



**Ahmed Bin Sulayem**  
Executive Chairman  
and CEO, DMCC

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**Feryal Ahmadi**  
COO, DMCC

# LEADERSHIP STATEMENT

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Over the years, we have dedicated significant resources to assess and reflect where DMCC needs to be to create the most positive impact for employees, customers, member companies, residents and visitors. We are constantly looking at ways to improve and this year we enhanced our sustainability strategy, placing stakeholders' interests at the centre.

We are now proud to be releasing our third sustainability report, which builds on the core pillars of the new strategy and demonstrates progress on our commitment to the 17 United Nations Sustainable Development Goals (SDGs). The report also includes a sustainability scorecard, which sets out measurable targets for the next five years because at DMCC we believe that what is measured, matters.

True to this approach, this year we conducted an environmental data management analysis of our Jumeirah Lakes Towers district. DMCC strongly felt that the establishment of an accurate baseline was integral for future energy management improvement. The assessment has allowed us to have a better view of the numerous consumption points

across the community and will enable us to maximise our energy and water efficiency to reach our desired targets.

Furthermore, we began to implement our Smart & Sustainable District Strategy in support of the Smart Dubai strategy, which aims to make Dubai the happiest city on earth. Consisting of five pillars - smart mobility, smart living, smart infrastructure, smart environment, and smart business - it will contribute to elevating the experience of everyone interacting with DMCC. From a 5G enabled district to environmentally friendly bike-sharing, the roll out of the strategy promises a better quality of life for everyone in our community, people and businesses alike.

The report also covers our footprint for 2019, our growth and projects implemented in the course of the year.

Thank you.

**Ahmed Bin Sulayem**  
Executive Chairman and CEO, DMCC

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