

What Is the Sustainability Champions Society?

The Year of Sustainability Initiative has unveiled its first venture of 2024: the Sustainability Champions Society. The open-access platform invites Emiratis and ex-pats of all ages to share their own personal experiences with regard to sustainability, as well as participate in the extensive lists of activities planned for the coming year.

The Society is just the latest part of a year-long project to raise awareness surrounding the twin challenges of climate change and global warming, as well as the importance of adopting a sustainable lifestyle in response. As a result, it's hoped that the UAE can continue its good work in transitioning towards a greener and more prosperous future for both the planet and its inhabitants.

A society for sustainability enthusiasts

The Sustainability Champions Society is designed as an online forum wherein sustainability enthusiasts can share their own stories with others. They will also be able to access the full programme of events that are scheduled for the coming year, enabling them to attend and participate in as many as possible.

What's more, participants are also offered the opportunity to suggest their own projects, initiatives and events by visiting the Year of Sustainability website and [filling out the online form](#). In this manner, it's hoped that the Society will encourage interaction with other like-minded individuals, stimulate enthusiasm in the issue of sustainability and lead to new ideas and activities that can have a tangible impact on the environment, both now and in the future.

Building upon solid foundations

The launch of the Society comes hot on the heels of the announcement by the Emirati President that the Year of Sustainability – initially taking place last year – will be extended into 2024. Such was the success of its 2023 incarnation that His Highness Sheikh Mohamed bin Zayed Al Nahyan has seen fit to capitalise on the momentum generated by rolling the Initiative over for another 12 months.

The tagline of the Initiative is “Plan to Action” and it intends to focus on four key areas: green transportation, responsible consumption of resources, conservation of water and energy and strategic tree planting. The Sustainability Champions Society will foster engagement in all four of these sectors, as community is placed at the forefront of efforts to change.

What's next?

The launch of the Society is just the first activation of the 2024 Year of Sustainability, with plenty more events and initiatives in the pipeline. These include one-off and regular events such as Duroor Nights, Farm to Haseer, Sustainability Stops and many more. The overall aim of these occasions is to stimulate public interest in sustainable practices and encourage individuals to make small but effective changes to their own lifestyles.

Meanwhile, certain projects that were already in development last year have proven so popular that they will be carried over into 2024. The Material Lab is an excellent example of this. A collaborative framework for sustainable production methods, it invites UAE-based businesses, scientists, innovators and creatives to use more sustainable materials, optimise resource consumption and reduce waste generation at every stage of the production and design process.