

As we work towards a sustainable future, the world is increasingly looking to innovative solutions to the challenges posed by urbanization and climate change. This article argues that every new city should emulate the principles and practices of Masdar City to create urban spaces that are environmentally friendly, socially inclusive, and economically vibrant. New cities can establish innovation centres, research institutes and incubators to attract investment and stimulate economic growth in areas such as clean energy, green technology and sustainable design. New cities can prioritize job creation through sustainable industries, local entrepreneurship and skills development programs to ensure economic prosperity and inclusion.