



SCALING FOR IMPACT

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Aldar Today

Scaling with Purpose, Innovating for Impact



At Aldar, we have a bold vision for the future. We see innovation not just as a strategy, but as the heart of our commitment to continuous improvement, strong growth, and lasting impact. We continue to push the boundaries, and our 2024 Innovation Report showcases our integration of cutting-edge technologies and forward-thinking solutions to create smarter, more sustainable, and more connected environments.

Our approach to innovation is rooted in strategy, powered by culture, and enabled by people. We invest in building capabilities, nurturing partnerships, and engaging communities to co-create impactful solutions. Anchored in research and driven by data, our innovation ecosystem is designed to unlock long-term value for all our stakeholders.

In 2024, we celebrated some significant milestones. At Saadiyat Grove – a soon-to-complete mixed-use development at the heart of Saadiyat Cultural District – we piloted AMPD Energy's Enertainer system, achieving a 57% reduction in diesel use on site and significantly lowering emissions. We scaled Mrūna's circular water technology across 12 construction sites, recycling over 25 million litres of water. And through Ibtikar, our internal innovation platform, 150 employees explored AI-powered ideas, generating 14 concepts and developing four business cases focused on enhancing productivity and quality.

Innovation is a key enabler of Aldar's 2030 strategy, underpinning our ambition to become a more agile, data-driven, and future-ready organisation. As we pursue product excellence, deliver signature experiences, and drive disciplined capital management, innovation will continue to accelerate execution, elevate customer experience, and unlock greater value across our portfolio.

With these guiding principles, our vision for the future is clear. Innovation will continue to drive us forward, ensuring that our growth is not just measured in numbers but in the lasting value we create for the economy, communities, and industry.



Ahmed Benrekia
Director of Strategy &
Transformation at ALDAR



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About Aldar

Established in 2004, Aldar Properties is the UAE’s leading integrated real estate developer, investor, and manager. We have been playing a key role in supporting the long-term development of the country and its communities for almost two decades, steadfastly delivering on our promise to develop desirable destinations where people can live well. Fostering innovation to unlock a better, more sustainable future for all our stakeholders across Abu Dhabi and beyond has been our guiding principle all along.

Human Capital

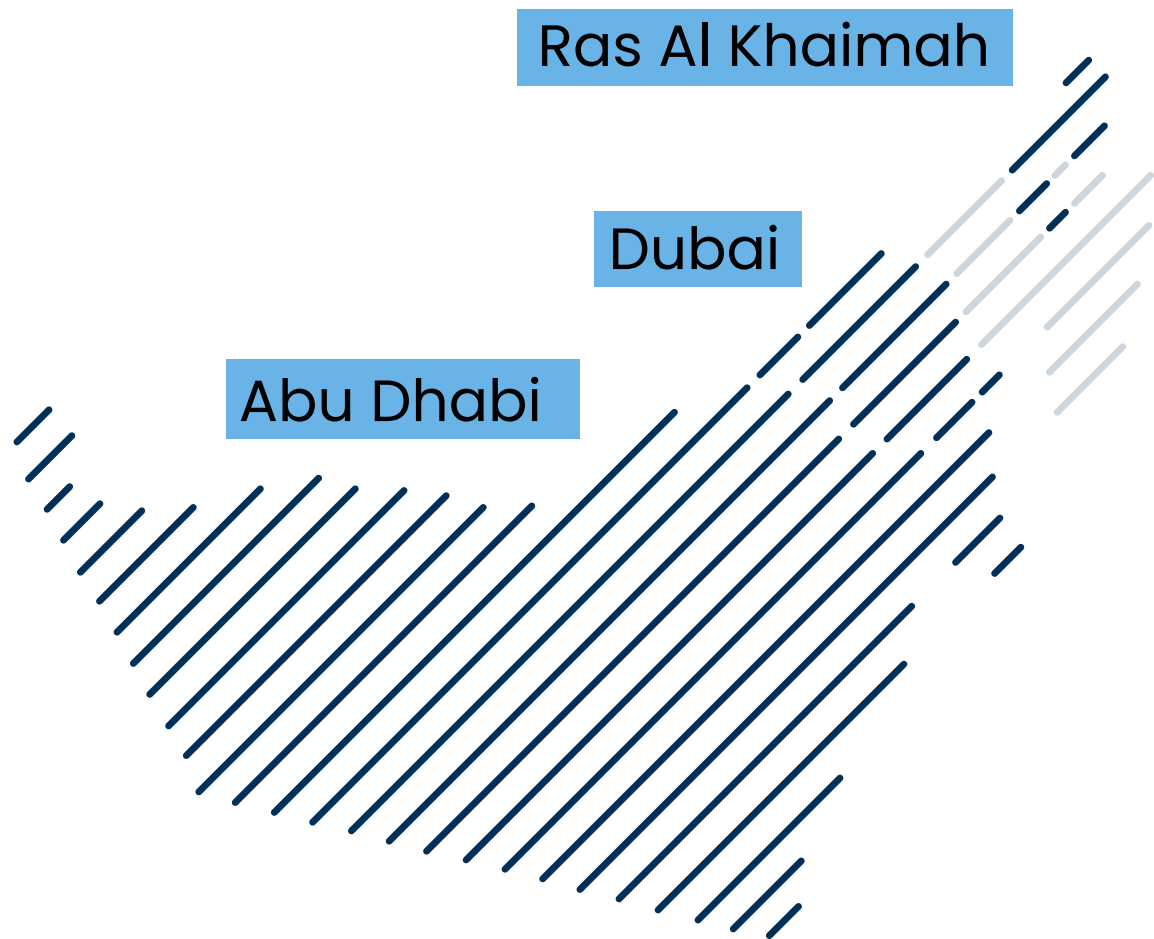
53k
Direct & Indirect
Employees

Customer Base

300k
Customers

Footfall & Engagement

30mn
Visitors/Year



Local Presence



International Presence



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Our Portfolio

Aldar's diversified operating model is built around two complementary core businesses. Aldar Development is the master developer of a 62 million sqm strategic landbank, creating vibrant, integrated communities in Abu Dhabi's most desirable destinations while expanding its international presence. Aldar Investment oversees a portfolio of investment-grade, income-generating real estate assets worth AED 42 billion and spanning retail, residential, commercial, logistics, and hospitality. This holistic approach enables us to optimise the entire asset lifecycle.



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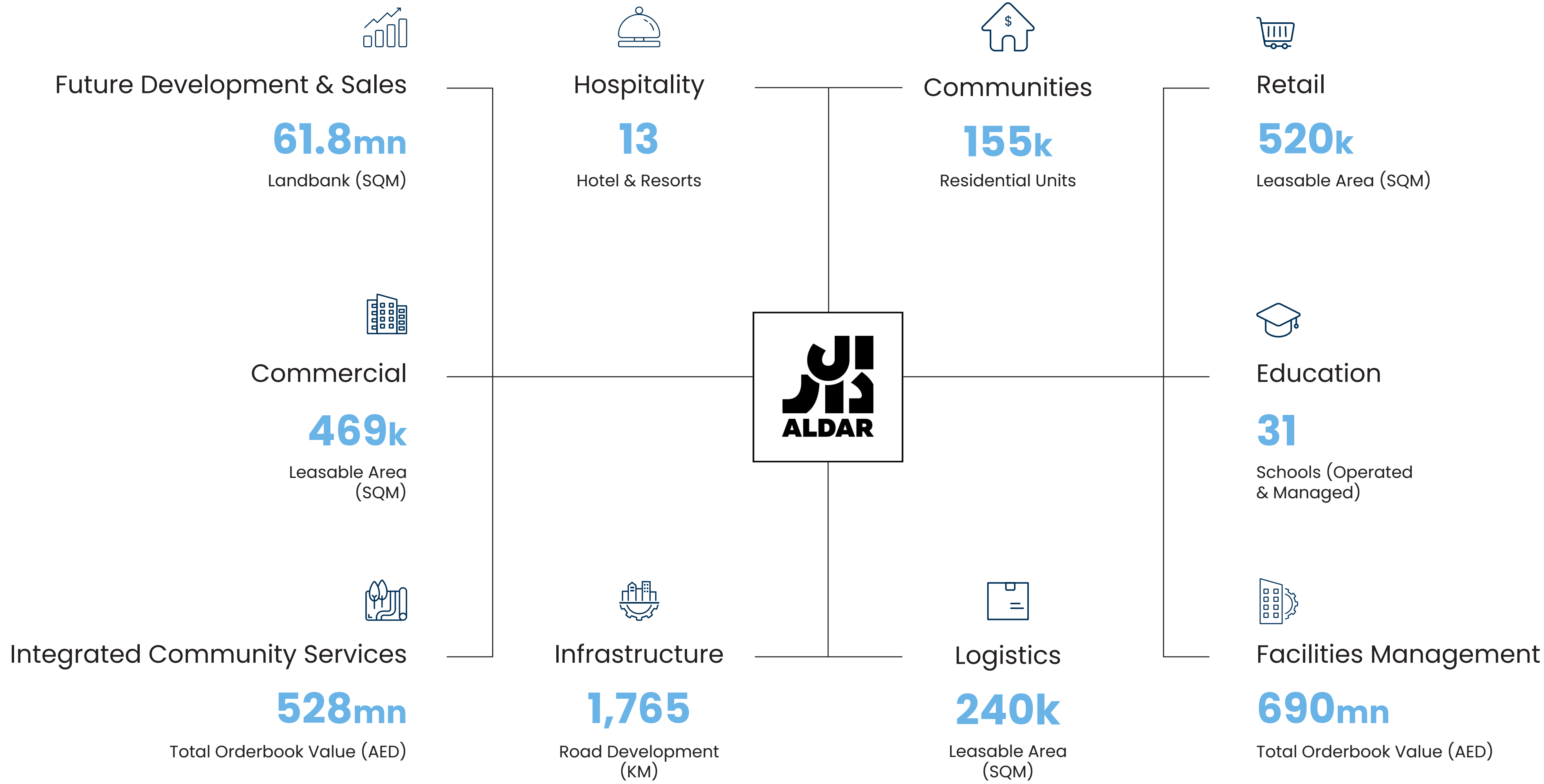
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Aldar's Footprint



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Innovation at Aldar

Aldar's Innovation Strategy

Our approach to innovation is deeply rooted in our business needs and aligned with our commitment to continuous improvement, bold growth, and greater impact.

With these objectives in mind, we operate, collaborate, and turn innovative ideas into measurable outcomes based on six key pillars.



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Aldar's Innovation Strategy

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Aldar’s Six Pillars of Innovation



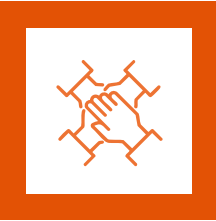
Strategic Alignment

At Aldar, innovation is never a standalone investment. It is seamlessly integrated into our business strategy, ensuring every initiative addresses organisational priorities.



Cultural Empowerment

We foster a culture of innovation that empowers leaders and teams across the organisation to take ownership. Rather than confining it to structural silos, we embed innovation into our collective mindset, encouraging every individual to contribute.



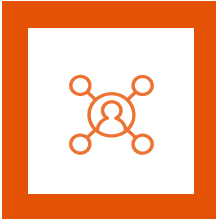
Capacity Building

Scaling innovation requires skilled people ready to drive it forward. This is why we invest in capability building across all our verticals, equipping our workforce with the tools and expertise to lead transformative change.



Ecosystem Partnerships

Collaboration amplifies innovation. By forging strong partnerships across the private and public sectors, we cultivate a thriving innovation ecosystem that enhances talent, technology, and resources while providing us with a robust pipeline of promising leads.



Community Engagement

Innovation thrives when it is people-centric. By maintaining an open feedback loop and co-creating solutions with the communities we serve, we ensure our efforts remain relevant, impactful, and truly connected to real-world needs.



Research & Development

R&D fuels progress by exploring cutting-edge solutions, from modular construction to AI-driven design, through studies, research, and global insights. By transforming bold ideas into reality, we shape the future of real estate with innovation that inspires.



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Aldar’s Innovation Strategy

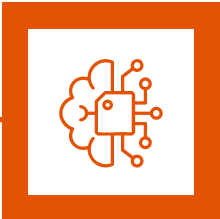
Aldar’s Innovation Toolkit

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Aldar’s Research & Development

Research and Development (R&D) is the fuel of innovation. By exploring new technologies, materials, and methodologies, we enhance efficiency, sustainability, and future-proof development for smarter real estate.



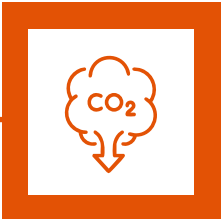
Data Intelligence

Utilising data from multilayered sources, this analysis technology unlocks insights into consumer behaviour patterns, enabling smarter decision-making, new revenue opportunities, and enhanced asset optimisation tailored to customer needs.



Modern Methods of Construction

Comprehensive studies of the 3D printing and modular construction global markets allowed us to benchmark suppliers, conduct assessments, and implement faster, cost-effective, and sustainable building solutions.



Low-Carbon Building Materials

In collaboration with Group Sustainability and global experts, we’re testing an innovative green cement solution that repurposes brine waste into low-carbon building materials, advancing sustainability and reducing environmental impact.



AI-Powered Design Optimisation

We’re experimenting with several solutions that leverage machine learning and design-optimising simulation algorithms to reduce the use of concrete and steel in construction, enhance resource efficiency, and maximise development ROI.



Advanced Water Conservation

As part of our drive for solutions that optimise water consumption, we’re exploring biochar soil additives technology that strengthens soil structure, cuts water and fertiliser use, and boosts plant resilience, creating healthier, more resilient landscapes.



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Aldar's Innovation Toolkit

Innovation isn't one-size-fits-all. Depending on factors like problem complexity and risk level, we tailor the right approach for each solution—whether by tapping into our deep internal capabilities or by activating our rich network of partners and start-ups.



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Programmes

Global Scouting & Piloting

External innovation programme

Community Youth Innovation Hubs

Internal innovation programme

Ibtikar

Internal innovation programme

Scale Up

Startup accelerator programme

Manassah

External incubation programme



Partners

Venture Capital:



Corporates & Governments:



Ecosystem Enablers:



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Efficient, Scalable Execution

Global Scouting & Piloting

As Aldar's external innovation engine, Global Scouting and Piloting taps into our growing innovation ecosystem to uncover cutting-edge leads and build a structured innovation pipeline. By systematically assessing over 300 innovations in 2024 through a disciplined, opportunity-driven approach, we transform promising ideas into high-impact solutions that enhance efficiency, elevate customer experiences, and create lasting value across our organisation.

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Use Case Highlights

Ibtikar

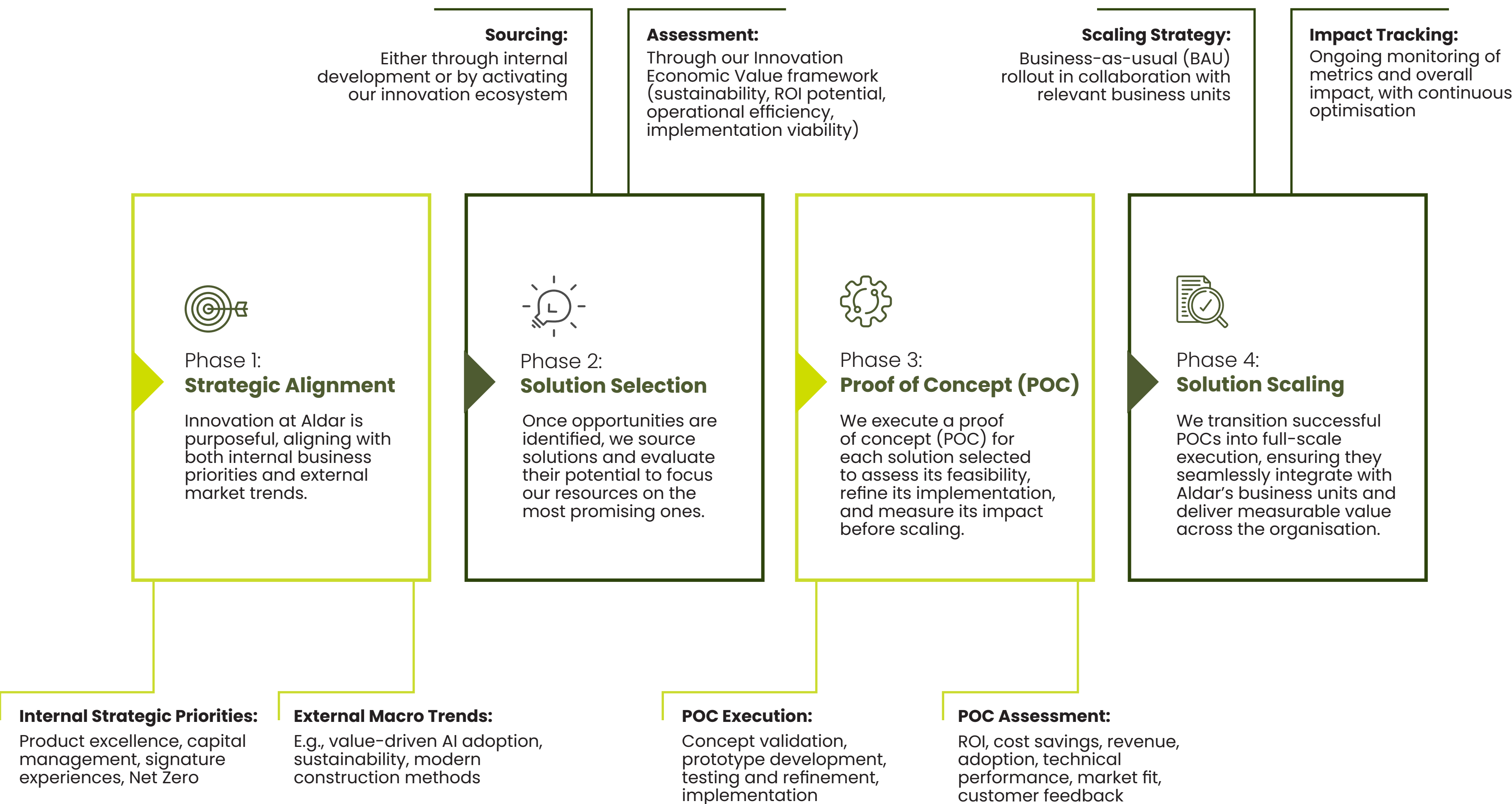
Community Youth Hubs

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Operating Model



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AMPD: Smart Energy Storage for Emissions Reduction

POC

AMPD Energy is pioneering diesel consumption reduction for construction sites. Its flagship product, the Enertainer, offers advanced energy storage solutions that cut down reliance on traditional diesel generators. In 2024, we piloted the AMPD Enertainer solution at Saadiyat Grove.

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Problem Statement

Heavy reliance on diesel-powered generators in construction sites generates significant environmental and economic costs.



Solution

Energy Storage:

Stores small continuous current and achieves an “Amplification effect.”

Load Management:

Optimises energy distribution, supplying power only when needed.

Fuel Efficiency:

Charges from lower-power sources and delivers high-powered intermittent energy.

Future Opportunities

We’ll accelerate real estate decarbonisation by driving the adoption of energy-saving solutions across future projects, integrating them with renewable energy for fully sustainable sites and harnessing energy analytics to maximise efficiency and optimise resources.



Benefits

Emissions Reductions:

Reduced diesel consumption lowering CO² emissions during construction

Cost Savings:

Reduced diesel consumption lowering construction operating costs

Saadiyat Island



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57%

Diesel Usage
Reduction

22k

Litres of
Diesel Saved



7

Trips Around the
World by Car

Smart Cities: Redefining Smart Urban Living in Saadiyat Grove

POC

The Saadiyat Grove Smart District is Aldar's flagship smart city development, designed to set a new benchmark for sustainable, tech-enabled urban living.

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Technology

Environmental Monitoring:

IoT-based sensors tracking air and noise quality

Building Twin & Predictive Analytics:

Digital twin technology simulating building performance

Smart Infrastructure Optimisation:

AI-powered insights enhancing power, water, and waste efficiency

Crowd Monitoring & Wayfinding:

Data-driven navigation tools improving traffic flow and space utilisation

Future Opportunities

Revolutionising smart developments, we'll harness AI to maximise energy savings and leverage digital twin technology for predictive maintenance and cost efficiency—all to drive sustainability and operational excellence.



Benefits

Environment Optimisation:

Air and noise quality monitoring with real-time data

Resource Efficiency:

Enhanced energy and water usage through AI-driven analytics

Community Well-being:

Deeper resident engagement with smart tools that promote sustainability



100

Noise Sensors

250

Air Quality Sensors

1,000

Wayfinding Beacons



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Aldar Secret CX Agents: Breaking Barriers to Customer Centricity

POC

This pivotal initiative redefines engagement by ensuring that every customer interaction—whether digital, in-person, or service-based—is intuitive, seamless, and meaningful. Our team members enlist as CX Secret Agents to co-create customer experiences through continuous feedback and iteration.

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Solution

Participation:

Aldar employees volunteer to assess assets and experiences across our ecosystem.

Audits:

Agents conduct internal mystery audits, evaluating customer centricity.

Engagement:

Agents are rewarded through an Aldar Secret CX Agent Incentive Programme.



Technology

Cross-Platform App:

Enabling agents to assess experiences seamlessly

Rich Media Uploads:

Allowing agents to submit images and videos

Escalation Dashboard:

Ensuring swift resolution of identified issues



Benefits

Objectivity:

Fact-based assessments, leaving no room for interpretation

Efficiency:

Rapid, seamless assessment, escalation, and resolution process



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350+

CX Agents Enlisted

2.8k

Audits Conducted

93%

Closure Rate

35%

YoY Growth
in NPS Score

World of Aldar: Immersive Digital Real Estate Experiences

Scaling

World of Aldar is a next-generation digital platform, designed for today's digital-first customers and revolutionising property discovery with immersive, high-quality virtual tours.

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Technology

By integrating digital twin technology, the platform provides realistic 3D representations of Aldar's developments, allowing potential buyers to explore properties in an engaging, immersive journey.



Benefits

- Expanded Reach:**
Greater accessibility enabling buyers to explore properties remotely
- Deeper Engagement:**
Interactive, high-quality virtual experiences that captivate customers
- Optimised Efficiency:**
Streamlined property viewing process that provides more opportunities for customised customer experiences

Future Opportunities

We aim to bring virtual and digital experiences to life across all areas of the Aldar portfolio, enhancing our customer journeys.



4.4mn
Virtual Engagements

74%
Increase in Time Spent on Virtual Tours

58%
Increase in Global Reach Across 108 Countries



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Mrüna: Sustainable Wastewater Recycling

Scaling

Following successful pilot implementations starting in early 2023, we have begun scaling Mrüna's technology in 2024 and successfully implemented 12 systems, embedding circular water solutions into construction site operations.



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Problem Statement

Traditional construction site wastewater management relies heavily on sewage tankers, leading to high operational costs, significant CO² emissions, and inefficient water use—straining local infrastructure and contributing to environmental degradation.



Technology

By leveraging microbial ecosystems, Mrüna’s Biomweb technology eliminates reliance on sewage tankers, cutting CO² emissions and repurposing wastewater for irrigation and dust suppression.



Future Opportunities

We’ll continue to integrate cutting-edge water-saving technologies to drive long-term sustainable impact, fostering self-sufficient solutions that enhance community well-being and championing nature-based infrastructure to minimise waste and protect the environment.



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25.5mn
Litres of Wastewater
Recycled

210%
YoY Growth



10
Olympic pools of
Wastewater Recycled

Cycled: Rewarding Community-Led Recycling

Scaling

Cycled leverages technology to encourage and transform everyday recycling into a seamless, incentivised experience. Initially introduced under our Global Scouting & Piloting Programme (2022-2023) and deployed across Aldar's retail assets with great results, Cycled was successfully scaled to an Aldar residential community in 2024.

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Problem Statement

As part of Aldar's Net Zero Strategy, the need for an accessible, tech-enabled recycling solution was clear. Traditional waste management systems often suffer from low engagement and contamination of recyclables.



Technology

Cycled is an AI-powered waste sorting and recycling solution that allows users to drop recyclables into smart bins, scan a QR code, and accumulate points that can be exchanged for shopping vouchers.



Benefits

Simplified Recycling:

Waste sorting becomes more intuitive.

Behavioural Change:

Encouraged through financial incentives.

Future Opportunities

We'll accelerate our impact by expanding solutions to high-traffic locations for greater adoption, advancing AI for more precise waste sorting, reducing waste from landfills, and enhancing incentives to inspire long-term community participation.



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6,043kg
of Recyclables
Collected in 2024

49,000+
of Times Systems
Were Used in 2024

Liftango: Shared Mobility for Transport Sustainability

Scaling

Aligning with Aldar's Net Zero ambitions, Liftango is a demand-responsive shared mobility solution that enables route optimisation for staff transportation.

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Problem Statement

Traditional fixed-route staff transport models often result in underutilised buses, excessive fuel consumption, and unnecessary emissions.



Technology

Liftango enhances efficiency by leveraging real-time data and AI-driven route optimisation, reducing the number of vehicles on the road, costs, and emissions.

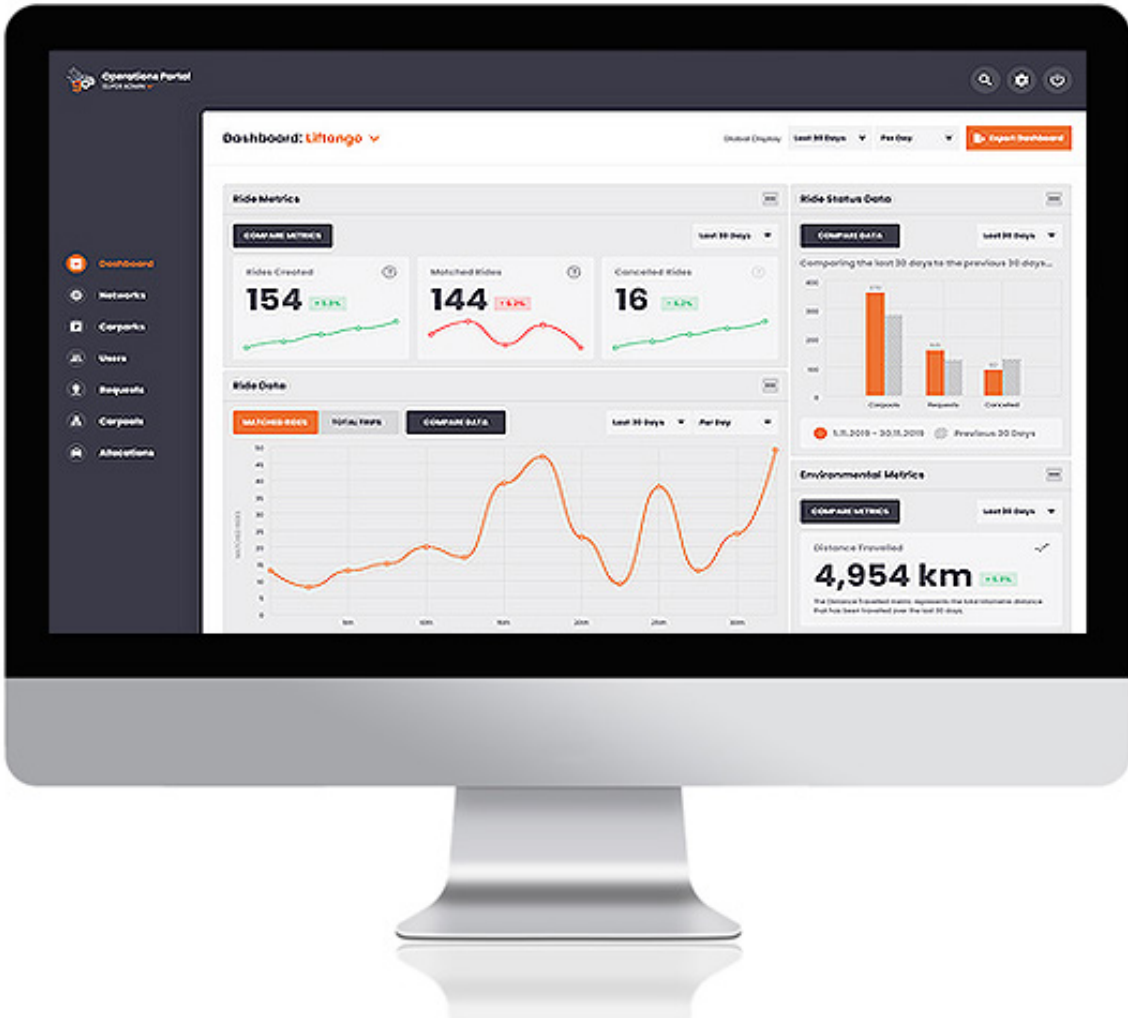


Benefits

- Cost Savings:**
Reduces the number of buses in operation and fuel costs.
- Sustainability:**
Cuts carbon emissions.

Future Opportunities

We'll continue transforming mobility by expanding route optimisation across our portfolio and harnessing data insights to cut emissions and drive cost savings.



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14%
Reduction in
the Number of Daily Buses

35k
Liters of Diesel Saved
in One Year

238k
Bus Kilometres
Removed in 2024



22
Passenger Cars off
the Road Every Year

Contilio: AI-Powered 3D Construction Intelligence

Scaling

Contilio is a revolutionary construction monitoring platform using AI-powered 3D analysis and digital twin technology. The solution automatically creates intelligent as-built reality and tracks installation quality and progress. We have deployed Contilio at Sustainable City Yas Island, Louvre Abu Dhabi Residences, and several other projects under activation.

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Problem Statement

Traditional construction progress tracking is manual, time-intensive, and prone to errors.



Technology

LiDAR Scanning:
Millimetre-accurate 3D site data capture

AI-Powered Analysis:
Automated detection of installation errors, quantity variations, and progress deviations; actionable insights accessible from a cloud-based platform

Digital Twin Integration:
BIM (Building Information Modeling) updates with real-time as-built data



Benefits

Time Savings:
Significant reduction in project status verification timelines

Enhanced Visibility:
AI-generated insights providing better visibility across the project's full lifecycle



Future Opportunities

Advancing intelligent real estate and infrastructure management, we aim to deploy AI-based site monitoring across Aldar's real estate and infrastructure portfolio, integrating it with our Digital Spine and driving efficiency and innovation at every stage.

3.2mn+
BIM Elements
Analysed

70%+
of Issues Actioned in
Less Than a Week



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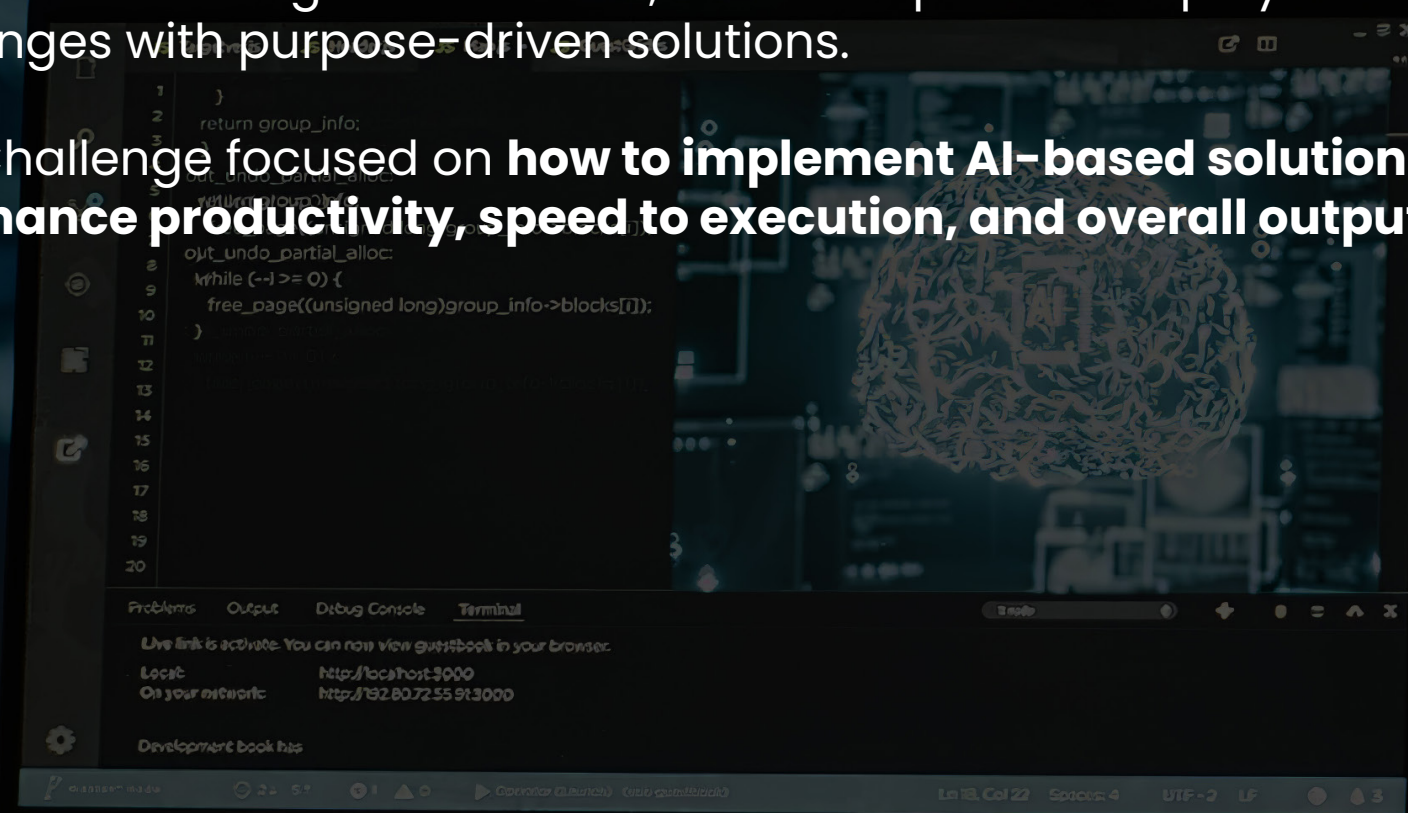
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Ibtikar: Internal Innovation Programme

As Aldar's internal innovation engine since 2018, Ibtikar empowers employees to address real business challenges with purpose-driven solutions.

In 2024, the Ibtikar Challenge focused on **how to implement AI-based solutions across key activities to enhance productivity, speed to execution, and overall output.**



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Ibtikar 2024: Transformational AI-Powered Solutions

We identified four thematic focus areas where AI-powered solutions and processes can meet business needs and unlock significant value:



Feasibility & Design

Enhancing feasibility and design processes to optimise project execution and impact.



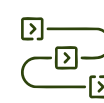
Productivity

Maximising productivity by reducing reliance on manual and repetitive tasks.



Speed & Quality

Accelerating speed and quality across product and service delivery.



Procure Faster & Smarter

Optimising procurement for cost efficiency and supply chain resilience.

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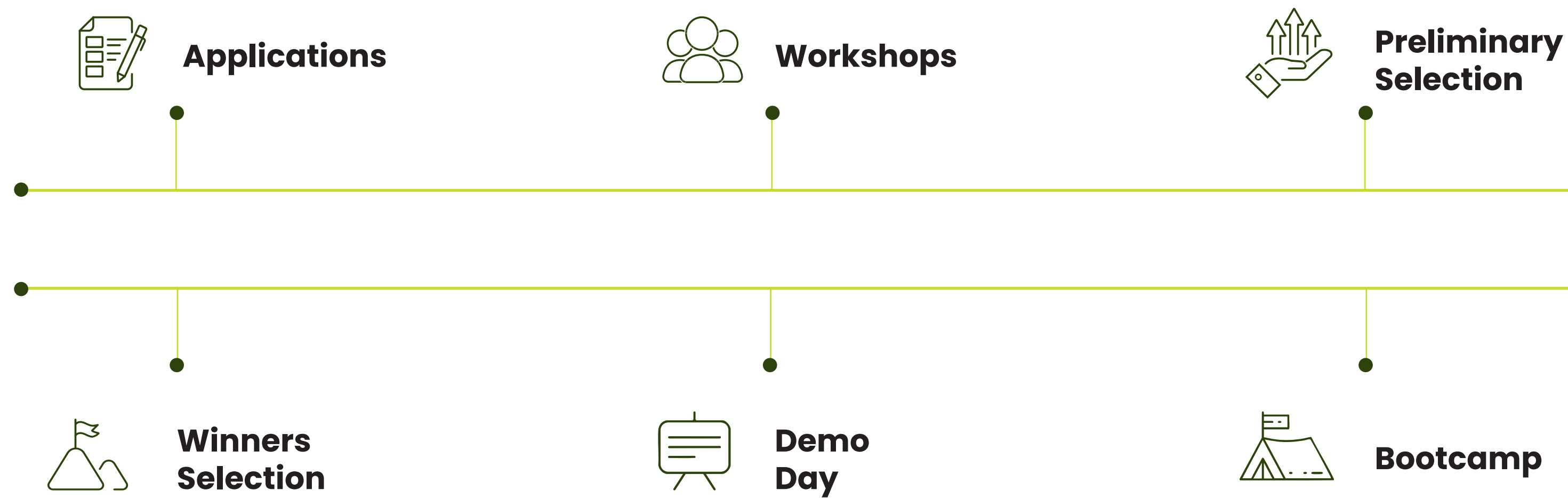
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Ibtikar Process



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150

Employees
Engaged

14

Ideas
Generated

4

Business
Cases

Ibtikar 2024: Finalists



Voice Biometrics for Contact Centres

AI-driven identity authentication reducing customer verification time and fraud risks.



SmartHire AI Talent Screening

Optimising recruitment by streamlining application screening.



AI-Powered ESG Data Capture

Automating sustainability reporting and carbon footprint tracking.



AI-Driven Contact Centre Enhancement

Enhancing the performance and quality of call centre operators.



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Finalist Highlight: Voice Biometrics Solution

This Ibtikar solution streamlines authentication with AI-powered biometric voice recognition, enabling seamless identification in any language. A simple three-second voice sample creates a unique biometric voiceprint, allowing repeat callers to be recognised just as quickly—exceeding industry standards.



Technology

Caller Recognition:

AI computes statistically on speaker recognition rather than speech recognition.

Audio Capture:

AI transforms voice into a biometric vector linked to the account or case.

Speech Patterns:

Continuous analysis flags discrepancies and blocks impersonation attempts.



Forecasted Benefits

23%

Reduction in Average Handling Time

15%

Expected Increase in CSAT (Consumer Satisfaction) Scores

99%

Accuracy in Verification, Preventing Fraud & Unauthorised Access



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Community Youth Innovation Hubs: Empowering New Generations Through Innovation

Launched jointly by Aldar Education, Aldar Innovation, and Provis in 2024, the Community Youth Innovation Hub is a pioneering pop-up incubator POC designed to upskill, engage, and inspire our young community residents through hands-on innovation.

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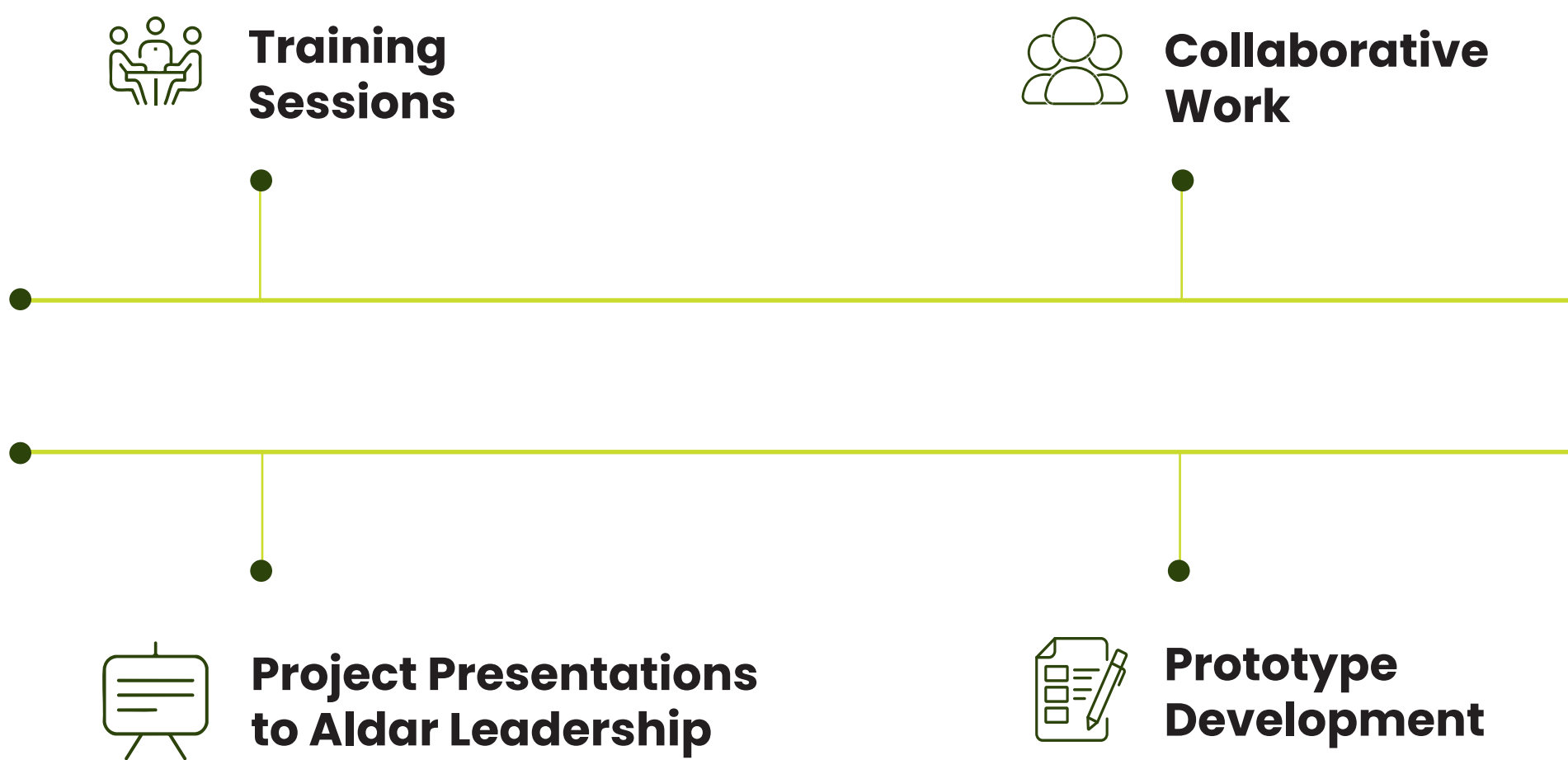
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Community Youth Innovation Hubs Process



8 Weeks

8-15 Age Group

17 Participants



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Results



Final Projects

Outdoor Gym Park:
Incorporating multiple experiences for older children and adults.

Library Uplift:
Enhancing the current Maha 2 library with new books and furniture, donation boxes, etc.

Recycling/Stem Space:
Giving students access to multiple resources and focusing on recyclability.

Football Practice:
Providing players with a place to practice without disrupting the community.

Arcade:
Allowing members of the community to play popular games without leaving the community.



Student Impact

Technical Skills:
Tinkercad, 3D printing, laser printing, model building

Competencies:
Teamwork, brainstorming, planning, design, presentation, pitching

Social Engagement:
Involvement in real-world community developments

Future Opportunities

We'll potentially expand Community Youth Innovation Hubs to reach more communities, enhancing engagement with optimised formats and forging strategic industry partnerships to create a richer, more impactful learning experience.

Al Raha Beach




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Our Impact

 **73mn**
Litres of Water Recycled

 **800k**
Kilometres Removed

 **155k**
Litres of Diesel Saved

 **67 Tonnes**
of Waste Recycled

- Active/Completed
- Feasibility Study



- ALDAR TODAY**
- INNOVATION AT ALDAR**
- EFFICIENT, SCALABLE EXECUTION**
- Global Scouting & Piloting
 - Use Case Highlights
 - Ibtikar
 - Community Youth Hubs
 - Our Impact**
- WORK WITH US**

Work with Us

Ready to embark on an innovation journey with Aldar?

Contact us:

innovation@aldar.com

Or explore

www.aldar.com/en/about-us/innovation