



Innovation Policy

سياسة الابتكار

The Arab Authority for Agricultural Investment & Development (AAAID) endeavors to spread the concept of innovation among its employees and encourages them to advance with ideas to increase innovative production and work on creating innovative ideas that add value to performance. Thus, AAAID is committed to adopting a culture of innovation, which means AAAID's ability to develop an idea, a work, a design, or a method in a way that makes it better, easier, and more widely used, and its ability to generate creative ideas and develop new products, services, processes, and systems that improve the quality of performance.

To achieve this, AAAID has adopted the following classification of the processes that form the framework for the innovation system:

1. Gradual Innovation Processes: It means gradation in the innovation process, starting with finding an idea to solve a problem, or covering a need that was not previously met, then discussing this idea and its applicability, studying its effects, and applying, testing, developing, and disseminating it (a pure idea of AAAID).
2. Accelerated Innovation Processes: To depend on existing or newly invented technology so that AAAID would have the ability to access and use it (transfer of modern methods and technology).

The following points represent the most important pillars of the innovation system in AAAID:

1. Develop a periodic operational plan for innovation management.
2. Embracing the latest tools and means of innovation within AAAID, including brainstorming, activating the system of suggestions, benchmarking various learning tools, and knowledge management.
3. Enhancing processes and systems to improve innovation.

AAAID is committed to following up on the implementation of its operational plan for innovation and measuring its performance indicators, which reflects AAAID's interest to encourage and promote a culture of innovation within the daily work environment for all stakeholders and customers.

AAAID launched the slogan "Borderless Innovation" to be an incentive for employees and all stakeholders to present their ideas and suggestions through all communication channels



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provided by AAAID to credence and adopt innovative ideas and provide innovative solutions for the challenges facing the stakeholders within the AAAID framework.

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