

2021 Media Pack

DCCE Knowledge
Products



كربون دبي
DUBAI CARBON



STATE OF
GREEN ECONOMY
REPORT

The Sustainabilist

Knowledge Products **Overview**



STATE OF GREEN ECONOMY REPORT



- The official publication of the World Green Economy Summit
- Released since 2015
- Soft launch during the UNFCCC Conference of Parties (COP)
- Local launch event and partner appreciation ceremony

The Sustainabilist



- The region's most widely read dedicated sustainability magazine
- Released since 2017
- 4 standard issues in 2021 + special issues

The State of Green Economy Report

A knowledge platform that highlights the endeavors of key public and private sector entities in the UAE's transition to a Green Economy

The official publication of the World Green Economy Summit

LAUNCH EVENTS

- Annual Conference of the Parties of UNFCCC
- Local Launch event and Partner Appreciation Ceremony

VISIBILITY

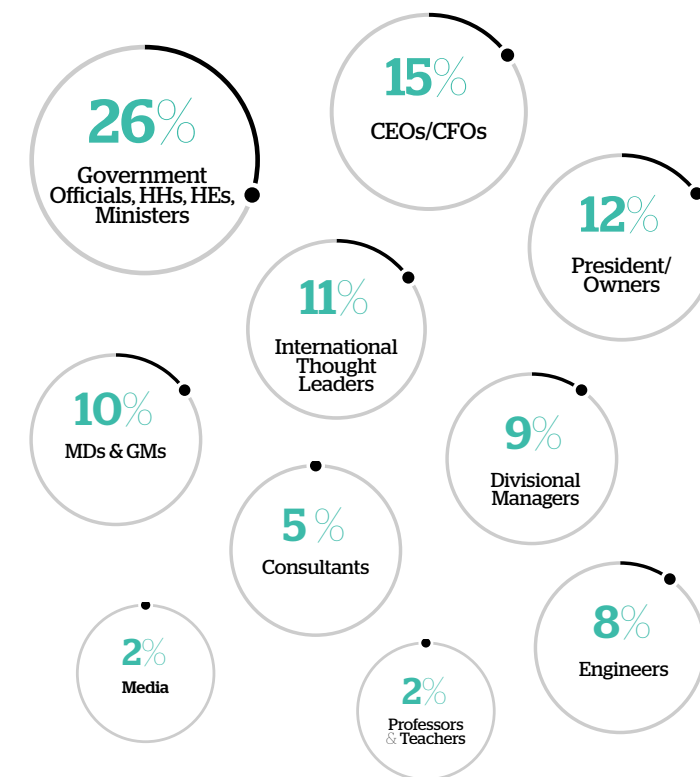
- World Green Economy Summit (WGES)
- WETEX
- WFES
- Annual Conference of the Parties of UNFCCC
- Government conferences and exhibitions
- Industry specific events
- Abu Dhabi Sustainability Week

150+ Government offices
500+ UAE Entities
8,000 Newsletter circulation



READERSHIP

Our publications are read by the most influential citizens in the region and help the contributors reach out to Government officials in the UAE, CEOs, Senior Directors and key decision makers, as well as governing bodies and industry associations.





هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority

الاتحاد
Etihad
الخدمات الطاقة
Energy Services

UN
DP
Empowered lives.
Resilient nations.

ACWA POWER
كوا باور

اينوك
enoc

تبريد
tabreed

وزارة الطاقة
DEPARTMENT OF ENERGY

ABB

EMPOWER
ENERGY
SOLUTIONS

المجلس الأعلى للطاقة
Supreme Council of Energy

ENGIE

WGE0
WORLD GREEN ECONOMY
WORLD GREEN ECONOMY

إكسبو 2020 دبي
EXPO 2020 DUBAI
دبي الإمارات العربية المتحدة
DUBAI UNITED ARAB EMIRATES

الجمهورية العربية السورية
SYRIAN ARAB REPUBLIC

UNITED ARAB EMIRATES
MINISTRY OF CLIMATE CHANGE
& ENVIRONMENT



The State of Green Economy Report 2022



His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, declared 2021 as 'The Year of the 50th' to commemorate 50 years since the nation's founding in 1971. This significant milestone in the UAE's history is marked by the country's hosting of the mega event Expo 2020. The UAE State of Green Economy Report 2022 will be dedicated to the 'The Year of the 50th' to celebrate the country's remarkable achievements spearheaded by its wise leadership before embarking on the journey of progress in the upcoming 50 years. The report's structure will be based on 4 main pillars of the celebratory year.



Launching the Year of the 50th in the spirit of celebration for all those who call this nation home



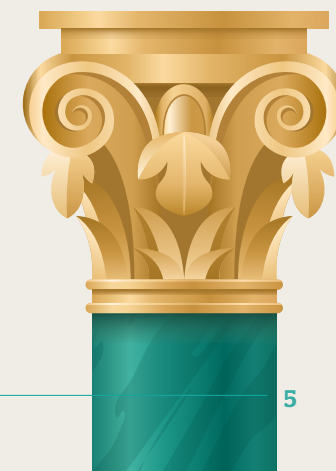
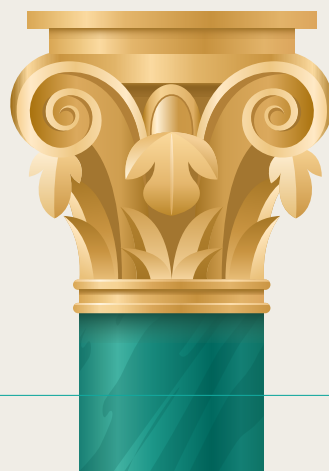
Inviting the nation to reflect on the values and achievements of the past in honour of our founding fathers



Inspiring youth to imagine the next 50 years, supporting them with tools to create the future



Championing long-term initiatives and impactful policies to empower citizens and residents to do their part



The Sustainabilist Magazine

CIRCULATION

The Sustainabilist platforms (website & app) allow users to access the magazine on their computers, smartphones and all other smart devices completely free of charge.

DIGITAL

Dubai Carbon and The Sustainabilist have a community of more than 25,000 followers and readers across all major digital and social media platforms, yielding over 38,000 monthly impressions.



10,677+



12,279+

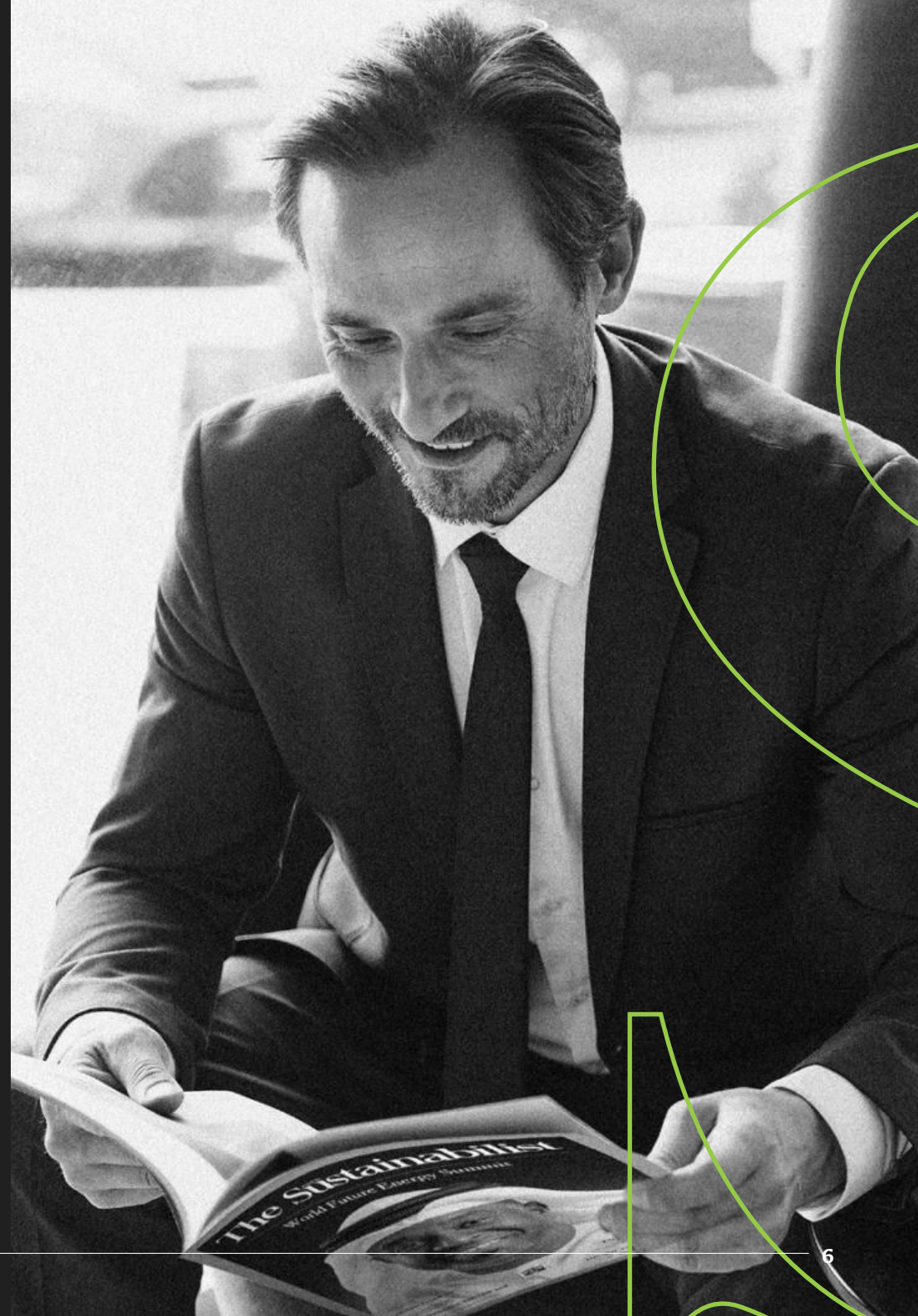


33,486+ IMPRESSIONS

PRINT

More than 222,600 copies have been distributed to date.

The Sustainabilist magazine is circulated among most UAE Government offices, key private sector partner offices, and through major national and international events.



Our Past Covers



HH Sheikh Ahmed Bin Saeed Al Maktoum,
Chairman, Dubai
Supreme Council of
Energy; Chairman and
Chief Executive, Emirates
Airline & Group



HE Saeed Mohammed Al Tayer,
MD & CEO, Dubai
Electricity and Water
Authority (DEWA)



HE Mariam AlMheiri,
Minister of State for Food
and Water Security



HE Saif Humaid Al Falasi,
CEO, ENOC Group








Suvo Sarkar,
Senior Executive Vice
President & Group Head, Retail
Banking, Emirates NBD



[Click here to view previous issues](#)

The Sustainabilist **Themes & Topics** for 2021

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Optional (<i>Special issue</i>)
Issue	1	2	3	4	5
Theme	Clean Energy	Health & Wellbeing	Construction/Smart Buildings	Mobility/Technology/Innovation	CEO Issue
Release	March/April	June	August	October	December
Distribution	<i>Digital</i>	<i>Arab Health (21-24 June)</i>	<i>The Big 5 (12-15 September)</i>	<i>Expo, WETEX, WGES (October 1)</i>	<i>Expo, ADSW (December/January)</i>
Topics	<p>Renewable energy, clean energy, circular economy, retrofit, climate change, urban developments, smart solutions</p> 	<p>Food security, agriculture, healthcare, vaccines, COVID-19 response, insurance, work from home, health tech, innovations, exercise</p> 	<p>Smart buildings, energy efficiency, innovative solutions, sustainable architecture and design, recycling, cooling</p> 	<p>Sustainable mobility solutions, travel, new technologies, innovation for sustainability, AI, IoT</p> 	<p>The CEO issue of The Sustainabilist will be dedicated to chief executives across the Middle East. Every spread will showcase a different CEO, his/ hers achievements and vision towards sustainability.</p> 

2021 Partnership Packages

	Silver AED 30,000	Gold AED 50,000	Platinum AED 70,000
The State of Green Economy Report			
Editorial	✓ 2 pages	✓ 4 pages	✓ 6 pages
Company Logo (editorial, company profile and back cover)	✓	✓	✓
Author's Bio	✗	✓ With Small Photo	✓ With Large Photo
Advertisement	✗	✓ Full Page	✓ Full Page
Priority distribution, access to events, branding & awarding during the launch	✓	✓	✓
Tailor-made artwork for social media	✓	✓	✓
Editorial in The Sustainabilist	2 pages across 1 issue	4 pages across 2 issues	8 pages across 4 issues + inclusion in the CEO issue

The Sustainabilist	1 standard issue of choice	2 standard issues of choice	3 standard issues of choice	all 4 standard issues	all 4 standard issues + CEO Special issue	CEO Special issue only
1 spread (2 pages)	5,000.00	9,000.00	13,000.00	15,000.00	18,000.00	7,000.00
1-page Advertisement only	3,000.00	5,000.00	7,000.00	10,000.00	15,000.00	5,000.00
Cover + cover story	30,000.00	n/a	n/a	n/a	n/a	50,000.00