Methodology for Mainstreaming Appropriate Green Technology Initiatives in Rural Areas of the Arab Region: Expert Group Meeting (EGM)
United Nations Economic and Social Commission for Western Asia (UNESCWA)

Presented by:
Dr. Turki Faisal Al Rasheed
Chairman
Golden Grass, Inc.
Definition of terms

• **Sustainable Development** is the development that meets the needs of the present without compromising the ability of future generations to meet their needs (WCED).

• **Strategic Management** is defined as management action oriented to achieving long-term goals based on thorough analysis and assessment of the situation, options and resources. It can be studied in relation to individuals, organizations, or public governance systems.

• **Social Farming** are those farming practices aimed at promoting disadvantaged people’s rehabilitation, education, and care and/or towards the integration of people with low conceptual capacity (i.e. intellectual and physical disabilities, convicts, those with drug addiction, minors, migrants) but also practices that support services in rural areas for specific target groups such as children and the elderly.

• **Rural development** generally refers to the process of improving the quality of life and economic well-being of people living in relatively isolated and sparsely populated areas.
Introduction

• Energy, water and food are the world’s three most critical resources.

• We are making once-in-a-generation decisions about power plants, water infrastructure and farmland that will last for decades.

• Meeting the world’s energy needs alone will require $48 Trillion in investment between now and 2035, according to a 2014 International Energy Agency Report (IEA).
Rural Development and Urbanization

- The rural population of the world has grown slowly since 1950 and is expected to reach its peak in a few years. The global rural population is now close to 3.4 billion and is expected to decline to 3.2 billion in 2050.

- More than 50% of the world’s population live in urban areas, according to United Nations World Urbanization Prospects the 2014 revisions.

- In Saudi Arabia, the forecast 88% percent of the Kingdom’s inhabitants will live in urban areas by 2025, which could consequently have an adverse effect on urban, social and economic development according to the Ministry of Municipal and Rural Affairs (MMRA).

- As the Arab world continues to urbanize, sustainable development in the rural communities is vital in meeting the challenges of unemployment, environment preservation, health care & education and infrastructure in order for them to stay in their villages. Social Farming has a wide impact on many aspects of agriculture as well as rural life.
<table>
<thead>
<tr>
<th>Sustainable Rural Development</th>
<th>Challenges</th>
<th>Opportunities</th>
</tr>
</thead>
</table>
| Food Security                 | • Scarcity of Water  
• Sustainable Productivity Growth | • Renewal Energy  
(Reclaimed water)  
• Solar /Nuclear Energy  
(Electrification, Infrastructure, Storage, Food processing) |
| Economic Growth               | • Good Governance & Transparency  
• Just Distribution of Wealth | • Monitoring  
• Women Empowerment |
| Alleviation of Poverty        | • Migration  
• Population Growth  
• Unemployment | • Social Farming  
• Health Care/Information  
• Improve Vocational Training & Education |
Social Farming Significance on the following:

- **Economic** - Multifunctional agriculture (stakeholders involvement)
- **Environmental** - preservation of natural resources.
- **Social** - education, health, care, employment, public participation
Social farming advantages in agriculture

• Agriculture innovation on health care, education, employment

• Strengthen urban-rural relationships.

• Diversification of rural areas.

• Improve social services in rural areas, to promote healthy and alive rural communities.
Recommendation

- **Cut Waste**: 25 percent of food in the USA goes to the dump.

- **Treated** waste water to irrigate land.

- **Strategic** implementation of Social Farming in the rural areas.
Conclusion

• We have to enhance the Strategic management capabilities on the public sector of the GCC and Arab world to achieve sustainable development.

• The question is how to integrate and address social farming to rural communities the strategic social change for the benefits of the stakeholders in terms of incentives, education, employment, communication, planning and managements to achieved a sustainable development by improving the livelihood of Rural communities in the ESCWA Region.