



WASD

WORLD ASSOCIATION FOR
SUSTAINABLE DEVELOPMENT



WELCOME TO WASD

It gives me great pleasure to introduce our new brochure.

We welcome you to explore our brochure (and website: www.worldsustainable.org) and discover for yourself the pioneering work the World Association for Sustainable Development (WASD) is doing across the world.

WASD is a unique global forum that brings together people from across the world to promote the exchange of knowledge, experience, information and ideas among academicians, scholars, professionals, policy & decision makers, industry, executives, students... etc. to improve the mutual understanding of the roles of science and technology in achieving sustainable development (SD) all over the world. To this end, WASD organises different activities which include high quality refereed publications, international conferences and seminars, development projects and various other activities.

Since the Rio summit in 1992 SD is becoming increasingly a major concern for both developed and developing countries. Yet, translating the principles of SD into effective economic and environmental policies seems to be a major challenge for all countries. There is nothing new in the concept of sustainability as such; it is the political and economic context that is of paramount importance.

Knowledge is a prerequisite for achieving SD, chief currency and the essence of modern age. How can knowledge contribute and enhance SD is the main reason for establishing WASD and all its journals a decade ago. Together with Professors Michael Thorne (Former Vice Chancellor) and Professor Janet Druker (Former Head of Business School) of the University of East London (UEL), we launched WASD and its flagship international refereed journal - World Journal of Science, Technology and Sustainable Development (WJSTSD) on Tuesday 11th November, 2003 at UEL's Dockland Campus.

We are delighted that WASD and its journals receive a great interest on both local and global levels. In April 2012, I was pleased to represent both WASD and WJSTSD in a landmark, invitation-only conference organised under the aegis of the United Nations University in Hamilton, Ontario, Canada, which was an excellent opportunity to meet and discuss with scholars and practitioners from across the world various issues relating to the work WASD is doing with regard to knowledge management and sustainability.

We would like to acknowledge the continuous support, valuable time and efforts we received from our founding members; distinguished advisory board; members of our editorial boards; participants from all our conferences, workshops and seminars; our highly professional and dedicated support staff (admin, finance, web masters, graphic designers, printers, etc.) and all our members across the world for their continuous and endless assistance and support to WASD and all its activities. We also very grateful to all reviewers for graciously offering their critical and insightful comments that have enriched the quality of all our publications and most sincerely thanks go to all of the keynote speakers and presenters who shared with us their expertise and knowledge since 2003.

It is hoped that you find this brochure to be interesting and thought provoking and look forward to receiving your valuable contribution and comments so we can continue to serve your needs to the very best of our ability.

Please feel free to contact us if there is any additional information that you need to know about WASD and its various activities.

Founding President
Allam Ahmed - PhD MSc BSc (Hons) FCIM Chartered Marketer

INTERNATIONAL ADVISORY BOARD



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Specialist Member Aero Data for Loads, Airbus UK Ltd, UK



Dr. Hanadi Mubarak AL-Mubarak
Assistant Professor, Kuwait University, Kuwait



Professor Janet Druker
Professor of Human Resource Management, University of Westminster
Former Senior Pro-Vice Chancellor, Canterbury Christ Church University and Former Head of Business School, University of East London, UK

WASD CONFERENCES

Around the world

WASD acts as a meeting platform where participants from all over the world meet each other annually to experience new ideas and cultures, travel and see new places and learn about all of the aspects of world sustainable development together with their future colleagues. Our annual conference consists of sessions of Keynote Speakers, General Assembly, Plenary Sessions, Papers Presentation and Excursions (visits and tour) in the organizing country.

The objective of WASD conferences is to create a fresh knowledge base and provide direction to all participants to effectively deal with future challenges of world sustainable development. Our conferences attract large number of global experts and scholars in addition to WASD members all over the world. Participants include researchers, policy makers, educators, experts, consultants, companies focused on the creation and commercialization of technology and most importantly ordinary citizens keen to learn about sustainability issues in their local communities.



2015
[Istanbul] Turkey
Green behavior: Re-thinking policy for sustainability

[Brighton] United Kingdom
The role of universities and research institutions in managing knowledge for a sustainable inclusive growth in Sudan

2014
[Montreal] Canada
West meet east: sharing the past and current experience to benefit the future

2013
[London] United Kingdom
10 Years of sustainable development: new multi-disciplinary approaches and methodologies

[Brighton] United Kingdom
Towards a sustainable knowledge-based economy in the Middle East and North Africa

[Manama] Kingdom of Bahrain
Innovation and development: the role of human capital

[Khartoum] Sudan
Building capacity for a sustainable knowledge-based economy in Sudan

2012
[Abu Dhabi] United Arab Emirates
Change, innovate and lead for a sustainable future

2011
[Atlantic City] United States of America
Sharing knowledge making a difference: the role of international scientific cooperation

2010
[St Lucia]
Towards epistemic sovereignty: (Re)-thinking development in a changing global political economy

2009
[Manama] Kingdom of Bahrain
The impact of the global financial crisis on the environment, energy and sustainable development

[Brighton] United Kingdom
The role of Diaspora in technology transfer and achieving sustainable development in Sudan

2008
[Brighton] United Kingdom
Managing science and technology for a sustainable future

2007
[Brisbane] Australia
Managing knowledge, technology and development in the era of information revolution

2006
[Napoli] Italy
Global and local resources in achieving sustainable development

2005
[Al-Ain] United Arab Emirates
Bridging the divide: the role of technology and trade

2004
[Edinburgh] United Kingdom
The role of academic institutions and societies in achieving the Millennium Development Goals

2003
[London] United Kingdom
Globalization and sustainable development: the road ahead

KEYNOTE SPEAKERS

From WASD Conferences



Professor Thomas C. Schelling
Nobel Prize Laureate in
Economics 2005
University of Maryland
United States of America



Ann Pettifor
Director of Policy Research in
Macroeconomics (PRIME)
Former Director of the New
Economic Foundation
Advisor to the United Nation's
Human Development Report
2003 on the Millennium
Development Goals
United Kingdom



Honorable Stephenson King
Former Prime Minister
and Minister for Finance,
Economic Affairs and National
Development
St. Lucia



Dr. Sherine Ghoneim
Director of Communications,
Economic Research Forum
Former Director Global
Development Network (GDN)
Cairo Office and Director of
GDNNet
Egypt



Professor Michael Thorne
Vice Chancellor of Anglia Ruskin
University
Former Vice Chancellor of the
University of East London
United Kingdom



Professor Liisa Laakso
Dean Faculty of Social Sciences,
University of Helsinki
Former UNESCO Chair in
Development and International
Cooperation, University of Jyväskylä
Finland



Professor Gioia Pescetto
Dean Portsmouth Business School
Former Dean Faculty of Business
and Management, Canterbury
Christ Church University
United Kingdom



**Abdul Razak A. Hassan Al
Qassim**
CEO and Director
National Bank of Bahrain
Kingdom of Bahrain



**His Excellency Sheikh Nahyan Bin
Mubarak Al Nahyan**
Minister of Culture, Youth and
Community Development
Former Minister of Higher
Education and Scientific Research
United Arab Emirates



Professor Robert Allison
Vice Chancellor and President of
Loughborough University
Former Deputy Vice Chancellor
and Pro-Vice Chancellor for
Research at Sussex University
United Kingdom



Professor Clement Sankat
Pro-Vice Chancellor University of
the West Indies (UWI)
Trinidad and Tobago



Professor Abdulla Alhawaj
President Ahlia University
Kingdom of Bahrain



Professor Michael Powell
Pro-Vice Chancellor (Business)
Griffith University
President Australian Business
Deans Council
Australia

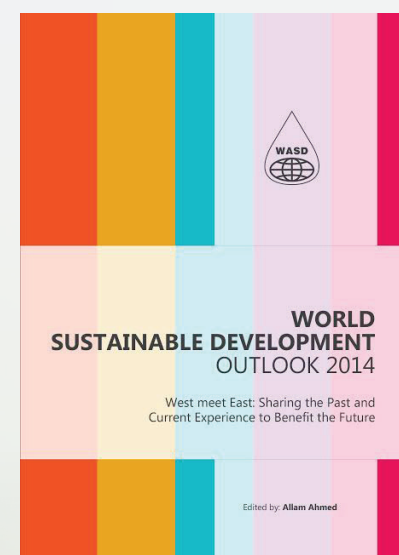
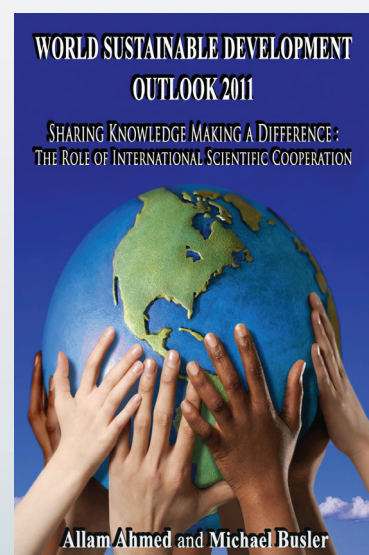


Clive Hildebrand
President Australian Institute of
International Affairs
Australia

PUBLICATIONS Book Series

WASD produces various publications, to spread information all over the world, and to promote its aims and activities through various other partners. WASD book series are developed to provide an overview of Sustainable Development (SD) and why it is important and to provoke forward thinking on the development of a more coherent approach to solving global problems related to sustainability. In doing so, a holistic approach is used to critically examine the inter-relationship between the natural, the governmental, the economic and the social dimensions of our world and how science and technology can contribute to solutions. And although science, technology and SD are the main focus of our publications, there is no limit as to the articles/chapters that will be considered.

Our books are truly global source books reflected in the varied nation and cultural origins of the contributors as well as the topics and case studies covered. All our editorial committees are truly international in terms of their interests and range of specialization. The validated academic background that they bring to bear on the quality of the review as well as their geographic areas of interest foster a uniquely different editorial experience.

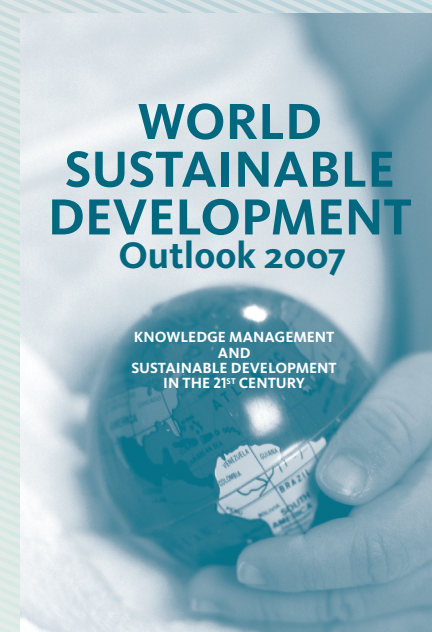


All our publications are uniquely free of charge to any institution within the developing countries and by purchasing a book/journal from WASD, you are making a contribution to WASD and enabling a poorer student/researcher to receive free publications from WASD.

For more information about any of WASD book series and/or to order any book, please contact: Books@worldsustainable.org

OUTLOOK: World Sustainable Development Outlook Book Series

- 📖 Outlook 2015 [ISBN: 978-1-907106-35-4]
Green behavior: Re-thinking policy for sustainability
- 📖 Outlook 2014 [ISBN: 978-1-907106-31-6]
West meet east: sharing the past and current experience to benefit the future
- 📖 Outlook 2013 [ISBN: 978-1-907106-14-9]
10 Years of sustainable development: new multi-disciplinary approaches and methodologies
- 📖 Outlook 2012 [ISBN: 978-1-907106-19-4]
Change, innovate and lead for a sustainable future
- 📖 Outlook 2011 [ISBN: 978-1-907106-12-5]
Sharing knowledge making a difference: the role of international scientific cooperation
- 📖 Outlook 2010 [ISBN: 978-1-907106-15-6]
Towards epistemic sovereignty: (Re)-thinking development in a changing global political economy
- 📖 Outlook 2009 [ISBN: 978-1-907106-05-7]
The impact of the global financial crisis on the environment, energy and sustainable development
- 📖 Outlook 2008 [ISBN: 978-0-955177-15-6]
Managing science and technology for a sustainable future
- 📖 Outlook 2007 [ISBN: 978-1-906093-02-0]
Knowledge management and sustainable development in the 21st century
Published in partnership with Greenleaf Publishing, United Kingdom
- 📖 Outlook 2006 [ISBN: 978-0-955177156]
Global and local resources in achieving sustainable development
Published in partnership with Inderscience Publishers, United Kingdom
- 📖 Outlook 2005 [ISBN: 978-0-955177-11-8]
Global competitiveness: a common goal in a digital society
Published in partnership with Emerald Publishing, United Kingdom
- 📖 Outlook 2004 [ISBN: 978-0-903622-99-8]
The role of academic institutions and societies in achieving the Millennium Development Goals
Published in partnership with Emerald Publishing, United Kingdom



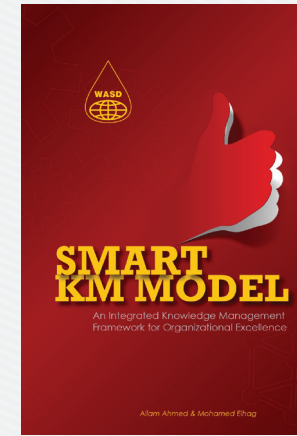
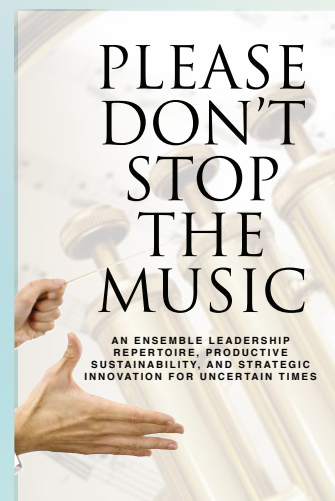
Knowledge management and sustainable development in the 21st century [ISBN: 978-1-906093-02-0]

" ... this publication focuses on sustainable development with a view to encouraging forward thinking in solving global sustainability problems. Drawing on the expertise of a diverse cultural and national range of contributors, this title boasts its position as a truly global source book. The Outlook 2007 examines a number of environmentally-linked subjects from education and knowledge management to climate change and trade and development. The title provides a coherent overview of sustainable development and a holistic approach to finding effective solutions to global issues"

The Environmentalist Magazine of The Institute of Environmental Management & Assessment (IEMA)
21 July 2008

GTSD: Globalization, Technology and Sustainable Development book series

- 2014 [ISBN: 978-1-907106-60-6]
Smart KM Model: an integrated knowledge management framework for organizational excellence
- 2014 [ISBN: 978-1-907106-17-0]
The service sector: an exploration of the Indian experience
- 2013 [ISBN: 978-1-907106-13-2]
Bridging the digital divide? Prospects for Caribbean development in the new techno-economic paradigm
- 2009 [ISBN: 978-0-955177-15-6]
Please don't stop the music: an ensemble leadership repertoire, productive sustainability, and strategic innovation for uncertain times
- 2008 [ISBN: 978-1-906093-07-5]
13 Key performance indicators for highly effective teams
Published in partnership with Greenleaf Publishing, United Kingdom
- 2007 [ISBN: 978-0-955177-13-2]
Managing knowledge, technology and development in the era of information revolution
Proceedings of the fifth international conference of WASD, held in Brisbane - Australia, 29-31 October 2007.
Published in partnership with the University of Griffith, Brisbane - Australia
- 2005 [ISBN: 978-0-955177-10-1]
Bridging the divide: the role of technology and trade
Proceedings of the third international conference of WASD, held in Al-Ain City - United Arab Emirates, 21-23 November 2005.
Published in partnership with Emerald Publishing, United Kingdom
- 2003
Globalization and sustainable development: the road ahead
Proceedings of the inaugural international conference of WASD, held in London - United Kingdom, 11th November 2003.
Published in partnership with the University of East London, United Kingdom



Smart KM Model: An integrated knowledge management framework for organizational excellence

[ISBN: 978-1-907106-60-6]

Smart KM Model is a revolutionary knowledge management framework being driven by best-in-class KM practices from a number of industries in addition to well-founded theories. The model ensures that KM becomes part of the organisational culture through the appropriate integration with number of organisation facets such as strategy, management systems, ICTs and support services.

"This book is an excellent example of knowledge brokering. The authors have drawn on their own research; they have synthesized the work of others and presented their work for the benefit of two particular groups. Those groups are managers of corporations and government policy makers."

Professor Geoffrey Oldham
Former Chairman United Nations Committee on Science and Technology for Development Former Director Science Policy Research Unit (SPRU), University of Sussex
United Kingdom



"Throughout my twenty year career working in large global companies I have seen many attempts fail at creating competitive advantage above their rivals, and until this book, I have not found a resource that provides a straightforward yet powerful model to assist. The well known authors are at the leading edge of this relatively new and underdeveloped discipline, and have left no stone unturned to bring a thorough and straightforward framework to drive success in your organisation."

Stuart Green
Director
World Service Capabilities, Service Network Engineering
American Express
Brighton, United Kingdom



MENA: Middle East and North Africa Book Series

-  2015 [ISBN 978-1-907106-34-7]
 From Oil to knowledge: Transforming the United Arab Emirates into a knowledge-based economy towards UAE Vision 2030

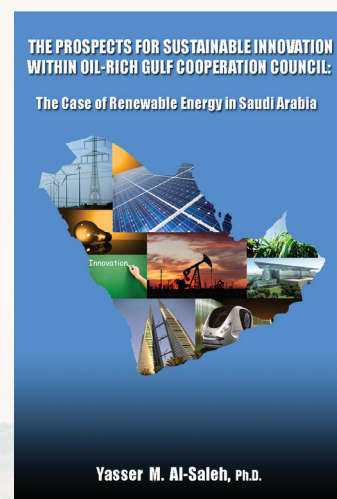
-  2015 [ISBN 978-1-907106-33-0]
 From localization to building national capacity towards Qatar's Vision 2030

-  2014 [ISBN: 978-1-907106-17-0]
 Best practices of business incubators in developed and developing countries: the roadmap for the Gulf Corporation Council (GCC) countries

-  2010 [ISBN: 978-1-907106-18-7]
 The prospects for sustainable energy innovation within Oil-Rich Gulf Cooperation Council: the case of renewable energy in Saudi Arabia

-  2008 [ISBN: 0-907776-38-8]
 Business excellence and competitiveness in the Middle East and North Africa
 Published in partnership with Inderscience Publishers, United Kingdom

-  2007 [ISBN: 0-907776-30-2]
 Science, technology and sustainability in the Middle East and North Africa
 Published in partnership with Inderscience Publishers, United Kingdom



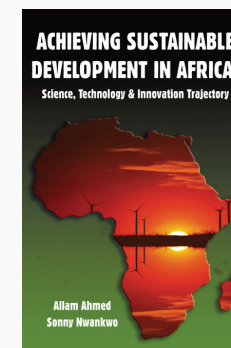
AFRICA: Africa Book Series

-  2011 [ISBN: 978-1-907106-10-1]
 African entrepreneurship in global contexts: enterprise solutions for sustainable development

-  2010 [ISBN: 978-1-907106-07-1]
 Achieving sustainable development in Africa: science, technology and innovation trajectory

-  2009 [ISBN: 978-0-955177-16-3]
 Role of Diaspora in technology transfer and achieving sustainable development in Sudan
 Proceedings of the First Sudanese Diaspora international conference, held in Brighton - United Kingdom, 24-25 January 2009.
 Published in partnership with UNESCO Chair on Technology Transfer (UNESCOTT), Science Policy Research Unit (SPRU), University of Sussex, United Kingdom and Inderscience Publishers, United Kingdom

-  2008 [ISBN: 0-907776-36-1]
 Food security in Sudan: policies and strategies
 Published in partnership with World Food Programme (WFP) Sudan and Inderscience Publishers, United Kingdom



Achieving sustainable development in Africa: science, technology and innovation trajectory

[ISBN: 978-1-907106-07-1]

The purpose of this book is to address issues that will be central to Africa's sustainable development through efficient and effective management of science, technology and innovation policies, the challenges these pose for the African countries, and the global framework for dealing with technology development, transfer and adoption and, importantly, adaptability in African contexts.

"As Minister of State for ICT, I find this book awakening our minds, as leaders, to the importance of science and technology in our journey, as Africans, towards development."

His Excellency John Chrysostom Alintuma Nsamu
 High Commissioner of the Republic of Uganda in Canada
 Former Minister for ICT
 Uganda



"The key issue examined in this book is: How can highly trained young scientists from Africa chart a career course that enables them to apply their knowledge to benefit their own countries and regions? I urge anyone who is interested in the future of Africa to read this book, not just for the details that it provides on a broad range of research activities, but also for its strategic vision calling on Africa's youthful scientists to lead the charge for change."

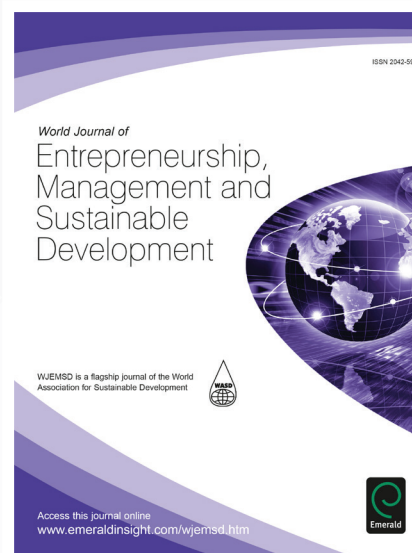
Professor Mohamed H. A. Hassan
 Chairman of the Council of the United Nations University (UNU)
 President of the Network of Academies of Science in Africa (NASAC)
 Co-chair Global Network of Science Academies
 Italy

PUBLICATIONS

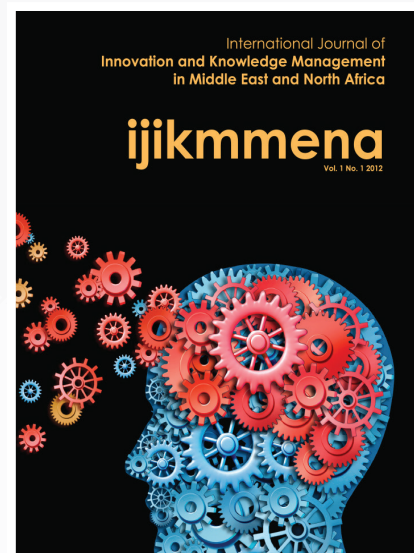
Free Journals



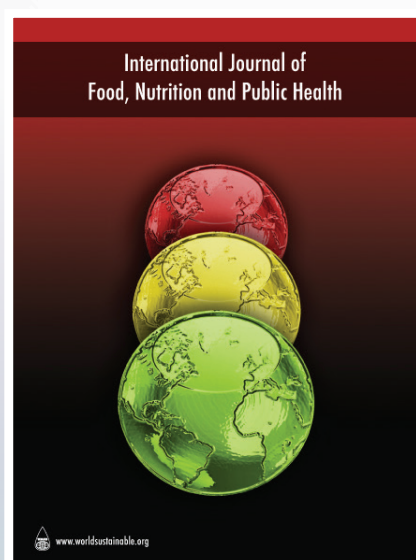
World Journal of Science, Technology and Sustainable Development (WJSTSD)



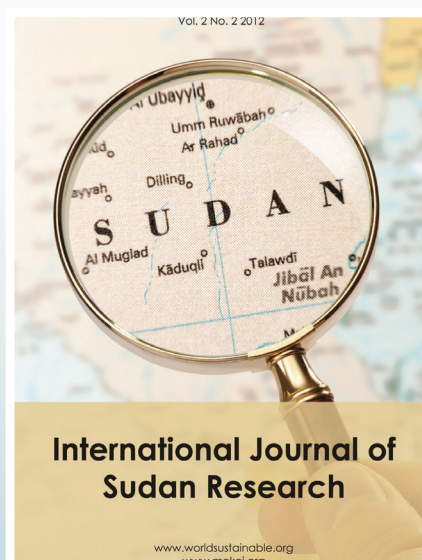
World Journal of Entrepreneurship, Management and Sustainable Development (WJEMSD)



International Journal of Innovation and Knowledge Management in Middle East and North Africa (IJKMMENA)



International Journal of Food, Nutrition and Public Health (IJFNPH)



International Journal of Sudan Research (IJSR)



Middle Eastern Journal of Entrepreneurship, Leadership and Sustainable Development (MEJELSD)

PARTNERS

People and organisations who support WASD



To achieve its goals, WASD accepts support and donations from individuals and organisations across the world. Your donation will make a significant contribution by giving the opportunity to our delegates from the developing countries to attend the conference and meet with colleagues from the rest of the world. Therefore, your organization's name will potentially be seen and appreciated by a large number of people.

Four simple levels of sponsorship packages are available to suit a variety of budgets, whether you are an individual wishing to make a small donation or a corporate donor aiming to support WASD

Bronze package - Donations up to \$2,000

- Official outstanding contribution certificate that can be displayed in your office or at home
- A link to your website or contact details on the sponsorship's page of the conference website

Silver package - Donations up to \$5,000

- Will receive the benefits of the bronze package, plus:
- The opportunity to have your company name or logo displayed in our conference proceedings and all other publicity material during the conference period
- An invitation to attend the conference opening ceremony including the conference formal dinner, offering networking and publicity opportunities

Gold package - Donations up to \$10,000

- Will receive all the benefits detailed above, plus:
- Your company name displayed in WASD's website, giving your company exposure to the wide range of visitors to the building
- Free subscription to all WASD journals and other books
- All of the above benefits are valid for a period of two years

Platinum package - Donations more than \$10,000

- If you wish to donate more than \$10,000 we would be happy to tailor a sponsorship package to meet your specific requirements

CONFERENCE EXPERIENCE

Events around the world



Image footnotes

Top left [United Kingdom 2004] | Top right [United Kingdom 2013]
Middle left [Italy 2006] | Middle right [Bahrain 2009] | Bottom left [USA 2011]
Bottom right [United Kingdom 2013]

Image footnotes

Top [Canada 2014] | Bottom left [St Lucia 2010] | Bottom right [Australia 2007]



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