



# WHY SUSTAINABILITY MATTERS



Goumbook  
CHANGING MINDSETS

Take Action



The greatest  
threat to our planet  
is the belief that  
someone else will save it.

**ROBERT SWAN**

# Sustainable development



In 2015, the member states of the United Nations adopted the 2030 Agenda for Sustainable Development

# A universal call to action

FOR GOVERNMENTS, PRIVATE SECTOR AND CIVIL SOCIETY



# It's time for the region act



## **DECADE OF >>> ACTION**

*"I am confident that we in the UAE now have both the mindset and the systems in place to make a real difference towards the Sustainable Development Goals. We owe it to ourselves and to our prosperity to dream big and deliver accordingly."*

HIS HIGHNESS SHEIKH ABDULLAH BIN ZAYED AL NAHYAN  
Minister of Foreign Affairs and International Cooperation

Make it your business!

# SUSTAINABILITY



START

[Click here for more information](#)



# Industry leaders

The *WALT DISNEY* Company  
**2030**   
SUSTAINABILITY GOALS



ZERO EMISSIONS



WATER & OCEANS



REDUCING WASTE



LOWER IMPACT PRODUCTS



BUILDING SUSTAINABLY



Disney Conservation Fund has directed

**\$100 million**

to protect the magic of nature since 1995

**The Magic of Nature**



# Industry leaders



# Industry leaders



# Industry leaders



# Industry leaders



# Industry leaders



# Industry leaders



# Industry leaders



# Industry leaders



# Industry leaders



# Industry leaders



دبي للجولف  
DUBAI GOLF

# Industry leaders



# Industry leaders



The Green Planet™

Industry leaders



Industry leaders

The Green Loop logo consists of a circular graphic with a green outer ring and a blue inner ring. The words "green loop" are written in a white, lowercase, sans-serif font across the center of the circle.

green  
loop.

# Sustainability in visitor attractions

19-20 APRIL 2022, ONLINE

The blooloop logo features the word "blooloop" in a bold, black, lowercase, sans-serif font, with a blue dot at the end of the second "o". Below the name, the tagline "networking the attractions business" is written in a smaller, black, lowercase, sans-serif font.

**blooloop.**  
networking the attractions business

# Good partners

unequally divided  
like the chocolate industry



Fairtrade  
and B Corp  
certified



# Good partners



# Good Partners



5 GENDER EQUALITY



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



15 LIFE ON LAND



Avoiding the Greenwash trap



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**greenwash**

DON'T RISK YOUR REPUTATION

# Work with Goumbook



# Our network



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ديوان ولي العهد  
CROWN PRINCE COURT  
إمارة أبوظبي Emirate of Abu Dhabi



حكومة دبي  
GOVERNMENT OF DUBAI

حكومة رأس الخيمة  
Government of Ras Al Khaimah

حكومة عجمان  
Government Of Ajman



MUBADALA

دبي  
Tourism للسياحة



غرفة دبي  
DUBAI CHAMBER

INVESTMENT  
CORPORATION OF  
DUBAI  
Brookfield

شروق  
SHUROOQ

DP WORLD

HSBC



DUBAI  
HOLDING

JUMEIRAH  
GROUP

ACCOR HOTELS



ALDAR

LANDMARK  
GROUP



PRADA



ESTÉE LAUDER

الرسـتـماني  
AWR OSTAMANI

Electrolux

P&G

Schneider  
Electric



BCG BOSTON  
CONSULTING  
GROUP

Omnicom  
MediaGroup



Bloomberg

mbc  
GROUP

Linklaters

AUS  
American  
University  
of Sharjah



جامعة دبي  
UNIVERSITY of DUBAI  
An initiative of Dubai Chamber of Commerce & Industry



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[www.goumbook.com](http://www.goumbook.com)