**Design Thinking**

The UAE is committed to achieve its [Centennial 2071 Plan](https://u.ae/en/about-the-uae/strategies-initiatives-and-awards/federal-governments-strategies-and-plans/uae-centennial-2071) which aims to make itself the best country in the world. One of the pillars of the Centennial 2071 Plan is enabling a future-focused government that anticipates and prepares for the future, achieves happiness in the society and develops mechanisms for monitoring long-term variables in various sectors.

For fostering a culture of creativity to tackle challenges and realize the goals of its Centennial 2071, the UAE launched the [‘Design Thinking’](http://wam.ae/en/details/1395302762142) initiative. This initiative is regarded as an exceptional government model that foresees the future and harnesses its tools to create a better tomorrow for all, in partnership with the community.

Through its [‘Design Thinking](https://design.gov.ae/)’ approach, the UAE government will work hand in hand with the community, understand the aspiration of the people, embed creative mindsets and skillsets in the way the government thinks and works. All this will be done in a way that will enable the government to understand, imagine and co-create meaningful solutions with the people.

Through research, information gathering and direct communication with the community, the UAE ‘Design Thinking’ approach will design government models, develop policies, programmes and best government practices that are centered around human needs.

To implement the ‘Design Thinking’ approach, the UAE established two new dedicated roles in the government. They are:

* A [Chief Design Officer,](https://design.gov.ae/chief-design-officer) who will be the agent of change in government work by embedding a human-centered design and identifying exciting opportunities where design can improve people’s lives. He will also connect, empower and collaborate across different entities to bring Centennial 2071 Plan to life.
* A [Civil Designer](https://design.gov.ae/civil-designer), who will work collaboratively across the research, design and implementation processes in his own entity, immerse himself in the everyday lives and challenges of people in the UAE and experiment new approaches to help realize the Centennial 2071 Plan.

Building on its belief to turn the [government innovation into an organized corporate culture](https://www.mocaf.gov.ae/en/area-of-focus/government-innovation), the UAE government has always been keen to enhance the efficiency and performance of the government sector. Through design initiatives, the UAE will work together with people to address the nation’s most significant challenges.