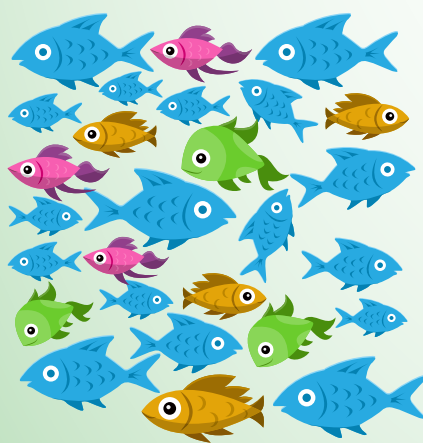
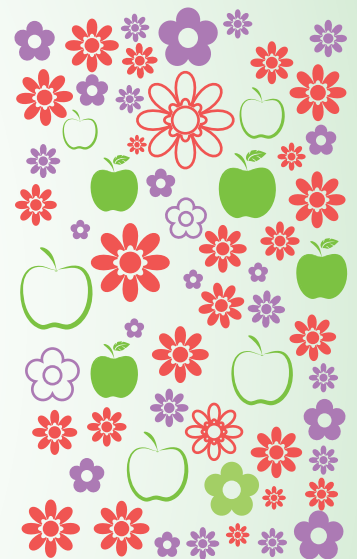


*It is* a critical part of The Merck Foundation Program to empower youth and support their development to make the Sustainability Leaders of tomorrow. This Initiative will naturally progress to the establishment of The Merck Global Sustainability Center which will be launched during Dubai Expo 2020.

*We* strongly believe that young people have numerous untapped capabilities. We wish to unleash such capabilities which would empower and enable them to lead the Sustainable Development and Green Environmental Agenda of their countries in order to adapt to the impact of climate change. For this reason, We have developed Merck Foundation Sustainability Initiative dubbed "Sustainability is a Shared Responsibility" (SSR). The aim of this Initiative is to educate, engage and empower youth and young entrepreneurs through access to information and change of mindset in order to enrich their understanding of Sustainability as well as support their new innovative businesses in the Sustainability Space.



*The* SSR Initiative comprises diverse programs that address and accelerate solutions for Sustainability Challenges. It also provides opportunities that enable young people to become active Sustainability Leaders in the world with special focus on the countries of The Global South. The Merck Foundation Sustainability Initiative (SSR) emphasizes our commitment to broaden our collaboration with the world's Innovators, Scientists, Entrepreneurs, Media Representatives, and Artists.

The Initiative plans to focus on capacity building and raising awareness in order to accelerate Sustainable Solutions to Global Urban Challenges.

**Merck Foundation Sustainability Initiative (SSR) consists of five pillar programs:**

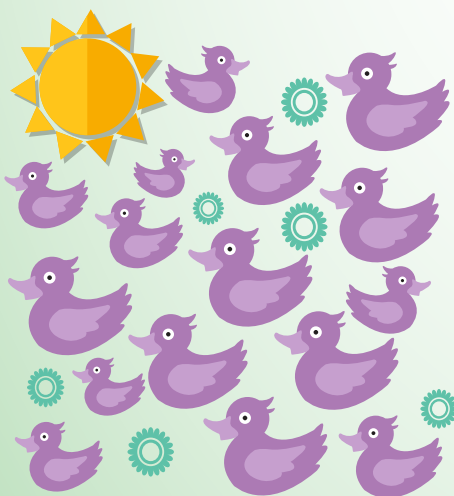


**1. *The Sustainability Ambassadors (SA):***

Esteemed profiles of the Sustainability Ambassadors will enable them to build advocacy and raise awareness amongst young people via media, social media and at different global and regional platforms in order to encourage youth to lead a Sustainable Lifestyle with the aim of protecting the environment from further climate change.

**2. *Sustainability Education and Training***

**Programs:** Sustainability Education and Training Programs for students, community members, media, young professionals and entrepreneurs to improve access to information and change of mindset in order to strengthen their knowledge as Sustainability Future Leaders in their societies. These programs will encourage them to sensitize their communities and to work together to find their own solutions to mitigate impact of climate change in their small but significant ways.



**3. *Start-up Incubator:***

Start-up Incubator focused on nurturing the growth of new Innovative Businesses in the Sustainability Space including; Sustainable Innovation, Sustainable Interiors and Exteriors, Circular Fashion, Circular Art and Others. It will also facilitate unique access to the broad expertise and infrastructure of Merck as a leading Science and Technology Company through two different programs:

- a. Merck Accelerator**
- b. SHAMS - Power of Ideas:**





# shams

POWER OF IDEAS

**SHAMS** is the Arabic word for Sun. It is a program which focuses on empowering the growth of new innovative businesses in the field of Sustainability.

SHAMS program will enable our communities to benefit from new ideas that have potential to protect the environment as part of Merck Foundation Sustainability Initiative.



## Let's Save our Planet Together

### 4. *Networking and Partnership Opportunities:*

With the aim to accelerate transition to a more Sustainable world, Merck Foundation will collaborate with Local and Global Stakeholders, including Academia, Research Institutions, Multi-Sectoral Businesses, Governmental and Non-Governmental Entities, as well as Community Organizations, Media and Artists.



### 5. *Provision of Collaborative Research and Development Spaces:*

Provision of Collaborative Research and Development Spaces with the aim to support a new generation of Innovators to accelerate the transition towards a more Sustainable world.

We will continue to engage youth to ensure that their voices are heard in addressing challenges and exploring solutions with regards to the future of Sustainability.

## **Merck Global Sustainability Center in Dubai UAE:**

Merck Germany announced the establishment of its Sustainability Centre in District 2020, Dubai.



With a special focus on countries of The Global South, the center comprises diverse programs that address and accelerate solutions for Sustainable

challenges through the application of advanced science and technology, which will be launched during Expo 2020 Dubai.