

# The Middle East & Africa Forum for Sustainability Leaders

## Views You Can Use

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### A multifaceted approach is required for enabling a sustainability ecosystem

For Saudi Arabia and for the region to achieve its ambitions that are highlighted by leaders such as His Highness Prince Mohammed bin Salman, a multifaceted approach is required that will enable an ecosystem that is conducive to innovation. An alignment of factors is required that include education, responses to market developments, and research. Most people at this point have heard of the idea of sustainability and may think of it as a buzzword. But the next step is to educate people, especially younger generations, on what sustainability means for them and their futures. Education in the sustainability space that targets the younger generations will pave the way for creating an ecosystem that meets our ambitious sustainability targets.

### The research sector should focus on regional challenges

For creating a sustainability ecosystem, there's also a big burden that falls on the research sector. What we need is a research sector that focuses on technologies that will help us achieve a more sustainable environment and research that is geared towards the needs of our region specifically. Our region faces particular challenges including water scarcity, dependence on conventional sources of energy, and high energy consumption rates, and having a research arm that seeks to overcome those challenges for our region will be particularly beneficial.