

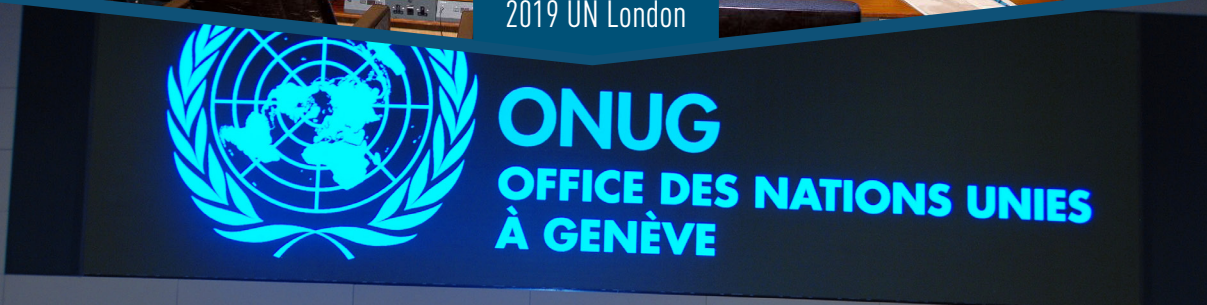


# WASD Sharing Knowledge for a Sustainable Future





2019 UN London



2018 UN Genève



2017 Bahrain

# Welcome to WASD

It gives me great pleasure to welcome you to WASD and introduce our different services. These include our Collaboration and Partnerships with Universities Services, SDGSUNI, Conferences, Publishing, Consultancy and our Sustainability Academy. We invite you to explore our brochure (and websites: [www.wasd.org.uk](http://www.wasd.org.uk) | [www.sdgsuniversities.org](http://www.sdgsuniversities.org) | [www.lisd.org.uk](http://www.lisd.org.uk)) and discover for



yourself the pioneering work the World Association for Sustainable Development (WASD) is doing across the world.

WASD is global forum that brings together leading academics and think tank experts from across the world to discuss issues relating to sustainable development, science and technology management to help transform countries into advanced, knowledge-based societies led by sustainable innovation and social advance.

WASD is very keen to engage and collaborate very closely with all academic and research institutions from all over the world. Our various partnership initiatives and activities, together with our various partners across the world, aim to strengthen institutions' capabilities and capacities and enable them to make big decisions.

The purpose of our academic and research partnerships is to establish a relationship for interaction between WASD and institutions across the world. In these partnership arrangements, we plan to explore research and teaching in areas of mutual interest and establish a framework between the parties that will facilitate future interactions. It is anticipated that research and teaching collaborations can be established in areas of mutual interest that are non-proprietary and intended for public dissemination.

It is with great pleasure that we welcome you to the London Institute of Sustainable Development (LISD), a global centre of excellence established in 2025 by WASD to advance the United Nations 2030 Agenda and its 17 SDGs through education, research, and innovation. LISD nurtures future leaders and researchers with the knowledge, creativity, and ethical awareness needed to drive sustainable transformation worldwide. Our postgraduate programmes, PhD, DBA, MBA, MBA Sustainability, Leadership and Public Policy, MBA Healthcare Leadership and MSc combine academic excellence with practical insight, preparing graduates to think critically, lead responsibly, and create lasting impact. With a vibrant international community, expert faculty, and innovative learning platforms, LISD provides a truly transformative experience for those committed to shaping a more inclusive and sustainable future.

In 2025 we celebrated our 22nd Anniversary and we sincerely hope to have more opportunities and collaboration with new global partners in the future.

## **Professor Allam Ahmed**

PhD MSc BSc (Hons) FFPH FCIM Chartered Marketer

### **Founding President**

World Association for Sustainable Development (WASD)  
London Institute of Sustainable Development (LISD)

### **Managing Director**

Sustainable Development Goals Universities Initiative (SDGsUNI)

## WASD COLLABORATION WITH THE UNITED NATIONS

WASD is delighted to be working very closely with various United Nations Agencies, most specifically with the UN Joint Inspection Unit (JIU). Both JIU and WASD are inspired by the conviction that the UN Agenda 2030 for Sustainable Development (SD) and the 17 Sustainable Development Goals (SDGs) provide the momentum for renewed UN engagement with the public and private sectors.

In 2018, WASD collaborated with JIU on the UN project **Strengthening policy research uptake in the context of the 2030 Agenda for Sustainable Development**, aimed at reviewing the policy research uptake in service of the 2030 Agenda for SD. For the first time in its 52 year history, the UN (aided by WASD) officially consulted academics and researchers from all over the world on the policy research uptake in the UN.

In 2019, WASD also worked very closely with the UN JIU to undertake a UN system-wide review of policies, programmes, and platforms to support learning and enhancing the adequacy of training policies in the UN. The report **Policies and platforms in support of learning: towards more coherence, coordination, and convergence** was launched officially on 28 October 2020 at the opening of WASD's Online Learning Conference.

These various initiatives and events with the UN JIU have encouraged WASD to launch its **Sustainable Development Goals Tracker (SDGT)** and **Sustainable Development Goals Universities Initiative (SDGsUni)**.





# Sustainable Development Goals Tracker

## WASD Global SDGs Monitoring Framework

**The 2030 Agenda and the Sustainable Development Goals (SDGs)** was established in 2015 through the collective agreement of all United Nations Member States, the SDGs set out a universal vision for peace, prosperity, and the protection of the planet. Comprising 17 Goals and 169 targets to be achieved by 2030, they serve as a blueprint for a more inclusive and sustainable future. Progress towards these objectives is assessed through national and global indicators, guided by the shared commitment to “leave no one behind.” To enhance the monitoring and evaluation of this global agenda, the WASD has introduced the **Sustainable Development Goals Tracker (SDGT)**, an innovative analytical framework designed to measure and assess worldwide progress in achieving the UN’s SDGs (1–17). The SDGT offers a comprehensive, data-driven, and comparable tool that tracks each nation’s implementation of the 2030 Agenda for Sustainable Development. As the first organisation to establish such a system, WASD plays a pioneering role in advancing the global sustainability agenda by providing evidence-based insights, strengthening accountability, and supporting policymakers in accelerating progress towards the Goals.

Since 2016, UN Member States have been submitting Voluntary National Reviews (VNRs) annually to the High-Level Political Forum (HLPF) to report on progress towards the SDGs. To date, 190 countries and the European Union have presented at least one VNR, with the United States remaining the only major country yet to do so. Between 2016 and 2025, a total of 412 VNRs have been presented, reflecting growing global participation, though reporting frequency varies, with most countries submitting their first, second, or third review. The quality and depth of data also differ significantly some reports feature over 100 indicators, while others include fewer than 20. The most recent VNRs were presented at the 2024 HLPF in New York, and 35 countries are expected to participate in the 2025 cycle, marking the tenth anniversary of VNR reporting.

The SDGT is directly aligned with the 17 SDGs established by the UN in 2015. The SDGT builds on the VNRs, the official UN mechanism through which countries assess and report their progress on the SDGs. By systematically analysing the quantitative and qualitative data presented in VNRs, the SDGT monitors and evaluates each nation’s performance across all 17 SDGs, through a structured, evidence-based assessment process. Using this analysis, the SDGT applies a 0–5 performance scale to measure progress in line with the VNR assessment framework, providing a clear and comparable indication of how effectively each country is advancing towards the 2030 Agenda for Sustainable Development.

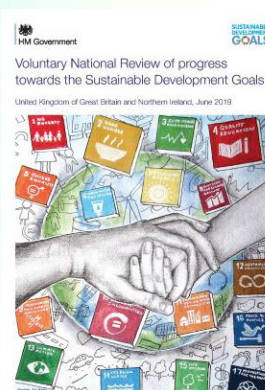
The WASD uses VNRs as the main data source for the SDGT. As a self-assessment process, each VNR enables UN Member States to review and report their progress in implementing the 2030 Agenda for Sustainable Development. These reviews are voluntary, inclusive, and country-led, reflecting each nation's priorities, achievements, and challenges. The analysis of VNRs combines advanced Artificial Intelligence (AI) with rigorous expert evaluation to ensure accuracy, depth, and transparency. AI-assisted tools are used to scan, summarise, and structure large volumes of VNR text, enabling efficient processing and identification of key themes. This is followed by manual expert review, where specialists interpret context, verify accuracy, and capture nuanced insights that automated systems may overlook. Comparisons between AI and human assessments are conducted to test reliability, ensuring a balanced, evidence-based evaluation across all SDGs. The process also includes a layered expert review: academic experts from the WASD first assess the SDGT team's draft, followed by senior WASD experts who provide detailed commentary. A third-opinion review is then undertaken to enhance objectivity, and country-specific experts validate local accuracy and relevance. Where data gaps or inconsistencies exist, WASD uses proxy indicators or qualitative assessments, ensuring that all 17 SDGs are systematically evaluated. This approach transforms the VNR findings into a standardised performance framework, allowing for consistent and transparent measurement of sustainability across nations. In the final stage, the refined analysis is uploaded to the SDGT platform, ensuring full transparency and enabling public feedback for continuous improvement.

## SDGT Performance Rating Scale

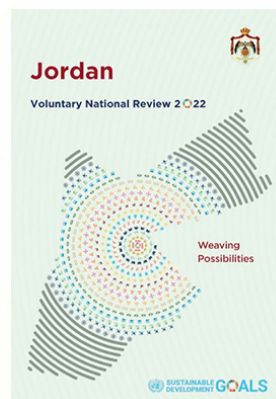
Score	Description
0	No Progress: No measurable advancement or data available.
1	Severely Off-Track: Minimal progress with major challenges persisting.
2	Off-Track: Limited improvement with substantial efforts still required.
3	Moderately Off-Track: Noticeable progress achieved, but significant gaps remain.
4	On-Track: Considerable advancement made; close to meeting the target.
5	Achieved: Goal fully realised with sustainable performance maintained.



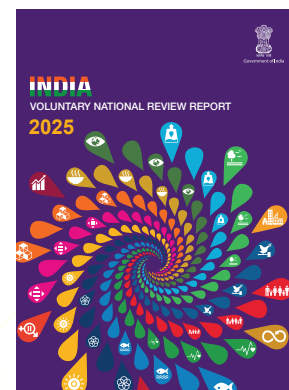
*KSA VNR Report*



*UK VNR Report*



*Jordan VNR Report*



*India VNR Report*

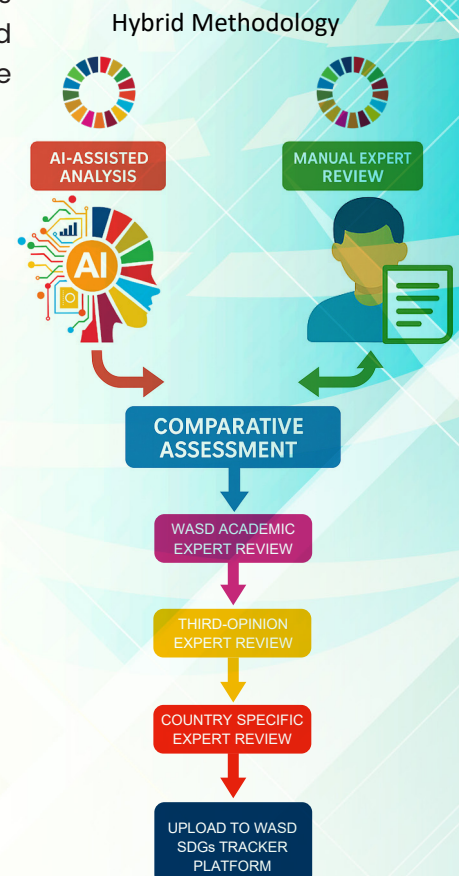
# Irregular VNR Reporting: A Challenge to SDGT

Several reporting gaps persist within the VNR process. Notably, some countries, have never submitted a VNR, while others have not reported for over three years to the UN. Many reports also fail to follow the official UN template, resulting in inconsistencies in structure and depth that hinder cross-country comparisons. As the VNR process remains entirely voluntary, there is no mechanism to ensure regular or standardised reporting, raising serious concerns about accountability. In 2025, this irregularity creates significant blind spots in assessing global progress towards the SDGs not merely a gap in data, but a gap in collective responsibility as the world moves towards 2030.

## WASD Approach to VNR Analysis

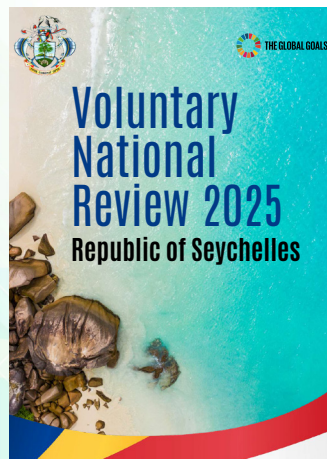
- Extract and interpret quantitative and qualitative data on SDG progress.
- Align national indicators with the global SDG targets.
- Identify successes, challenges, and data or policy gaps.
- Apply the 0-5 performance scale to evaluate each SDG.
- Generate regional and global comparisons to assess progress trends.
- Provide recommendations and guidance to support countries in improving performance and achieving the SDGs.

Through this integration of VNR methodologies, the SDGT strengthens accountability, encourages evidence-based policymaking, and supports the UN in tracking global SDG implementation in a more structured and comparable way.



## Advantages of using the SDGT

- **Enhanced Accountability and Transparency** – The SDGT quantifies national progress, enabling governments to demonstrate their commitment to sustainable development and encouraging open reporting and improvement.
- **Evidence-Based Policy Development** – Findings from the Tracker help policymakers identify priority areas for reform, guide investment, and support data-driven decision-making aligned with the 2030 Agenda.
- **Global Comparability and Benchmarking** – The 0–5 scoring framework allows countries to benchmark their SDG performance regionally and globally, promoting learning and healthy competition.
- **Multi-Stakeholder Collaboration** – The Tracker strengthens partnerships among governments, civil society, the private sector, and academia, fostering collective ownership of the SDGs.
- **Support for UN Monitoring and Review** – By providing standardised, evidence-based insights, the SDGT complements UN monitoring mechanisms and contributes to discussions at the HLPF.



*Seychelles VNR Report*



*Germany VNR Report*



*EU VNR Report*



*Botswana VNR Report*



## WASD Support for the UN in Tracking Global SDGs Progress

- Monitor global and regional SDGs progress in a consistent, comparable format.
- Identify countries or goals that are severely off-track, enabling targeted support and international cooperation.
- Facilitate knowledge exchange by showcasing success stories and best practices.
- Provide an evidence base for policy discussions at international forums, including the HLPF.

SDGT isn't just about analysing documents; it's about making sure countries stay on track with the goals they've committed to. The SDGT Project brings structure, clarity, and accountability to VNRs, helping us spot patterns, compare progress, and understand the real challenges nations are facing. By combining AI tools with human expertise, we've built a smarter, faster, and more thoughtful way to evaluate national efforts. Most importantly, it proves that no country is alone in this journey. We all face challenges, but there are also valuable lessons being learned, and they need to be shared. If we want to achieve the SDGs by 2030, we need better data, more transparent reporting, and stronger action, especially at the local level.



## H. E. Dr Tatiana Valovaya

Director General

United Nations Office at Geneva  
Palais des Nations  
Geneva, Switzerland  
22 July 2024



“

It is a pleasure to open the 22nd World Association for Sustainable Development International Conference. I would like to express my gratitude to WASD for organizing this event at a crucial moment, as we approach the 2030 target. I am particularly pleased to see on the agenda of the conference the emphasis on the vital role of educational institutions in driving forward the implementation of Agenda 2030. Universities and academic institutions are not only centers of learning but also hubs of innovation, research, and community engagement. They play a pivotal role in equipping the next generation with the knowledge and skills needed to achieve sustainable development. ”



## SDGs UNIVERSITIES INITIATIVE

In the post-COVID-19 era, universities must confront the new realities that are rapidly manifesting themselves in a diversely complex and fast-changing world. Universities need to be expansively re-focused in order to become more sensitive and responsive to its mission of developing graduates who, in addition to conventional graduate training, are also able to fight the intellectual battle for self-confidence and self-assertion as equal players in the global and intensely competitive knowledge/digital economy.

**SDGsUNi** initiative aims to bring together universities and research institutions from across the world in a global forum to collaborate and reconnect with the discourse of Sustainable Development (SD) and the UN 2030 Agenda and its 17 SDGs.

### Why Join?

There are many reasons why your university should join SDGSUNi. In addition to the points raised in this brochure regarding teaching, learning and research, other reasons include:

- Promote SD programmes and attract new students from across the world.
- In addition to the SDGSUNi global platform, all universities will be included in their own region- and country specific platforms.
- Network directly with key universities across the world, and share experience and lessons learned with their research and teaching.
- Enhance universities' profiles in the international market and attract research funding and investment.
- Build relationships and be involved with the UN's various agencies and officials working on SDGs.
- Help universities to integrate and reconnects their curriculum in all 17 SDGs relevant subjects and therefore accomplish their natural and ascribed roles as a strategic agent for countries' national collective efforts to catch-up and be on track to achieve the UN's 17 SDGs.
- Range of discounts (10%-100%) for all WASD conferences, workshops, and training programmes.



On Monday 22 July 2024 at the United Nations Office at Geneva (UNOG), Palais des Nations, Switzerland, WASD officially launched SDGsUNi with an opening speech by Her Excellency Dr Tatiana Valovay, Director-General UNOG, Switzerland.

Moreover, in addition to the UN launch, we have also presented the initiative in Africa, Asia and Middle East during various international conferences and summits to gather feedback and reflections from the global education community to improve the performance of the platform. The SDGSUNi platforms have been presented at Queen Mary University of London, UK (2020-2024);

Association of African Universities, Namibia (2023); World University Association for

Community Development and University of Airlangga, Indonesia (2023); Al Majmaah University and Gulf Universities, KSA (2024); Islamic World Educational, Scientific and Cultural Organization and Federation of the Universities of the Islamic World, Morocco (2025).



الجمعية السعودية  
للإدارة الصحية **SS:HA**

**Saudi Society for Health  
Administration – Saudi Arabia**

*Research, Teaching and Capacity Building*



جامعة عفت  
EFFAT UNIVERSITY

**Effat University – Saudi Arabia**

*Middle East Journal of Entrepreneurship,  
Leadership and Sustainable Development  
(MEJELSD)*



**CIFAL Saudi Arabia, United Nations  
Institute for Training and Research  
(UNITAR) and Almajmaah University  
Saudi Arabia**



جامعة المعرفة  
ALMAAREFA UNIVERSITY



مركز الملك سلمان  
للإغاثة والأعمال الإنسانية  
**KING SALMAN**  
HUMANITARIAN AID & RELIEF CENTRE

**AlMaarefa University & King Salman  
Humanitarian Aid & Relief Centre –  
Saudi Arabia**

*International Humanitarian Research*



**King Khaled University  
Saudi Arabia**

**SAUDI ARABIA**

**SUDAN**



**Sudan University of Science  
and Technology – Sudan**

*UNESCO Chair for Women in Science  
and Technology*



**University of Gezira – Sudan**

*Research, Capacity Building and  
International Journal*



**National Centre for Research  
(NCR) Sudan**

*Archive and upload on WASD's Digital  
Library Environment and Natural  
Resources International Journal (ENRIJ)*





**Al Zaytoonah University – Jordan**

Doctoral joint program on Business Administration (DBA)



**JORDAN**

**GUST**

Gulf University for Science & Technology



**Gulf University for Science and Technology – Kuwait**



**Supreme Council for Planning and Development – Kuwait**

Kuwait's National Project for Knowledge Economy (NPKE)

**KUWAIT**

**Confab360Degree**  
Academic Integration

**INDIA**



**Confab 360 Degree – India**

**GHANA**



**Association of African Universities (AAU) – Ghana**

African Universities SDGs Initiative



**World University Association for Community Development Indonesia**

**INDONESIA**



**Airlangga University – Indonesia**

Research, Capacity Building, Joint International Conference and Journal Special Issues





## **London Institute of Sustainable Development (LISD)** **“Advancing Knowledge for a Sustainable Future”**

It is with great pleasure that we welcome you to the LISD, a global centre of excellence established in 2025 by the World Association for Sustainable Development (WASD) to advance the UN 2030 Agenda and its 17 Sustainable Development Goals (SDGs) through education, research, and innovation.

At LISD, we see higher education as a catalyst for positive change. Our mission is to develop future leaders and researchers who combine knowledge, creativity, integrity, and a global outlook to drive sustainable transformation across all sectors.

Our postgraduate programmes, PhD, DBA, MBA, and MSc, offer a forward-looking, interdisciplinary learning experience that connects theory with practice. Each programme empowers individuals to think critically, lead responsibly, and contribute meaningfully to global progress.

### **Our Mission**

LISD is a multidisciplinary centre of excellence dedicated to providing transformative, future-focused education that integrates academic rigour with real-world relevance.

## Aims

- Empower students to become globally responsible, sustainability-driven leaders.
- Foster partnerships that advance research, innovation, and policy development.
- Deliver flexible, technology-enabled learning accessible to students worldwide.
- Strengthen institutional and individual capacity for sustainable change.

## Vision

To be a global leader in sustainable education, research, and innovation, recognised for advancing the United Nations 2030 Agenda and its Sustainable Development Goals (SDGs) through knowledge creation, collaboration, and transformative action.

## Goals

- Integrate sustainability principles across all academic and professional programmes.
- Develop a new generation of ethical, informed, and impact-oriented leaders.
- Strengthen international collaboration between academia, industry, and policy institutions.
- Promote research and innovation that address pressing global challenges such as climate change, inequality, and digital transformation.
- Enhance global capacity for sustainable development through education, training, and consultancy.

LISD brings together a diverse international community of scholars, professionals, and partners committed to inclusive and knowledge-driven development. Supported by world-class faculty, cutting-edge digital tools, and global collaborations, LISD provides a transformative learning experience designed for lasting impact.

## Programmes Offered

- Doctor of Philosophy (PhD)
- Doctor of Business Administration (DBA)
- Master of Business Administration (MBA)
- MBA in Sustainability, Leadership and Public Policy
- MBA in Healthcare Management and Leadership
- Master of Science (MSc)

LISD's programmes combine academic rigour with practical relevance, integrating the latest research, management insights, and digital innovation. Each pathway is tailored to diverse student interests and career ambitions, preparing graduates to address real-world challenges in sustainable development, governance, and economic growth.

## Why Study with LISD?

- **Global Relevance:** All programmes align with the UN SDGs.
- **Flexible Learning:** Hybrid and online options designed for professionals and international learners.
- **World-Class Faculty:** Learn from distinguished academics, researchers, and industry experts.
- **International Community:** Join a network of scholars and practitioners from over 40 countries.
- **Career Impact:** Acquire the skills and global perspective to lead transformative change.

## Teaching Philosophy

Education at LISD is transformative, innovative, and globally connected. Our pedagogy blends research, technology, and collaboration to foster critical thinking, ethical leadership, and real-world problem solving.

- **Research-Led Learning:** Grounded in global challenges and SDG alignment.
- **Flexible and Inclusive:** Hybrid delivery models for international learners.
- **Collaborative Environment:** Peer learning and interdisciplinary engagement.
- **Global Expertise:** Delivered by academics and professionals with extensive industry and policy experience.

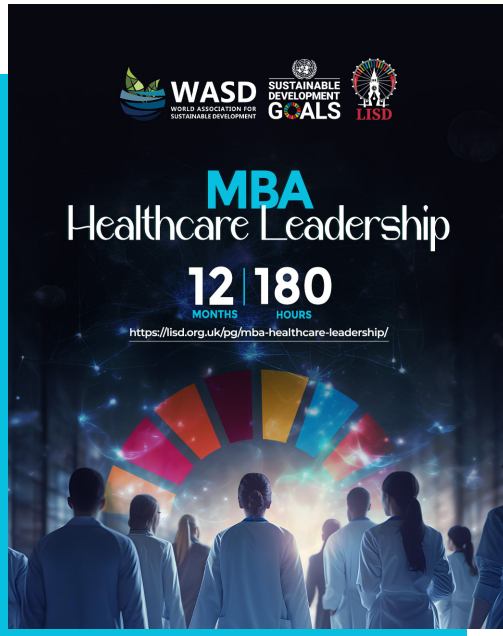
## Teaching Pedagogy




At the London Institute of Sustainable Development (LISD), our teaching pedagogy is built on the foundation of innovation, flexibility, and practical relevance. We recognise that modern learners, whether recent graduates, working professionals, or returning students, require an education that is not only academically rigorous but also deeply connected to real-world application. Our pedagogical approach reflects this by blending theory with practice and integrating global insights with local relevance.

## Technology-Driven Hybrid Education

At LISD, technology underpins our hybrid teaching model, offering flexible, accessible, and engaging learning for students worldwide. We combine online and on-campus study, blending the convenience of virtual learning with the value of personal interaction. Students benefit from live and recorded lectures, interactive resources, discussion forums, and collaborative tools, supported by email, video conferencing, and face-to-face sessions at our UK study centre. This approach builds a vibrant global community of learners and academics.

Comprehensive e-learning resources, including digital libraries and research databases, support independent study. Our use of open-source and innovative technologies ensures scalable, affordable, and sustainable learning especially in developing regions. By merging technology with human connection, LISD's hybrid model fosters digital skills, inclusivity, and readiness for the modern knowledge economy.

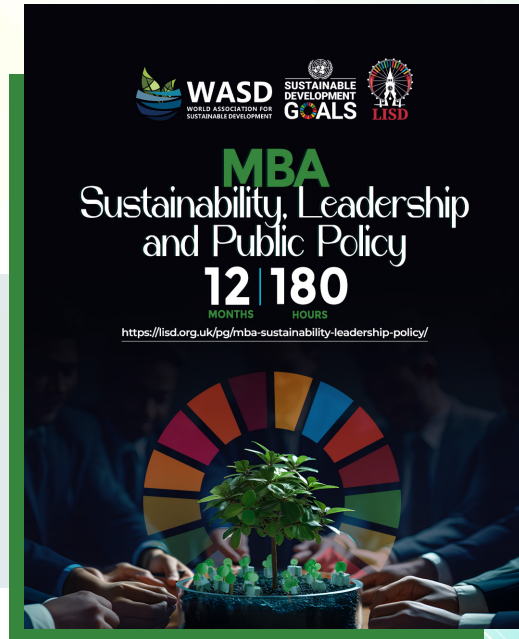









**MBA**  
Healthcare Leadership

**12 | 180**  
MONTHS | HOURS

<https://lisd.org.uk/pg/mba-healthcare-leadership/>

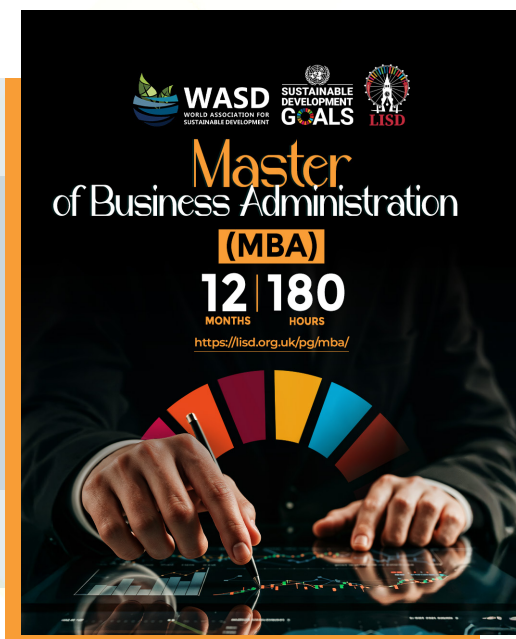









**MBA**  
Sustainability, Leadership  
and Public Policy

**12 | 180**  
MONTHS | HOURS

<https://lisd.org.uk/pg/mba-sustainability-leadership-policy/>

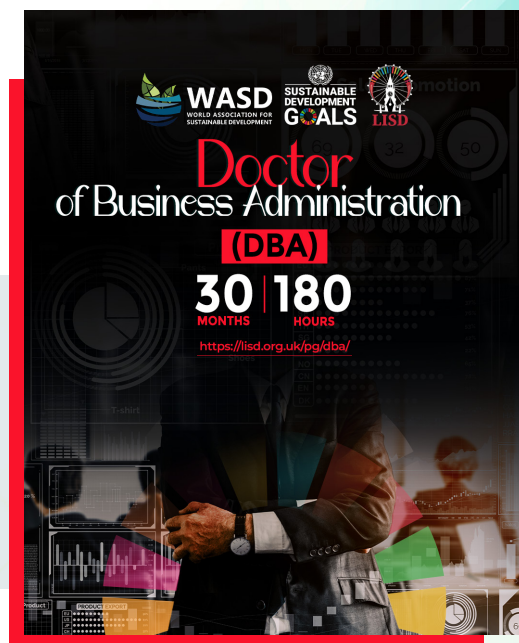









**Master**  
of Business Administration  
**(MBA)**

**12 | 180**  
MONTHS | HOURS

<https://lisd.org.uk/pg/mba/>



**Doctor**  
of Business Administration  
**(DBA)**

**30 | 180**  
MONTHS | HOURS

<https://lisd.org.uk/pg/dba/>

## Training and Capacity Building

WASD and all its affiliated partners runs regular training and capacity building programmes and workshops on the key factors that are influencing human development and capacity building, that are essential for transforming countries across the world to advanced, knowledge-based societies led by sustainable innovation and social advance. Our various packages are designed and delivered by the top and renowned experts from across the world to help countries and regions to diversify their economies and achieve sustainable competitiveness.

### Programme Design

- ✔ Adopts a comprehensive methodology to ensure quality and rigour in pedagogy.
- ✔ Programmes and courses are more than just academic curricula taught by leading subject experts from both academia and industry.
- ✔ Explore leading executive education institutes and the curriculum they are offering; this leads us to contact the faculty members at top global universities who match our areas of need.
- ✔ Conduct several short surveys, benchmarking the needs of the target participants and making sure our experts adapt to their needs and learning styles.
- ✔ Review latest business research and CEO voice surveys published by leading global management consultancies to highlight new challenges and general requirement needs.
- ✔ Answer broad industry needs; in many cases, our programmes attempt to solve existing industry pains and prevalent deficiencies that are practiced in organisational settings, rendering the organisations unsuccessful.



### Our Participants

- ✔ Our programmes have attracted top executives from more than 1,000 government agencies and companies around the globe and have attracted over 5,000 participants from more than 40 countries.
- ✔ Our participants include recent graduates, experienced professionals and people who are returning to education after a break.
- ✔ Most of our programmes/courses are delivered to participants world-wide, entirely by distance learning techniques, using online communication, e-mail contact with tutors, supplemented by access to our comprehensive learning resources.

## Courses

In addition to a distance learning mode of delivery, WASD also offers its programmes/courses face-to-face in weekly teaching blocks in the UK or overseas. We provide additional supervision and assessment time designed to fit around your personal and professional commitments. There is also an opportunity for students to complete a higher degree with an advanced standing by gaining exemptions based on units studied on other programmes/courses.

Please browse our various courses online and contact us with your requirements for any training programmes and/or specific courses. The following list includes samples of our most popular courses.

- ✔ Strategic Leadership and Performance Improvement in Higher Education.
- ✔ Entrepreneurship and SMEs Development for Graduates.
- ✔ Innovation and Knowledge Management: Preparing Graduates for the Digital Economy.
- ✔ Artificial Intelligence and Data Science.
- ✔ Artificial Intelligence and Knowledge Management for Future Digital Leaders.
- ✔ Mastering Public Policy for the Implementation of the United Nations Sustainable Development Goals.
- ✔ Multilateral Diplomacy in the United Nations Matrix.
- ✔ Advanced Healthcare Leadership.
- ✔ Executive Leadership and Performance Improvement for Future Women Leaders.
- ✔ Leadership and management trends in the 21st century: management, finance, and technology.





## Global Experts

WASD brings together experts from all over the world to provide individuals and institutions within universities and research institutions worldwide with the best scientific and management solutions to achieve sustainable growth and development.

WASD offers priceless engagement with the world's most influential academics and business leaders to discuss and debate a range of critical management and leadership issues. Our various training and consultancy packages are designed and delivered by the top and renowned experts from across the world to help various institutions to achieve sustainable competitiveness. In doing so, our experts will help you with a Short Business Diagnostic Consultation and/or any selected workshop delivered virtually (additional cost for face-to-face). While English is the main language for all our experts, we also have several experts who can speak other languages such as Arabic, French and Spanish, among others.

## SDGs Global Experts

(Full list of Experts: [www.sdgswhoswho.org](http://www.sdgswhoswho.org))



**Prof. Manuel Frutos-Perez**

Chief Academic Officer  
Cambridge Education Group Digital  
United Kingdom



**Prof. Ni Nyoman Tri Puspaningsih**

Vice Rector for Research, Innovation &  
Community Development  
University of Airlangga  
Indonesia



**Dr Christian Ehiobuche**

Chair MBA in Healthcare Administration  
& Leadership Program  
Stockton University  
United States



**Prof. Gloria Bonder**

UNESCO Chair on Women, Science and  
Technology in Latin America  
Argentina



**Dr Andrew Murray**

CEO  
Sania Therapeutics  
United Kingdom



**Prof. Kimberly DeSimone**

Director MSC Leadership Program  
St. Bonaventure University  
United States



**Dr Ondřej Dvoulitý**

Associate Professor of Entrepreneurship  
Prague University of Economics  
& Business  
Czech Republic



**Prof. Susan R. Madsen**

Karen Haight Huntsman Endowed  
Professor of Leadership  
Utah State University  
United States



**Dr Emad AlJaaly**

Consultant Cardiac & Minimally  
Invasive Surgeon  
Imperial College London  
United Kingdom

## World Sustainability Forums

As a **World Leader in Sustainability Conferences and Forums**, WASD has a long experience in organising large conferences and events in the UK and across the world. We have a long history of working with world leading organisations in organising sustainability conferences and other global issues and subjects. We are happy to help all universities organise their conferences and high level events. WASD acts as a meeting platform where participants from all over the world meet each other annually to experience new ideas and cultures, travel and see new places, and learn about all aspects of world sustainable development together with their future colleagues.

WASD conferences consist of sessions of Keynote Speakers, General Assembly, Plenary Sessions, Paper Presentations and Excursions (visits and tours) in the organising country. The objective is to create a fresh knowledge base and provide direction to all participants to effectively deal with future challenges of world sustainable development. The conferences attract large numbers of global experts and scholars in addition to WASD members all over the world. Participants include researchers, policy-makers, educators, experts, consultants and, most importantly, companies focused on the creation and commercialisation of technology.



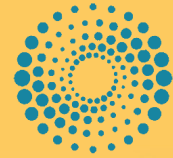
### H. E. Ambassador Petru Dumitriu

Former Inspector – United Nations Joint Inspection Unit

“

We noted the quality of your annual conferences conceived and organized as fertile formulas of multi-stakeholder partnerships. It is against this background that I would kindly invite you to organize your 2018 16th International Annual Conference in Geneva, at the Palais des Nations. That would allow us to present the work of the Joint Inspection Unit to a broader audience.”

”



## Conference Proceedings

WASD will edit all papers submitted prior to the deadline and include them in the conference proceedings, World Sustainable Development Outlook. These proceedings, with ISBN and ISSN registration number, are high-quality publications listed in the **Thomson Reuters Conference Proceedings Citation Index Database/Web of Science Core Collection (CPCI); Clarivate; Scopus; British Library; ABI/Inform (ProQuest); Crossref** and most top universities across the world, such as **Oxford, Harvard, Cambridge**. Our proceedings are also respected all over the world by leading academic and professional bodies such as the World Bank, European Commission, and major universities in the UK (Oxford, Cambridge, London, etc.), USA (Stanford, NY, California), Australia (Queensland, Sydney, Griffith), etc.



This publication focuses on sustainable development with a view to encouraging forward thinking in solving global sustainability problems. Drawing on the expertise of a diverse cultural and national range of contributors, this title boasts its position as a truly global source book. Outlook 2007 examines a number of environmentally-linked subjects from education and knowledge management to climate change and trade and development. The title provides a coherent overview of sustainable development and a holistic approach to finding effective solutions to global issues.

**The Environmentalist, magazine of the IEMA (Institute of Environmental Management & Assessment), 21 July 2008**

**University of Brighton - United Kingdom**

*Towards a Sustainable Knowledge-Based Economy in the Middle East and North Africa Conference*

2003, 2004, 2008, 2009,  
2012, 2013, 2015, 2016, 2017,  
2018, 2019, 2022, 2023

**UNITED KINGDOM**

**Edinburgh Napier University - United Kingdom**

*The Role of Academic Institutions and Societies in Achieving the Millennium Development Goals Conference*



**University of Brighton**



**University of East London**



**Stockton University - United States**

*Sharing Knowledge Making a Difference: the Role of International Scientific Cooperation Conference*



**UNITED STATES**

2011

2010 **St LUCIA**



**University of West Indies - St Lucia**

*Towards Epistemic Sovereignty: (Re)-Thinking Development in a Changing Global Political Economy Conference*

2015

**TURKEY**

2014

**CANADA**

2006

**ITALY**



**United Nations Office in Geneva - Switzerland**

*How to accelerate the pace of the Agenda 2030  
Implementation at halfway to its finishing line Conference  
Public Private Partnership for the  
Implementation of Agenda 2030 Conference*

**SWITZERLAND**

2018, 2024



**Ahlia University - Bahrain**

*Digital Revolution, Smart Cities and Performance Improvement Towards  
a Sustainable Knowledge-based Inclusive Development Conference  
The Impact of the Global Financial Crisis on the Environment, Energy  
and Sustainable Development Conference*

**BAHRAIN**

2009, 2017



**United Arab Emirates University  
- United Arab Emirates**

*Global Competitiveness: a Common Goal  
in a Digital Society Conference*

**U.A.E.**

2005, 2012



**SUDAN**

2019, 2020

**Sudan International University - Sudan**

*Integrating Climate Change into Sustainable  
Development: the Role of Higher Education  
Institutions and Research Centres Conference*



**AUSTRALIA**

2007

**Griffith University - Australia**

*Knowledge Management and Sustainable  
Development in the 21st Century Conference*

## Previous Keynote Speakers: UN, International Organisations and Governments



**H. E. Olga Algayerova**

Executive Secretary  
United Nations Economic  
Commission for Europe  
Switzerland



**H. E. Lim Kitack**

Secretary General  
International Maritime Organisation  
United Kingdom



**H. E. Dr Tatiana Valovaya**

Director General  
United Nations Office at Geneva  
Switzerland



**Jonas Svensson**

Head of Global Innovation & Technology  
United Nations Office for Project Services  
Denmark



**H. E. Arancha González**

Executive Director  
International Trade Centre,  
UN & WTO  
Switzerland



**Jorge Laguna-Celis**

Director Governance Affairs Office  
UN Environment Programme  
Kenya



**Ella Robertson**

Managing Director  
One Young World  
United Kingdom



**Prof. Mohamed Hassan**

Chair  
United Nations University Council  
Sudan



**Samia Melhem**

Global Lead on Digital  
Development World Bank  
United States



**H. E. Sheikh Nahyan Al Nahyan**

Minister of Higher Education  
and Scientific Research  
United Arab Emirates



**H. E. Dr Hend Al Muftah**

Permanent Representative of Qatar  
to the UN Office at Geneva & other  
International Organizations  
Qatar



**H. E. Stephenson King**

Prime Minister  
St. Lucia



**Helen Gillman**

Senior Knowledge Management Specialist  
International Fund for Agricultural  
Development  
Italy



**H. E. John Nsambu**

State Minister of ICT  
Uganda



**H. E. Prof. Intisar Saghiroun**

Minister of Higher Education  
and Scientific Research  
Sudan



**Prof. Jamel-Eddine Gharbi**

Minister of Planning and  
Regional Development  
Former Vice President  
University of Jendouba  
Tunisia



**Councillor Lynda Hyde**

Mayor  
City of Brighton and Hove  
United Kingdom



**H. E. Fahmi Al Jowder**

Minister of Works  
Electricity & Water Authority  
Kingdom of Bahrain

## Previous Keynote Speakers: Academics and Researchers



**Prof. Thomas Schelling**

2005 Nobel Prize Laureate – Economics  
University of Maryland  
United States



**Prof. Janet Druker**

Senior Pro-Vice Chancellor  
Canterbury Christ Church University  
United Kingdom



**Prof. Bakri Saeed**

President  
Association of African Universities  
Ghana



**Prof. Frances Stewart**

Professor Emeritus of  
Development Economics  
University of Oxford  
United Kingdom



**Prof. Ehab Abdel-Rahman**

Provost  
American University in Cairo  
Egypt



**Prof. Verity Brown**

Pro-Vice-Chancellor Impact  
and Innovation  
University of East London  
United Kingdom



**Prof. Mark E. Smith**

President and Vice-Chancellor  
University of Southampton  
United Kingdom



**Prof. Liisa Laakso**

Rector  
University of Tampere  
Finland



**Prof. Gurinder Singh**

Group Vice Chancellor  
Amity Universities  
India



**Prof. Farida Fortune**

Lead Centre for Oral Immunobiology  
& Regenerative Medicine  
Queen Mary University of London  
United Kingdom



**Prof. Mohammad Nasih**

Rector  
University of Airlangga  
Indonesia



**Dr Joyce Capelli**

President and executive Director  
Instituto Melhores Dias  
Brazil



**Dr Michael Greger**

Director Public Health  
and Animal Agriculture  
Humane Society  
United States



**Sarah Collymore**

Headteacher  
St George's CE Primary School  
United Kingdom



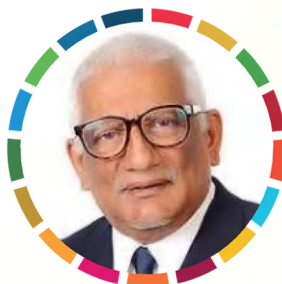
**Prof. Aled Jones**

Director  
Global Sustainability Institute  
United Kingdom



**Prof. Lynette Louw**

Deputy Dean, Faculty of Commerce  
Rhodes University  
South Africa



**Prof. Clement Sankat**

Pro-Vice Chancellor & Principal  
University of the West Indies  
Trinidad & Tobago



**Dorcas Gwata**

Global Health Consultant,  
Women Leadership Programme  
Oxford University  
United Kingdom

## Previous Keynote Speakers: Private Sector



**H. E. Erol Kiresepi**

CEO  
Santa Farma Pharmaceuticals  
Turkey



**Helen Medina**

Senior Manager Public Affairs  
Nestlé S. A.  
Switzerland



**H. E. Abdul Razak Qassim**

General Manager  
National Bank of Bahrain  
Bahrain



**Miryem Salah**

Chief Digital, Data & Transformation Officer  
Vodafone Group  
United Kingdom



**Konrad Bergstorm**

President and Co-Founder  
Zound Industries  
Sweden



**Mia Rolf**

CEO  
Ideon Science Park  
Sweden



**Dr Elmer Lenzen**

Founder & CEO  
Macondo Publishing GmbH  
Germany



**Dr Alma Swan**

Co-Founder  
Key Perspectives Ltd  
United Kingdom



**Markus Schweizer**

Managing Partner Strategic Solutions  
Ernst & Young  
Switzerland



**Dr Agustín Delgado**

Sustainability Director  
Iberdola Group  
Spain



**Carolien de Bruin**

Founder & CEO  
C-Change  
The Netherlands



**Phaedon Stamatopoulos**

Director Refining & Banking  
Argor-Heraeus SA  
Switzerland



**Khloud Alkhalafi**

Senior Manager for Social Impact  
Measurement  
Red Sea Global  
Kingdom of Saudi Arabia



**Philip Moss**

Head Sustainable Development  
Investment Partnership  
World Economic Forum  
Switzerland



**Shraddha Sathe**

Chief Manager  
Shipping Corporation of India Ltd  
India



**Prof. Ahmed Elmansoury**

Founder & Leader  
Al Rawabi Dairy Company  
United Arab Emirates



**Dr Hania Fadl**

Founder  
Khartoum Breast Care Centre  
Sudan



**John Peters**

Director  
GSE Research & Greenleaf Publishing  
United Kingdom

## Publish your research with us



As a leading international publisher of books and journals, WASD produces various publications to spread information all over the world, and to promote its aims and activities through various other partners.

WASD provides a wide range of publishing services including printing, editing and copy editing, proofreading, and typesetting. Our mission is to advance and share knowledge, education, learning, and research. WASD is proud to provide publishing services in Arabic, English and French. WASD also provides conversion of your existing publications into e-books; it also creates new e-books.

WASD publications are developed to provide an overview of Sustainable Development (SD) and why it is important. They provoke forward thinking on the development of a more coherent approach to solve global problems related to sustainability. In doing so, an holistic approach is used to critically examine the interrelationship between the natural, the governmental, the economic and the social dimensions of our world and how science and technology can contribute to solutions. Although science, technology and SD are the main focus of our publications, there is no limit as to the articles/chapters that will be considered. Our publications are truly global source books and journals reflected in the varied national and cultural origins of the contributors, as well as the topics and case studies covered. All our editorial committees are truly international in terms of their interests and range of specialisation. The validated academic background that they bring to bear on the quality of the reviews, as well as their geographic areas of interest, foster a uniquely different editorial experience.

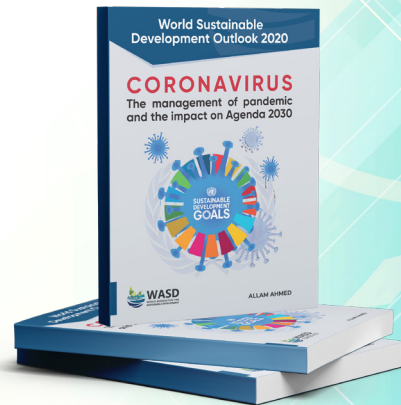
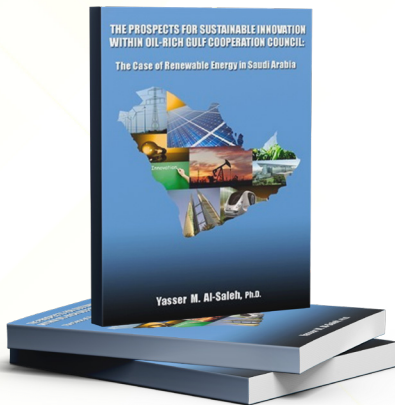
## Indexing and Ranking

All our publications are listed and indexed in various international Indexing and Ranking platforms such as **Scopus**; **INSPEC**; **ReadCube Discover**; **ABI/Inform (ProQuest)**; **Cabell's Directory of Publishing Opportunities**; **British Library**; **Crossref**; **Australian Business Deans Council (ABDC)** and the **Norwegian Centre for Research Data (NSD)**. Our publications are also included in the various Databases and Ebooks managed by **ProQuest**: **ProQuest Central**, **Central Essentials**, **Central Student**, **One Academic**; **ProQuest Research Library Prep**; **ProQuest Premium Collection (Business, Social Science, Health Research)**.



## Book Series





## H. E. John Chrysostom A. Nsambu

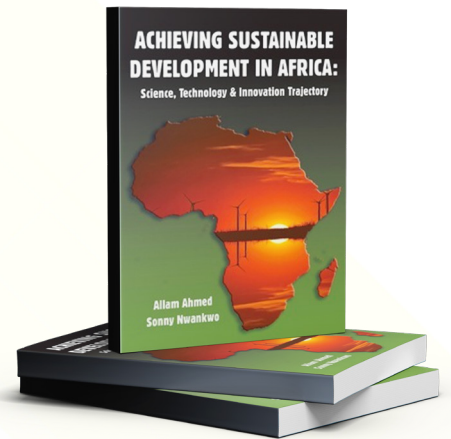
Ugandan Ambassador to Algeria and Former Minister for ICT, Government of Uganda, Uganda



“

As Minister of State for ICT, I find this book awakening our minds, as leaders, to the importance of science and technology in our journey, as Africans, towards development.

”



## Stuart Green

Director User Experience, Google and Former Director, World Service Capabilities, American Express, UK

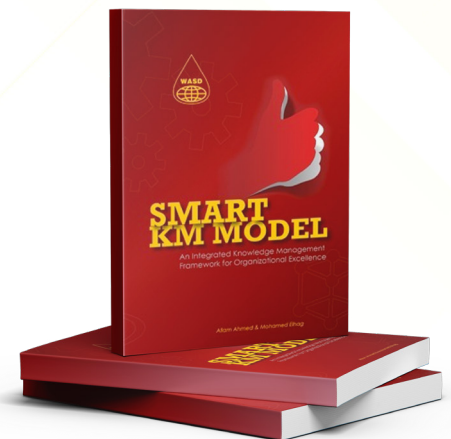


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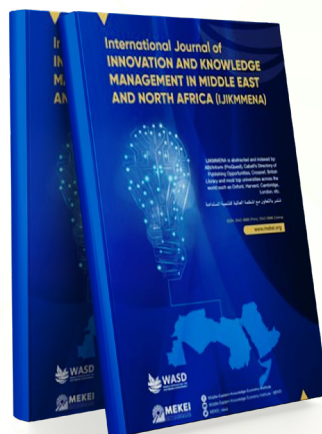
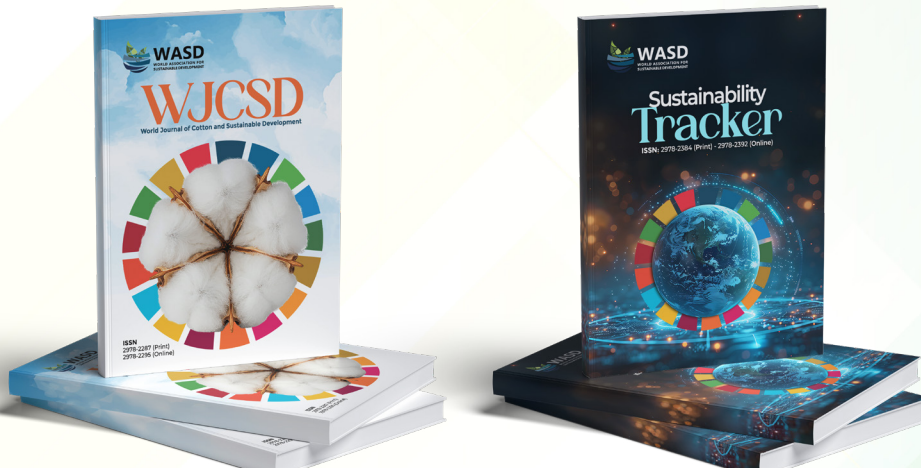
Throughout my twenty year career working in large global companies I have seen many attempts fail at creating this level of focus, and until this book, I have not found a resource that provides a straightforward yet powerful model to assist. The SMART KM framework presented in this new book

will save organisations of all sizes, many hours of frustration and wasted effort by the introduction of an accessible model to foster a robust knowledge management approach. The well known authors are at the leading edge of this relatively new and underdeveloped discipline, and have left no stone unturned to bring a thorough and straightforward framework to drive success in your organisation. If you are responsible for designing a new knowledge management program within your organisation, or have been tasked to shape up an existing monolithic knowledge management system—this book will become your go to resource and the last book you need to read on this subject. Furthermore, I encourage all business leaders of large human capital organisations to read this book and discover the untapped potential that is already within your organisations’ tacit knowledge.

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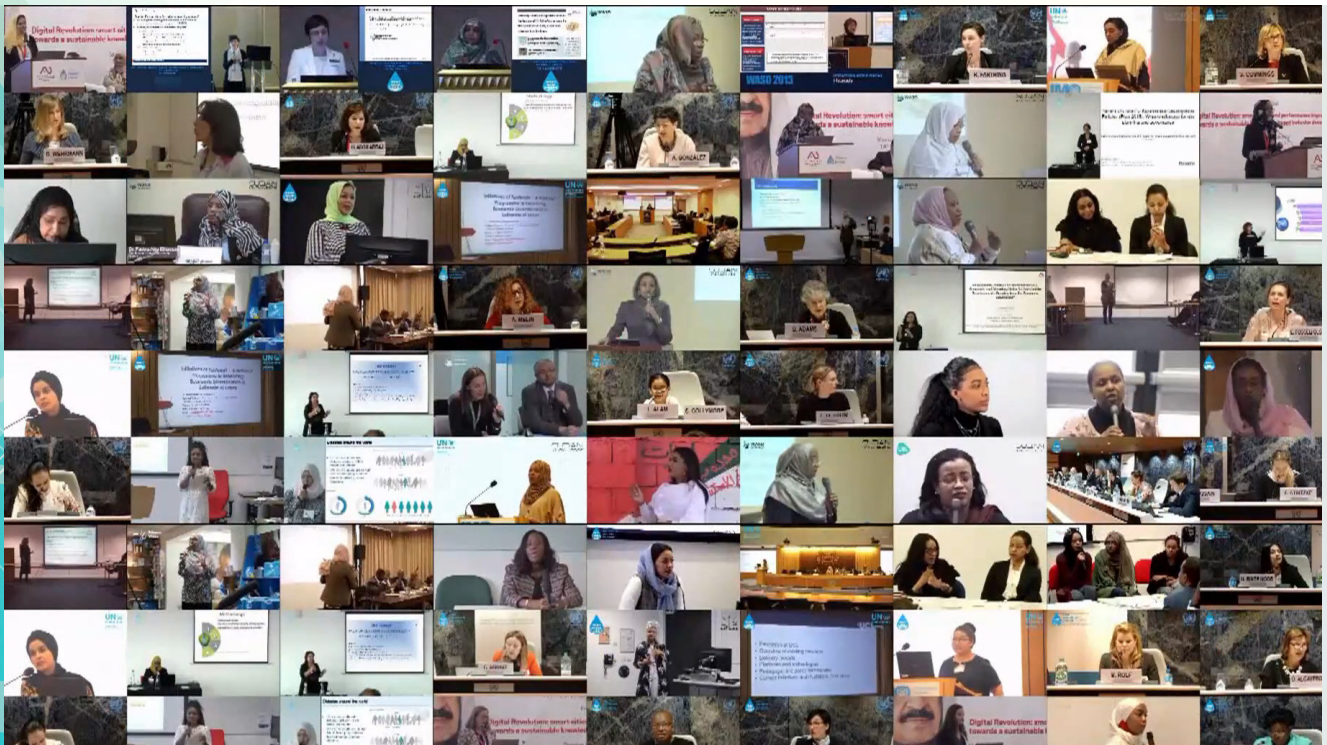
# Refereed Journals



## Community Engagement, Outreach and Impact

WASD is very keen to encourage the engagement and empowerment of all citizens across the world, with particular focus on children, youth and women. We must listen to everyone, particularly our children and youth; more importantly, how we can help our youth with their future employment plans and aspirations.

WASD is very keen to involve and engage all women from across the world in our various **Women Empowerment and Leadership** initiatives, without any restrictions.



WASD is very keen to understand the various perspectives and expectations of all citizens for their future and accordingly help them be ready to grasp the various opportunities generated in the digital economy. We strongly believe ordinary citizens should be the cornerstone of any strategy by all governments and policy-makers. Our various community engagement initiatives and projects, together with our various partners across the world, aim to encourage the engagement of everyone and to make the voices of all citizens heard, consequently enabling decision-makers to consider those views and ideas in their big decisions.

WASD's series of **Global Minds Debates** and the **Diaspora Debates** aim to stimulate and excite people from across the world about current important topics around the globe, particularly the topics selected for our annual conferences. In doing so, WASD shares all these debates with a global audience live on various WASD social media platforms, such as Facebook, using various live streaming applications.

Youth from all over the world are encouraged to participate in all our events and activities and present their research, perspectives and initiatives. An example of our flagship initiatives with the children across the world is **Young Stars Big Ideas**. In this initiative we invite children and youth from all over the world to send us their messages in a short video on any topic or theme, without any restriction, that they feel is an important issue facing the world today and is greatly impacting the quality of their lives. WASD will feature these videos on our YouTube Channel and proactively look for sponsors that would be willing to provide prizes to all participating children and youth.



## Lena Alam

Year 3 Student St George's CE Primary School  
United Kingdom

“

Thank you so much for giving an eight year old child travelling all the way from London, the opportunity to speak to you about how I see my future... for me education is the key for my future... you must be ontime and finish the task before 2030 and not on 2030... and finally, you should always stand up for yourself and others..

”





WASD is driven by open source and open standards initiatives; this enables us to deliver state-of-the-art solutions and functionalities to our clients around the globe. Our objective is to provide interested parties, especially within developing countries, with solutions that reflect the latest technologies at affordable prices. All WASD conferences are recorded on video and edited to meet the needs of all our stakeholders across the world; you can watch all the videos from our conferences in our Video Library and YouTube Channel. WASD also aims to publish conference proceedings free to download from our Digital Library online.

## Dr Gale T. C. Rigobert

Dean of Academic Affairs at the University of St. Martin, in the Dutch Caribbean and Former Minister for Education, Innovation, Gender Relations and Sustainable Development in Saint Lucia.



While sustainable development is now en vogue, WASD can be credited alongside agencies that championed the merits of sustainable development and the urgency and necessity to pursue holistic strategies that will facilitate the enhancement of the human condition, while causing minimal harm to the environment. Further, when many were caught up in the euphoria of the ICT revolution and what it meant for countries traditionally trapped in the bowels of abject poverty, WASD was able to deconstruct the ICT revolution and to explore the real social and economic opportunities therein for countries which were historically dependent on trade in primary products/commodities.



## Professor Allam Ahmed (Founder) (United Kingdom)



**ALLAM** is a Professor of Knowledge Management and Sustainable Development; Founding President of (WASD) (2003); Founding Director of SDGsUNI (2020) and SDGs Tracker (2025); Founding Director of Middle Eastern Knowledge Economy Institute (2012); Founder, in collaboration with the UNESCO Chair on Transfer of Technology, the International Diaspora Initiative/Sudan Knowledge (2008); early 2022, Professor Ahmed joined Queen Mary University of London as an Honorary Professor (Faculty of Medicine and Dentistry) and Senior Policy Fellow (Global Policy Institute). Prior to QMUL, Allam was the Co-Director for the University of East London Centre for Islamic Finance, Law and Communities (2019–2020). He spent 15 years (2004–2019) at the University of Sussex Science Policy Research Unit (SPRU) where he established and led Sussex’s most successful postgraduate programme MSc International Management. In the period 2009–2011, Professor Ahmed led the Government of Abu Dhabi major and first of its kind in the UAE and MENA region Knowledge Management Framework (Musharaka). Professor Ahmed has published widely, covering various disciplines. He has produced more than 120 publications, including 39 books and numerous articles in international peer-reviewed journals, books, conferences proceedings and working papers, all rated as world-leading and internationally recognised. He completed his PhD in Economics in two years at Edinburgh Napier University, UK, and was awarded the Royal Agricultural University (RAU) Scholarship and Prestigious Book Prize for Best MSc/MBA Dissertation. He is a Fellow (FCIM) and Chartered Marketer of the Chartered Institute of Marketing and Fellow (FFPH) Faculty of Public Health, UK. Professor Ahmed is listed in the Who’s Who in the World 2009–2021, and received the 2021 Who’s Who in the World Lifetime Achievement Award. He is also listed in Who’s Who in Finance and Business 2009/2010, and Who’s Who in America 2012–2014 published by Marquis Who’s Who, USA.

## Founding Members



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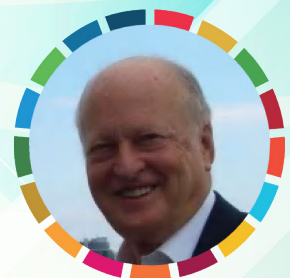
**Prof. David Newton**

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