

PEOPLE, INNOVATION AND DIGITAL TRANSFORMATION



Attract and maintain high performing talent; nurture an innovative and creative culture; and adopt disruptive technology.

STRATEGIC OBJECTIVES

- Leverage data for more informed decision making.
- Deploy disruptive and leading technology in all aspects of the business.
- Empower and embed innovation in all aspects of the business.
- Attract and retain high-performing talent.
- Develop and engage our people.
- Nurture an innovative and creative culture.



KEY OUTCOMES/ 2021 ACHIEVEMENTS

- **Certified as a Great Place to Work.**
- **1,000 UAE nationals** to be employed or trained in the next 5 years as part of the **NAFIS programme.**
- **Partnered with Zayed Humanitarian Organization** to create employment and training opportunities for people of determination.
- **AED 23 million** invested in Global **PropTech** funds.
- **4 pilots** launched via Innovation's **Ibtikar** programme, as well as the launch of **ScaleUp 3.0** for post-Series A and B startups.
- **+81 nights** booked for November via the soft launch of Aldar's short-term leasing business, **Cloud Living.**

2022 PLANS

- Further **embedding diversity and inclusion** across the business.
- Continuously investing in **developing and growing our people.**
- Contributing to Abu Dhabi's private sector **national employment +1,000.**
- Positioning Aldar as a **leading data-driven organisation** and industrialising use cases in 2022.
- **Strengthening our innovation platform through investment** in PropTech VC funds and acceleration programmes.