AJMAN 2030 VISION FOR THE PEOPLE



AJMAN | 2030

JMAN 2030 VISION : FOR THE PEOPLE

AJMAN 2030 VISION



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"The human being will remain the primary focus and driving force behind development efforts, aiming to create a better present for our society and a more beautiful future for upcoming generations. Innovative services and development programs will be designed based on comprehensive human concepts to achieve the ideal balance between economic growth and social progress, forming a prosperous society that embraces aspirations. Everyone is given equal opportunities to participate and grow."



Member of the Federal Supreme Council, ruler of the Emirate of Ajman



Ajman Vision 2030 embodies the culmination of years of dedicated collaboration with various segments of the local community, as well as the government and private sectors. Citizens, residents, and visitors all contributed to shaping its vision, underscoring Ajman's commitment to constructing a sustainable future that is economically, socially, and environmentally sound. This future ensures that every individual has the opportunity to actively contribute to the emirate's aspirations and prosperity.

With the endorsement of His Highness Sheikh Humaid bin Rashid Al Nuaimi, Member of the Supreme Council of the Federation and Ruler of the Emirate of Ajman, Ajman Vision has adopted eight guiding principles that form the foundation of the government's approach. These principles are the spirit of union, collaboration, people centricity, sustainability, inclusion, future readiness, agility, and accountability. We are committed to upholding these principles and fostering their culture across governmental, societal, and economic spheres.

As we launch Ajman Vision 2030, we herald the beginning of a new era filled with challenges and opportunities. We pledge to enhance the values of participation and cooperation with all partners and stakeholders, invest in human capabilities supported by science and knowledge, and achieve comprehensive economic, urban, human, and social development.



Crown Prince of Ajman



Executive Summary

Ajman Vision 2030 represents a transformative strategy led by a pioneering government that prioritizes people, placing sustainability and technological progress at the heart of its efforts to support a future-ready society characterized by inclusiveness, cohesion, and empowerment.

This vision is founded on eight guiding principles, eight strategic directions, and a set of core objectives that reflect the government's priorities and steer its actions towards realizing this vision. It sets the framework for several major projects aimed at offering long-term solutions to the opportunities and challenges facing the emirate's citizens and residents. These projects are designed to bring about positive transformations in the lives of residents, visitors, and the business community in Ajman. Achieving these transformative projects requires commitment from all levels

"our strategic roadmap must be flexible and adaptable to meet new challenges and opportunities as they emerge."

of government, the business sector, and the broader residential community, who collectively embody the living spirit of this vision, guided by trends shaping a better future for all.

Under the guidance of our wise leadership, Ajman Vision 2030 was developed using a world-class methodology, in close collaboration with various local and federal agencies, institutions, and the private sector. This development was based on a thorough strategic assessment that included analyzing the current situation, comparing it to long-term development plans in relevant cities and regions, researching best practices in sustainable development, and studying prominent global trends and risks.

This approach underscores the government's commitment to integrating global best practices and forward-thinking strategies

into an integrated plan aligned with the national trends of the United Arab Emirates and the United Nations Sustainable Development Goals to which the UAE is committed. The Ajman government will continue to work with the federal government to ensure effective cooperation and coordination in areas under federal responsibility.

Recognizing the need for flexibility and adaptability, the Ajman government has developed a dynamic and flexible strategic map that can evolve over time to address emerging issues and seize new opportunities. This includes expanding the scope and responsibilities of some government agencies and creating new structures to support the strategy's implementation in line with principles of good governance.

The Ajman government remains committed to conducting regular reviews of progress and making necessary adjustments to ensure we remain on track to achieve our desired goals.

We extend our sincere thanks and appreciation to everyone who contributed to developing this vision, including government officials, entrepreneurs, experts, and community members. We look forward to continuing our collaboration with all partners and stakeholders to achieve Ajman Vision 2030



His Excellency Dr. Saeed Al Matrooshi

General Secretary of Ajman Executive Council

About Ajman

Location and Geography

The Emirate of Ajman is situated in the northern region of the United Arab Emirates (UAE) and is the smallest of the seven Emirates, with a total land area of 256 square kilometres. Ajman has a strategic location in the centre of the UAE, forming a natural economic corridor with Dubai and Sharjah. The Emirate is bounded by Sharjah to the east and Dubai to the south, and its coastline stretches approximately 16 kilometres along the Arabian Gulf.

Ajman has two rural enclaves, Masfout and Manama, which are located in the eastern part of the Emirate, surrounded by the Hajar Mountains. These areas are known for their natural beauty, rich history and traditional way of life. Masfout, situated to the southeast of Ajman City, has an altitude of around 1,200 metres above sea level, making it popular for hiking, trekking, and camping. Manama is characterised by its fertile land, which is used for growing a variety of crops, including dates, vegetables and fruits.



About Ajman

Economic Landscape

Ajman's strategic location and well-developed infrastructure make it an attractive environment for business, investment and trade. Ajman has an open foreign investment regime, which permits 100% foreign ownership of companies in specific sectors. It is competitive in terms of the cost and ease of starting a business.

The City of Ajman, the Emirate's capital, serves as the commercial hub, with a diversified, stable economy anchored around a large manufacturing sector, as well as the construction, wholesale and retail sectors. There are also a rising number of high-value-added service sectors that are exhibiting promising performance including financial services, transportation and storage, ICT and tourism.



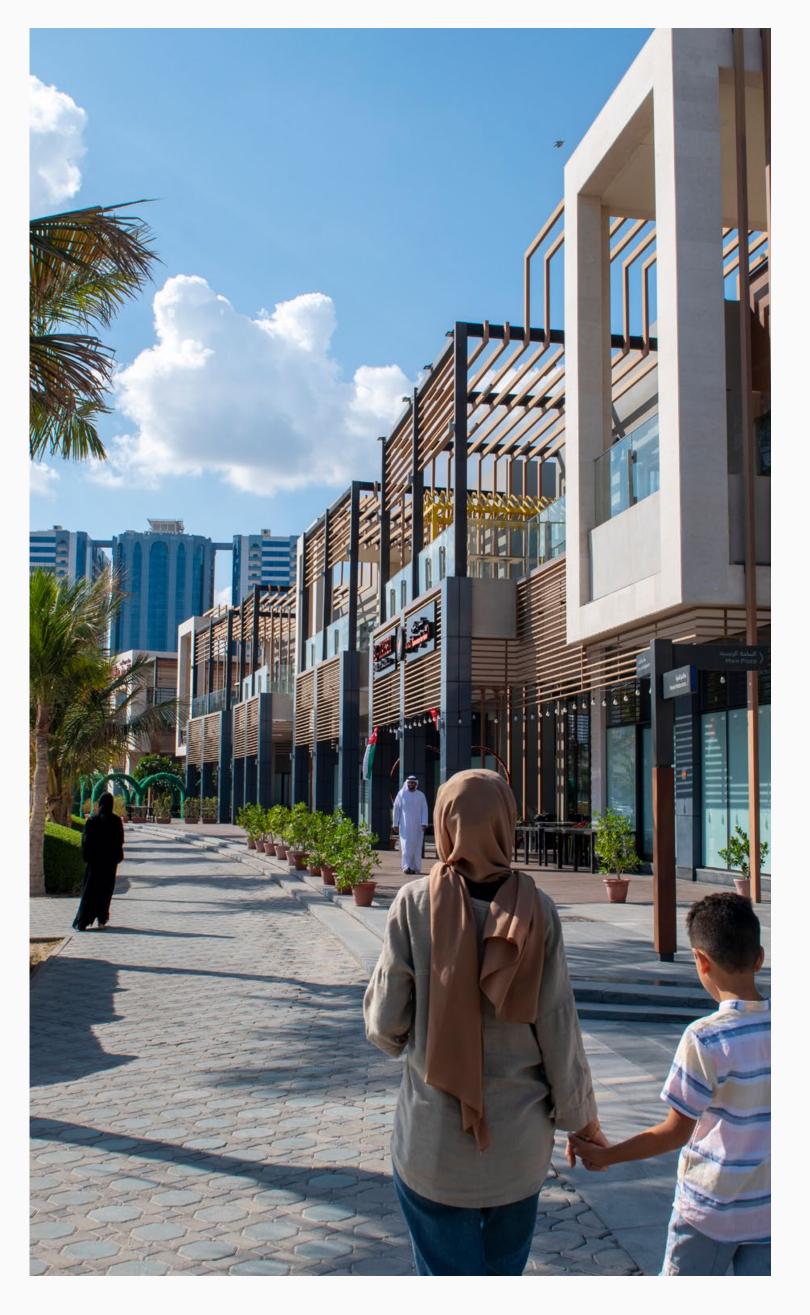
Population and Society

Ajman City has a diverse population, featuring a mix of Emirati nationals and expatriates from around the world. This diversity contributes to the city's vibrant and cosmopolitan atmosphere.

The city is known for its social stability, relative prosperity, and low crime rates, which foster a strong sense of security and well-being among its residents.

Ajman's society is characterised by multiculturalism, tolerance, and strong family values. These values foster an inclusive and harmonious coexistence among residents and a welcoming environment for both visitors and residents. This inclusive spirit, combined with the city's commitment to preserving its heritage, forms the foundation of Ajman's unique social fabric.





About Ajman

Unique Environment

The city has undergone significant development in recent years, with the construction of new infrastructure and the expansion of commercial and residential areas. Cultural landmarks and attractions such as Ajman Museum, the Sheikh Zayed Mosque, the Ajman Corniche, shopping malls, and souks attract visitors from within and outside the UAE.

Ajman has a diverse natural landscape, including sandy beaches, desert dunes, mangrove forests, mountains, and nature reserves, all contributing to a rich biodiversity. These natural assets combined with a distinctive blend of modern amenities and traditional culture, create a unique environment for residents, businesses, and visitors.



Leadership

The leadership of Ajman is dedicated, accessible and responsive to the needs of the Emirate's citizens, residents & businesses. The Government system is designed to support an agile approach to decision-making and implementation, with a relatively lean structure.





N 2030 VISION : FOR THE PEOPLE | BACKGROUND AND CONTEXT

Ajman in Numbers | Our People

Source: Ajman Statistics Center

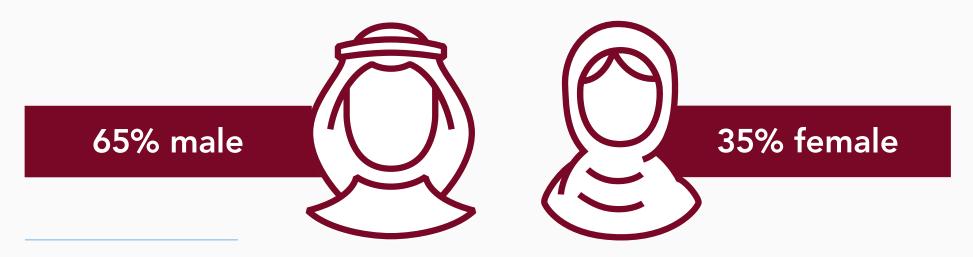
Population [2022]

564,627
Total population size
1.7% growth from 2021

63,347
UAE citizens
2.6% growth from 2021

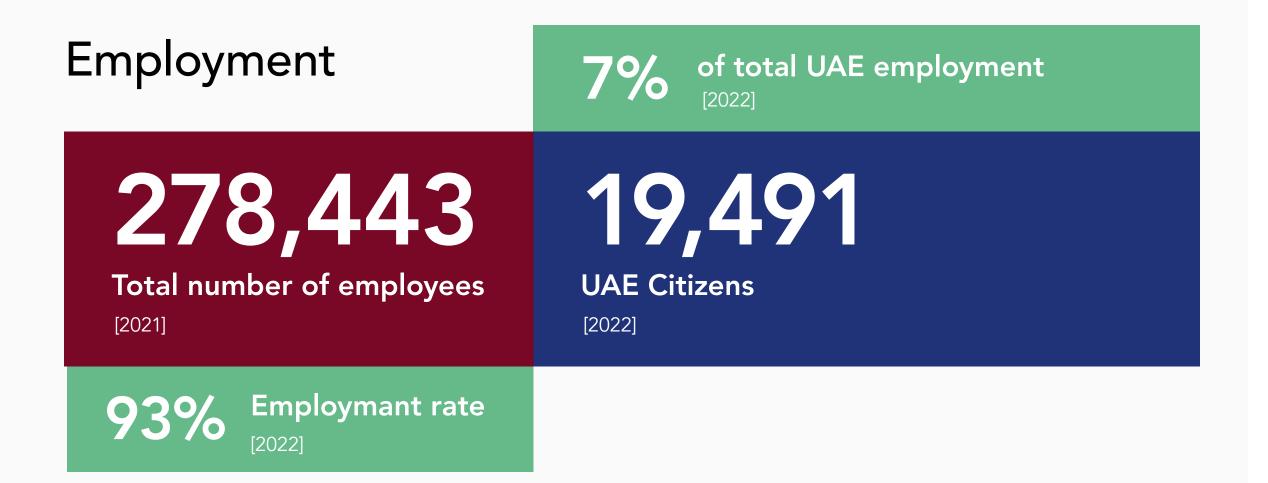
11% of total UAE population

Gender [2022]

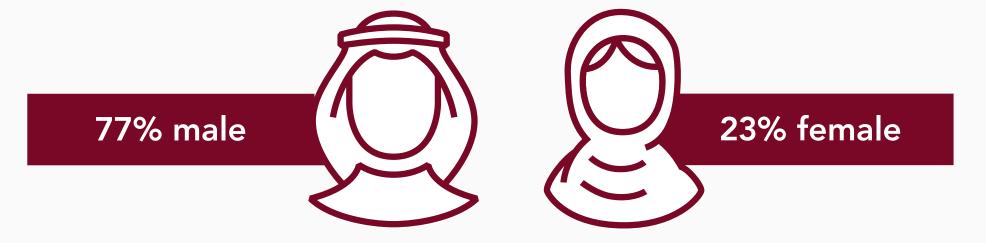


Age [2022]

	15-24 years old		55+	
25.5%	9.2%	58.5%	6.7%	
0-14 years old		25 – 54 years old		



Employment by Gender [2022]



Job Tier

Managers and Senior Managers		Workers in administrative office professions		
8.8%	22.4%	17.2%	51.6%	
Specialists and Technicia		ans	Others	

Source: Ajman Statistics Center

255.6 sq kms

The Emirate of Ajman covers

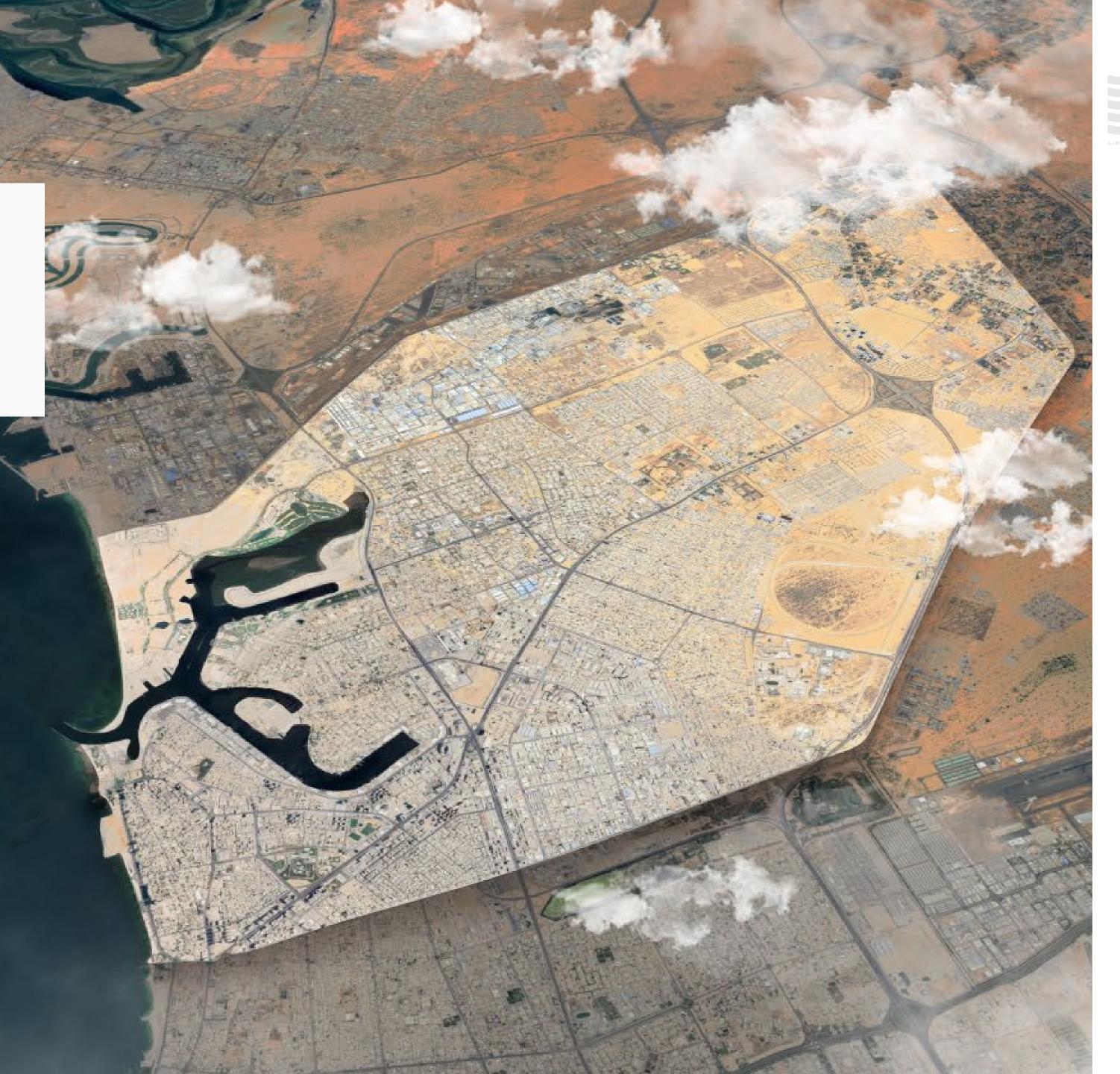
0.3% of the UAE's area (excluding islands)

City of Ajman $- - \rightarrow 143.2$ sq kms

Coastline *- - - -* **→ 10.4 km**

The Emirate is home to

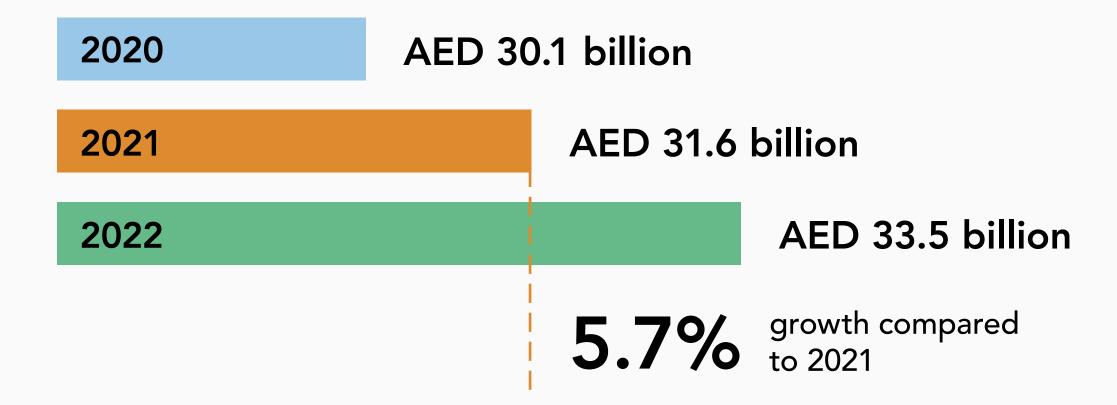
- 24 kms of waterways (Ajman creek)
- 221.4 hectares of green and open space
- 37 parks and 12 sports fields
- **2 distinctive reserves** Al Zorah Nature Reserve and Al Naseem Nature Reserve
- **7 heritage sites:** Ajman Museum, Masfout Museum, Saleh Market, Ajman Fish Market and more.
- 333 mosques



Ajman in Numbers | Our Economy

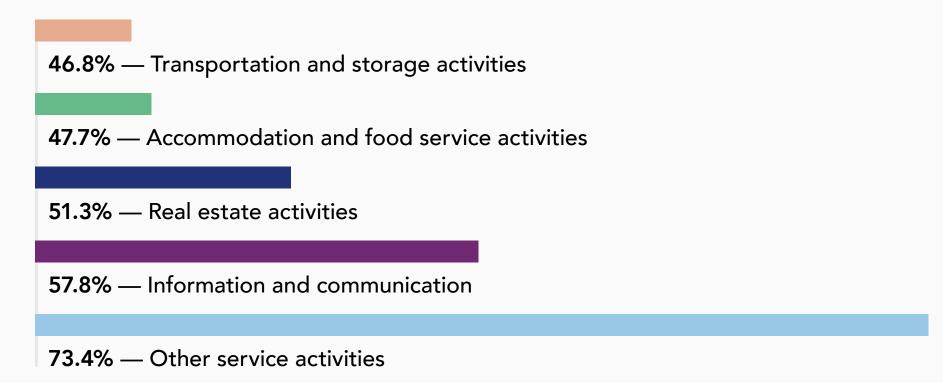
Source: Ajman Statistics Center

GDP



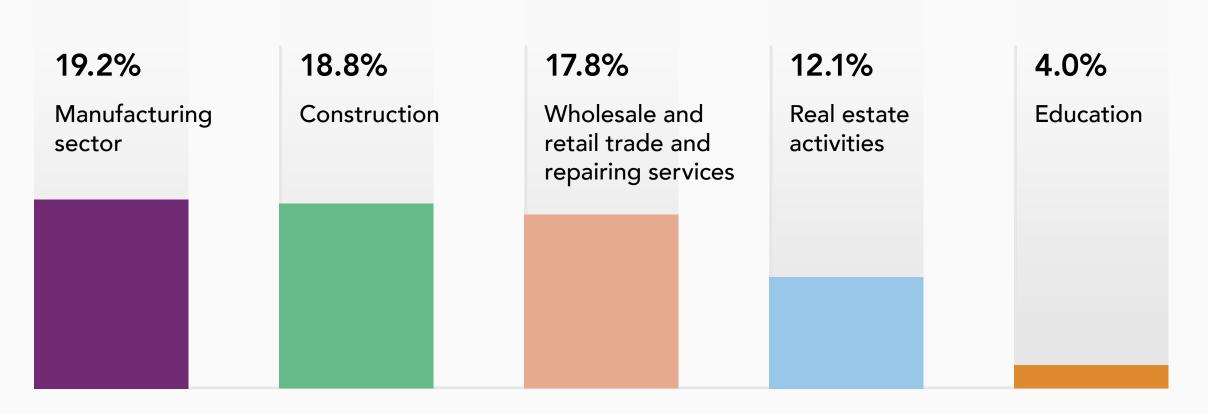
Fastest-growing Sectors

Percentage growth rate over ten-year period 2012-2022



^{*} Based on Ajman real GDP data

Top Sector Contributions to GDP [2022]



^{*} Based on nominal GDP data

Tourism Sector [2022]





— Occupancy rate in hotel rooms reached61.8%



Occupancyrate in the hotelapartmentreached **52.8%**

The world is changing, and Ajman must develop alongside to mitigate the risks and leverage the opportunities that are presented to the Emirate. We have identified seven key global trends that have informed our strategic approach to Ajman 2030:

- Economic power shift to developing economies
- Urbanisation
- Citizens' rising expectations and demands
- Ageing population
- Increased focus on health and wellbeing
- Climate change and resource scarcity
- The rise of technology





Economic power shift to developing economies

Global economic power has shifted with Asia, Africa and Latin America now accounting for more than half of global GDP and rapidly rising trade and investment flows between these markets. This shift in global economic power presents an opportunity for the UAE, including Ajman, as it places the UAE in the centre of fast-growing trade flows.

The UAE has already established itself as a major trading hub, connecting Asia, Africa, and Europe. Its strategic location and world-class infrastructure make it an attractive destination for businesses looking to expand into emerging markets. As developing economies grow and their populations become more affluent, demand for goods and services will increase. This presents an opportunity for the UAE to expand its trade relationships with these markets, including by exporting goods.



Urbanisation

Urbanisation and inward migration is continuing to rise across the globe. This increase in the proportion of people living in urban areas compared to rural areas is largely due to people moving to cities to secure better education, jobs and health services.

The Emirate of Ajman has also witnessed a surge in urbanisation in recent years - not because of this urban-rural shift, but due to the welcome influx of expatriate workers into the City of Ajman to work in various industries such as construction, hospitality, and healthcare.

While this influx of expatriate workers has contributed to the economic growth of Ajman, it also accelerates the need for more sustainable urban planning, greater provision of affordable housing, and improvement of public services to meet the needs of the growing population. It also highlights the need to ensure integration and cohesion, while preserving the Emirati culture.

In achieving this, it is also important to create a shared sense of identity and belonging that incorporates both the Emiraticulture and the diverse backgrounds of the city's residents. This can be achieved through promoting cultural exchange, respect for diversity and a sense of shared responsibility for the city's future.



Citizens' rising expectations and demands

Citizens today are more informed and connected than ever before, due to advances in education and technology that have increased access to information and expanded opportunities for communication and networking. This has led to growing awareness and engagement of citizens in public affairs, with increased demands for transparency, accountability and participation in Government decision-making.

The rise of the citizen is also reflected in the growing importance of civil society organizations, such as NGOs and community groups, which are playing an increasingly prominent role in public affairs. These organisations are relatively agile and responsive and can provide a platform for citizen engagement and advocacy.

The Government can seize the opportunity presented in the rise of the citizen by adopting a more participatory and inclusive approach to governance that is more responsive to the needs and aspirations of citizens. This includes creating platforms for citizen feedback and engagement, developing partnerships with civil society organisations, and leveraging technology to enhance citizen engagement and participation.



Ageing population

The UAE has seen a significant increase in life expectancy in recent years, from 70 years in 1990 to 77 years in 2020. This is due to a combination of factors, including improvements in health care, nutrition and living standards, as well as declines in mortality rates from diseases such as cardiovascular disease, cancer, and respiratory disease.

In terms of fertility rates2, the total fertility birth rate in the UAE decreased from 3.4 births per woman in 2000 to 1.4 births per woman in 2020. Several factors may be contributing to the decline in fertility rates in the UAE, including increasing urbanisation, higher levels of education and employment for women, and changing cultural attitudes towards family size and childbearing. As a result of these demographic changes, the proportion of population aged 60 and over in the UAE has more than doubled in the last three decades, rising from rising from 1.2% in 1990 to 2.6% in 2020. This figure is projected to increase to 10.7% by 2050.



Increased focus on health and wellbeing

Rising health awareness is driving a trend towards healthier lifestyles and individuals taking responsibility for their own health. This trend is being driven by various factors, including advances in medical research, the availability of health-related information through the internet and social media, and increasing awareness of the importance of healthy living in preventing chronic diseases. The COVID-19 pandemic has amplified this trend and highlighted the importance of mental health and wellbeing.

This presents an opportunity for Ajman to build a more resilient and healthier society by promoting healthy lifestyles and preventing chronic diseases. This includes public health campaigns, community health education programs, walkable neighbourhoods, and accessible and affordable healthcare.



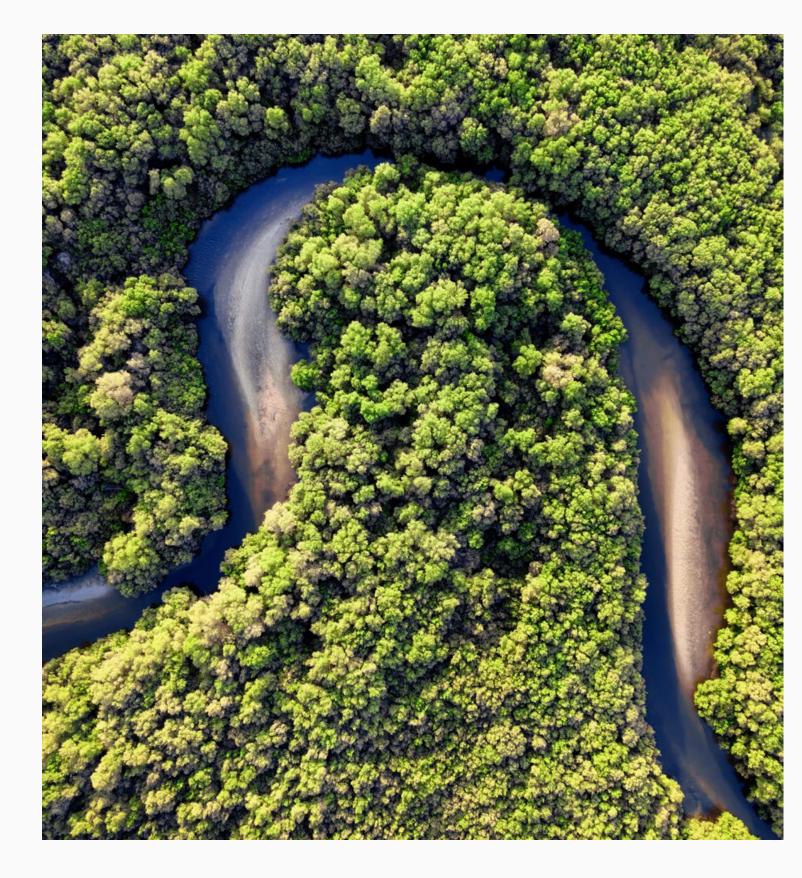
Climate change and resource scarcity

Climate change is seen to be one of the greatest global threats of the next decade. Population, growth, urbanisation and rising incomes are increasing the demand for food, energy, and water, putting pressure on scarce natural resources. These trends are increasing emissions and intensifying climate change.

Ajman, like the rest of the UAE, is highly vulnerable to its impacts. These include increased risk of heat-related illnesses, reduced availability of water, and threats to Ajman's coastal areas and marine habitats due to rising sea levels. These impacts have the potential to cause significant economic and social consequences, affecting sectors such as infrastructure, tourism, agriculture, and more.

It is critical for the Emirate of Ajman to build resilience against the impacts of climate change and ensure the sustainability of the city and its residents. There are numerous ways to do this, which include (but are not limited to) carbon emission reductions via increased use of alternative energy sources, promoting energy efficiency to reduce energy consumption and improvements to waste management practices.

In addition, protecting biodiversity and conserving natural resources can help mitigate the impacts of climate change. Natural ecosystems such as wetlands and grasslands absorb and store carbon dioxide from the atmosphere, helping reduce emissions and improve air quality. Biodiversity also helps ecosystems to adapt to changing conditions such as droughts, floods, and other extreme weather events.





The rise of technology

The rapid advancement of frontier technologies such as artificial intelligence, internet of things, robotics and blockchain has the potential to transform economies, cities, societies, and Governments in profound ways.

The adoption of frontier technologies is accelerating the pace of innovation and creating new opportunities for growth and development. By enabling new ways of working, communicating and collaborating, frontier technology is facilitating the creation of new industries, products, and services, and helping to drive productivity and competitiveness.

Frontier technologies are also reshaping work and employment by automating many tasks, creating new jobs, and changing the way people work. This is leading to new opportunities and challenges for workers, employers, and policymakers.

The integration of frontier technologies into cities is changing the way cities are designed, managed, and experienced. This is leading to the emergence of smart cities and the use of data and technology to improve urban services and infrastructure.

Frontier technologies are also being used to address global challenges such as climate change, public health, and

sustainable development. This is helping to create new solutions and approaches to complex problems and improving the wellbeing of people and the planet.

Technological advancement also presents a number of challenges and risks that need to be addressed, including concerns around data privacy and governance, cyber-security and ethical issues.

At the same time, technological advancement increases the opportunities and expectations for digital Government and the delivery of services, including the use of emerging technologies in the delivery of services. Emerging technologies can be used to improve the efficiency and effectiveness of public services, and to provide citizens with better access to information and services.





Strategic Planning Process

Ajman 2030 is a robust and comprehensive long-term strategic plan that outlines the Emirate's objectives for economic, environmental, and social development. Central to this strategy is a commitment to efficiency and accountability at every level.

The strategic plan was developed by the General Secretariat of Ajman Executive Council through a collaborative process that engaged a diverse range of stakeholders from Government, academia, and the private sector. It involved three phases: strategic assessment, strategy formulation, and implementation, all of which were executed with the highest standards of rigour and commitment to excellence.



Strategic Planning Process | Strategic Assessment



The strategic assessment phase involved extensive data gathering, research, and analysis, incorporating global insights and future-oriented thinking. This included:

- Analysis of Ajman's strengths, weaknesses, challenges, and opportunities to identify key areas for development and improvement.
- Benchmarking against long-term development plans of relevant cities and regions to gauge competitiveness and identify development strategies.
- Researching best practices in sustainable development to incorporate successful models and initiatives into Ajman's development plans.
- Examining key global mega trends and risks to understand their potential impact on Ajman and how to navigate these in planning for the future.
- Reviewing the national vision and federal strategies to ensure Ajman 2030 is in alignment with the UAE's overarching national strategies and Policies. See figure 1
- Aligning with the United Nations' Sustainable Development Goals to support the UAE's commitment to global sustainable development efforts by 2030.



2030

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ROADMAP

VISION: FOR

THE UAE'S LONG-TERM DEVELOPMENT STRATEGIES

'We the UAE 2031' **UAE CENTENNIAL 2071**

FEDERAL SECTORAL STRATEGIES & POLICIES

URBAN & ENVIRONMENTAL DEVELOPMENT Environmental sustainability UAE Environment Policy UAE Circular Economy Policy UAE National Climate change plan UAE Energy Strategy **UAE Water security Strategy**

UAE National Food Security Strategy UAE Green Growth Strategy and UAE Green Agenda

HUMAN & SOCIAL DEVELOPMENT

Education and skills

National Strategy for Higher Education

UAE Strategy for Future Skills

Youth

UAE Youth Empowerment Strategy

Women

National Strategy for Empowerment of Emirati Women

UAE Gender Balance Strategy

People of Determination

National Strategy for Empowering People of Determination

PIONEERING GOVERNMENT

Government effectiveness

The UAE Digital Government Strategy

UAE Strategy for Government Services

UAE Future Foresight Strategy

Emirates Blockchain Strategy

UAE Soft Power strategy

Government Excellence Model (GEM) Guide 2.0

UAE Government accelerators

CROSS-CUTTING STRATEGIES

Science, Technology and Innovation

National Innovation Strategy

National Strategy for Advanced Innovation

UAE Strategy for the Fourth Industrial Revolution

National Artificial Intelligence Strategy

UAE Strategy for the Future

UAE National Cyber Security Strategy

UAE Space Agency strategy

UAE Science, Technology & Innovation Policy

UAE National Advanced Sciences Agenda

Well-being

National Strategy for Wellbeing

Figure 1: Alignment with the UAE's National Strategies and Policies

ECONOMIC DEVELOPMENT

Economy

UAE Industrial Strategy – Operation

UAE Export Development Policy

National Agenda for Non-oil Export Development

UAE Strategy for Talent Attraction & Retention

Strategic Planning Process | Strategy Formulation

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In the strategy formulation phase, the General secretariat translated the insights from the strategic assessment into guiding principles, directions, and objectives, all of which are aligned with the overarching vision of Ajman 2030. The guiding principles serve as underpinning principles on which the plan is built. The plan is organised according to eight broad directions, each with a set of narrowly-defined objectives to be achieved.

In addition, Ajman 2030 encompasses several major project ideas that address the opportunities and challenges facing the Emirate and have the potential to be transformative for residents, businesses and visitors. These transformative projects bring to life the vision, drawing on the directions to reimagine a future Emirate for all.

To gather feedback on the draft plan, the General Secretariat conduced a strategy roadshow with the leadership of each Ajman government entity. Following this, a formal written consultation with a survey was issued to all stakeholders. The consultation included a thorough review of written submissions and, in the spirit of transparency, a comprehensive consultation response was issued to all stakeholders. Following the consultation, the plan was revised to address stakeholder feedback, and a final version was adopted by the government. This approach reflects the government's commitment to cocreation, actively involving all stakeholders in the development of the plan and leveraging their passion and expertise to ensure the plans success.

A long term aspiration for the **Vision Statement** Emirate, articulating its desired future state by 2030. Fundamental, action-oriented commitments that embody the culture and vision of Ajman 8 Guiding Principles Government, providing a franework for decision-making. Key focus areas that represent the long-term priorities 8 Directions steering the Emirate until 2030, laying the foundation for specific objectives. Specific objectives aligned with the directions, enabling the Government to effectively allocate resources and align efforts across 30 Objectives different sectors and entities to drive progress towards the 2030 vision Large-scale, high impact projects designed to significantly reshape Ajman's economic, social, and environmental landscape, contributing to the 2030 vision **Transformative Projects** and strategic objectives

Figure 2: Ajman 2030 Strategic Framework

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Strategic Planning Process | Implementation

AJMAN | 2030

Ajman 2030 is a comprehensive, flexible, and adaptable roadmap for the Emirate's development over the next six years.

Its implementation will be conducted in close collaboration and alignment with various stakeholders. The Government is actively working with partners to bolster our resources and expertise and help us maximise impact on the Ajman 2030 objectives.

Our ambition and directions are clear, and as we co-create projects with the communities we serve, project details will evolve and take shape. This underscores our dedication to ensuring that Ajman 2030 is a strategy that truly serves the people and adapts to their changing needs.



Ajman 2030 Vision

Ajman 2030: For the People' is a transformational plan that places the wellbeing and aspirations of our people at the forefront, marking a pivotal shift towards a more inclusive and people-centered approach. By prioritising the people of Ajman in all endeavours, this vision commits to creating a prosperous Ajman , where everyone can thrive.

The vision is anchored in the belief that true prosperity is not merely economic but is reflected in the real and positive improvements in the lives of those in Ajman. It emphasises that development must be inclusive, benefiting everyone and leaving no one behind.

Ajman 2030 is more than a path to future achievements, it is pledge to a brighter future that holds opportunities for all, ensuring that progress is both shared and sustainabl.

AJMAN 2030: FOR THE PEOPLE



Ajman 2030 is built on eight guiding principles that serve as the foundation for helping to guide decision-making and actions. The principles are designed to be shared and embraced by all Government departments.

The eight guiding principles of Ajman 2030 are: Sustainability; Inclusion; People-centricity; Agility; Future-readiness; Accountability; Collaboration; and the Spirit of the Union. These are woven throughout the objectives of the strategy.

The Government of Ajman is committed to upholding each of these principles in all areas of its operations including governance, policymaking, regulation, and service delivery.

The eight principles are not solely limited to the Government's own actions but are also intended to guide and influence the actions of the broader community in Ajman. Collective action will help to create a more sustainable, inclusive, and prosperous future for all residents of Ajman.

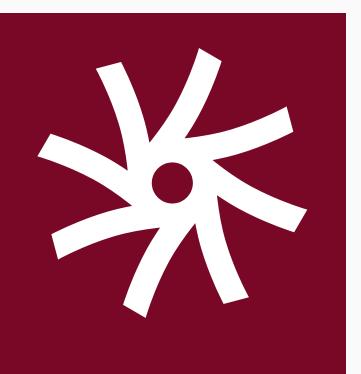
The following section provides further information on each principle and its linkage with the directions and objectives of Ajman 2030.





Sustainability	Inclusion	People-Centricity	Agility	Future-Readiness	Accountability	Collaboration	Spirit of the Union
Current and future economic, social and environmental impacts are harmonised	Everyone has the ability and opportunity to fully participate in all spheres of life	Focused on the needs of all people and businesses in Ajman	The economy, the society and the Government thrives in a changing landscape	Ready to face the unpredictability of the future	Responsible to deliver on the commitments we make	Synergies are realised and outcomes are jointly delivered	The spirit of the federal union is harnessed and celebrated
 Foster high value-added and knowledge-intensive economic activities. Meet the economic and social needs of residents whilst ensuring environmental sustainability. Become an outcomebased Government and shift spending towards the delivery of the most important long-term outcomes 	 Empower people to ensure their full integration and participation in society Promote equal opportunities for all Promote youth inclusion and youth well-being Ensure the full participation of the elderly in society 	 Focus on the physical, mental and social wellbeing of individuals and society Consult people and businesses about their needs and ensure their participation in Government decision-making 	 Build greater flexibility and adaptability across the Government Adapt with speed to the evolving needs of people and businesses Drive innovation in policies, regulations and service delivery 	 Analyse and anticipate future trends and challenges across all areas of development Harness modern technologies and innovative solutions Ensure a future-ready workforce that has the skills and capabilities to thrive in the future 	 Hold ourselves and our partners accountable to our commitments to deliver results Assume accountability to the communities we serve Promote transparency in the development and monitoring of commitments 	 Increase strategic collaboration with the private sector, NGOs and the public, to jointly deliver superior outcomes Build cross-functional teams across the Government to address complex challenges and co-create policies and programs Strengthen collaboration and knowledge exchange with external partners from industry and the public sector 	 Closely align all strategies and policies with the national agenda and federal strategies and objectives Actively coordinate with local Government in the other Emirates and ensure integrated planning Preserve the Emirati value system, including openness, tolerance and pride in the national identity





1. Sustainability

The principle of 'sustainability' means balancing economic, social, and environmental considerations to ensure that development is sustainable and meets the needs of both present and future generations. By harmonising these impacts, Ajman can create a sustainable future for all residents and promote long-term economic, social, and environmental wellbeing.

The principle of 'sustainability' is a key component of Ajman 2030, which aims to create a sustainable future for all residents. The Government is taking action both through creating an enabling environment for sustainable practices and through its own actions in promoting sustainability through all areas of its operations.

In terms of economic sustainability, the Government of Ajman focuses on promoting inclusive, diversified, and sustainable economic growth. This includes promoting innovation, entrepreneurship, and high value-added and knowledge-based economic activities that create jobs and support economic growth. The Government also encourages private sector participation to attract investment and expertise to infrastructure and development projects.

Social sustainability aims to enhance the quality of life for all residents in a sustainable way. This includes promoting health and wellbeing, investing in social services, engaging communities in the decision-making process, promoting social inclusion, enhancing social cohesion and preserving cultural heritage.

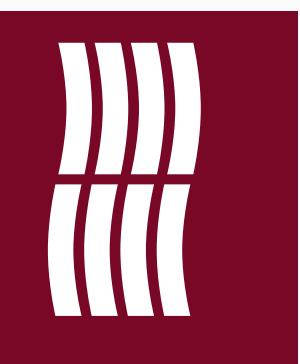
Ajman 2030 is also focused on promoting environmental

sustainability through reducing waste and pollution, improving energy efficiency, increasing the use of alternative energy and protecting the natural environment.

The Government also promotes sustainable practices in all areas of its operations, including governance, policy-making, regulation and service delivery. This includes ensuring that Government activities are environmentally responsible, socially inclusive, and financially sustainable. The Government aims to become outcome-based and shift spending towards the delivery of the most important long-term solutions.

"Current and future economic, social and environmental impacts are harmonised"





2. Inclusion

The principle of 'inclusion' means that the Government is committed to ensuring that all residents, including women, children, youth, people of determination and the elderly, have equal access to opportunities, services and resources, and can fully participate in our society.

Inclusion is a key principle underpinning Ajman 2030. The Government of Ajman is committed to promoting gender equality and ensuring that women have equal access to opportunities and resources. This includes investing in education and training programmes for women and promoting women's participation in the workforce.

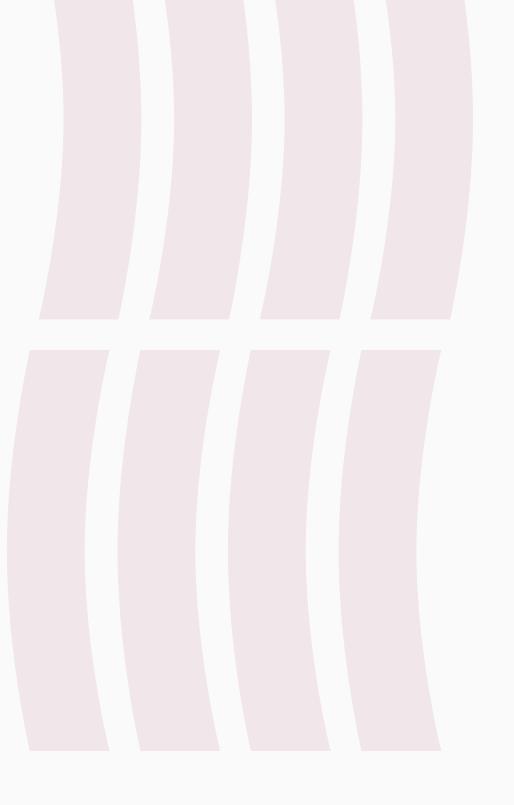
Ajman 2030 is also focused on promoting inclusion for children through ensuring access to quality education, promoting children's health and wellbeing, protecting children from harm and promoting opportunities for them to participate in decisions that affect their lives and the development of their community.

Ajman recognises the important role that young people play in driving social and economic development and is committed to promoting their inclusion. This includes ensuring that young people are equipped with the skills they need to succeed in a rapidly changing economy, creating job opportunities, and promoting entrepreneurship.

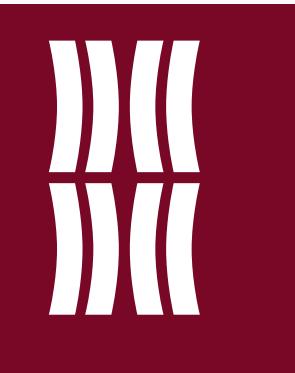
For people of determination and the elderly, Ajman is also committed to ensuring accessible infrastructure and services, promoting employment opportunities and social inclusion. Inclusion is not only a matter of social justice and human rights, but also an economic imperative.

A more inclusive society can promote economic growth, reduce inequality, and create a more resilient and sustainable future.









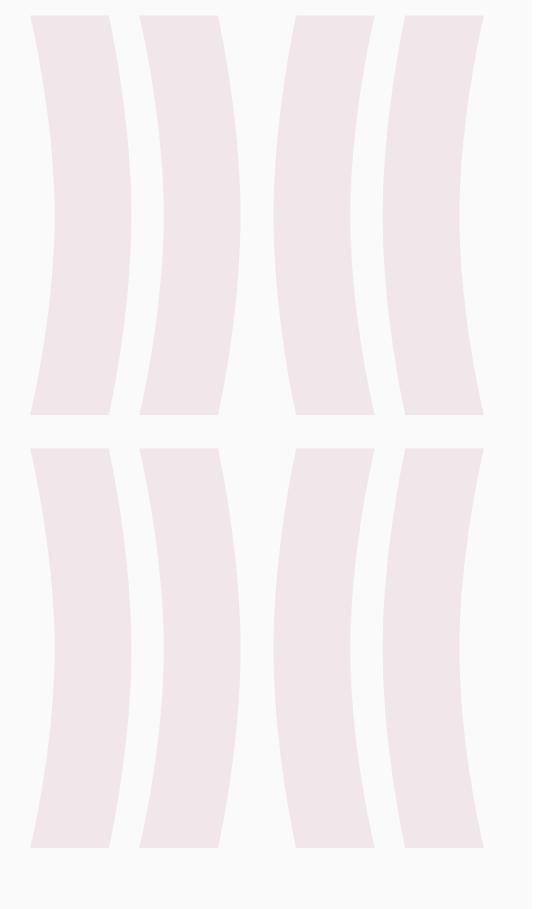
3. People-centricity

The principle of 'people-centricity' means taking the needs and voices of people into account when designing, delivering, implementing and evaluating public policies and services. People-centricity goes beyond citizens and encompasses all individuals and groups affected by Government policies and programs, such as residents, visitors, workers, business owners, and civil society organisations.

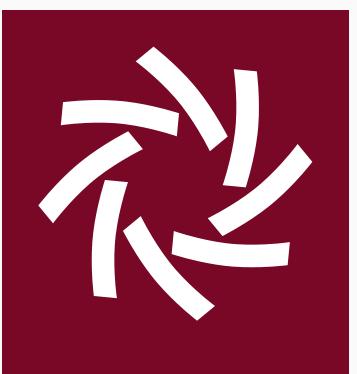
Ajman 2030 places great importance on the principle of people-centricity by prioritising the wellbeing and empowerment of all members of society. The Government is committed to listening to the needs and aspirations of its residents and ensuring their voices are heard in decision-making processes. This includes promoting public participation, engaging with residents through consultations and feedback mechanisms, using data and evidence to inform policy-making and program development, and fostering open Government practices.

The Government is committed to ensuring high-quality, accessible and responsive public services and infrastructure that meet the diverse needs of all members of society. This includes healthcare, education, transportation, housing, and other essential services. In addition, the Government aims to create safe and inclusive communities that foster social cohesion and provide opportunities for all individuals to thrive.

By being a people-centric Government, the Government can create a more effective, responsive system of governance that benefits all members of society. "Focused on the needs of all people and businesses in Ajman"







4. Agility

The principle of 'agility' involves being responsive and adaptable to changing circumstances and emerging trends. The principle of agility is essential to the success of Ajman 2030 as it empowers the economy, society, and Government to adapt and thrive in an ever-changing landscape. The Government plays a crucial role in promoting agility within the economy and society by creating an enabling environment that supports innovation, creativity and learning. This includes fostering entrepreneurship, providing businesses with access to data and resources, encouraging the adoption of new technologies and business models, and promoting quality, future-oriented education and skills development.

The Government of Ajman also recognises the importance of promoting agility within its own operations. To be truly agile, the Government needs to build flexibility and adaptability across all levels. This requires a supportive organisational culture that values innovation, experimentation and continuous learning. Additionally, agility can be promoted through crossfunctional teams, streamlined and decentralised processes, digital transformation and data-driven decision-making. By adopting such approaches, the Government can quickly adapt and develop policies, regulations, and service delivery models that are more effective and responsive to the evolving needs of people and businesses.

Continuous monitoring and evaluation of policies and programs, and making necessary adjustments, is critical to ensuring their effectiveness and responsiveness.

Agile practices also allow for more effective and efficient

management of assets, including financial management. The Government can respond and adapt swiftly to changes in technology, infrastructure, and resource availability, enabling effective allocation of funds and resources to areas with the highest need. The adoption of new technologies and streamlined processes can also reduce costs, resulting in better financial management and outcomes for the community.

By fostering an environment that is responsive and adaptable to changing circumstances and emerging trends, and embracing agility within the Government, a more resilient, innovative, and sustainable future can be created for Ajman.

"The economy, the society and the Government thrives in a changing landscape"





5. Future-readiness

The 'future readiness' principle calls for a proactive, forward-looking approach to prepare for upcoming changes and uncertainties. It emphasises the importance of continuous adaptation and innovation to build resilience and readiness.

Ajman 2030 provides a comprehensive framework that promotes future-readiness and prepares the Emirate for the challenges and opportunities of the future. The strategy aims to create an environment that enables individuals and businesses to thrive in a rapidly changing world.

The future-ready principle is reflected in the Government's focus on investing in physical and social infrastructure to create a strong foundation for future growth and development.

Additionally, Ajman is positioning itself as a hub for business and investment, creating a sustainable, knowledge-based economy and promoting entrepreneurship and innovation.

Another important focus is ensuring a future-ready workforce so that individuals have the necessary skills to thrive in a rapidly changing world. It also promotes social and cultural development, aiming to create a cohesive and inclusive society that can face the uncertainties of the future.

In addition to these efforts to promote future-readiness within the broader community, the Government is also dedicated to internal efforts towards being future-ready and enhancing its ability to serve all stakeholders.

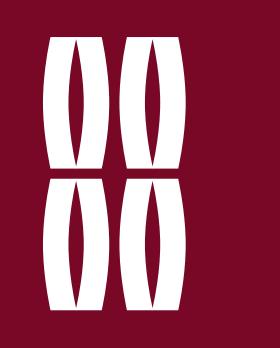
The 'future-ready' principle is an integral aspect of the Ajman 2030 direction to become a pioneering Government and is

reflected in several of the objectives. This includes creating a culture of innovation, investing in talent development, ensuring future-oriented plans, policies, laws andregulations, digital transformation of services and increasing data-driven decision-making. By focusing on these objectives, the Ajman Government will be well-equipped to serve its stakeholders in a rapidly changing world.

These internal and external efforts work together to promote overall future-readiness in both the Government and society, positioning Ajman to face the uncertainties of the future and thrive in the years ahead.

"Ready to face the unpredictability of the future"





6. Accountability

The principle of 'accountability' requires individuals and organisations to take responsibility for their actions and to be answerable for the planning, reporting and justifying of those actions.

The Government of Ajman recognises that the principle of accountability is an imperative for the successful implementation of Ajman 2030, and has established a monitoring and evaluation system to track the progress and effectiveness of the implementation of Ajman 2030, holding the Government and its partners accountable for delivering results.

By using measurable targets and indicators, progress towards goals and the effectiveness of policies and programs can be tracked and evaluated, allowing for adjustments as needed. Monitoring and evaluating the performance of Government services also identifies areas for improvement and enables the Government to make changes to enhance service delivery.

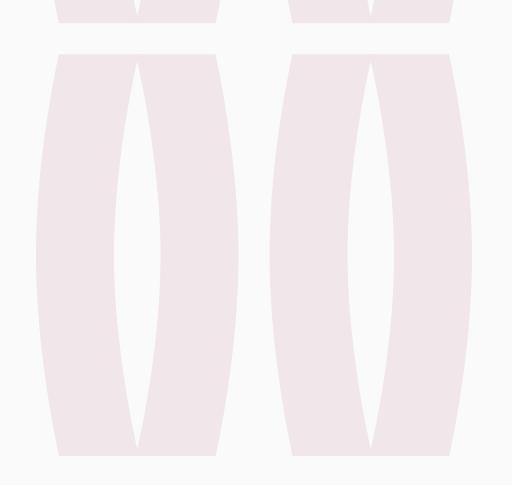
The Government is committed to assuming accountability to the communities it serves. Through engaging with stakeholders and promoting community participation, the Government can develop and implement plans, policies, laws and regulations that are effective, forward-thinking and responsive to the needs of the community.

Accountability is also crucial for ensuring that Government resources are allocated optimally, which is essential for the successful implementation of Ajman 2030. To effectively manage physical and digital assets and ensure their efficient use, the Ajman Government puts accountability measures in

place to monitor and evaluate their usage. Accountability is also crucial in managing Government finances transparently and responsibly, ensuring that resources are being used in a results-oriented manner.

By promoting transparency, responsibility, and a focus on delivering results, the principle of accountability cultivates a culture of excellence in public service and fosters a relationship of trust and confidence between the Government and citizens. Ultimately, this results in a more effective, efficient and responsive public sector that can achieve the goals of Ajman 2030.

"Responsible to deliver on the commitments we make"







7. Collaboration

The principle of 'collaboration' involves working together with stakeholders from different sectors and disciplines to achieve common goals. The Government of Ajman recognises the value of partnering with a diverse range of stakeholders, including the private sector, investors, academia, community groups, NGOs, and the public to achieve its objectives.

Collaboration is at the core of Ajman 2030, as the Government recognises that it cannot achieve its ambitious vision alone. The Government works closely with stakeholders to co-create and implement programs, projects, and initiatives across the full spectrum of economic, urban, environmental, cultural, and social objectives.

A key objective of Ajman 2030 is to increase private sector participation in public projects and services through partnerships such as public-private partnerships (PPP), joint ventures, and outsourcing of Government services. These partnerships can bring new ideas and innovation, improve efficiency, reduce costs, and enhance the quality of services for the public. Additionally, private sector engagement can generate economic benefits for both the Government and the private sector, including job creation and economic growth.

Partnerships with NGOs and businesses are also critical in enhancing the social impact of Ajman 2030. By collaborating with these entities, the Government can enable the private sector, civil society, and citizens to increase their contribution to the social sector agenda. Such partnerships bring in additional resources and expertise, providing opportunities for community engagement and co-creation of social initiatives.

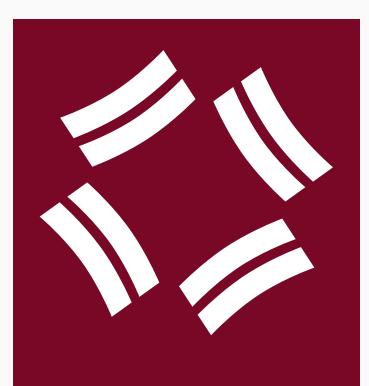
The Government seeks input and feedback from the community, engages in public consultations, and creates opportunities for community members to contribute to the development of policies, programmes and decisions. Collaboration with stakeholders in decision-making processes ensures that Government actions align with the needs and priorities of the community and that its programs and initiatives are effective and sustainable.

Furthermore, the Government is committed to strengthening knowledge exchange with external partners from academia, industry and the public sector to tap into expertise and knowledge from a wide range of sources and stay up to date with the latest developments and trends, enhancing its ability to address emerging challenges and opportunities. Research partnerships generate new knowledge and insights that inform policy-making and program design, while also enhancing local research capabilities.

The Government of Ajman is also committed to internal efforts to break down silos and build cross-functional teams across Government departments to address complex challenges and co-create policies and programs. By leveraging diverse perspectives and skillsets, Ajman Government can develop effective solutions that are better suited to the needs of the community.

By fostering a culture of collaboration and partnership with all stakeholders, the Government can respond effectively to the ever-changing and complex challenges of today's world and achieve Ajman's ambitious long-term vision. "Synergies are realised and outcomes are jointly delivered"





8. Spirit of the Union

The 'Spirit of the Union' is a fundamental principle that underpins the UAE's shared vision to build a strong, prosperous, and unified nation, based on a set of common values and principles. It underscores the critical importance of cooperation and collaboration among the Emirates, whilst also recognising and valuing the rich cultural diversity and heritage of the UAE.

A key aspect of the Spirit of the Union principle is the preservation of Emirati values and traditions, including openness, tolerance, and pride in national identity. This helps to foster a strong sense of community and national unity.

The Spirit of the Union emphasises the importance of aligning all strategies and policies of the Ajman Government with the national agenda and federal strategies and objectives.

Furthermore, the principle calls for active coordination with local Government in other Emirates to ensure integrated planning and effective implementation of policies and programs. By adhering to this principle, the Emirate of Ajman works in harmony with the other Emirates towards achieving common goals and objectives.

Ajman 2030 reflects the Spirit of the Union through its alignment with the UAE's vision for the future. By building a knowledge-based economy that is driven by innovation and creativity, and by focusing on human capital development, Ajman can contribute to the overall growth and development of the UAE, promoting shared prosperity and progress.

The focus on arts, culture, and heritage also aligns with the

UAE's vision of promoting cultural diversity and preserving the country's unique identity. In addition, the aim to create an inclusive, cohesive and empowered society, whilst preserving national identity, reinforces the importance of working together to achieve common goals and ensuring that all members of society are, and feel, valued and included.

The principle of the Spirit of the Union remains a cornerstone of the UAE's success and continues to guide the country's development towards a brighter future. Through its commitment to this principle, Ajman is well-positioned to achieve its goals and contribute to the overall development of the UAE.

"The spirit of the federal union is harnessed and celebrated"

Eight Directions

AJMAN | 2030

The Ajman 2030 plan represents a holistic approach to the Emirate's development, integrating broad, thematic 'directions' with specific objectives to guide our progress.

This plan is a blueprint for balanced and multidimensional development, reflecting our commitment to achieving progress in every aspect of our community's life.

In the following pages, we outline each of the directions and objectives. We also highlight the strategic alignment of our objectives with key frameworks, showcasing how the objectives are aligned with 'We the UAE 2031' vision', the UN 2030 Sustainable Development Goals and the Quadruple Bottom Line framework.





1. Foster a competitive business environment and investment climate that drives economic development



2. Build human capital that can fulfil the Emirate's aspirations



3. Enhance the attractiveness and livability of the Emirate



4. Establish Ajman as a hub for arts and culture



5. Deliver integrated and sustainable mobility



6. Improve environmental sustainability



7. Foster an inclusive, cohesive and empowered society



8. Become a pioneering government that is agile, innovative, efficient and outcome-focused



Eight Directions | Strategic Alignment

Alignment with 'We the UAE 2031'

The 'We the UAE 2031' vision, launched by the UAE Government in November 2022, serves as a comprehensive roadmap for the country's growth and progress. It focuses on various aspects such as social development, economic advancement, investment, and overall development. The vision aims to strengthen the UAE's global position as an attractive and influential economic hub while emphasising the successful economic model of the country and the opportunities it offers to global partners.

Ajman 2030 is an integral part of this national vision and is committed to aligning its objectives with the broader UAE 2031 strategy. It must contribute effectively to the overall aspirations and targets of the UAE.

By visually demonstrating the connection between Ajman 2030 and UAE 2031, we aim to showcase the collective pursuit of shared outcomes and the collaborative spirit between Ajman and the national Government. By aligning its local aspirations with the national strategy, Ajman reaffirms its integral role in the broader fabric of the UAE. The aim is to contribute effectively to the overall aspirations and targets of this union, and work together towards a prosperous future for the nation and its citizens.

Alignment with UN 2030 Sustainable Development Goals

Ajman is committed to contributing to the achievement of the UN 2030 Sustainable Development Goals (SDGs).

The SDGs have been integrated into Ajman 2030 in order to translate the ambitions of the UN 2030 agenda into tangible outcomes for the people of Ajman.

The objectives of Ajman 2030 have been mapped to the relevant SDG goals to highlight the areas of contribution to the UN 2030 Agenda.

SUSTAINABLE G ALS



13 CLIMATE ACTION







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Alignment with the **Quadruple Bottom Line**

The Ajman 2030 plan addresses four pillars of sustainability, referred to as the Quadruple bottom line:



Economic

Economic sustainability is about planning for a prosperous community through sound economic development and expenditure.



Environmental

Environmental sustainability is about protection and enhancement of our natural environment.



Social

Social sustainability is about social connections, sense of community, feeling safe, being healthy and active, and promoting cultural diversity, local history and heritage.

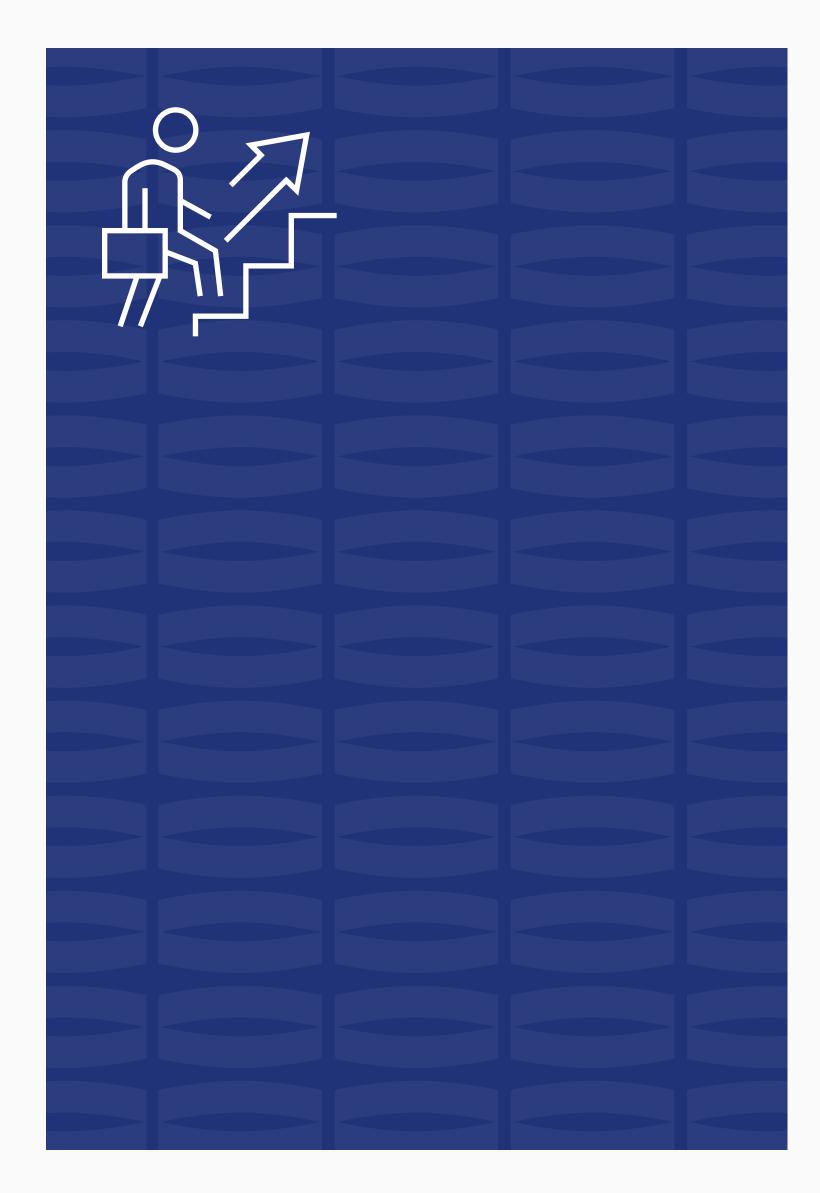


Governance

Good governance is about effective community participation and engagement, high levels of customer service and satisfaction, evidence-based decision-making and transparent governing.







Foster a competitive business environment and investment climate that drives economic development

Ajman is committed to fostering a competitive business and investment climate that enables the private sector to act as the main catalyst for economic growth and development. A stronger private sector will generate a wealth of economic opportunities and quality jobs for both current and future UAE Nationals and expatriate residents.

There are four key objectives underpinning this direction:

1.1 Create a business-friendly environment and enhance investment promotion and facilitation

Ajman is committed to fostering a business-enabling environment that allows companies to thrive. This involves implementing regulatory reform and enhancing Government services to make it easier for businesses to establish, operate, and grow in Ajman. Platforms will be established to encourage private sector involvement in shaping the business environment.

Ajman aims to become a global destination for inward investment by presenting a strong and attractive value proposition. Ajman seeks to attract high value-added and knowledge-based economic activities that create jobs and

support sustainable economic growth. To achieve this, the Emirate will engage in image-building activities and offer targeted incentives to appeal to investors from around the world.

Ajman will prioritise investment facilitation, providing guidance and support to investors throughout their investment journey. By focusing on investment facilitation, Ajman will not only attract new investments but also support and retain existing ones, ultimately fostering sustainable economic growth and diversification.

1.2 Enhance trade infrastructure, trade facilitation efforts and the trade environment

To boost trade in Ajman, the Emirate will invest in upgrading its trade infrastructure. This includes modernising and expanding transportation networks such as ports and roads to facilitate seamless movement of goods and services. Ajman will also enhance logistical capabilities such as warehousing, distribution centres, and customs facilities to create a seamless supply chain. Embracing digital infrastructure and advanced technologies will streamline trade processes and improve the ease of doing business in Ajman.

The Government of Ajman will enhance trade facilitation efforts by simplifying and streamlining procedures, reducing bureaucratic hurdles, and fostering transparency in international trade. Measures such as reducing customs clearance times and aligning rules with international standards will be adopted. These efforts will lower trade costs, enhance competitiveness, and create a more conducive business environment.

The Government of Ajman will also strengthen the enabling

environment for trade, by implementing policies that support open and competitive markets, ensure a level playing field for businesses, and protect intellectual property rights. Ajman will work towards greater economic integration through trade agreements, providing access to new markets and resources.

Ajman 2030 envisions the growth of overall trade, encompassing both imports and exports, as vital for a vibrant and diversified economy. The Government of Ajman aims to improve export diversification by expanding its product and service offerings and tapping into new international markets. This will increase resilience against economic fluctuations and promote sustainable growth.

Additionally, Ajman 2030 focuses on raising the contribution of exports to its GDP, reflecting the importance of trade in driving economic development. Boosting exports will create new job opportunities, higher incomes, and increased investment in the local economy, contributing to a stronger and more prosperous Ajman.

By prioritising the enhancement of the trade environment and the growth of both imports and exports, Ajman 2030 aims to solidify the Emirate's position in the global economy and foster sustainable economic growth and diversification.

1.3 Foster a conducive environment for entrepreneurship, start-ups and the growth of small and medium-sized enterprises (SME)

The Government of Ajman is committed to enhancing the capacity of SMEs to innovate, strengthening their productivity performance and boosting their competitiveness. Securing

access to finance is crucial for SME establishment and growth, and is a priority in fostering a dynamic, competitive, innovation-driven economy in Ajman. The Government will proactively establish a supportive environment for SME financing, fostering increased opportunities for SMEs to thrive and contribute to the Emirate's economic prosperity.

A core part of Ajman's vision for its economy is building a robust entrepreneurship ecosystem, encompassing essential domains such as human capital, policy, finance, culture, markets and support services. By adopting a lifecycle approach to entrepreneurship, the Government will support entrepreneurs through the various stages of business development, from the conceptual stage to growth stage. Ajman will capitalise on opportunities to collaborate with entrepreneurship initiatives across the UAE, GCC and MENA region, further catalysing a vibrant entrepreneurial culture within the Emirate.



1.4 Enable increased private sector participation in public projects and services

The Government of Ajman is committed to fostering a more significant role for the private sector in the strategic planning, development and delivery of public projects and services. This commitment includes the consideration of selective privatisation of Government assets, public-private partnerships (PPPs), joint ventures, and outsourcing agreements.

Tapping into the private sector's project management proficiency and innovative potential to boost efficiency and service quality, this private participation will bring specialised skills, foster innovation, and drive investment, thus bridging infrastructural needs.

In addition, public-private partnerships help distribute risks between the public and private sectors, reducing the financial burden on the Government. This risk-sharing approach promotes resilience and sustainability in public projects and services.

To enable increased private sector participation, the Government will implement policies and frameworks that foster an enabling environment for various collaborative arrangements, including public-private partnerships, joint ventures, and outsourcing.

By promoting increased private sector participation, the Ajman Government seeks to enhance the quality and efficiency of public services, ultimately contributing to the Emirate's long-term growth and prosperity.



Foster a competitive business environment and investment climate that drives economic development

				ļ	Alignment of c	bjectives to l	JAE 2031 nati	onal indicator	S				
	Forward Society				F	orward Econom	у		Forward Ecosystem				
	Human Development Index ranking	Global quality of life ranking	Quality of healthcare	Attracting global talent	GDP	Non-oil exports	Value of UAE foreign trade	Contribution of tourism sector to GDP	Proactive legislations for new economic sectors	Global safety index	Global cyber- security index	Global food security index	
1.1 Create a business-friendly environment and enhance investment promotion and facilitation													
1.2 Enhance trade infrastructure, trade facilitation efforts and the trade environment													
1.3 Foster a conducive environment for entrepreneurship, start-ups and the growth of SMEs													
1.4 Enable increased private sector participation in public projects and services													

Alignment of objectives to UN 2030 Sustainable Development Goals

- 1.1 Create a business-friendly environment and enhance investment promotion and facilitation
- 1.2 Enhance trade infrastructure, trade facilitation efforts and the trade environment
- 1.3 Foster a conducive environment for entrepreneurship, start-ups and the growth of SMEs
- 1.4 Enable increased private sector participation in public projects and services

























Alignment of objectives to Quadruple Bottom Line Dimensions



ECONOMIC
1.1, 1,2, 1.3, 1.4



ENVIRONMENTAL	SOCIAL
1.1, 1,2	1.1, 1,2, 1.4



GOVERNANCE









Build Human Capital that can fulfil the Emirate's aspirations

Ajman is dedicated to further strengthening and enhancing human capital to realise the Emirate's aspirations. A welleducated and highly skilled population forms the foundation for a competitive, innovative, and knowledge-based economy and society.

This direction is underpinned by three key objectives:

2.1 Ensure world-class education that drives educational attainment and readiness to shape the future

A key objective is to ensure that all children and young people have access to high-quality education within the Emirate. This includes attracting renowned international institutions and leading educators, and raising educational quality in existing schools. The Government of Ajman will assume a more significant role in the oversight of private education to safeguard the quality of education provided by private institutions.

In alignment with national priorities, Ajman will ensure a focus on areas such as promoting innovation, digital citizenship, independent thinking skills, healthy lifestyles, child protection, integration, care of students with special needs and a culture of wellbeing and happiness.

Additionally, there will be an emphasis on arts and culture,

and providing sufficient opportunities for students to develop knowledge, understanding, and appreciation of the heritage, culture, and values of the UAE.

To prepare our youth for an uncertain future, curriculums and programs will be aligned with the evolving needs of the future. This forward-thinking approach aims to equip students with the skills and knowledge required for the challenges and opportunities of tomorrow.

In Ajman, higher education institutions will play a crucial role in shaping a future-ready workforce. The focus here will be on bridging the gap between education and employment by aligning educational programs with the needs and expectations of employers to ensure that graduates are jobready.



2.2 Foster research, development and innovation across the Emirate

Ajman is committed to fostering research, development, and innovation throughout the Emirate and the Government will play a crucial role in driving these efforts.

The Ajman Government will foster research and innovation efforts within its entities, adopting a culture of continuous improvement and data-driven decision-making. This will entail providing training, resources, and implementing policies that encourage innovation and the adoption of new technologies.

The Government will encourage collaboration among university faculty, students, and industry partners, enabling the institutions to produce groundbreaking research and contribute to the Emirate's knowledge economy.

In addition, the Ajman Government will establish a supportive environment for private sector research and innovation. This includes promoting partnerships among universities, Government entities, and private sector organisations, encouraging the exchange of knowledge, resources, and expertise. This collaborative approach will drive the development of innovative solutions that address the Emirate's economic and societal challenges.

The Ajman Government will ensure access to education and training programs that equip students and professionals with the skills necessary to engage in high-quality research and innovative practices. This includes fostering critical thinking, problem-solving, and interdisciplinary collaboration skills.

By focusing on university, Government, and private sector research and innovation, Ajman will create a vibrant ecosystem that drives economic growth, diversification, and global competitiveness. These efforts will position Ajman as a hub for research, development, and innovation, fostering sustainable progress and prosperity in the Emirate.

2.3 Enhance workforce skills and promote lifelong learning

Ajman is committed to ensuring a dynamic and adaptable workforce through skills enhancement and fostering a culture of lifelong learning. In doing so, Ajman aims to empower individuals, foster social cohesion, drive economic and cultural prosperity, and promote sustainable development.

To fulfill the UAE's' aspirations, UAE nationals must possess the skills and capabilities necessary for thriving participation in the private sector, self-employment, working with NGOs, and contributing meaningfully to the Government sector. The Government of Ajman is prioritising lifelong learning opportunities, encouraging individuals to acquire advanced professional and personal skills that align with market demands and jobs of the future. Lifelong learning empowers workers to navigate dynamic industry demands, ensuring their competitiveness in an ever-evolving landscape of sectors and professions. For job-seekers, lifelong learning plays a vital role in helping bridge skills gaps and enhancing employability.

Ajman also recognises the critical role of lifelong learning in fostering entrepreneurship. The aim is for the lifelong learning ecosystem to nurture an entrepreneurial mindset, foster innovation and encourage the creation of innovative ventures that contribute to the economic growth and vitality of the Emirate.

Ajman's vision for lifelong learning extends beyond market

demands to support core developmental priorities, including environmental sustainability, the promotion of arts and culture, and health and wellbeing. The lifelong learning ecosystem in Ajman will equip learners with the knowledge, skills, and motivation to contribute to a sustainable future, nurture creativity, cultural understanding, and promote healthy behaviours.

Partnerships involving the public and private sectors and civil society are key to creating and implementing continuous learning opportunities.

Ajman is also committed to equity and inclusion, ensuring that all residents, regardless of background or circumstances, can embrace lifelong learning. Special support will be provided to residents with special learning needs and the unemployed.

Lastly, Ajman celebrates lifelong learning and personal development achievements, cultivating a culture that values and encourages learning at all life stages.

Overall, Ajman aims to become a learning city that promotes inclusive learning, revitalises learning in families and communities; facilitates learning for and in the workplace; enhances quality and excellence in learning; and fosters a culture of learning throughout life.

JMAN 2030 VISION : FOR THE PEOPLE | ROADMAP TO 2030

Eight Directions | Direction 2

AJMAN | 2030



Build Human Capital that can fulfil the Emirate's aspirations

					Alignment of c	bjectives to l	JAE 2031 nati	onal indicator	S			
		Forward Society			F	orward Econom	у	Forward Ecosystem				
	Human Development Index ranking	Global quality of life ranking	Quality of healthcare	Attracting global talent	GDP	Non-oil exports	Value of UAE foreign trade	Contribution of tourism sector to GDP	Proactive legislations for new economic sectors	Global safety index	Global cyber- security index	Global food security index
2.1 Ensure world-class education that drives educational attainment and readiness to shape the future												
2.2 Foster research, development and innovation across the Emirate												
2.3 Enhance workforce skills and promote lifelong learning												

Alignment of objectives to UN 2030 Sustainable Development Goals

- 2.1 Ensure world-class education that drives educational attainment and readiness to shape the future
- **4** QUALITY
- 2.2 Foster research, development and innovation across the Emirate

2.3 Enhance workforce skills and promote lifelong









Alignment of objectives to Quadruple Bottom Line Dimensions









ECONOMIC

ENVIRONMENTAL

2.1, 2.2, 2.3

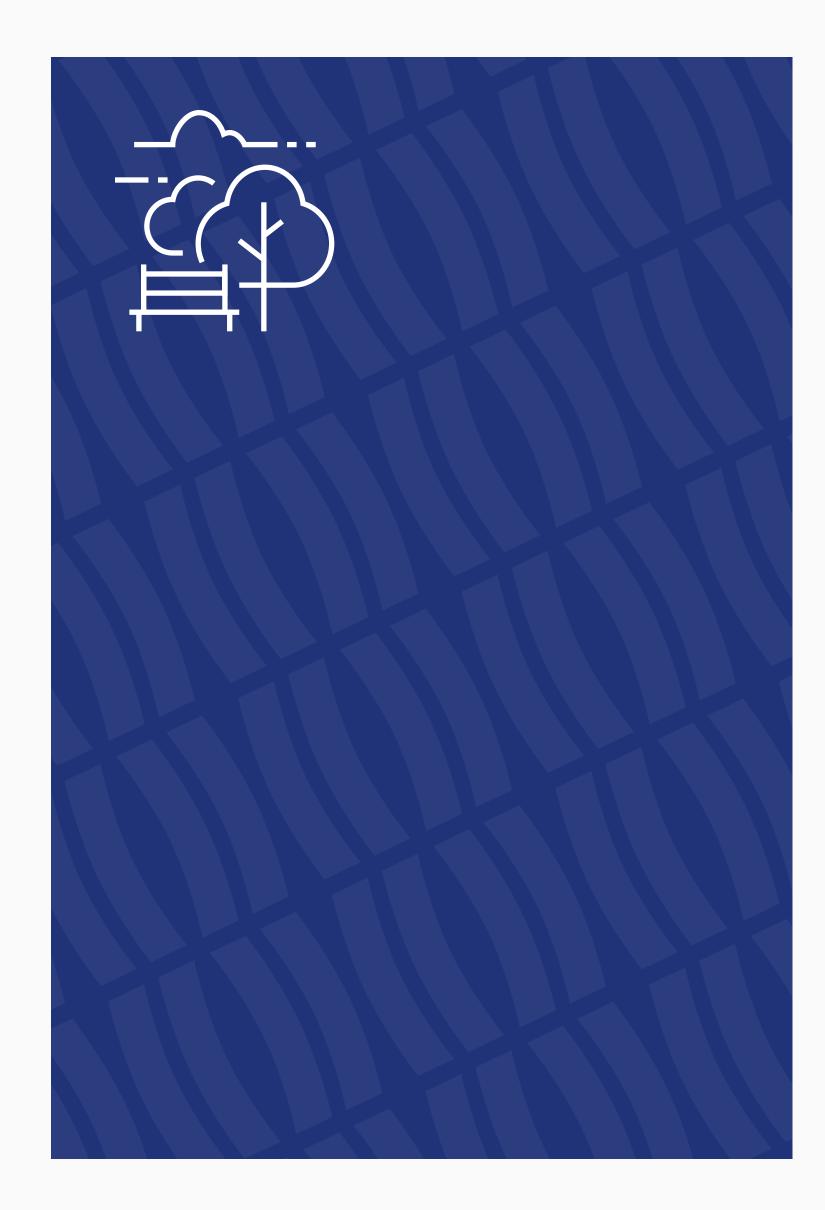
SOCIAL

GOVERNANCE

43







Enhance the attractiveness and liveability of the Emirate

Ajman aims to become a people-centric city, placing the wellbeing and happiness of its residents at the forefront. With a focus on creating a vibrant, enriching environment, Ajman seeks to make itself an ideal destination for living, working, and thriving.

This ambitious direction is pursued through four key objectives, all aimed at enhancing the attractiveness and liveability of the Emirate:

3.1 Enhance the performance of city operations and public services

Ajman is committed to optimising its city operations to better meet the diverse needs of its population. This encompasses various aspects of urban planning, development, and operations, as well as the delivery of public services.

By leveraging technology and real-time data analytics, the city aims to synchronise decision-making across various city services, optimise resource distribution and enhance service delivery. The ultimate goal is to provide a seamless, efficient, and sustainable urban experience that improves quality of life for both residents and visitors.

Ajman is dedicated to enhancing governance to embody a holistic urban planning approach for the transformation of the Emirate. This approach will be deeply rooted in extensive stakeholder engagement and will deliver an all-encompassing urban design framework, including transportation, housing, public utilities, waste management, community-building and all other aspects. Additionally, it will introduce innovative planning concepts for people-centric urban development, such as the 15-minute city concept and 'life between buildings', aimed at enhancing the overall liveability and functionality of Ajman.

Ajman is dedicated to leveraging global expertise in the development of its cities, ensuring that it benefits from international insights and best practices in urban planning and management. This commitment underscores Ajman's determination to create a world-class urban environment for its residents and visitors.

3.2 Create active, vibrant urban centres that support thriving communities

Ajman recognises the significance of creating active and vibrant urban centres that support thriving communities. The Emirate aims to develop urban spaces that foster a sense of community, vibrancy, and social engagement.

To achieve this, Ajman will focus on designing urban centres that prioritise walkability, accessibility, and inclusivity. The aim is to create well-connected spaces that encourage community engagement, promote healthy lifestyles, and enhance the overall wellbeing of residents and visitors.

The development of public spaces, such as plazas, and recreational areas, will be emphasised to provide gathering places for community activities and events. Ajman will also work to attract a diverse range of businesses, including retail,

dining, and entertainment establishments, to create a dynamic and lively atmosphere within the urban centres.

Additionally, Ajman will foster a supportive environment for entrepreneurship and innovation, encouraging the establishment of small businesses and startups that contribute to the local economy and bring unique offerings to the urban centres. This will help create employment opportunities and further enhance the vibrancy and economic sustainability of the communities.

Through collaborative efforts with stakeholders and the community, Ajman aims to ensure that the urban centres reflect the needs and aspirations of the residents. This will involve active community engagement, participatory planning, and ongoing feedback mechanisms to shape the development and management of these spaces.

By creating active, vibrant urban centres, Ajman seeks to foster a sense of belonging, social cohesion, and cultural richness within its communities. These thriving urban hubs will contribute to the overall attractiveness and livability of the Emirate, making it an appealing place to live, work, and visit.

3.3. Improve access to quality green and blue spaces, sporting, recreation, and community facilities

Ajman recognises the importance of providing its residents and visitors with access to quality green and blue spaces, sporting facilities, recreational amenities, and community spaces. The Emirate is committed to improving the availability and accessibility of these facilities to enhance the wellbeing, health, and overall quality of life for its communities.

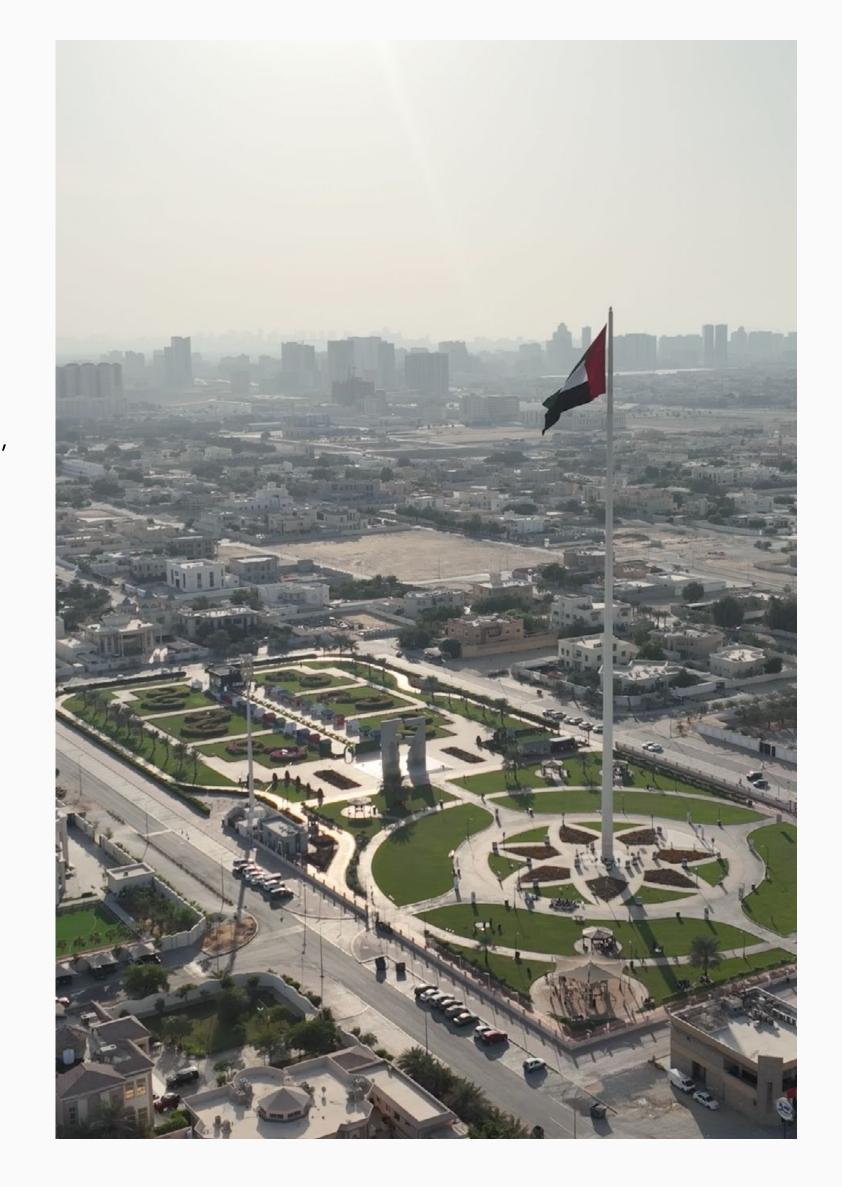
Ajman will prioritise the development and maintenance of well-designed green spaces, including parks and gardens. These areas will not only contribute to the aesthetic appeal of the Emirate but also provide opportunities for relaxation, leisure activities, and connection with nature. The incorporation of sustainable practices, such as water conservation and biodiversity preservation, will be integrated into the design and management of these spaces.

In addition to green spaces, Ajman will focus on improving access to blue spaces, such as beaches, waterfront areas, and water-based recreational facilities. These spaces offer opportunities for leisure activities, water sports, and relaxation, contributing to a healthy and balanced lifestyle.

The Government will also invest in the development of quality sporting and recreation facilities that cater to diverse interests and age groups. This includes the construction and enhancement of new sports complexes, gyms, swimming pools, and playgrounds. These facilities will promote physical activity, sports participation, and community engagement.

To foster a sense of community, Ajman will prioritise the creation of inclusive and well-equipped community spaces. These areas will serve as gathering points for social interaction, cultural events, and community programs. The design and development of these spaces will consider the diverse needs and preferences of the community, ensuring they are welcoming, accessible, and enjoyable for all.

By improving access to quality green and blue spaces, sporting facilities, recreational amenities, and community spaces, Ajman aims to create an environment that supports active lifestyles, fosters social connections, and enhances the overall wellbeing of its residents and visitors.



3.4 Promote good health, safety, security and wellbeing

Ajman recognises the paramount importance of promoting good health, safety, and wellbeing within its communities. The Emirate is dedicated to implementing initiatives that prioritise the physical and mental health of individuals, enhance safety measures, and foster a supportive environment for overall wellbeing.

To promote good health, Ajman will focus on improving access to quality healthcare services and facilities, including healthcare centres, hospitals, and specialised medical facilities.

Additionally, Ajman will champion healthy and active lifestyles through comprehensive health education and awareness programs. These efforts are essential in addressing public health issues such as obesity and diabetes, fostering a community that values physical health and overall wellbeing.

Ajman will actively encourage preventive healthcare practices, empowering individuals with the knowledge and resources





needed to take proactive steps in managing their health and wellbeing.

In terms of safety, Ajman is committed to building upon its exceptional safety record. The Emirate remains steadfast in creating a secure and protected environment for its residents and visitors, ensuring their continued safety and peace of mind.

Ajman is committed to preserving its exceptional levels of public satisfaction with police and community security services¹, including rescue and fire-fighting services. Ajman will maintain its collaborative approach, engaging with the community to address safety concerns, enhance crime prevention strategies, and foster a sense of trust and

security. Additionally, Ajman will implement measures to address emerging security challenges, such as cyber threats, extremism, terrorism, fraud, organised crime and pandemics.

The Government recognises the significance of mental health and wellbeing and the Emirate will priorities initiatives that raise awareness about mental health, reduce stigma, and provide support systems for individuals in need.

Additionally, Ajman will foster a community-driven approach to wellbeing by promoting social inclusion, cultural diversity, and recreational opportunities. The Emirate will support community engagement initiatives, encourage active participation in cultural and social activities, and develop spaces that facilitate social connections and positive interactions among residents.

By promoting good health, safety, security and overall wellbeing, Ajman aims to create an environment that supports the holistic development and happiness of its residents and visitors. Through collaborative efforts, Ajman will strive to provide the necessary resources, services, and support systems that contribute to a thriving and healthy community.

¹ Public Service Quality and Residents Satisfaction 2019/20, Ajman Statistics & Competitiveness Centre



Enhance the attractiveness and liveability of the Emirate

		Alignment of objectives to UAE 2031 national indicators											
	Forward Society				F	orward Econom	у		Forward Ecosystem				
	Human Development Index ranking	Global quality of life ranking	Quality of healthcare	Attracting global talent	GDP	Non-oil exports	Value of UAE foreign trade	Contribution of tourism sector to GDP	Proactive legislations for new economic sectors	Global safety index	Global cyber- security index	Global food security index	
3.1 Enhance the performance of city operations and public services													
3.2 Create active, vibrant urban centres that support thriving communities													
3.3. Improve access to quality green and blue spaces, sporting, recreation, and community facilities													
3.4 Promote good health, safety, security and wellbeing													

Alignment of objectives to UN 2030 Sustainable Development Goals

- 3.1 Enhance the performance of city operations and public services
- 3.2 Create active, vibrant urban centres that support thriving communities
- 3.3. Improve access to quality green and blue spaces, sporting, recreation, and community facilities
- 3.4 Promote good health, safety, security and wellbeing













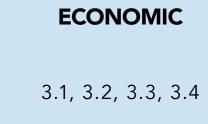






Alignment of objectives to Quadruple Bottom Line Dimensions

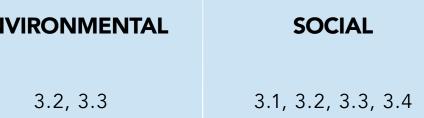






ENVIRC
3.







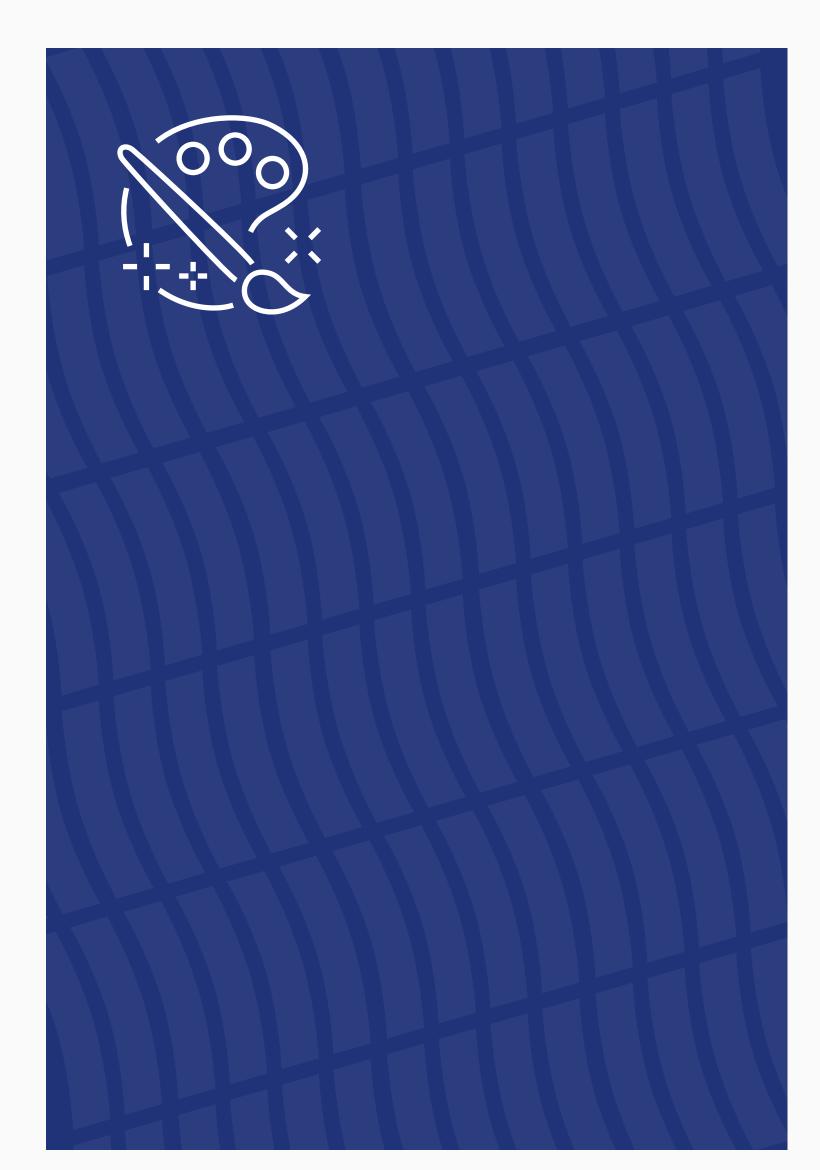


GOVERNANCE

3.1

48





Establish Ajman as a hub for arts and culture

Ajman aims to evolve into a vibrant hub for art and culture. This will bring about a transformative impact on multiple facets of Ajman's development, including economic, urban, social, and cultural dimensions.

This transformation will boost the local economy by attracting visitors, creating job opportunities, and cultivating skills in the cultural and artistic sectors. Additionally, it will facilitate communication between cultures and reduce social isolation, promoting a more inclusive and harmonious society.

The cultural transformation will strengthen the sense of place, and will enhance the natural environment, offer diverse entertainment opportunities and support thriving communities. Ultimately, it promises to enrich Ajman society while enhancing the overall vitality and vibrancy of the Emirate.

This ambitious direction to establish Ajman as a hub for arts and culture is underpinned by three key objectives:

4.1 Protect, showcase and develop Ajman's cultural heritage

Ajman's culture is deeply rooted in the tradition of hospitality that has been passed down through generations. This cultural legacy has been shaped by the austere natural environment that emphasised the importance of welcoming and providing for guests. The spirit of community and hospitality permeates daily life in Ajman, defining its distinct cultural identity.

Ajman is dedicated to preserving and showcasing its rich cultural heritage. This commitment is reflected in the protection of tangible cultural assets such as museums, archaeological sites, and heritage symbols. The aim is to safeguard these historical treasures, ensuring their physical integrity and preserving their historical significance for future generations.

Iconic landmarks such as Ajman Museum, Bin Sultan Mosque, Murabba Tower, Manama Museum, Hassaat Buwaid Castle, Masfout Gate, and Masfout Castle stand as living testaments to Ajman's rich history.

Ajman is dedicated to enhancing both the range and quality of tangible cultural assets, ensuring greater accessibility to cultural experiences for residents and visitors. This includes incorporating creative expressions within public spaces such as public art installations, architectural designs and street art that enhance the Emirate's visual and artistic appeal.

Ajman upholds its commitment to safeguarding and promoting the Emirate's cultural heritage through support and celebration of Islamic arts, culture, and Emirati handicrafts.

The Emirate is actively developing cultural and heritage experiences with the aim of enriching the lives of its residents, attracting visitors and showcasing Ajman's heritage, customs, and traditions. These offerings prioritise principles of environmental sustainability and the conservation of natural areas and ecosystems.

The Government is committed to a community-led approach, with local residents and key stakeholders as integral participants in the decision-making process, ensuring that each development resonates with the unique needs and aspirations of the community. This synergy between heritage, nature, and community lies at the heart of Ajman's vision for 2030, promising a future that cherishes its past while nurturing a vibrant and sustainable tomorrow.

In addition, Ajman is committed to safeguarding elements of its intangible cultural heritage to reinforce the sense of identity amongst Ajman's diverse cultures and ensure transmission to the future generations. This includes traditions such as traditional weaving techniques, traditional performing arts and Arabic poetry.

Events related to intangible cultural assets and experiences related to intangible cultural heritage are actively promoted, preserving traditions and fostering cultural awareness. Local artisans and cultural practitioners are encouraged to pass on their skills and knowledge to the younger generations, ensuring the continuity of cherished cultural practices.

Ajman places a strong emphasis on general cultural awareness, with initiatives that celebrate the Emirate's cultural identity and diversity. Awareness campaigns inform residents and visitors about the importance of preserving cultural heritage and the pivotal role they can play.

Education plays a crucial role in preserving cultural heritage, and collaborations with local schools and universities foster a sense of pride and ownership among the younger generation.

Ajman celebrates cultural diversity and inclusivity, recognising their role in building a strong sense of community. The Emirate aspires to position itself as an inviting cultural destination, offering a harmonious blend of tradition, hospitality, and serenity.

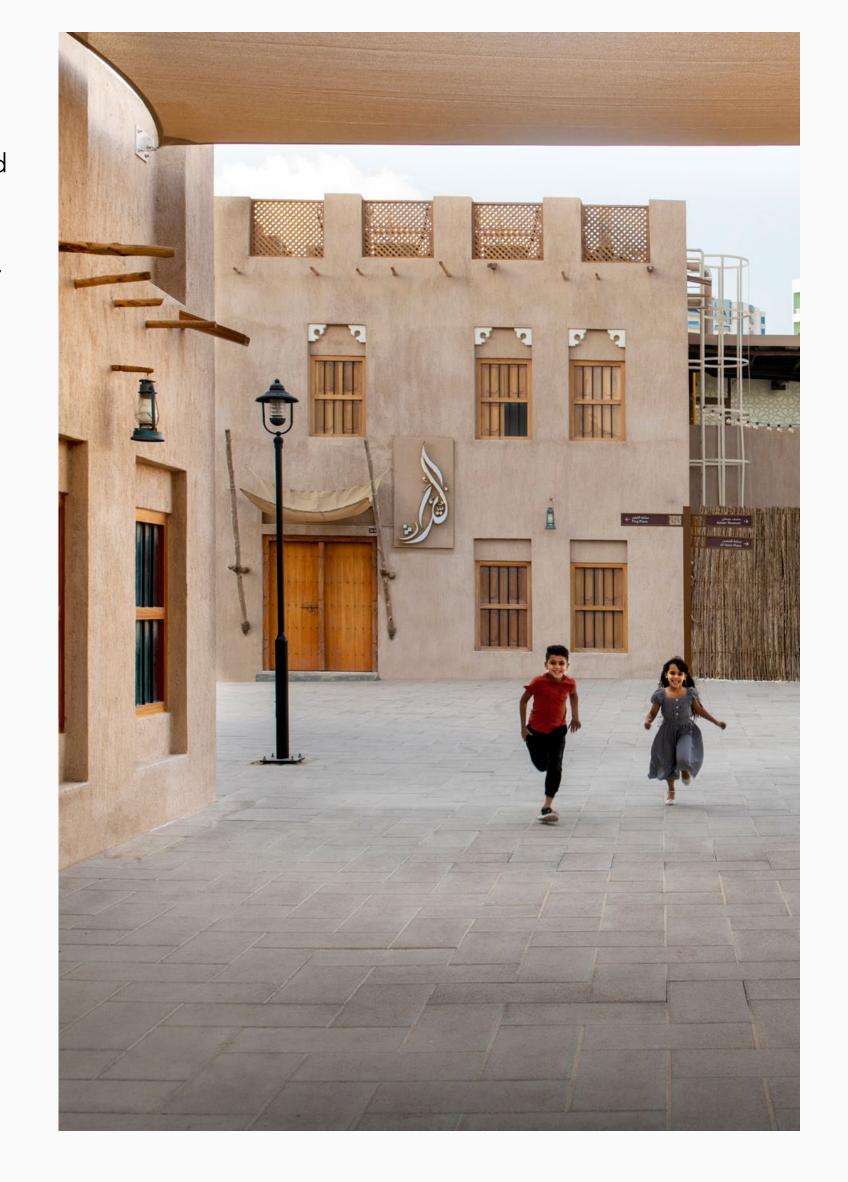
This comprehensive approach ensures that Ajman's cultural heritage is not only protected but also actively showcased and developed, enriching the Emirate's identity, contributing to its economic and cultural vitality and solidifying its position as a captivating cultural destination for all to experience and enjoy.

4.2 Support community engagement in arts and cultural activities

Ajman is dedicated to fostering a wide range of arts, cultural activities and sporting events across the Emirate. The aim is to ensure that these opportunities are accessible throughout the Emirate, catering to a wide variety of interests and communities.

A central facet of this objective is promoting inclusivity, extending cultural experiences to individuals of all ages and backgrounds, including children, youth, people of determination, and the elderly. Ajman actively encourages all residents to participate in cultural events, fostering a sense of community engagement and shared cultural experiences.

By nurturing a culture of participation and inclusivity, Ajman seeks to create a dynamic and culturally enriched society that reflects the diversity and vitality of its people. This objective underscores the Government's unwavering commitment to the cultural wellbeing of Ajman's residents and their active involvement in the Emirate's cultural life, contributing to a thriving and inclusive Ajman in 2030 and beyond.



AJMAN | 2030

4.3 Support the development of the arts and culture industries

Ajman's vision for 2030 places a strong emphasis on fostering the growth of its arts and culture industries, creating a supportive ecosystem for businesses and individuals to emerge and thrive. An integral part of this endeavour is ensuring the availability of cultural spaces across the Emirate.

These spaces serve as fundamental infrastructure for the arts and culture sector, providing venues for artists and cultural practitioners to showcase their work, hold exhibitions, workshops, and other cultural activities. They also serve as community hubs, providing spaces for the community to gather and actively engage with arts and culture.

Supporting small businesses and entrepreneurs within the sector is another key aspect of this objective. This includes capacity-building, aimed at strengthening the operational capabilities of entities within the arts and culture sectors. Ajman seeks to empower them to reach their full potential and make more impactful contributions to the arts and culture ecosystem.

The Emirate is dedicated to nurturing entrepreneurial spirit and fostering innovation within the sector. This includes encouraging new ideas, creative ventures, and innovative approaches, thus ensuring that the arts and culture industries remain dynamic and forward-looking.

Ajman actively promotes networking opportunities, providing platforms for artists, cultural practitioners, and businesses to collaborate, share ideas, and collectively contribute to the growth of the cultural scene.

In parallel, recognising that talent is the lifeblood of the sector,

Ajman is dedicated to discovering, supporting and attracting cultural talent. Support extends to freelancers and creative professionals, with an emphasis on developing skills and providing platforms, especially for the next generation.

Education plays a critical role, with workshops, training programs, and cultural education opportunities for children and youth. The Government will also foster cultural dialogues that promote cross-cultural understanding and enrich the broader cultural landscape.

This comprehensive approach aims to ensure that Ajman will become a vibrant cultural hub by 2030.







Establish Ajman as a hub for arts and culture

				A	Alignment of a	objectives to l	JAE 2031 national	indicator	S			
	Forward Society				F	orward Econom	у	Forward Ecosystem				
	Human Development Index ranking	Global quality of life ranking	Quality of healthcare	Attracting global talent	GDP	Non-oil exports	foreign trade	ontribution f tourism tor to GDP	Proactive legislations for new economic sectors	Global safety index	Global cyber- security index	Global food security index
4.1 Protect, showcase and develop Ajman's cultural heritage								•				
4.2 Support community engagement in art and cultural activities												
4.3 Support the development of the arts and culture industries												

Alignment of objectives to UN 2030 Sustainable Development Goals

- 4.1 Protect, showcase and develop Ajman's cultural heritage
- 4.2 Support community engagement in art and cultural activities
- 4.3 Support the development of the arts and culture industries





















Alignment of objectives to Quadruple Bottom Line Dimensions







IC	ENVIRONMENTAL	
.3	4.1, 4.2, 4.3	

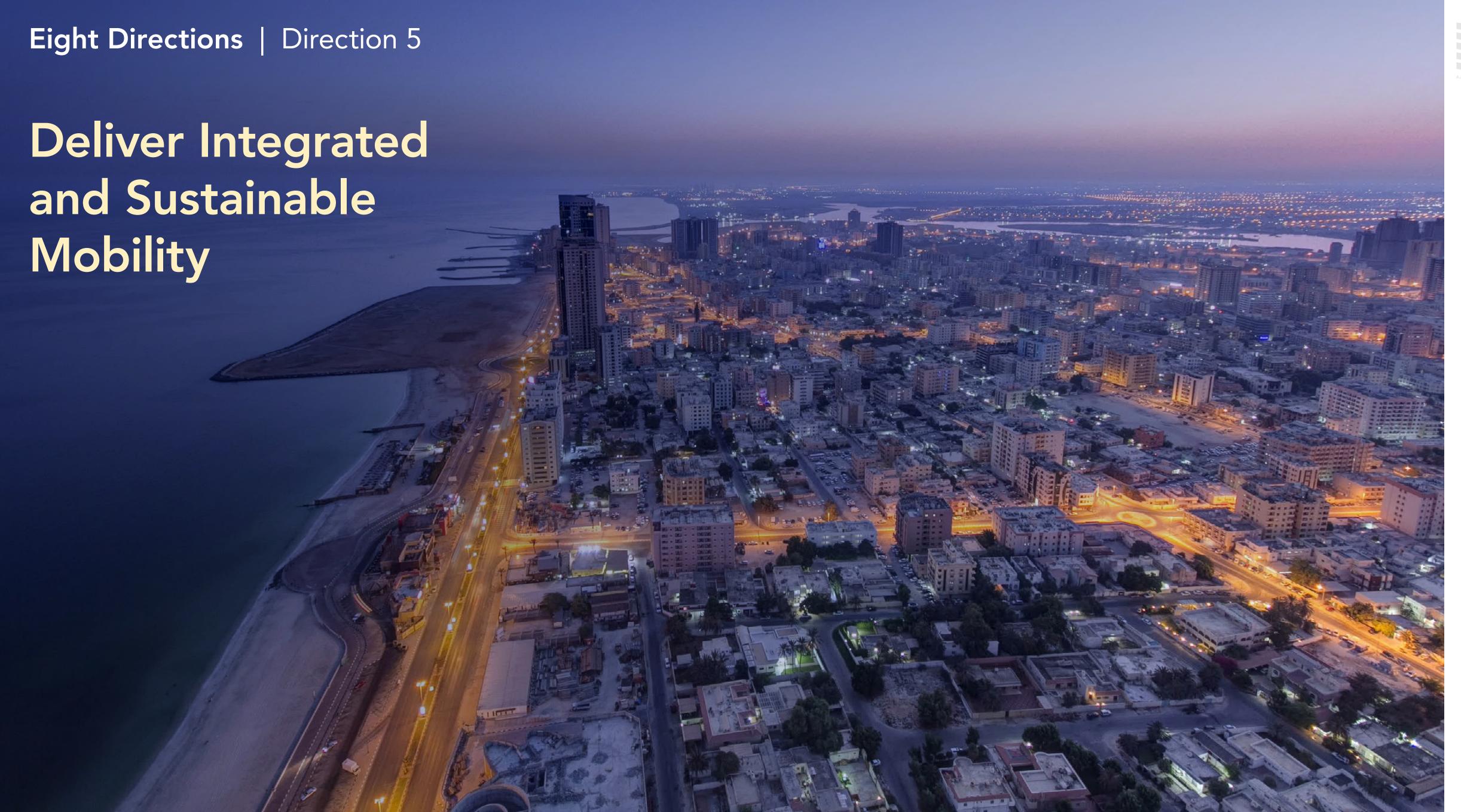


SOCIAL

4.1, 4.2, 4.3



GOVERNANCE 4.1







Deliver Integrated and Sustainable Mobility

Ajman will transform into a well-connected Emirate with fast transport links and a diverse array of travel options.

This direction prioritises the wellbeing of Ajman's residents, environmental sustainability, economic growth and alignment with the national Government's goal of integrating national economic systems and reinforcing the unity of the Union.

The Emirate's commitment to delivering integrated and sustainable mobility is underpinned by three key objectives:

5.1. Enhance the quality and connectivity of road infrastructure

The City of Ajman is a commuter city, with a significant portion of its workforce employed beyond the Emirate's borders. It is therefore critical to enhance road connectivity, both within Ajman and with other Emirates to facilitate easier commuting and strengthen the foundation for economic growth and prosperity.

Road enhancements are critical for accommodating urban growth and addressing population density in the Emirate. The Emirate is committed to developing quality, integrated road infrastructure throughout all areas within Ajman, including the centre of the City of Ajman, Al Manama and Masfout.

The road infrastructure enhancements will reduce traffic congestion, enhance road safety, improve interconnection

within the community, and connect remote areas to crucial infrastructure, ensuring that every corner of Ajman benefits from the full spectrum of modern amenities.

In addition, road infrastructure development aims to cater to visitors and tourists through improving accessibility to attractions, supporting transportation services such as buses and taxis used by visitors and enhancing the overall experience for those traveling to the Emirate.

Sustainability is a key consideration, with a focus on implementing green road systems that balance the need for safe and efficient mobility with the preservation of the natural environment and the reduction of negative environmental impacts.

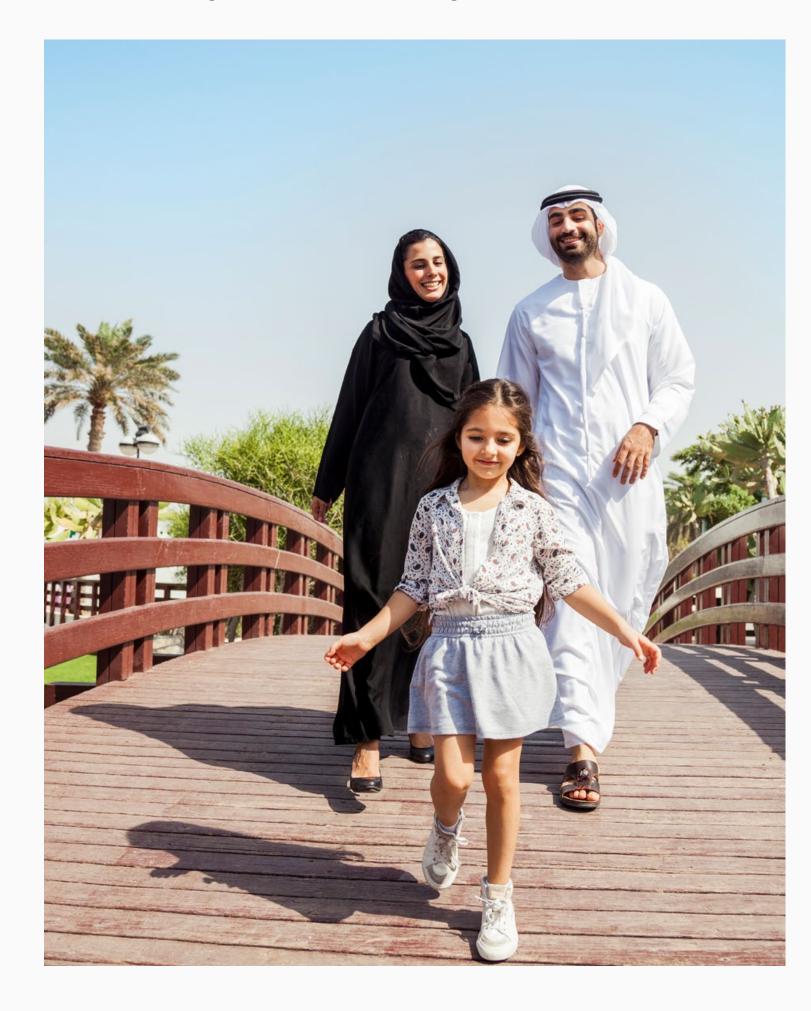
5.2. Enhance the quality and connectivity of the public transport network

Ajman is committed to raising the quality and connectivity of the Emirate's public transport system, making it an appealing and efficient mode of daily travel. This includes various modes of mass transit, including buses and waterways, enabling convenient movement throughout the Emirate. Key aspects of this commitment include expanding public transportation services to better serve the needs of the community as well as enhancing infrastructure, including the density of bus and waterway stations, to create a seamless and user-friendly public transportation experience for residents and visitors.

There is a specific emphasis on embracing environmentally friendly practices in public transport, such as introducing hybrid or electric buses to reduce emissions and promote sustainability.

Ajman is actively pursuing improved connectivity between

its public transport network and neighboring Emirates. This collaborative effort will result in reduced commute times for residents, increased business efficiency, and a positive impact on economic growth across the region.



5.3. Promote active transport through the provision of safe, accessible and enjoyable places for people to walk and cycle

A key priority for transport in the Emirate of Ajman is the promotion of active mobility, encouraging more people to choose walking and cycling as sustainable modes of transportation. To achieve this, Ajman is working to develop safe, accessible, and appealing environments that encourage people to walk and cycle.

This involves building dedicated cycling tracks to cater to residents' needs, ensuring safety and convenience for cyclists. These lanes enable city residents to adopt cycling for shorter trips, such as grocery shopping and errands.

The Government is also creating more pedestrian paths that encourage walking by providing for pedestrian comfort and safety, connecting people with varied destinations within a reasonable time and effort, and offering visual interest in journeys throughout the network. Shaded pedestrian paths with overhead trees offer protection from the sun, enhancing pedestrian mobility in the city. The Government is also constructing more pedestrian bridges to enforce safety and enhance pedestrian mobility.

Ajman is committed to ensuring seamless integration between public transport and active transport modes, making it easy to transition between these options as needed.

In addition to infrastructure improvements, the Government will also focus on awareness campaigns to educate residents about the benefits of active transport.

Promoting active transport offers economic advantages by

reducing congestion and environmental benefits through lower emissions. This helps improve air quality, reduce the carbon footprint, and mitigate the effects of climate change, creating a cleaner and more sustainable environment. This sustainable approach contributes to a more eco-friendly and responsible way of living, ensuring a better future for generations to come.

Encouraging walking and cycling fosters a sense of community and social interaction. Walking and cycling also results in a healthier and more active population.

By promoting active transport, Ajman aims to reap these multifaceted benefits, enhancing the overall quality of life for the community and contributing to a more sustainable future.

In summary, the Emirate of Ajman aims to revolutionise transportation by improving road infrastructure, enhancing public transport quality, and promoting active mobility. Ajman aims to create an integrated and sustainable mobility system that not only facilitates travel but also contributes to the overall wellbeing and prosperity of the community.





Deliver Integrated and Sustainable Mobility

				,	Alignment of c	objectives to	UAE 2031 nati	onal indicator	s			
	Forward Society				F	orward Econor	ny	Forward Ecosystem				
	Human Development Index ranking	Global quality of life ranking	Quality of healthcare	Attracting global talent	GDP	Non-oil exports	Value of UAE foreign trade	Contribution of tourism sector to GDP	Proactive legislations for new economic sectors	Global safety index	Global cyber- security index	Global food security index
5.1. Enhance the quality and connectivity of road infrastructure												
5.2. Enhance the quality and connectivity of the public transport network												
5.3. Promote active transport through the provision of safe, accessible and enjoyable places for people to walk and cycle												

Alignment of objectives to UN 2030 Sustainable Development Goals

- 5.1. Enhance the quality and connectivity of road infrastructure
- 5.2. Enhance the quality and connectivity of the public transport network
- 5.3. Promote active transport through the provision of safe, accessible and enjoyable places for people to walk and cycle

















Alignment of objectives to Quadruple Bottom Line Dimensions







ENVIRONMENTAL	SOCIAL
5.1, 5.2, 5.3	5.1, 5.2, 5.3



5.1







Improve environmental sustainability

In line with the Government's guiding principle of sustainability, Ajman is committed to improving environmental sustainability, fostering a sustainable and resilient community.

This commitment aligns with the UAE's climate action goals including the UAE Green Agenda, Net Zero by 2050 Strategy, and the National Climate Change Plan of the UAE 2017–2050. It contributes to global conservation and climate mitigation efforts as outlined in the UN's 2030 Sustainable Development Goals, a commitment supported by the UAE.

This commitment to improving environmental sustainability is underpinned by three key objectives:

6.1 Achieve sustainable waste management and reduce pollution

Increasing population growth and economic development in Ajman has led to rising waste generation rates. A key priority is to achieve integrated and sustainable waste management in order to protect health, ensure public safety and safeguard the environment.

We are dedicated to a multifaceted approach that includes reducing waste generation, segregating waste, promoting recycling and responsibly managing waste throughout its lifecycle. Our aim is to divert all forms of waste from landfills, aligning with our commitment to environmental stewardship and sustainability. The Government is also dedicated to controlling and reducing pollution in all its forms, including water, land, and air pollution, to ensure cleaner and healthier surroundings for the community.

One of our key priorities is to revive our cherished waterways by mitigating pollution resulting from industrial proximity and waste disposal. The aim is to facilitate the return of familycentric recreational activities such as swimming and fishing, protect marine ecosystems and create an inviting community environment for all to enjoy.

Air quality is also a key focus of the Government. Air quality in Ajman is impacted by high levels of vehicle emissions, industrial emissions, and transboundary factors that transport pollutants into Ajman. Tackling these issues is essential for enhancing the Emirate's environmental sustainability and overall livability. Our efforts to address air pollution include strengthening air quality controls through increased investment in our integrated network of air quality monitoring stations and promoting the use of cleaner technologies to reduce pollution from industrial and transportation sources.

6.2 Improve energy efficiency and increase use of alternative energy

Climate change is widely recognised as a top global risk and the UAE is among the countries with the highest vulnerability to its impacts. In light of these challenges, the Emirate of Ajman is committed to reducing its carbon footprint and aligning its efforts with the overarching climate change objectives of the UAE.



Addressing the challenge of climate change involves two fundamental aspects: enhancing energy efficiency across various sectors, such as transportation, construction, industrial processes, and residential households; and transitioning away from fossil fuels while promoting alternative energy sources, with a focus on solar energy.

This dual approach aims to reduce carbon emissions and guide the Emirate of Ajman toward a more sustainable and environmentally-friendly energy landscape.

6.3 Protect biodiversity and conserve natural resources

This objective underscores the importance of preserving Ajman's rich biodiversity for future generations and maintaining the sustainability of natural resources to safeguard natural ecosystems and human health.

Ajman has a rich biodiversity and a diverse range of mountain, coastal, marine and wetland ecosystems. We are committed to expanding and maintaining protected areas and wildlife habitats to provide safe spaces for native and migrant species to thrive.

One prominent example is the Al Zorah nature reserve, which is designated as a Wetland of International Importance. This unique reserve has diverse ecosystems, including mangroves, fish and coral reefs, and serves as a habitat for resident and migratory birds. Cultivating the mangroves is a key priority given their key role in maintaining ecological balance and absorbing carbon from the air. They also contribute to promoting local sustainable tourism in Ajman.

As we continue with urbanisation and development, we are committed to integrating biodiversity conservation into our land-use decision-making processes. Whether we build new areas, transportation routes, or infrastructure, our aim is to meticulously consider and evaluate the potential environmental impact. Our objective is to strike a harmonious balance between progress and environmental preservation.

The Government is fully aware that achieving this vision relies on raising awareness and nurturing a sense of responsibility among our residents and stakeholders. Therefore, we will continue to place a strong emphasis on education and awareness-building initiatives. These efforts are crucial in ensuring that Ajman's unique natural heritage remains unspoiled for future generations.

Delivering the Government's direction to improve environmental sustainability requires a collective effort in which Ajman Government, businesses and individuals all have significant roles to play. The Government will raise awareness among private sector companies about innovative practices in sustainable waste management, energy efficiency, and biodiversity conservation for environmental and economic benefits. It will also aim to attract companies offering energy-efficient products and solutions, as well as waste reduction and recycling technologies, to support our initiatives.

Individuals also have a significant role to play in our sustainability efforts. By adopting energy-efficient practices in their homes, reducing household water and energy consumption, practicing waste segregation and supporting local sustainability initiatives, individuals will contribute to a cleaner and more sustainable Ajman.



ROADMAP TO 2030 30 VISION : FOR THE PEOPLE

Eight Directions Direction 6



Improve environmental sustainability

				Į.	Alignment of c	bjectives to	UAE 2031 nati	onal indicator	S			
	Forward Society				F	orward Econon	ny		Forward Ecosystem			
	Human Development Index ranking	Global quality of life ranking	Quality of healthcare	Attracting global talent	GDP	Non-oil exports	Value of UAE foreign trade	Contribution of tourism sector to GDP	Proactive legislations for new economic sectors	Global safety index	Global cyber- security index	Global food security index
6.1 Achieve sustainable waste management and reduce pollution												
6.2 Improve energy efficiency and increase use of alternative energy												
6.3 Protect bio-diversity and conserve natural resources												

Alignment of objectives to UN 2030 Sustainable Development Goals

6.1 Achieve sustainable waste management and reduce pollution

6.2 Improve energy efficiency and increase use of

6.3 Protect bio-diversity and conserve natural

alternative energy

resources























Alignment of objectives to Quadruple Bottom Line Dimensions





ENVIRONMENTAL





ECONOMIC

6.2

6.1, 6.2, 6.3

SOCIAL

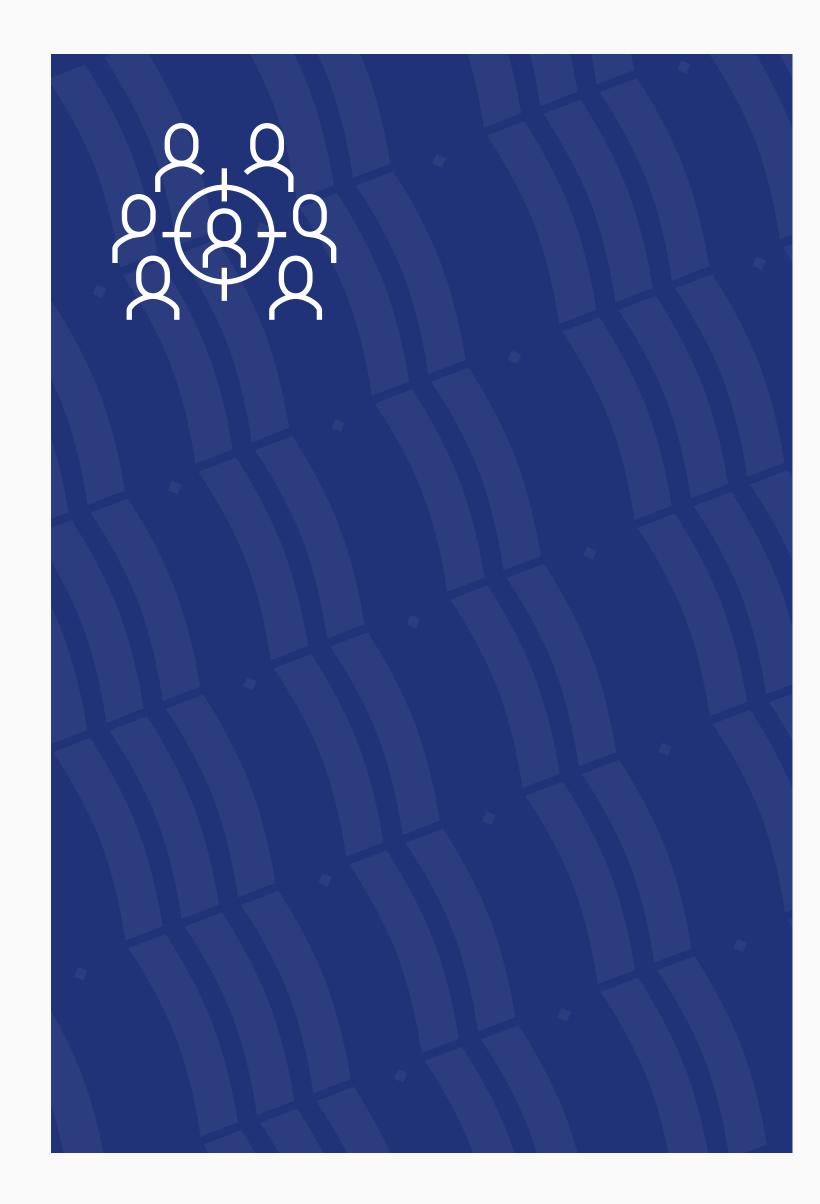
6.1, 6.2, 6.3

GOVERNANCE

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Foster an inclusive, cohesive and empowered society

In line with the vision of the UAE, Ajman is committed to ensuring a high quality of life for all Emirati citizens and creating a stronger, more resilient society.

This direction is underpinned by four objectives:

7.1 Ensure that the social services system is empowering, efficient, and fair

We aim to empower Emirati citizens comprehensively, helping them to achieve self-reliance and personal growth, and to contribute actively to their communities. We are committed to meeting the full spectrum of social needs for our citizens, encompassing social services such as education, healthcare, housing, land access, legal assistance, entrepreneurship support, and financial support. Our pledge is to deliver these services with the utmost level of excellence and efficiency.

Ajman is dedicated to ensuring an efficient social services system that optimises the allocation of resources, ensuring that financial assistance is directed to those who genuinely require it. In addition, by streamlining our processes and using modern technology, we aim to provide swift and efficient assistance to enhance the wellbeing of our citizens.

We are dedicated to ensuring that fairness is at the core of our social services system, providing equal access to services and opportunities for all citizens, regardless of their background or circumstances. This includes geographical accessibility of facilities for all communities, digital accessibility for everyone and proactive outreach to marginalised groups.

7.2 Foster gender equality and empowerment of women, children, youth, people of determination and the elderly

In Ajman, we champion the pivotal role of women in shaping our society. Our commitment to women's empowerment and inclusion is unwavering, recognising it as a cornerstone for continued progress, innovation, and collective success.

We are committed to promoting gender equality and supporting gender balance to ensure equal opportunities for both men and women to contribute to sustainable development. This encompasses educational advancement, workforce integration, entrepreneurial support for women, active Government participation, and a strong focus on women's health and wellbeing.

We are also dedicated to being a child-friendly Emirate, committed to enhancing the lives of children. We will ensure that children's voices are heard and that we provide a secure and nurturing environment that allows children to flourish and enjoy their childhood to the fullest.

The Government place a strong emphasis on youth engagement in Ajman. We are committed to directing vital youth energy into our public decision-making, connecting them with the private sector, enhancing their employability, and fostering skills in innovation and entrepreneurship. By actively involving the youth, we aim to help them realise their

full potential and contribute significantly to our community.

Ajman is also devoted to empowering individuals with disabilities and special needs, referred to as 'People of Determination,' recognising their achievements and resilience. We are dedicated to their full integration into all aspects of social and economic life. We believe that determination encourages individuals to overcome challenges and achieve their goals, and we are dedicated to providing them with the support and resources they need for their success.

The Ajman Government place a special emphasis on safeguarding and empowering senior Emiratis by providing them with dedicated services and facilities of the highest standards, including pensions, health services and transportation. We aim to ensure their active engagement within the community, allowing them to lead fulfilling lives and continue to contribute to society.

7.3 Foster a cohesive society, whilst preserving the Emirati national identity

Ajman is committed to ensuring that all residents of Ajman feel a deep sense of belonging and have the opportunity to actively engage and contribute to their community.

A key priority is fostering community-based activities that drive social cohesion and encourage interpersonal support within our diverse communities. These initiatives are pivotal in enhancing mental health and overall wellbeing.

In the Emirate of Ajman, we hold the family in the highest regard, recognising it as the bedrock of thriving communities. Strengthening family cohesion and wellbeing is a top priority,

as it serves as a driving force behind the realisation of our social and economic goals.

The core values of the UAE are deeply rooted in principles of openness and tolerance, the safeguarding of individual rights, the upholding of justice, the preservation of human dignity, the celebration of diverse cultures, the promotion of human fraternity, and the unwavering respect for our national identity.

In alignment with our guiding principle - the Spirit of the Union – the Emirate of Ajman remains steadfast in its commitment to preserving the Emirati value system and the national identity of our citizens. We are dedicated to ensuring that these cultural and societal foundations remain resilient and enduring for generations to come.



7.4 Enable the private sector, civil society and citizens to increase their contribution to the social sector agenda

In line with our commitment to comprehensive social development, the Emirate of Ajman recognises the invaluable contributions of the private sector, civil society organisations, and our citizens in shaping a vibrant and inclusive society. To further enrich our social sector agenda, we are dedicated to empowering these key stakeholders, enabling them to play an increasingly significant role in driving positive change within our community.

We understand the dynamic potential of the private sector as a force for social progress. We will encourage private enterprises to actively engage in social initiatives, such as job creation, skills development, and corporate social responsibility programs. By harnessing the expertise and resources of the private sector, we aim to foster sustainable economic growth that uplifts the lives of all residents.

We deeply value the role of civil society organisations as agents of change and advocacy. We are committed to creating an enabling environment that facilitates their active involvement in addressing social challenges and delivering essential services to vulnerable populations.

At the heart of our social sector agenda are the citizens themselves. We are resolute in our commitment to equipping our residents with the knowledge, skills, and opportunities to actively participate in community development. Through educational programs, awareness campaigns, and platforms for citizen engagement, we aim to empower individuals to contribute meaningfully to our shared social goals.



Foster an inclusive, cohesive and empowered society

				,	Alignment of objectives to UAE 2031 national indicators								
	Forward Society				F	orward Econon	ny			Forward Ecosystem			
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7.2 Foster gender equality and empowerment of women, children, youth, people of determination and the elderly													
7.3 Foster a cohesive society, whilst preserving the Emirati national identity													
7.4 Enable the private sector, civil society and citizens to increase their contribution to the social sector agenda													

Alignment of objectives to UN 2030 Sustainable Development Goals

- 7.1 Ensure that the social services system is efficient, empowering and fair
- 7.2 Foster gender equality and empowerment of women, children, youth, people of determination and the elderly
- 7.3 Foster a cohesive society, whilst preserving the Emirati national identity
- 7.4 Enable the private sector, civil society and citizens to increase their contribution to the social sector agenda



























Alignment of objectives to Quadruple Bottom Line Dimensions





7.4









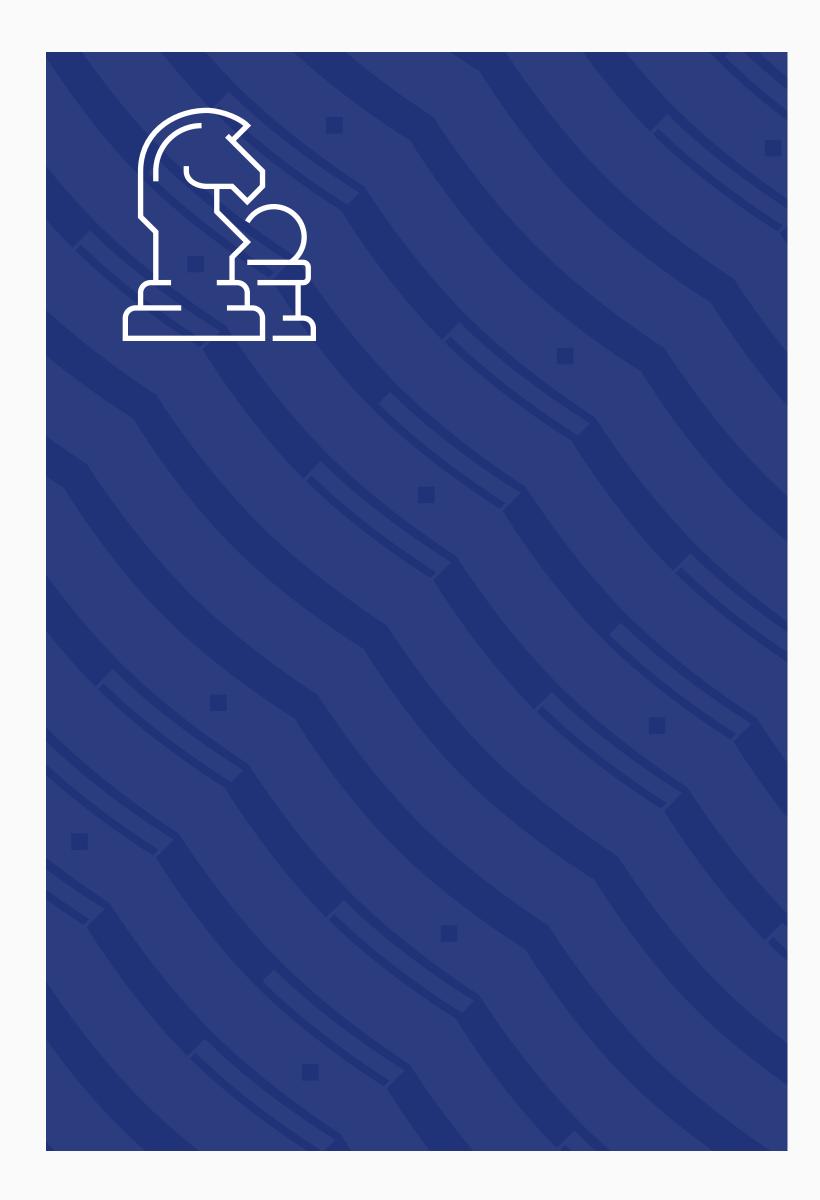


GOVERNANCE

7.4







Become a pioneering Government that is agile, innovative, efficient and outcome-focused

This final direction highlights Ajman Government's aspiration to transform into a pioneering Government, characterised by agility, innovation, efficiency, and a relentless focus on achieving outcomes. We firmly believe that the Government plays a pivotal role as a critical enabler in realising the Ajman 2030 vision.

This direction is underpinned by six key objectives:

8.1 Increase agility, innovation and efficiency within the Government's structure, capabilities and culture

The Government of Ajman is committed to building a happy, talented and agile workforce capable of delivering exceptional performance to realise the Emirate's ambitious development agenda. We prioritise continuous investment in upskilling to ensure a future-ready workforce while promoting employee happiness and wellbeing to boost engagement and productivity.

We are dedicated to fostering a culture of creativity and innovation within the public sector, driving transformative changes in service delivery, process efficiency, regulatory

approaches, and policy design and implementation. Creativity and innovation will be embedded in the culture, processes, and practices across all Government departments.

To enhance operational efficiency and agility, we will focus on streamlining organisational structures and re-engineering internal processes. These efforts will reduce costs, improve outcomes, and enable us to respond rapidly and effectively to the needs of the people and businesses we serve, ultimately propelling the Emirate's progress forward.

The Government of Ajman is equally dedicated to ensuring effective collaboration and knowledge management to optimise outcomes. We will promote the highest levels of stakeholder collaboration to drive synergies and address complex challenges through cross-functional teams. Collaboration and knowledge exchange will be strengthened with external partners from both industry and the public sector.

We will nurture a culture of knowledge management and sharing lessons learned, ensuring that valuable insights contribute to continuous improvement and progress.

8.2 Ensure future-oriented plans, policies, laws and regulations

The Government of Ajman is committed to becoming future-ready by delivering forward-thinking policies, legislation, and strategic outcomes. In an era marked by rapid change and uncertainty, we are dedicated to evidence-based anticipatory policy-making.

To achieve this, we will leverage strategic foresight, data,

and analytics as essential tools in our governance. These resources will enable us to better anticipate challenges, seize opportunities, and navigate emerging trends. With strategic foresight guiding our approach, we will create policies and strategies that are future-proof and aligned with the evolving landscape.

In addition, we will focus on maintaining dynamic legislation and regulatory frameworks. This forward-looking approach underscores our dedication to becoming a resilient and future-ready Government, equipped to address the evolving landscape and deliver better outcomes for our community.

8.3 Enhance the efficiency and effectiveness of Government services

Our goal is to establish a customer-centric Government that prioritises the needs of both citizens and businesses, aiming to deliver efficient and effective Government services. We will implement a customer-centric approach to service design, with customer needs at the core. Through collaboration with citizens, residents, and businesses, we will ensure services align with their dynamic preferences and requirements. In addition, we are committed to transforming the customer experience by offering integrated services that consistently meet the highest quality standards.

The Government will further drive digital transformation, enhancing access to Government services via digital platforms. We will leverage cutting-edge technologies such as artificial intelligence, blockchain, and big data to enhance services. To enable this transformation, the Government will enhance digital infrastructure, raise digital capabilities and build

safeguards to protect the data of Government, residents, and businesses alike.

Simultaneously, our efforts will focus on streamlining processes for greater efficiency, reducing process steps, simplifying documentation and ensuring rapid service delivery. Ultimately, our objective is to elevate the customer experience and enhance trust between the Government and society.

8.4 Ensure effective and efficient management of physical and digital assets

The Government of Ajman is committed to the effective and efficient management of both physical and digital assets. We recognise the importance of optimising the utilisation of our resources to maximise their value and benefit to the community. Our comprehensive approach involves the strategic management of physical assets, such as infrastructure and properties, to ensure they are well-maintained and contribute to the wellbeing of our residents and businesses.

Additionally, we are dedicated to the responsible and secure management of digital assets, including data and information systems. Ensuring the integrity, confidentiality, and accessibility of digital assets is a key priority.

8.5 Improve financial performance and increase results-orientation through outcome-based budgeting and performance measurement

The Government of Ajman is committed to ensuring strong budgetary governance. A top priority is the efficient and

effective allocation of resources aligned with the objectives of Ajman Vision 2030 and other high-impact strategic priorities.

To build sustainability and meet future spending needs that address the requirements of Ajman's people and businesses, we will prioritise diversifying sources of revenue.

We will also deploy effective monitoring and evaluation mechanisms to drive accountability, transparency, learning, knowledge and ultimately performance.







8.6 Improve stakeholder engagement, access to information and community participation in decision-making

The Government is dedicated to enhancing stakeholder engagement by actively involving citizens, residents, and businesses in various stages of policymaking, planning, and decision-making processes. We will establish platforms and mechanisms that encourage stakeholders to provide valuable insights, feedback, and suggestions, ensuring their voices are heard and considered in shaping Government policies and initiatives.

Transparency and access to information are paramount in our commitment to open and accountable governance. We will work diligently to make Government information readily accessible to the public. By providing easy access to essential information, we aim to empower citizens and stakeholders with the knowledge they need to engage effectively and make informed decisions about Government activities and services.

We recognise the significance of community participation in decision-making, where residents actively contribute to shaping the development of their communities and the overall Emirate.

We will empower people to directly participate in decisions that affect their daily lives. This collaborative approach will not only strengthen the bonds between Ajman Government and its residents but will also lead to more community-driven and tailored solutions to local challenges.

Our goal is to enhance transparency, foster accountability, build trust, and ultimately improve outcomes for the benefit of our entire society.





Become a pioneering government that is agile, innovative, efficient and outcome-focused

	Alignment of objectives to UAE 2031 national indicators											
	Forward Society			Forward Economy					Forward Ecosystem			
	Human Development Index ranking	Global quality of life ranking	Quality of healthcare	Attracting global talent	GDP	Non-oil exports	Value of UAE foreign trade	Contribution of tourism sector to GDP	Proactive legislations for new economic sectors	Global safety index	Global cyber- security index	Global food security index
8.1 Increase agility, innovation and efficiency within the Government's structure, capabilities and culture												
8.2 Ensure future-oriented plans, policies, laws and regulations												
8.3 Enhance the efficiency and effectiveness of Government services												
8.4 Ensure effective and efficient management of physical and digital assets						Enable	er					
8.5 Improve financial performance and increase results-orientation through outcome-based budgeting and performance measurement management of physical and digital assets												
8.6 Improve stakeholder engagement, access to information and community participation in decision-making												

Alignment of objectives to UN 2030 Sustainable Development Goals

- 8.1 Increase agility, innovation and efficiency within the Government's structure, capabilities and culture
- 8.2 Ensure future-oriented plans, policies, laws and regulations
- 8.3 Enhance the efficiency and effectiveness of Government services
- 8.4 Ensure effective and efficient management of physical and digital assets
- 8.5 Improve financial performance and increase results-orientation through outcome-based budgeting and performance measurement management of physical and digital assets
- 8.6 Improve stakeholder engagement, access to information and community participation in decision-making

There is no direct impact on achieving the SDGs, however, good public governance is essential to achieving SDGs

(economic, social and environmental development)

Alignment of objectives to Quadruple Bottom Line Dimensions



Eight Directions | At a Glance



1. Foster a competitive business environment and investment climate that drives economic development



2. Build human capital that can fulfil the Emirate's aspirations



3. Enhance the attractiveness and livability of the Emirate



4. Establish Ajman as a hub for arts and culture

- 1.1 Create a business-friendly environment and enhance investment promotion and facilitation
- 1.2 Improve the trade infrastructure and trade facilitation efforts
- 1.3 Foster a conducive environment for entrepreneurship, start-ups and the growth of SMEs
- 1.4 Enable increased private sector participation in public projects and services
- 2.1 Ensure world-class education that drives educational attainment and readiness to shape the future
- 2.2 Foster research, development and innovation across the Emirate
- 2.3 Enhance workforce skills and promote lifelong learning
- 3.1 Enhance the performance of city operations and public services
- 3.2 Create active, vibrant urban centers that support thriving communities
- 3.3 Improve access to quality green and blue spaces, sporting, recreation, and community facilities
- 3.4 Promote good health, safety, security and wellbeing

- 4.1 Protect, showcase, and develop Ajman's cultural heritage
- 4.2 Support community engagement in art and cultural activities
- 4.3 Support the development of the art and culture industries



5. Deliver integrated and sustainable mobility



6. Improve environmental sustainability



7. Foster an inclusive, cohesive and empowered society



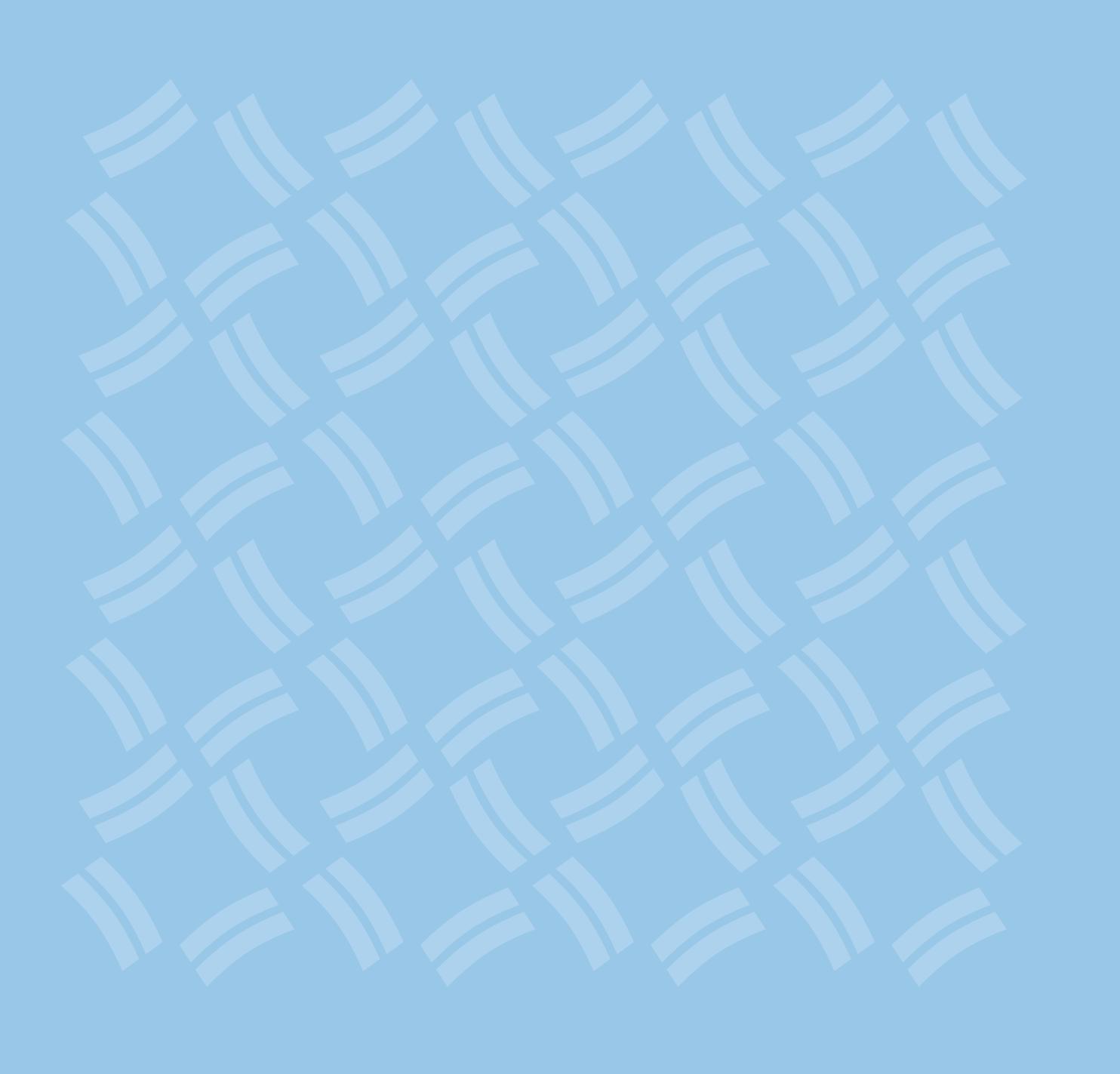
8. Become a pioneering government that is agile, innovative, efficient and outcome-focused

- 5.1. Enhance the quality and connectivity of road infrastructure
- 5.2 Enhance the quality and connectivity of the public transport network
- 5.3 Promote active transport through the provision of safe, accessible and enjoyable places for people to walk and cycle
- 6.1 Achieve sustainable waste management and reduce pollution
- 6.2 Improve energy efficiency and increase use of alternative energy
- 6.3 Protect bio-diversity and conserve natural resources
- 7.1 Ensure that the social services system is efficient, empowering and fair
- 7.2 Foster gender equality and empowerment of women, children, youth, people of determination and the elderly
- 7.3 Foster a cohesive society, whilst preserving the Emirati national identity
- 7.4 Enable the private sector, civil society and citizens to increase their contribution to the social sector agenda
- 8.1 Increase agility, innovation and efficiency within the Government's structure, capabilities and culture
- 8.2 Ensure future-oriented plans, policies, laws and regulations
- 8.3 Enhance the efficiency and effectiveness of Government services
- 8.4 Ensure effective and efficient management of physical and digital assets
- 8.5 Improve financial performance and increase resultsorientation through outcome-based budgeting and performance measurement
- 8.6 Improve stakeholder engagement, access to information and community participation in decision-making

Strategic Alignment

In the preceding chapter of this document, we presented the strategic alignment of each Ajman 2030 direction to key frameworks - We the UAE 2031' vision, the UN 2030 Sustainable Development Goals, and the Quadruple Bottom Line framework. In the following pages, we provide an aggregate view of how Ajman 2030's objectives as a whole align with these frameworks, giving a holistic view of the plan's strategic alignment with broader developmental agendas.

This summary demonstrates our commitment to integrating with national and global priorities and our multifaceted approach to sustainable development.



Strategic Alignment | UAE 2031 National Indicators

Ajman 2030 aligns closely with the "We the JAE 2031" national vision, demonstrating the Ajman's commitment to contributing to the UAE's overarching targets. In showcasing the strategic alignment between Ajman 2030 and the "We the UAE 2031" vision, we highlight the collective commitment to shared national outcomes.		Alignment of objectives to UAE national indicators											
		Forward Society			Forward Economy				Forward Ecosystem				
		Human Development Index ranking	Global quality of life ranking	Quality of healthcare	Attracting global talent	GDP	Non-oil exports	Value of UAE foreign trade	Contribution of tourism sector to GDP	Proactive legislations for new economic sectors	Global safety index	Global cyber- security index	Global food security index
1	Foster a competitive business environment and investment climate that drives economic development	1.1, 1.3	1.1, 1,2, 1.3, 1.4	1.4	1.1, 1,2, 1.3, 1.4	1.1, 1,2, 1.3, 1.4	1.2	1.2	1.1	1.1			
2	Build human capital that can fulfil the Emirate's aspirations	2.1	2.1, 2.2, 2.3		2.1, 2.2, 2.3								
3	Enhance the attractiveness and livability of the Emirate	3.4	3.1, 3.2, 3.3, 3.4	3.4		3.2			3.2, 3.3, 3.4		3.4	3.4	
4	Establish Ajman as a hub for arts and culture		4.1, 4.2		4.1, 4.3	4.1, 4.2, 4.3	4.3	4.1					
5	Deliver integrated and sustainable mobility		5.1, 5.2, 5.3			5.1, 5.2							
6	Improve environmental sustainability		6.1, 6.2, 6.3										6.3
7	Foster an inclusive, cohesive and empowered society		7.1, 7.2, 7.3, 7.4, 7.5		7.2	7.2			7.3				
8	Become a pioneering government that is agile, innovative, efficient and outcome-focused						Ena	bler					

MAN 2030 VISION : FOR THE PEOPLE | ROADMAP TO 2030

Strategic Alignment | UN 2030 Sustainable Development Goals

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Ajman 2030 aligns with many of the UN 2030 Sustainable Development Goals, demonstrating our part in the global effort towards sustainable development

This alignment underscores our commitment to achieving a better and more sustainable future for all.

Alignment of objectives to	UN 2030 Sustainable Development Goals						
1. Foster a competitive business environment and investment climate that drives economic development	5. Deliver integrated and sustainable mobility						
1.1 Create a business-friendly environment and enhance nvestment promotion and facilitation	5.1. Enhance the quality and connectivity of road infrastructure						
1.2 Enhance trade infrastructure, trade facilitation efforts and he trade environment	5.2. Enhance the quality and connectivity of the public transport network						
.3 Foster a conducive environment for entrepreneurship, start- ups and the growth of SMEs	5.3. Promote active transport through the provision of safe, accessible and enjoyable places for people to walk and cycle						
.4 Enable increased private sector participation in public projects and services	6. Improve environmental sustainability						
	6.1 Achieve sustainable waste management and reduce pollution						
2. Build human capital that can fulfil the Emirate's aspirations 2.1 Ensure world-class education that drives educational attainment	6.2 Improve energy efficiency and increase use of alternative energy						
2.1 Ensure world-class education that drives educational attainment and readiness to shape the future	6.3 Protect bio-diversity and conserve natural resources						
.2 Foster research, development and innovation across the mirate	7. Foster an inclusive, cohesive and empowered society						
3 Enhance workforce skills and promote lifelong learning	7.1 Ensure that the social services system is efficient, empowering and fair						
. Enhance the attractiveness and livability of the Emirate	7.2 Foster gender equality and empowerment of women, children, youth, people of determination and the elderly						
a.1 Enhance the performance of city operations and public ervices	7.3 Foster a cohesive society, whilst preserving the Emirati national identity						
3.2 Create active, vibrant urban centres that support thriving communities	7.4 Enable the private sector, civil society and citizens to increase their contribution to the social sector agenda						
3.3. Improve access to quality green and blue spaces, sporting, ecreation, and community facilities	8. Become a pioneering government that is agile, innovative, efficient and outcome-focused						
.4 Promote good health, safety, security and wellbeing	8.1 Increase agility, innovation and efficiency within the Government's structure, capabilities and culture						
	8.2 Ensure future-oriented plans, policies, laws and regulations There is no direct impact on						
. Establish Ajman as a hub for arts and culture	8.3 Enhance the efficiency and effectiveness of Government services achieving the SDGs, however,						
1 Protect, showcase and develop Ajman's cultural heritage	8.4 Ensure effective and efficient management of physical and digital assets 8.5 Ensure effective and efficient management of physical and digital assets 8.6 Ensure effective and efficient management of physical and digital assets 8.7 Ensure effective and efficient management of physical and digital assets						
.2 Support community engagement in art and cultural ctivities	8.5 Improve financial performance and increase results-orientation through outcome-based budgeting and performance measurement management of physical and digital assets (economic, social and						
3.3 Support the development of the arts and culture industries	8.6 Improve stakeholder engagement, access to information and community participation in decision-making						

MAN 2030 VISION : FOR THE PEOPLE | ROADMAP TO 2030

Strategic Alignment | Quadruple Bottom Line

AJMAN | 2030

Ajman 2030 encompasses a holistic approach to sustainability, embracing the four pillars of sustainability in the Quadruple Bottom Line framework.

This demonstrates our commitment to driving the Emirate's transformation in a comprehensive manner that fosters long-term prosperity and well-being.



Economic

Economic sustainability is about planning for a prosperous community through sound economic development and expenditure.



Environmental

Environmental sustainability is about protection and enhancement of our natural environment.



Social

Social sustainability is about social connections, sense of community, feeling safe, being healthy and active, and promoting cultural diversity, local history and heritage.



Governance

Good governance is about effective community participation and engagement, high levels of customer service and satisfaction, evidence-based decision-making and transparent governing.

Alignment	t of objectives to Quadruple Bottom Line Dimensions	Economic	- D	Social	Governance
1	Foster a competitive business environment and investment climate that drives economic development	1.1, 1,2, 1.3, 1.4	1.1, 1,2	1.1, 1,2, 1.4	_
2	Build human capital that can fulfil the Emirate's aspirations			2.1, 2.2, 2.3	
3	Enhance the attractiveness and livability of the Emirate	3.1, 3.2, 3.3, 3.4	3.2, 3.3	3.1, 3.2, 3.3, 3.4	3.1
4	Establish Ajman as a hub for arts and culture	4.1, 4.2, 4.3	4.1, 4.2, 4.3	4.1, 4.2, 4.3	4.1
5	Deliver integrated and sustainable mobility	5.1	5.1, 5.2, 5.3	5.1, 5.2, 5.3	5.1
6	Improve environmental sustainability	6.2	6.1, 6.2, 6.3	6.1, 6.2, 6.3	_
7	Foster an inclusive, cohesive and empowered society	7.4		7.1, 7.2, 7.3, 7.4	7.4
8	Become a pioneering government that is agile, innovative, efficient and outcome-focused	8.2, 8.3, 8.4, 8.5	_	8.6	8.1, 8.2, 8.3, 8.4, 8.5, 8.6

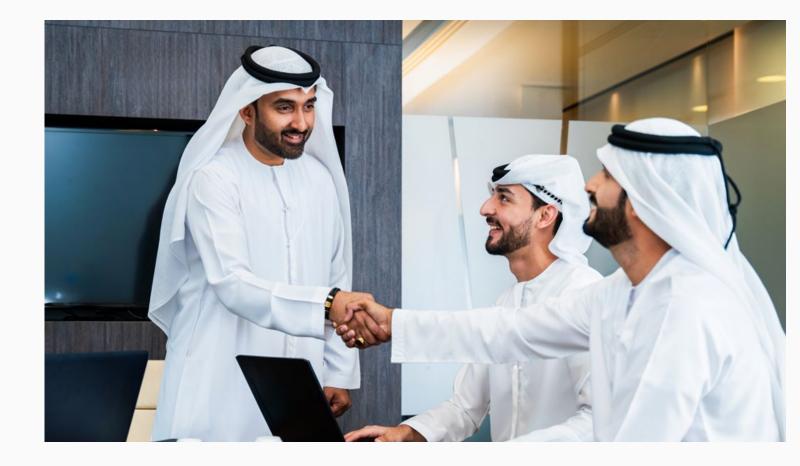
The following section outlines 15 transformative project ideas that address the opportunities and challenges facing the Emirate, ultimately benefiting residents, businesses, and visitors alike. Each of these projects have the potential to make a broad impact across multiple directions of Ajman 2030 and deliver tangible benefits to the community.

Projects will be co-designed with the communities they aim to serve, ensuring that the outcomes are closely aligned with their needs and aspirations. The Government of Ajman recognises that successful implementation requires commitment from the entire community, including all levels of Government, business leaders, and residents, to bring the Ajman 2030 vision to life.









The social heart of Ajman in Al Safia

Transform Al Safia district into a vibrant and community-driven, year-round public space for families in Ajman that will serve as the social heart of the Emirate. The aim is to use nature as the driving force and create a space that engages and empowers members of the community and fosters inclusivity by offering a mix of activities that cater to all families in Ajman.

This project has the potential to increase social connectivity, build on the Emirate's rich cultural heritage, increase sustainable mobility, and improve the overall wellbeing of residents and visitors.

Ajman Corniche beach development

Transform Ajman Corniche into a vibrant coastal destination, by expanding the beachfront, enhancing its aesthetics, reinforcing coastal defenses, expanding green spaces, and offering diverse activities.

Revitalising Ajman Corniche Beach holds significant potential to attract residents, tourists and investors, and ultimately enhance quality, life and happiness of the community.

AJYAL program

Introduce a distinguished young leaders programme to equip youth with crucial skills to excel across diverse sectors and thrive in a dynamic world, whilst serving as a platform for young leaders to connect and collaborate.

This initiative has the potential to promote sustained impact by empowering a new generation of skilled and confident leaders who take on leading positions and contribute positively to organisations and society.







Ajman skills and life-long learning strategy

Develop a comprehensive approach to equip the Emirate with the necessary skills and promote lifelong learning among its residents. This encompasses policy formulation, effective reporting, governance structures and stakeholder collaboration.

This initiative would set the foundation for transforming Ajman into a learning city where education and skills development are continuous, accessible, and aligned with both individual aspirations and the vision of the Emirate.

Al-Zorah Sea Port

Establish a state-of-the-art sea port in the Al-Zowra area, enabling the Emirate to accommodate larger vessels, efficiently manage a significantly increased container volume, and seamlessly connect to the national transport network.

This represents a significant catalyst for the Emirate, attracting international trade and investment, generating job opportunities, enhancing economic prosperity, and improving local infrastructure.

Ajman waste management strategy

Enact the comprehensive Ajman waste management strategy and elevate the governance of waste management practices, working towards the ambitious goal of achieving 'zero waste to landfill'.

This strategic waste management initiative is poised to play a pivotal role in steering the Emirate towards a sustainable future and elevating the quality of life for its citizens.







Ajman heritage path

Create a dedicated heritage path for pedestrians that connects iconic heritage buildings, from Ajman Museum and the heritage district to Saleh Market and the heritage area, with the aim of promoting sustainable cultural tourism and preserving heritage buildings in the Emirate.

This project not only celebrates Ajman's rich history but also holds the significant potential to create job opportunities, boost the income of local residents, encourage walking in the area and strengthen community cohesion.

"Emirates Village" in Masfout

Transform Masfout into a thriving mountain destination with a distinct sense of place and identity. This project would harness Masfout's natural beauty and introduce a variety of outdoor activities and nature-based experiences that promote active, healthy lifestyles.

The transformation of Masfout could deliver significant community benefits including the creation of jobs and entrepreneurial opportunities, attracting local, regional and international visitors and enriching the lives of local residents.

Sustainable development of Musherief Creek

Rehabilitate Musherif Creek by purifying the water, restoring the ecological system and introducing enhancements to encourage sporting and social activities such as fishing, swimming and sport.

The rehabilitation of Musherif Creek would provide significant community benefits by reivitalising the area, offering opportunities for recreational activities and social interaction, whilst also fostering a sustainable natural environment for the community to enjoy.







Create an enabling environment for pop-ups

Create an enabling environment for pop-ups activations in the Emirate, including a range of initiatives, policies, and support measures, with the aim of making Ajman the most competitive destination in the UAE for pop-ups.

This pop-up program allows businesses to experiment with new products and services at temporary venues, encourages entrepreneurships, spurs innovation, creates jobs and creates thriving public spaces and unique experiences for residents and visitors.

Government-owned investment entity

Launch an investment arm for the Government with a mandate to generate sustainable financial returns and elevate the performance of Government-owned businesses. The first phase of the project will define the governance framework for the investment arm and its overarching goals.

The Government-owned private investment arm could generate profitable financial returns, enhance domestic competitiveness, support the growth of strategic sectors and domestic industries, attract FDI, and generate broader socioeconomic impact through job creation and societal progress.

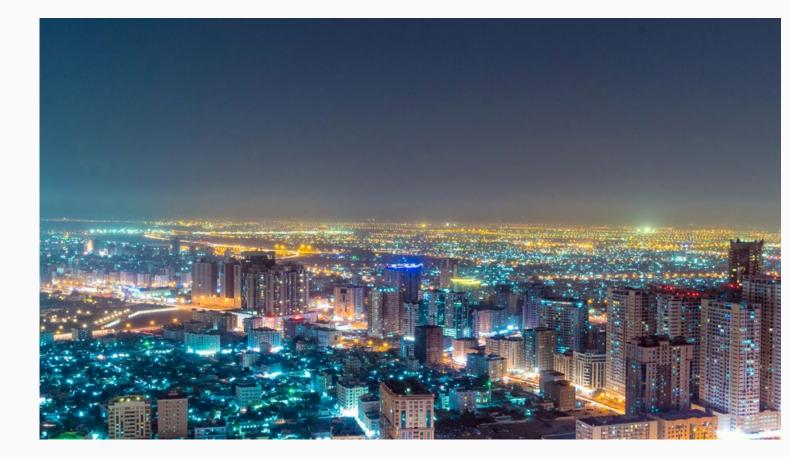
Ajman urban transformation strategy

Develop an urban planning strategy that places the community at its core, aiming to transform the Emirate through collaborative efforts among Government entities, private sector stakeholders and active community engagement. This holistic strategy addresses various facets of urban development including infrastructure, transportation, economic development, culture, housing, and community development. It also introduces a new governance framework and innovative planning concepts, such as the 15-minute city, 'life between buildings', and Hearts of the City.

This urban transformation project has the potential to provide transformative benefits for the community, effectively addressing their needs by providing improved infrastructure, enhanced accessibility, better housing options, enriched cultural experiences.







FDI attraction program

Create an FDI attraction programme aimed at attracting investments in key strategic sectors by enhancing the business-enabling environment, promoting investment, facilitating investment, and addressing other key factors.

The FDI attraction programme has the potential to provide substantial long-term investments, supporting the achievement of Ajman 2030 objectives, fostering economic growth, and advancing transformative projects.

Art, culture and entrepreneurship district

Establish a unique, vibrant art, culture, and entrepreneurship district that hosts a community of artists, designers and craftsmen offering studios, galleries, academies, performance venues, dining outlets and community events.

The envisioned art, culture, and entrepreneurship district has the potential to serve as a vibrant focal point for the community and position Ajman as an attractive Emirate with a thriving arts and culture scene.

A unified operations centre for smart city management

Develop a smart city platform that offers stakeholders realtime access to comprehensive public data, covering areas such as traffic, culture, safety, utilities, atmosphere, environment, prices, population, education, and health.

This unified operations centre has the potential to significantly enhance service delivery, optimise operational costs, and elevate the overall quality of life for the community.



Acknowledgements

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Ajman 2030 was developed with wide participation from Ajman Government entities, the federal Government, the private sector, and the academic sector.

Close consultations and workshops were held with the General Directors and technical teams of Ajman Government entities.

Federal authorities such as the Ministry of Economy and Federal Competitiveness and Statistics Authority (FCSA) were also consulted. Consultations were held with the private sector and an 'Enterprise Survey', commissioned by the Ajman Statistics Centre, provided primary data on 400 private sector firms. Additionally, consultations were held with Ajman University.

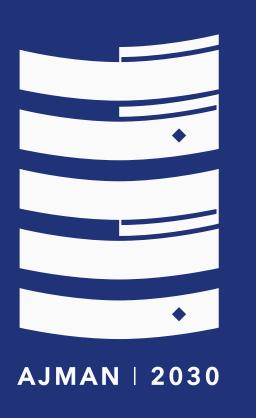
We express our sincere gratitude to all of the participating entities and individuals for the time, resources and expertise they have contributed to this critical project.

Ajman Government Entities

- Ajman Executive Council
- Financial Audit Authority
- Statistics Center
- Ajman Excellence Program
- Citizens Affairs Office
- Charities Coordination Council
- Department of Human Resources
- Department of Legal Affairs
- Transport Authority
- Department of Economic Development
- Department of Digital Ajman

- Department of Tourism Development
- Protocol Office
- Ajman Free Zone
- Department of Land and Real State Regulation
- Ajman Police
- Municipality & Planning Department
- Department of Finance
- Ajman chamber
- Department of ports and customs
- Ajman Contact Center





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