis Who's Who, USA.

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