

SHEIKH KHALIFA EXCELLENCE AWARD



جائزة الشيخ خليفة للامتياز

SHEIKH KHALIFA
EXCELLENCE AWARD

نحتفي بالإنجاز في قطاع الأعمال
CELEBRATING BUSINESS IMPACT

Applicant's Guide: Impact Model

Cycle 22

MESSAGE FROM THE CHAIRMAN



Foreword by the Chairman of the Abu Dhabi Chamber of Commerce and Industry (ADCCI):



“

*Building on 25 years of excellence, we are pleased today to unveil a **renewed vision for the Sheikh Khalifa Excellence Award**. A vision rooted in deepening positive impact, nurturing a spirit of innovation, and accelerating sustainable development to fulfill our nation's ambitions.*

*When we reflect on Abu Dhabi's journey in creating opportunities, we realize that **success is never left to chance**. On the contrary, it requires a clear vision, immense effort, and a determination that knows no limits.*

Abu Dhabi is witnessing rapid growth in the establishment and development of globally competitive companies, with ambitious visions and exceptional performance that make them models of innovation and leadership within a dynamic ecosystem that supports business and growth.

***Contributions and outstanding individuals form the backbone of Abu Dhabi's growth journey.** Together, we will create new achievements, and continue advancing on the path of sustainable growth and prosperity. In honor of the late Sheikh Khalifa bin Zayed Al Nahyan, may God rest his soul, we recognize you today.*

”

H.E. Ahmed Jasim Al Zaabi

Chairman of the Abu Dhabi Chamber of Commerce and Industry (ADCCI)

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SKEA'S VISION, MISSION, AND DEFINITION OF IMPACT



Building on a **25-year legacy**, SKEA now unveils a **renewed vision** — one founded on **strengthening positive impact, fostering innovation, and driving sustainable development** to help realize our nation’s ambitions and cement Abu Dhabi’s position as a global model of progress and excellence.

Vision

Where business impact in Abu Dhabi is realized, measured and celebrated



Mission

To recognize leaders and organizations that create tangible, transformative impact, drive sustainable growth, and position Abu Dhabi as a leading global hub for innovation



What is Impact?



Focus:

Acknowledging and celebrating businesses across various company types that play a pivotal role in driving the sustained development, innovation, and growth of Abu Dhabi's economy. These enterprises, through their **strategic contributions, foster a dynamic and diversified economic landscape.**

Focus:

Recognizing and celebrating organizations across diverse sectors that make significant contributions to the social development and well-being of Abu Dhabi's communities. These businesses and initiatives play a vital role in **addressing societal challenges, promoting inclusivity, and fostering sustainable progress.**

SKEA IMPACT AREAS



The following impact areas define the contributions through which an applicant’s results and impact creation are assessed



Talent:

Expanding Abu Dhabi’s **human capital** through continuous learning, leadership development, and workforce empowerment that drive productivity, innovation, and sustainable excellence



- Training and Development
- Talent Attraction
- Retention
- Emirati Employment



Technology:

Advancing Abu Dhabi’s transition to a knowledge-based economy through the **adoption and development of emerging technologies**, digital innovation, and data-driven performance improvement



- Innovation Capability
- Disruptive Capabilities
- Product Uniqueness
- Ownership of Technology



Community and Society:

Enhancing the well-being and cohesion of Abu Dhabi’s communities through initiatives that promote inclusion, social responsibility, and long-term societal resilience



- Social Contribution
- Long Term Community Impact
- Active CSR Programs
- Recognition in Society



SME Champion:

Strengthening Abu Dhabi’s **private sector ecosystem** by creating opportunities, resources, and partnerships that enable SMEs to scale, innovate, and contribute to economic diversification



- Sales Volume
- Market Diversification
- Revenue Growth
- Business Growth & Impact



Exports:

Expanding Abu Dhabi’s **global economic footprint** through diversified exports, increased international partnerships, and the promotion of high-quality UAE products and services abroad



- Trade Contribution
- Market Reach & Expansion
- Revenue Growth from Exports
- Impact on Local Economy



Supply Chains:

Building efficient, resilient, and **locally integrated supply chains** that enhance national self-sufficiency, reduce dependency, and create sustained economic value



- Import & Export Contribution
- Ecosystem Reach
- Local Supplier Engagement
- Supply Chain Innovation



Entrepreneurship:






Enabling **innovation-led growth** by fostering a dynamic entrepreneurial ecosystem supported by infrastructure, policy frameworks, and collaborative networks that accelerate new business creation



- Gamechanger Ideation
- Sustainability & Resilience
- Investments in New Industries
- Venture Enablement

WHO CAN APPLY?



Corporates	Family Businesses	SMEs	Startups & Scale ups	Individuals
				
A large company that operates with a formal structure and a focus on business goals, such as profitability	A company that is owned and managed by members of a single family , often across multiple generations	A company defined by its number of employees or annual revenue, and operating below the thresholds of a large enterprise	A company that is focused on innovation , often aiming to disrupt existing markets or create new ones	An individual who introduces new ideas, products, or technologies that improve existing practices





Key Differentiators between target audiences

Company Incorporated under Federal Decree-Law No. 32 of 2021 with ADDED				Natural Person
None beyond company incorporation; PJSCs register SCA if listed	Registered under Federal Decree-Law No. 37 of 2022 and in the Family Business Registry	Classified as MSME under Federal Law No. 2 of 2014 on SMEs; Cabinet Resolution No. 22 of 2016	No specific segment-agnostic registrations for startups & scaleups to be provided	
Large firms that exceed SME thresholds	Can be small, medium, or large	Businesses exceeding employee count and turnover considered SMEs varying by sector	Can be small, medium, or large	
Expansion through M&As, regional/global market penetration, diversification	Intergenerational transfer, diversification into new sectors, group of affiliated companies	Organic growth, partnerships, limited exports	Rapid scaling, network effects, international expansion, aiming for market disruption	
Access to capital markets, bank loans, bonds, sometimes government backing	Self-funded through family wealth, private banks; less reliant on external investors	Owner equity, SME bank loans, limited access to venture capital	Angel investors, VC capital, accelerators, government innovation funds	






ELIGIBILITY FRAMEWORK



General Eligibility Requirements

-  **Abu Dhabi Resident / Operations in Abu Dhabi:** Valid commercial license in Abu Dhabi
-  **Minimum years** as a resident/since establishment depending on type of target audience
-  Must have made a **measurable contribution** to Abu Dhabi's economy
-  Must provide **verifiable information** on impact via supporting documents

Special Eligibility Requirements

 Corporates	 Family Businesses	 SMEs	 Startups & Scaleups	 Individuals
<ul style="list-style-type: none">• Min 5 years since establishment• Exceed SME thresholds (200+ employees and 200-250m+ AED)	<ul style="list-style-type: none">• Min 10 years since establishment• Evidence of Family Business registration	<ul style="list-style-type: none">• Min 3 years since establishment• Qualify under UAE's SME thresholds	<ul style="list-style-type: none">• Min 3 years since establishment• Demonstrate proven novel business/ technology, evidence of funding or y-o-y growth	<ul style="list-style-type: none">• Min 5 years of residency• Tangible contribution to Abu Dhabi economy

APPLICATION PROCESS



Registration & Profile Setup

During registration, applicants create their company profile. The platform automatically identifies the appropriate target audience based on the information provided by the applicant.



Application Completion

Applicants complete a structured set of application questions designed to capture their performance and achievements across all impact areas.



Evidence Submission

Applicants upload all required evidence to validate their responses. Each submission must be supported by formal and verifiable documentation.



Evaluation & Scoring

All submissions are evaluated by independent evaluators and judges using the SKEA Impact Model to ensure a fair evaluation within the applicant's designated target audience category.



Impact Interview

Shortlisted applicants proceed to a qualitative interview, where they clarify their submitted data, present examples of their impact, and demonstrate the measurable outcomes achieved.



Results & Award Ceremony

Final results are announced at the SKEA Award Ceremony, where outstanding companies and individuals are formally recognized and celebrated.

80%
Quantitative
Assessment

20%
Qualitative
Assessment

ASSESSMENT CRITERIA



Key Metrics Assessed Per Impact Area

Non-Exhaustive

Talent

- Annual workforce growth rate
- Number of tailored training programs delivered
- Percentage of employees completing training
- Average training hours per employee per year



Technology

- Investment in digital transformation
- Percentage of operations automated
- Adoption of advanced technologies (AI, data analytics, etc.)
- Cybersecurity maturity indicators



Community & Society

- Total value of CSR investment
- CSR spending as % of total revenue
- Inclusivity rate (%)
- Number of community initiatives conducted
- Partnerships with nonprofits, schools, or government



SME Champion

- Number of SMEs supported through programs or partnerships
- Total value of support provided to SMEs
- Number of SMEs that demonstrated business growth due to your support
- Success rate of SMEs engaged



Exports

- Percentage of total revenue from exports
- Total export volume
- Number of export markets served
- Annual export growth rate
- % increase in international customers



Supply Chains

- Number of local companies integrated into supply chain
- Number of local supply chains your company is part of
- Total local procurement value
- In-Country Value score



Entrepreneurship

- R&D spend as % of revenue
- Number of patents registered
- Total investment in entrepreneurship ecosystem development
- Number of partnerships with incubators, accelerators, or VC funds









.....and all information must be evidence-based, requiring applicants to provide supporting documents within each impact area

Note: Questions for each type of target audience is detailed in the appendix

SUPPORTING DOCUMENTATION



Illustrative

Talent 			
Emiratization Compliance Certificate	Evidence of Upskilling Workshops	Workforce Report	Promotion and turnover reports
Technology 			
Patent or IP Registration Certificates	Trademark Registration Documents	Case Studies or Media Coverage	R&D expenditure reports or budgets
Community & Society 			
Records of Volunteering and Community Engagement	Environmental Initiatives Document	Evidence of Inclusivity and Diversity	Certificates or Awards for CSR and Sustainability
SME Champion 			
Evidence of participation in SME ecosystem events	New product launch documents	Sales and revenue reports or documents	Awards or recognitions related to SME development
Exports 			
Certificates of standards obtained for international market access	Export Contracts & Partnerships	Export volume and revenue data	Proof of export-linked employment impact
Supply Chains 			
ICV Certificate and Score	Efficiency Reports related to Procurement	Documentation on Digital Supply Chain Systems	Supplier Lists and Vendor Contracts
Entrepreneurship 			
MoUs with incubators, accelerators, or VC funds	Innovation challenge / hackathon participation	Awards for entrepreneurship or innovation excellence	Records of training, or ecosystem events

Note: Documents may differ for each applicant based on the company size and sector of operations

SCORING BLUEPRINT



01 Scoring is Based on Your Target Audience

While the **scoring system** remains **consistent** across all target audiences, final comparisons are made only within the **same target audience** to ensure **fairness**, given the expected differences in **scale** and **scope** of the audience types



What this means for you:

- All applicants are assessed using the same scoring methodology and criteria
- Comparisons and ranking are only made within your own target audience (e.g., SMEs, startups, corporates, individuals)
- Scores are normalized to reflect performance relative to peer applicants within the same audience type
- Strong performance within your audience type increases your likelihood of being shortlisted

02 Thresholds are Set for Each Question

Every question in the application has a dedicated **scoring threshold** to maintain **consistency, fairness**, and minimum performance standards. These thresholds ensure that all responses meet the expected level of **detail, evidence**, and **relevance**, regardless of applicant type.



How thresholds work:

- Each question has a minimum score requirement that must be met to remain competitive
- Thresholds ensure responses demonstrate detailed, evidence-based, and measurable impact
- Lower-quality responses fall below the threshold and receive reduced scores
- Thresholds are adapted across audience types to ensure equitable assessment despite differences in scale or resources

03 Assessment Focuses on Your Strongest Impact Area

While applicants provide information across multiple impact areas, the scoring system identifies and emphasizes the area in which you demonstrate the **strongest, most tangible impact**. This rewards **depth of achievement** and recognizes applicants who **excel** in a specific impact area.



What this means:

- The scoring model highlights the impact area where you demonstrate the strongest performance
- This ensures you are evaluated in a way that reflects your most meaningful and proven impact
- Strong performance in one area can outweigh broader but less significant performance across multiple areas
- Applicants with deep excellence in a single impact area are not disadvantaged compared to those with broad but moderate achievements

APPENDIX



APPLICATION QUESTIONNAIRE



Corporates Application Questionnaire (1/2)

#	Impact Area	Question
1	Talent	What was the annual growth rate of your company’s workforce, 2023 to 2024?
2	Talent	What percentage of your employees completed at least one formal training program in 2024?
3	Talent	How many tailored training programs did your organization conduct during 2024?
4	Talent	What was the average number of training hours per employee in 2024?
5	Talent	What percentage of high-skilled jobs were created in 2024?
6	Talent	What percentage of new hires were from local talent pools in 2024? UAE Nationals and expatriates who are legally residing in Abu-Dhabi counted within the workforce of the legal entity applying for SKEA that is registered in Abu Dhabi
7	Talent	What was your employee retention rate in 2024?
8	Talent	What was your promotion rate (percentage of employees promoted) in 2024, comparing to 2023?
9	Talent	What was your Emiratization compliance rate compared to the MoHRE target in 2024?
10	Talent	What percentage of your total workforce were Emirati employees in 2024?
11	Talent	What percentage of leadership positions were held by Emirati employees in 2024?
12	Community & Society	What was your company’s total value of CSR investment in AED in 2024?
13	Community & Society	What was your total annual investment in CSR activities as a % of total revenue in 2024?
14	Community & Society	What is your inclusivity rate? Formula to calculate: Inclusivity Rate = Gender score × 25 + Nationality score × 25 + Disability score × 25 + Language score × 25. Score = (1 – (each group’s % × itself, all added together)) × 25
15	Community & Society	Which national campaigns did your company participate in 2024?
16	Community & Society	How many initiatives related to environmental impact did you conduct in 2024?
17	Community & Society	What was your company’s year on year reduction in energy consumption, 2023 to 2024?
18	Community & Society	What was your company’s total investment in sustainability in AED in 2024?
19	Community & Society	How many active CSR initiatives were carried out during 2024?
20	Community & Society	How many strategic partnerships were established with NGOs or government entities in 2024?
21	Community & Society	How many awards, recognitions, or certificates has your organization received for CSA or social responsibility in 2024?
22	Community & Society	How many positive media mentions related to your social or environmental efforts were recorded in 2024?
23	Exports	What was your total export volume in AED in 2024?
24	Exports	What was the export growth of your company, 2023 to 2024?

APPLICATION QUESTIONNAIRE



Corporates Application Questionnaire (2/2)

#	Impact Area	Question
25	Exports	What percentage of your total production was exported internationally in 2024?
26	Exports	List any global standards or certificates you have obtained and that are valid up to date that enable access of UAE products to international markets
27	Exports	To how many countries did you export your products or services to in 2024?
28	Exports	How many markets (countries) did you expand to in the last 3 years (2022-2024)?
29	Exports	What percentage of export inputs were sourced locally within the UAE in 2024?
30	Supply Chains	What was your company's year on year revenue growth, 2023 to 2024?
31	Supply Chains	What is your company's ICV score?
32	Supply Chains	What was your total trade volume in AED in 2024?
33	Supply Chains	How many local companies were integrated into your supply chain in 2024?
34	Supply Chains	How many local supply chains was your company integrated into in 2024?
35	Supply Chains	What was the total value of your company's local procurement in AED in 2024?
36	Supply Chains	What was the percentage of total procurement spending directed towards Abu Dhabi-based suppliers in 2024?
37	Supply Chains	How many innovative practices or digital solutions were adopted to enhance supply chain efficiency in 2024?
38	Supply Chains	What was the value of cost savings achieved through supply chain innovation in AED in 2024?
39	Supply Chains	Estimate the percentage of cost savings achieved through supply chain innovation in 2024
40	Entrepreneurship	What was your company's spend on R&D as a % of revenue in 2024?
41	Entrepreneurship	What % of your company's revenue was earned from tech products in 2024?
42	Entrepreneurship	How many new patents were registered by your organization in 2024?
43	Entrepreneurship	How many internal innovation challenges or hackathons were organized in 2024?
44	Entrepreneurship	What was the total amount invested in entrepreneurship ecosystem development projects in AED in 2024?
45	Entrepreneurship	How many people were upskilled with entrepreneurship or innovation skills through your programs in 2024?
46	Entrepreneurship	How many partnerships have been formed with incubators, accelerators, or venture capital funds up to date that are valid?

APPLICATION QUESTIONNAIRE



Family Businesses Application Questionnaire (1/2)

#	Impact Area	Question
1	Talent	What was the annual growth rate of your company’s workforce, 2023 to 2024?
2	Talent	Which generation currently leads or manages the family business?
3	Talent	What is the number of leadership transitions completed in last 10 years?
4	Talent	What was the number of the next-gen members in on senior leadership positions (MBA/programs/rotations) in 2024?
5	Talent	What percentage of your employees completed at least one formal training program in 2024?
6	Talent	How many tailored training programs did your organization conduct during 2024?
7	Talent	What was the average number of training hours per employee in 2024?
8	Talent	What percentage of high-skilled jobs were created in 2024?
9	Talent	What percentage of new hires were from local talent pools in 2024? <small>UAE Nationals and expatriates who are legally residing in Abu-Dhabi counted within the workforce of the legal entity applying for SKEA that is registered in Abu Dhabi</small>
10	Talent	What was your employee retention rate in 2024?
11	Talent	What was your promotion rate (percentage of employees promoted) in 2024?
12	Talent	What was your Emiratization compliance rate compared to the MoHRE target in 2024?
13	Talent	What percentage of your total workforce were Emirati employees in 2024?
14	Community & Society	What is your company’s total value of CSR investment in AED in 2024?
15	Community & Society	What is your total annual investment in CSR activities as a % of total revenue in 2024?
16	Community & Society	What is your inclusivity rate? <small>Formula to calculate: Inclusivity Rate = Gender score × 25 + Nationality score × 25 + Disability score × 25 + Language score × 25. Score = (1 – (each group’s % × itself, all added together)) × 25</small>
17	Community & Society	Which national campaigns did your company participate in within 2024?
18	Community & Society	How many initiatives related to environmental impact did you conduct in 2024?
19	Community & Society	What was your company’s year on year reduction in energy consumption in 2024 compared to 2023?
20	Community & Society	What was your company’s total investment in sustainability in AED in 2024?
21	Community & Society	How many active CSR initiatives were carried out during 2024?
22	Community & Society	How many strategic partnerships were established with NGOs or government entities in 2024?
23	Community & Society	How many community honors or recognitions did you receive in 2024?
24	Community & Society	How many testimonials from beneficiaries did you receive in 2024?

APPLICATION QUESTIONNAIRE



Family Businesses Application Questionnaire (2/2)

#	Impact Area	Question
25	Exports	What was your total export volume in AED in 2024?
26	Exports	What was the export growth of your company, 2023 to 2024?
27	Exports	What percentage of your total production was exported internationally in 2024?
28	Exports	List any global standards or certificates you have obtained and that are valid up to date that enable access of UAE products to international markets
29	Exports	To how many countries did you export your products or services to in 2024?
30	Exports	How many markets (countries) did you expand to in the last 3 years (2022-2024)?
31	Exports	What percentage of export inputs were sourced locally within the UAE in 2024?
32	Supply Chains	What was your company's year on year revenue growth, 2023 to 2024?
33	Supply Chains	What is your company's ICV score?
34	Supply Chains	What was your total trade volume in AED in 2024?
35	Supply Chains	How many local companies were integrated into your supply chain in 2024?
36	Supply Chains	How many local supply chains was your company integrated into in 2024?
37	Supply Chains	What was the total value of your company's local procurement in AED in 2024?
38	Supply Chains	What was the percentage of total procurement spending directed towards Abu Dhabi-based suppliers in 2024?
39	Supply Chains	How many innovative practices or digital solutions were adopted to enhance supply chain efficiency in 2024?
40	Supply Chains	What was the value of cost savings achieved through supply chain innovation in AED in 2024?
41	Supply Chains	Estimate the percentage of cost savings achieved through supply chain innovation in 2024
42	Entrepreneurship	What was your company's spend on R&D as a % of revenue in 2024?
43	Entrepreneurship	What % of your company's revenue was earned from tech products in 2024?
44	Entrepreneurship	How many new patents were registered by your organization in 2024?
45	Entrepreneurship	How many internal innovation challenges or hackathons were organized in 2024?
46	Entrepreneurship	What was the total amount invested in entrepreneurship ecosystem development projects in AED in 2024?
47	Entrepreneurship	How many people were upskilled with entrepreneurship or innovation skills through your programs in 2024?
48	Entrepreneurship	How many partnerships have been formed with incubators, accelerators, or venture capital funds up to date that are valid?

APPLICATION QUESTIONNAIRE



SMEs Application Questionnaire (1/2)

#	Impact Area	Question
1	Technology	What percentage of employees received training on emerging technologies in 2024?
2	Technology	How many new digital features or tech-based solutions did your organization launch during the year 2024?
3	Technology	What percentage of your revenue was generated from new products launched in 2024?
4	Technology	How many case studies or examples of innovation impact were published in the media or recognized externally?
5	Technology	What percentage of your core business processes are currently digitized or automated up to date?
6	Technology	What percentage of your total revenue is derived from proprietary or patented technologies?
7	Technology	Does your product have any uniqueness? Describe what makes your product or solution unique compared to competitors.
8	Technology	How many patents or IP filings has your organization secured?
9	Technology	How many technology trademarks have been registered?
10	Community & Society	What was your company's total value of CSR investment in AED in 2024?
11	Community & Society	What was your total annual investment in CSR activities as a % of total revenue in 2024?
12	Community & Society	What is your inclusivity rate? <small>Formula to calculate: Inclusivity Rate = Gender score × 25 + Nationality score × 25 + Disability score × 25 + Language score × 25. Score = (1 – (each group's % × itself, all added together)) × 25</small>
13	Community & Society	Which national campaigns has your company participated in?
14	Community & Society	How many initiatives related to environmental impact did you conduct in 2024?
15	Community & Society	What was your company's year on year reduction in energy consumption, from 2023 to 2024?
16	Community & Society	What was your company's total investment in sustainability in AED?
17	Community & Society	How many active CSR initiatives were carried out during 2024?
18	Community & Society	How many strategic partnerships were established with NGOs or government entities?
19	Community & Society	How many media features on social innovation did your company receive in 2024?
20	Community & Society	How many awards has your company received for community impact?
21	SME Champion	What was your company's year on year sales growth in AED, from 2023 to 2024?
22	SME Champion	What was the value of your company's revenue from e-commerce/digital channels in AED in 2024?
23	SME Champion	What was the value of your company's revenue from e-commerce/digital channels as a % of revenue in 2024?
24	SME Champion	What percentage of your company's total revenue streams is from your top 5 customers?

APPLICATION QUESTIONNAIRE



SMEs Application Questionnaire (2/2)

#	Impact Area	Question
25	SME Champion	What was your year-on-year revenue growth rate, from 2023 to 2024?
26	SME Champion	How many collaborations or partnerships have been established within the SME ecosystem?
27	SME Champion	How many SME ecosystem events or initiatives did your organization participate in or lead annually in 2024?
28	Exports	What was your total export volume in AED in 2024?
29	Exports	What percentage of your total production was exported internationally in 2024?
30	Exports	List any global standards or certificates you have obtained and that are valid up to date that enable access of UAE products to international markets
31	Exports	How many countries do you currently export your products or services to?
32	Exports	How many markets (countries) have you expanded to within the past 3 years (2022-2024)?
33	Exports	What was your company's revenue from new export markets in AED?
34	Exports	How many new international clients did your company acquire in 2024?
35	Exports	What percentage of your total production was exported in 2024?
36	Exports	What is your company's year on year export revenue growth as a % of revenue, from 2023 to 2024?
37	Exports	What percentage of export inputs are sourced locally within the UAE in 2024?
38	Supply Chains	What is your company's year on year revenue growth, 2023 to 2024?
39	Supply Chains	What is your company's ICV score?
40	Supply Chains	What is your total trade volume in AED in 2024?
41	Supply Chains	How many local companies are integrated into your supply chain?
42	Supply Chains	How many local supply chains is your company integrated into?
43	Supply Chains	What is the total value of your company's local procurement in AED?
44	Supply Chains	What percentage of your total procurement is spent on UAE-based suppliers?
45	Supply Chains	How many innovative practices or digital solutions were adopted to enhance supply chain efficiency?
46	Supply Chains	What is the value of cost savings achieved through supply chain innovation in AED?
47	Supply Chains	Estimate the percentage of cost savings achieved through supply chain innovation

APPLICATION QUESTIONNAIRE



Startups & Scaleups Application Questionnaire

#	Impact Area	Question
1	Technology	What percentage of your revenue was allocated to R&D or innovation in 2024?
2	Technology	What percentage of your revenue came from newly launched tech products or services in 2024?
3	Technology	How many case studies or examples of innovation impact were published in the media or recognized externally in 2024?
4	Technology	What percentage of your core business processes are currently digitized or automated up to date?
5	Technology	What percentage of your total revenue was derived from proprietary or patented technologies in 2024?
6	Technology	Does your product have any uniqueness? Describe what makes your product or solution unique compared to competitors?
7	Technology	How many patents or IP filings has your organization secured?
8	Technology	How many technology trademarks have been registered?
9	Community & Society	What was your company's total value of CSR investment in AED in 2024?
10	Community & Society	What was your total annual investment in CSR activities as a % of total revenue in 2024?
11	Community & Society	What is your inclusivity rate? <small>Formula to calculate: Inclusivity Rate = Gender score × 25 + Nationality score × 25 + Disability score × 25 + Language score × 25. Score = (1 – (each group's % × itself, all added together)) × 25</small>
12	Community & Society	Which national campaigns has your company participated in?
13	Community & Society	How many initiatives related to environmental impact did you conduct in 2024?
14	Community & Society	What was your company's year on year reduction in energy consumption, from 2023 to 2024?
15	Community & Society	What is your company's total investment in sustainability in AED?
16	Community & Society	How many active CSR initiatives were carried out during 2024?
17	Community & Society	How many strategic partnerships were established with NGOs or government entities?
18	Community & Society	How many media features on social innovation did your company receive in 2024?
19	Community & Society	How many awards has your company received for community impact?



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