

A large, high-quality photograph of water splashing, showing a large blue droplet on the left and a spray of smaller droplets extending towards the right. The background is a light, bright blue.

We Are Masdar

Founding Visionary Inspiration

“We must not rely on oil alone as the main source of our national income.

We have to diversify the sources of our revenue and construct economic projects that will ensure a free, stable and dignified life for the people.”

**The late Sheikh Zayed bin Sultan al Nahyan
Founder of the United Arab Emirates**



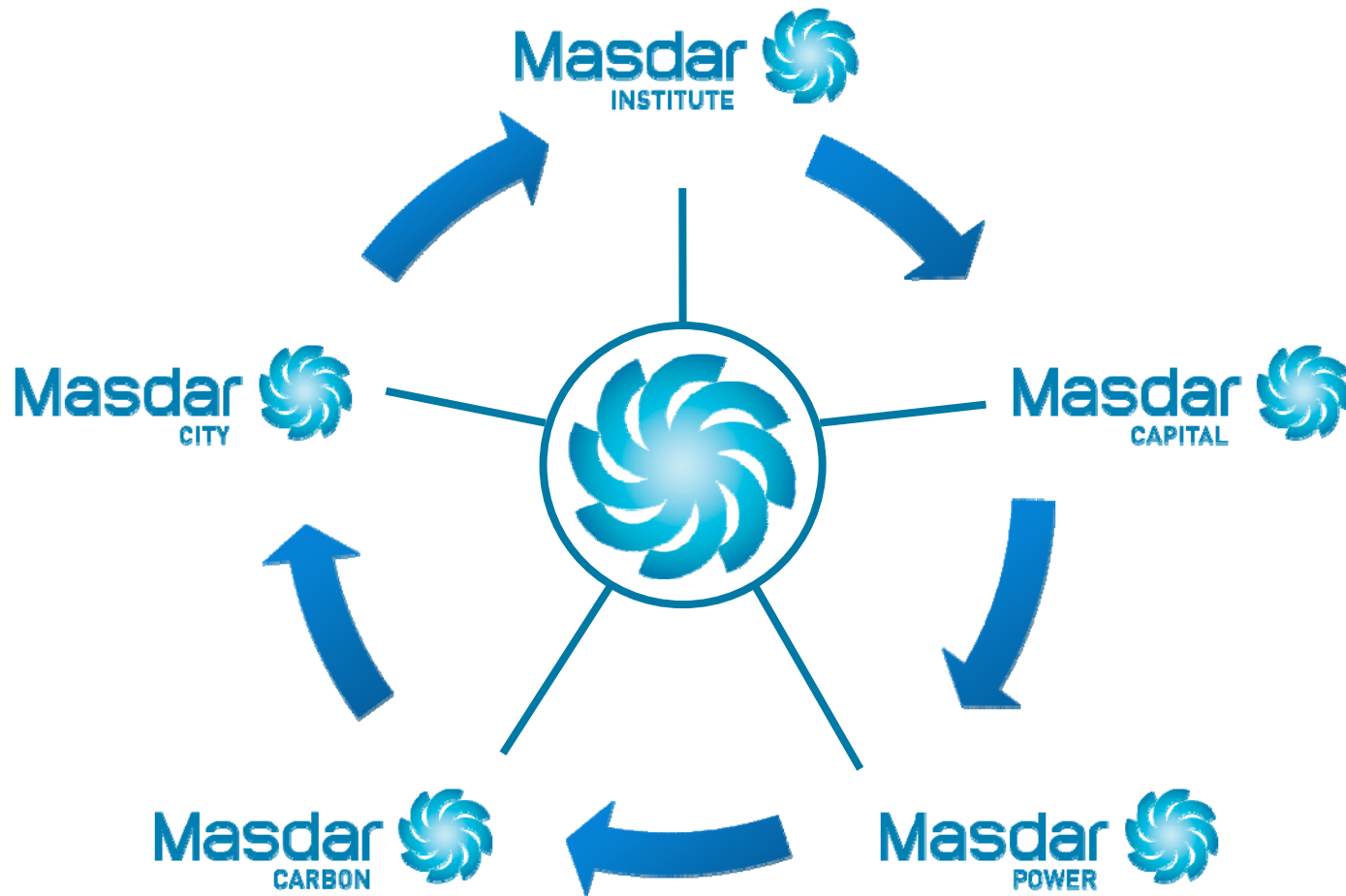
Masdar's Mission - Anchored in the Abu Dhabi 2030 Vision

Abu Dhabi 2030

- Abu Dhabi will focus on developing sectors which, when combined, are planned to grow at more than 7.5% pa
- 30% of all energy needs from alternative and low carbon energy sources
- Commitment to climate change
- Transition from commodities-based to knowledge-based economy
- Economic Development of Abu Dhabi



A Unique, Fully Integrated Approach



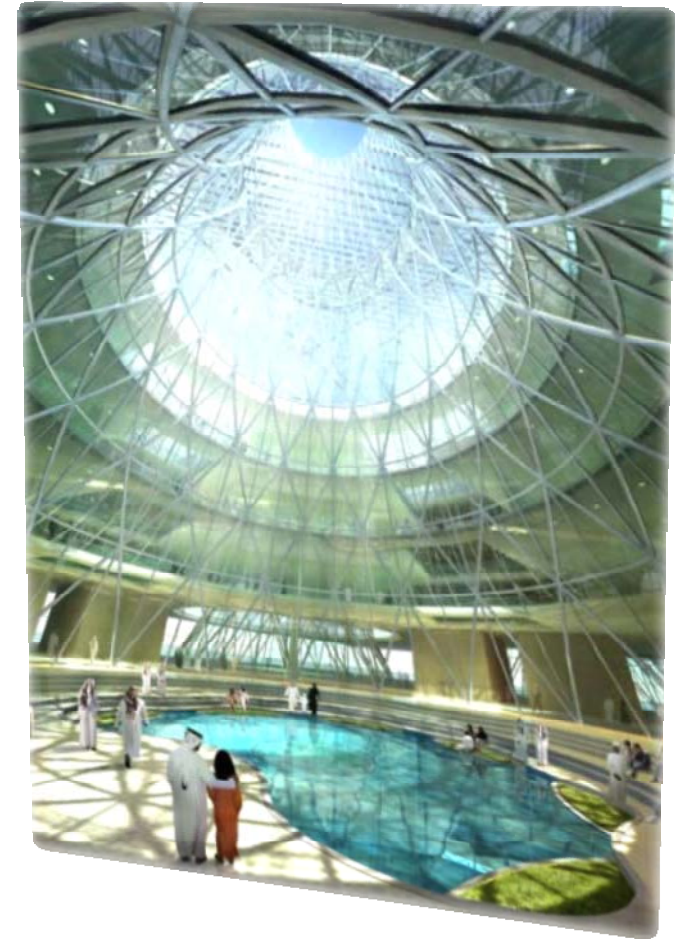
Vision and Mission

Our Vision

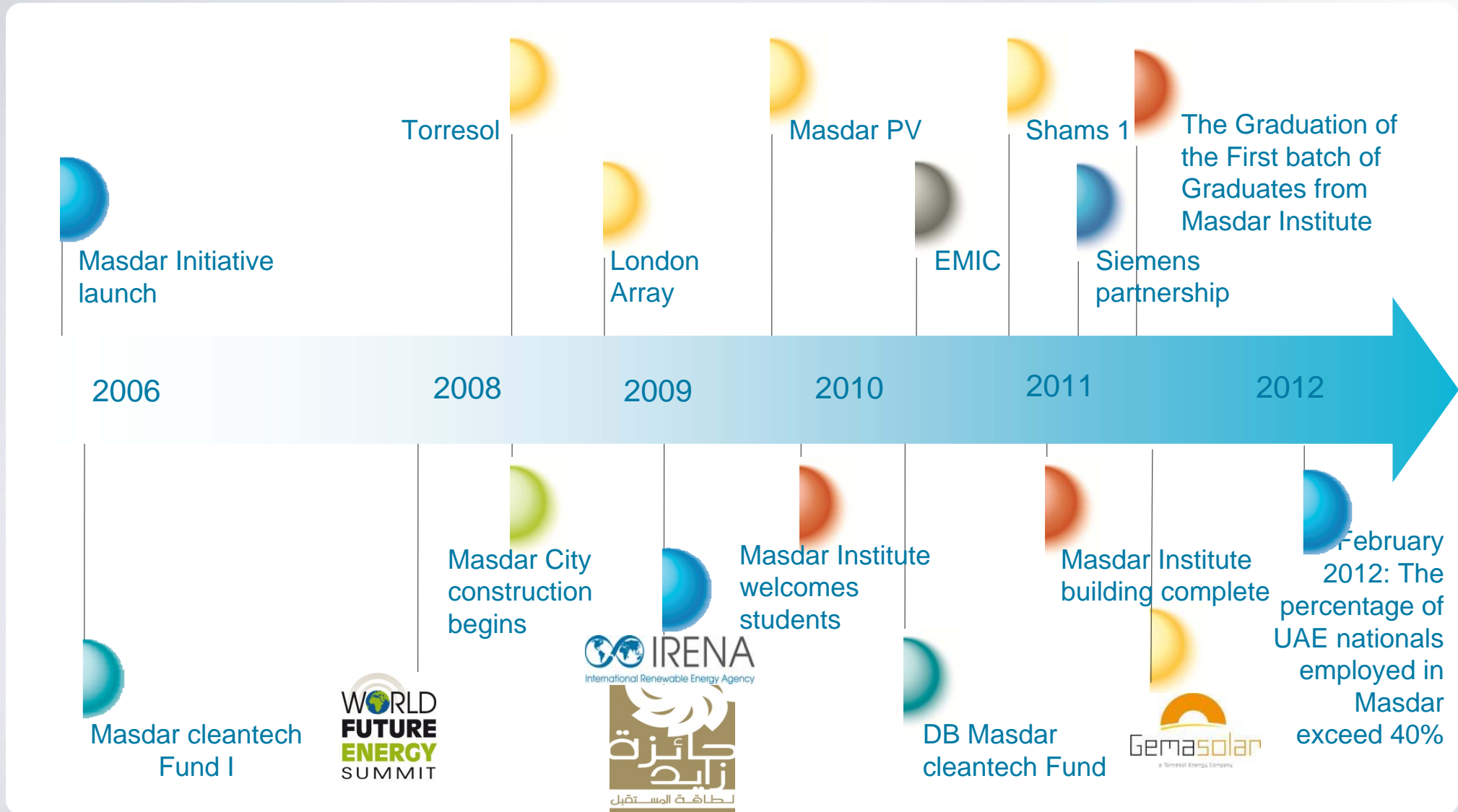
To make Abu Dhabi the preeminent source of renewable energy, knowledge, development, implementation and the world's benchmark for sustainable development.

Our Mission

To advance renewable energy and sustainable technologies through education, research and development, investment, commercialization and adaptation.

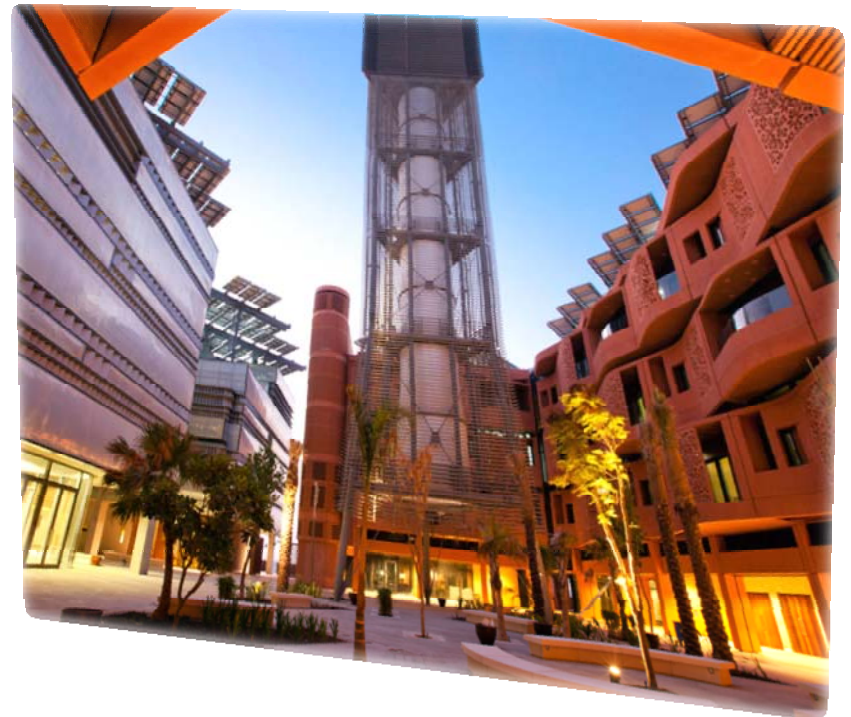


Key Milestones



Committed to The Global cleantech Industry

- Initial investment of US\$15 billion
- Dedicated international research and academic centre
- New investment model that drives capital into Abu Dhabi
- Growing portfolio of renewable energy projects across three continents
- Truly sustainable city for both residents and commerce
- Landmark development hub for renewable energy technology
- Internationally acclaimed Prize for cleantech industry pioneers



Masdar – The Reality of Future Energy

Fulfilling Abu Dhabi's vision to:

- Source 7% of all energy entirely from renewable energy by 2020
- Build a sustainable knowledge-based economy
- Create future prosperity for its people
- Developing its human capital
- Maintaining its leadership in the energy sector

