

# Dubai Municipality Strategic Plan (2016 - 2021)

## 5 Strategic Pillars and 20 Strategic Objectives

Our Vision

Developing a happy and sustainable city

Our Mission

Plan, develop and manage an excellent city that provides the essence of success and sustainable living

Our Values



Value Proposition

Ease of Living,  
Working and Visiting

Accessible and  
Excellent Services

Healthy, Safe and  
Environment Friendly City

Community Happiness



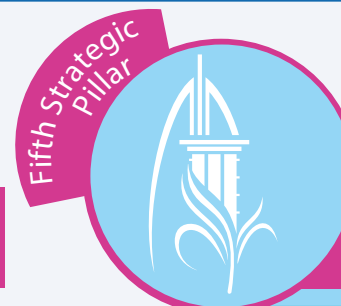
City Growth

- 8 Sustainable urban planning for a futuristic Dubai
- 9 Manage an advanced infrastructure
- 10 Develop the Building construction sector
- 11 Develop a comprehensive GIS network



City Excellence

- 12 Enhance confidence in food safety
- 13 Ensure public health and safety
- 14 Maintain the beauty of the city
- 15 Preserve the architectural heritage and archaeology
- 16 Provide smart and integrated services and solutions
- 17 Develop attractive recreational and public facilities



City's Environmental Sustainability

- 1 Environment protection and the sustainability of natural resources
- 1 Integrated waste management
- 2 Implement pioneering sustainability practices

Constructive Partnerships



Constructive Partnerships and Effective Communication

- 6 Enhance relations with local and international partners and suppliers

- 7 Community engagement and effective communication

Corporate Capabilities



Innovative and Pioneering Municipality

- 1 Attract and retain the best talents

- 3 Manage assets and financial resources efficiently

- 2 Develop a smart and integrated IT infrastructure

- 4 Instill a culture of pioneership and corporate governance

- 5 A Learning organization founded on creativity and innovation

Our strategic journey starts here