

Participation in the Initiative

The “Dubai-it” initiative offers everyone the opportunity to participate through initiatives and contributions that reflect the initiative's spirit achieving extraordinary transformation and delivering accomplishments at record speed.

The initiative invites all individuals, government entities, the private sector, academic institutions, media organizations, and startups to contribute by showcasing transformations achieved in their respective fields.



Dubai – it

[Dubai-it] verb

To Dubai-it is to achieve something extraordinary with excellence in record time. It's about turning big ideas into reality, just like Dubai's incredible transformation from desert to global city in a short span.





For Entities

Institutions can share their own transformation stories that embody the spirit of “Dubai-it” by highlighting exceptional achievements through “before and after” content documenting their progress.

Examples

- Emirates Airline: From one aircraft to a fleet offering exceptional services.
- Roads and Transport Authority: Dubai Metro, from a concept on paper to an integrated transport system serving millions.



For Media

The media plays a pivotal role in narrating Dubai’s story of transformation and progress, producing content that highlights major achievements and the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum.

Examples

- A short documentary about DP World and its journey from a single port to the largest port management company in the world.
- Media reports narrating Dubai’s success in achieving landmark projects.



For Individuals

Individuals can document transformational aspects of Dubai through photos, designs, and videos highlighting the “before and after” of extraordinary changes.

Examples

- A photograph of Sheikh Zayed Road, from desert and a single building to one of the most vibrant streets lined with skyscrapers.
- A photograph of the Dubai International Financial Centre, from sandy terrain to a fully developed financial city.



For Businesses

The initiative celebrates entrepreneurial success stories, from modest beginnings to global recognition, and encourages designing products inspired by the initiative’s identity.

Examples

- A video showing a project’s journey from a homebased business to global success in record time.

