

## Warm Greetings from the City of Abu Dhabi: “the Father of the Gazelle” and the Capital of the United Arab Emirates.

**The City of Abu Dhabi is advancing rapidly in its ambitious journey of transformation to a global city with an enviable quality of life and experiences for its residents. Through the vision of our Leadership, the commitment of a people-first public policy and programs and the drive of our communities, our City is a city of choice for nationals and families and individuals from around the world who seek the highest quality of living. Our City is a leading destination for individuals and communities with the ideas, motivation, entrepreneurialism, and pure spirit to strive and achieve.**

### People-First – Unwavering Commitment to Quality of Living For All

Our Leadership and our Culture embed our belief that every person makes a difference and is a voice of change. The City of Abu Dhabi is committed to elevating the quality of living for all through vision, community engagement, and collaboration.

### Protecting and Enhancing Our Beautiful Environment and Natural Landscapes

Our City is an environment with uniquely beautiful biodiversity. Mangroves, shoreline dunes, salt flats, and inland sand dunes are part of our landscape identity. We embrace and learn from our beautiful landscapes as we weave them into our communities and their lives.

During Sheikh Zayed’s lifetime, nine million trees were planted. EAD, our renowned environmental agency, protects and manages our unique biodiversity, guides policy, provides for a clean, healthy environment and promotes sustainable development. Our municipality ensures that our communities enjoy the environment while adhering to the highest standards of environmental management, as evidenced by the Blue Flag status of our Corniche Beach.

Protected marine habitat for endangered Hawksbill turtles, dugong and more are left undisturbed. Mangrove habitats are protected and grown.

## Engaging and Collaborating with Our Community



**Our community brings together more than 100 cultures and ethnicities, integrating and sharing ideas and living in harmony.**

*“What comes from the heart goes straight to the heart.”*

We are an inclusive, giving City. Year-round initiatives, events, volunteering and giving ensure that we provide assistance whenever and wherever we can. Abu Dhabi celebrates its remarkable educators, volunteers, environmentalists, pioneers and others who selflessly deliver to the community through the prestigious Abu Dhabi Award.

Multaqas (community town halls), diverse surveys and focus groups engage our community, enabling them to voice their perspectives, needs, and aspirations. Asematy (My Capital) initiative enables community members to work side-by-side to enhance their neighbourhoods and communities.

## Ensuring Healthy & Safe Lifestyles



**Our City is energetic, youthful, family-oriented and health focused.**

Our commitment to safe and healthy living is evident in being selected as the “Safest City in the Middle East” in 2011.

Education and health partnerships, especially in our schools, have fostered powerful lifestyle changes.

Our community invests heavily in the development of healthcare and is collaborating with leading healthcare facilities worldwide to bring the highest international standards and innovation to our City. All residents have mandatory health insurance.

Abu Dhabi is now ranked third in the region for medical tourism, in part due to our healthcare system and amenities.

Our commitment to healthy and safe lives is universal, regardless of background or ability. Numerous dedicated programs empower our special needs community. Abu Dhabi is working diligently to ensure all residents and visitors have accessible amenities, including amenities such as floating chairs for mobility impaired children at beaches.

## Building Sustainable Communities



**Estidama, our 'home-grown' set of sustainability policies and standards promotes sustainable and responsible development, and is becoming a way of life.**

Our building codes integrate sustainable design and performance. We are also working diligently to reduce the environmental impact through education, innovation and commitment. Our campaign, 'Watersavers', alone saves millions of litres of water annually.

Masdar City will be the first carbon-neutral City featuring renewable energy and sustainability technologies.

Government vehicles and taxis have been converted to condensed natural gas (CNG) engines. Sustainable lighting, recycled paving, green roads and subsurface irrigation are being incorporated in our extensive multi-modal transportation network.

## Creating Unparalleled Quality Parks and Outdoor Living



Abu Dhabi provides quality outdoor living and experiences. Hundreds of kilometres of shoreline and dedicated public shores offer year-round recreational opportunities, facilities and events, catering to a variety of community social and cultural needs.

A sustainable environment explains our City, being awarded the Arab world's Top Green City and Most Environment Friendly City.

Seventy-eight parks and playgrounds have been added to our community since the establishment of our first park in 1975. An additional one-hundred fifty-six are currently under development. Over twenty square metres of public green space per person enables choice with sports, fitness, arts, water play, and edutainment.

## Embedding Art, Culture & Heritage in Our Lives



**We protect and nurture our rich cultural heritage while embracing cultural exchange.**

We ensure our children's future is framed by a strong national identity with pride in history and tradition. Qasr al Hosn Fort, Sheikh Shakhbut's home and Maqtaa Fort have been preserved as integral elements of Abu Dhabi's heritage.

Abu Dhabi's Grand Mosque is one of our City's finest architectural and cultural treasures.

Abu Dhabi Authority for Culture and Heritage and Abu Dhabi Music and Arts Foundation sponsor numerous cultural and heritage events across our communities.

An unparalleled world-class cultural hub is under development at Saadiyat Island with the renown Louvre and Guggenheim museums, a Performing Art Centre, a Maritime Museum, Zayed National Museum and the UAE Pavilion from Shanghai Expo 2010.

## Community Driven Strategic Planning



The vision of our leaders and the aspiration of our community are laid out in the strategic plan, **Plan Abu Dhabi 2030**. It embeds the ability to continually enhance quality of living through balancing the needs of present and future generations, protecting and enhancing the natural and built environment while fostering dynamic, sustainable economic growth.

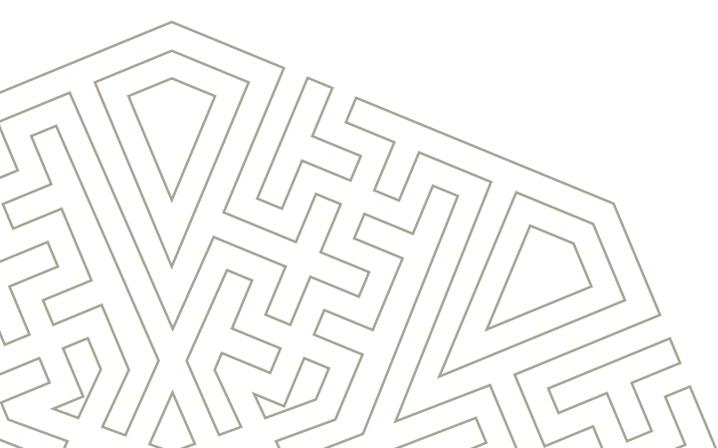
Unlike many grand plans around the world, ours is already taking shape on the ground with the expansion of amenities across all our communities. Yas Island opened in late 2009. Saadiyat Island, future home to five globally leading and iconic cultural institutions is well under way. Masdar Institute is already training the next generation of scientists and technologists.

Abu Dhabi is a great City with a strong foundation of humanity, community, and a heritage of cultural and environmental appreciation.

We are uniquely poised for unsurpassed quality of living for all of our community.

Together we are taking our next step...

**Our Beautiful City... Our Responsibility... Our Future.**



LIVING  
**ABU  
DHABI**