Hi

Sharing another press release distributed at the back end of last week- FARA labelled and shared with 5 US journalists.

Thanks,

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Artists Worldwide Invited to Participate in Inaugural ADSW Global Digital Art Competition

Abu Dhabi, UAE – 11 October 2023: Abu Dhabi Sustainability Week (ADSW), a global initiative championed by the UAE and its clean energy powerhouse Masdar, today announced its inaugural Global Digital Art Competition, aimed at harnessing the power of visual creativity to raise awareness about climate change and sustainable solutions.

With an overarching theme of preserving the planet, the competition invites artists from across the globe to submit their digital artworks, aligning with COP28's vital climate action themes. Through their submissions, entrants are called upon to capture how precious and
vulnerable the planet is, a sense of urgency in addressing climate change, and the solutions and people that are changing the world for the better.

The ADSW Global Digital Art Competition is open to all and encourages current and aspiring artists to showcase their talent and dedication to climate action and sustainability. Exciting prizes lie in store for the finalists, with the overall winner set to be announced during the special edition of ADSW at COP28.

Dr. Lamya Fawwaz, Executive Director of Brand & Strategic Initiatives at Masdar, said: "Art has the power to inspire change and raise awareness on critical global climate change issues. We are thrilled to launch this competition as part of the special edition of ADSW at COP28, and we look forward to the impactful artworks it will inspire."

Dyala Nusseibeh, Director of Abu Dhabi Art, said: "As global pioneers in the renewable energy sector, Masdar understand the need for youth engagement and leadership, in driving sustainable change across diverse communities. The ADSW Digital Art Competition invites young creatives globally to harness the power of the web and of visual culture to share positions on the urgent need for climate action. I look forward to discovering the submissions that come in for this exciting art competition over the next month, as young artists join a call to action in the lead up to COP28."

Daria Prodaevich, Managing Director of the Theatre of Digital Art, said: "Climate change is one of the most pressing issues facing our world today. Through this art competition, I am eager to see artists from around the world utilize their creativity, possibly with AI to explore the impact of climate change on our lives, and of course to raise awareness of this important issue."

Submissions for the ADSW Global Digital Art Competition are now open, and artists are encouraged to visit https://abudhabisustainabilityweek.com/en/Digital-Art-Competition to submit their entries. Submissions should emphasize the importance of sustainable practices and the global commitment to addressing climate change. Together, through the fusion of art and climate advocacy, the competition will paint a brighter, more sustainable future for the planet.

The ADSW Summit, taking place on 4 December at the Connect Conference Center, Expo City, Dubai will be held under the theme of United on Climate Action at COP28, and will bring together forward-thinking leaders from the public sector, civil society, and business to identify ways to accelerate the just transition to a net-zero future. Hosted on COP28’s thematic finance day, the Summit will address issues such as investing for inclusion and climate finance, and identify pathways to accelerate sustainable development around the world.

Throughout COP28, ADSW will provide a bridge for thought leadership by hosting events in both the blue and green zones, enabling timely and relevant climate action conversation and debate to accredited parties, observer delegates and the general public.

Abu Dhabi Sustainability Week (ADSW) is a global initiative championed by the UAE and its clean energy powerhouse Masdar, to accelerate sustainable development and advance economic, social, and environmental progress. Established in 2008, ADSW provides a global platform for all who have a stake in the future of our planet. ADSW brings together leaders from across governments, the private sector and civil society, to discuss and engage on bold climate action and the innovations that will ensure a sustainable world for future generations.

As the UAE’s clean energy champion, Masdar’s global footprint has expanded exponentially over the past 17 years, with new renewable energy projects currently under development in Europe, Africa, Central Asia, the Americas. This includes the Cirata floating solar plant in Indonesia, the largest in South-East Asia, and the Garadagh Solar PV Plant, Azerbaijan’s first foreign investment-based independent utility scale solar project.

Masdar is active in over 40 countries and has invested in a portfolio of renewable energy projects with a combined capacity of around 20 gigawatts (GW). Masdar aims to grow this to
at least 100GW by 2030. The company is also targeting green hydrogen production of 1 million tonnes per annum by the same year.

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Contacts:
For media inquiries, please contact: press@masdar.ae

Please find the ADSW video here which highlights the competition.

For more information please visit: http://www.masdar.ae and connect: facebook.com/masdar.ae and twitter.com/masdar

About Masdar
Abu Dhabi Future Energy Company (Masdar) is the UAE’s clean energy champion and one of the largest companies of its kind in the world, advancing the development and deployment of renewable energy and green hydrogen technologies to address global sustainability challenges. Established in 2006, Masdar is today active in over 40 countries, helping them to achieve their clean energy objectives and advance sustainable development. Masdar is jointly owned by Abu Dhabi National Oil Company (ADNOC), Mubadala Investment Company (Mubadala), and Abu Dhabi National Energy Company (TAQA), and under this ownership the company is targeting a renewable energy portfolio capacity of at least 100 gigawatts (GW) by 2030 and an annual green hydrogen production capacity of up to 1 million tonnes by the same year.

This material is distributed by Daniel J. Edelman, Inc. on behalf of Masdar. Additional information is available at the Department of Justice, Washington, DC.