

WHY SUSTAINABILITY MATTERS

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



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



 Jumeirah

Industry leaders



Industry leaders



Industry leaders



Industry leaders



Industry leaders



The Green Planet™

Industry leaders



Industry leaders

The "green loop" logo consists of a circular graphic with a green-to-blue gradient border. Inside the circle, the words "green" and "loop" are written in a white, lowercase, sans-serif font, with "green" on the top line and "loop" on the bottom line.

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 word. Below it, 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

3 GOOD HEALTH
AND WELL-BEING



5 GENDER
EQUALITY



Good Partners



Avoiding the Greenwash trap



Goumbook
CHANGING MINDSETS

greenwash

DON'T RISK YOUR REPUTATION

Work with Goumbook



Our network



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 السياحة



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

الروستاماني
AWR ROSTAMANI

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



Goumbook

CHANGING MINDSETS

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