

مركز جامع زايد الكبير
SHEIKH ZAYED GRAND MOSQUE CENTRE



Sheikh Zayed Grande Mosque Centre

Strategic Plan (2022-2026)





Vision

To be an internationally pioneering center, highlighting the tolerant Islamic culture and enhancing cross-cultural communication.



Mission

A national and religious tourist attraction characterized by its Islamic architecture that promotes values of co-existence amongst cultures and highlights the humanitarian legacy of the late Sheikh Zayed.

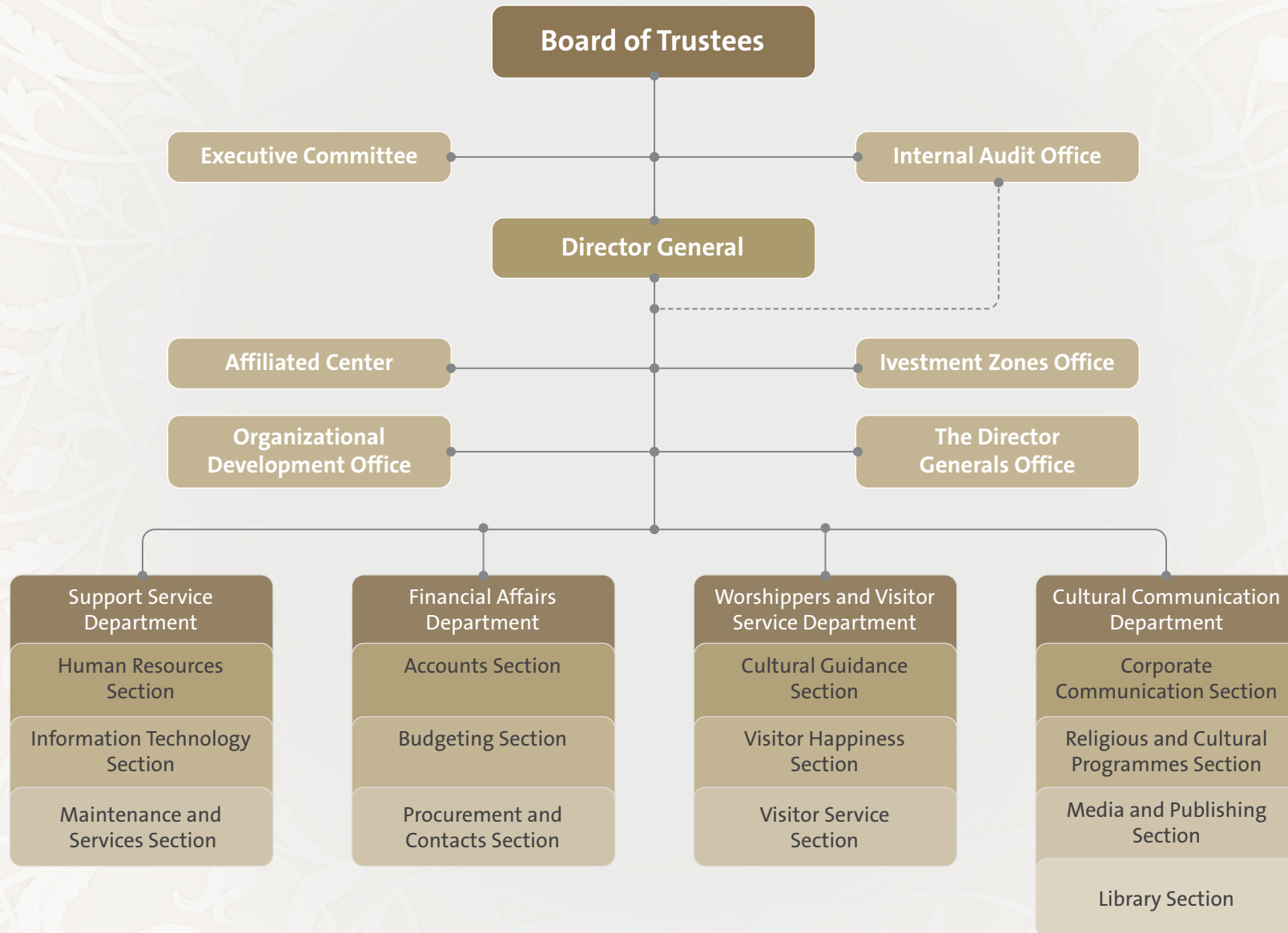


Values

- Humanity is our message to the world.
- Welcome people of the world to the Emirate of peace.
- Pioneer in promoting human fraternity for a promising future.
- Openness and co-existence with all segments of society.
- Work with the spirit of patriotism rooted in the UAE's authentic heritage.
- Promote tolerance to endorse values of goodness in the society.
- Volunteer to give back to our homeland.
- Achieve excellence and innovation in enhancing worshipper and visitor experience.
- Become a local, regional and international benchmark.

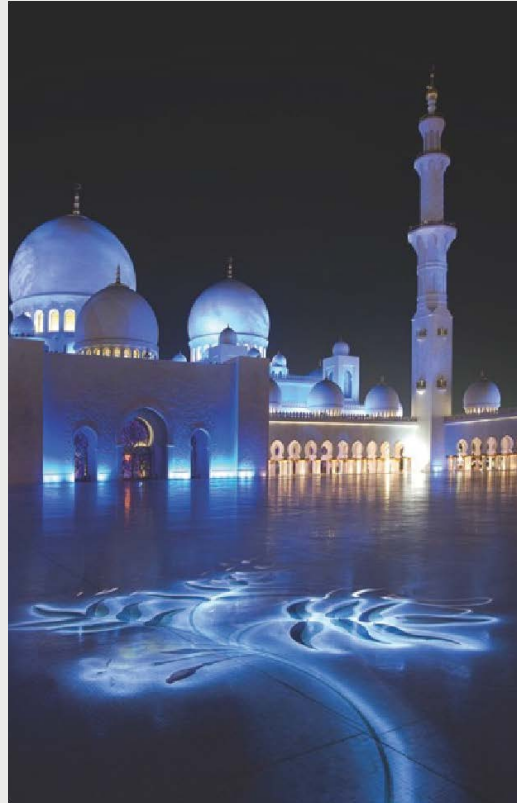


Organizational Structure



The Strategic Plan Summary





Strategic Map

Vision

To become an internationally leading center, highlighting the Islamic tolerant culture and enhancing cross-cultural communication.

Mission

A national and religious tourist attraction characterized by its Islamic architecture that promotes values of co-existence amongst cultures and highlights the humanitarian legacy of the late Sheikh Zayed.

Axes

Consolidate the mosque's role as an incubator of the values of tolerance and co-existence amongst nations

Highlight the local, Arabic, and Islamic cultural legacy

Promote the mosque's status as a unique tourist destination

Promote SZGMC's leading position as a regional benchmark

Preserve the mosque as a national legacy and an Abu Dhabi landmark

Strategic Objectives

Adopt and spread the values of tolerance



Make SZGMC a global platform for peace and tolerance

Promote the mosque's role in highlighting Islamic culture and arts



Introduce the local cultural heritage



Promote the mosque's role in serving the community



Present religious programs in a new, unprecedented form

Provide distinguished, diverse and fresh experience to the mosque's worshippers visitors



Highlight the mosque's prestige and architecture that attracts tourists



Promote the mosque's status as a key contributor to tourism in Abu Dhabi and the UAE

A corporate identity that is a source of pride for employees



Utilizing the latest technologies in delivering services



Achieving financial sustainability



Accurate data and information that support decision-making



Collaborate with global institutions in programs that promote the mosque's mission and mandates

Leadership and innovation in asset management



Enhance energy efficiency and reduce the carbon footprint