

PwC Middle East and UNESCO host interactive masterclass at Web Summit Qatar: Balancing AI, Climate Innovation, and Sustainability

Doha, Qatar; February 24, 2025 -Doha, Qatar – PwC Middle East, in collaboration with UNESCO, hosted an engaging Masterclass at the Web Summit Qatar, focusing on the critical intersection of Artificial Intelligence (AI), climate innovation, and sustainability. The session, titled "Balancing AI Climate Innovation and Sustainability," brought together global thought leaders and industry experts, who explored how AI can be harnessed to accelerate sustainable development and address the changing landscape of climate change.

This Masterclass highlighted AI's potential to drive climate action and sustainability efforts across industries. Keynote speakers and panelists, including experts from PwC Middle East and UNESCO shared insights into how AI can empower businesses, governments, and communities to implement smarter, more sustainable solutions in the face of an evolving climate crisis.

Commenting on PwC's participation, **Joseph Abboud, Technology Partner at PwC Middle East** said, "This Masterclass serves as a platform for collaboration and knowledge exchange to explore how cutting-edge technologies like AI can make a significant impact on our sustainability goals. We aim to accelerate the adoption of AI-driven solutions that contribute to a greener, more sustainable future."

The Masterclass explored real-world applications of AI in climate change mitigation and adaptation strategies, including smart cities, renewable energy optimization, sustainable agriculture, and environmental monitoring. Participants also discussed the ethical implications of AI in these sectors, ensuring that technological advancements are aligned with sustainable development principles and UNESCO's mission of promoting a balanced and inclusive approach to global challenges.

Salah Khaled, Director of UNESCO office to the Gulf States and Yemen explained that: "While AI represents a formidable technological advancement, presenting a huge potential to the discovery of innovative solutions to societal issues, it is also important to acknowledge the challenges raised by the rapid development of AI and the need to regulate this new technology, address its intensive energy needs and develop an ethical AI."

The session concluded with a call to action for continued collaboration, knowledge-sharing, and investment in AI-driven sustainability initiatives. Attendees were encouraged to leverage their expertise and networks to create scalable, impactful solutions that drive positive environmental and societal outcomes.

About PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 149 countries with more than 370,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

Established in the Middle East for over 40 years, PwC Middle East has 30 offices across 12 countries in the region with around 12,000 people. (www.pwc.com/me).

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About UNESCO

UNESCO, the United Nations Educational, Scientific and Cultural Organization, is a specialized agency dedicated to strengthening our shared humanity through the promotion of education, science, culture, and communication. UNESCO sets standards, produce tools and develop knowledge to create solutions to some of the greatest challenges of our time, and foster a world of greater equality and peace. Protecting biodiversity, responding to artificial intelligence, advancing quality education, safeguarding heritage, and ensuring access to reliable information are some examples of the work that UNESCO does with its 194 Member States across the globe. With its unique mandate, UNESCO has led the international effort to ensure that science and technology develop with strong ethical guardrails for decades. UNESCO produced the first-ever global standard on AI ethics – the 'Recommendation on the Ethics of Artificial Intelligence' in November 2021. It is applicable to all 194 member states of UNESCO. The protection of human rights and dignity is the cornerstone of the Recommendation, based on the advancement of fundamental principles such as transparency and fairness, always remembering the importance of human oversight of AI systems.

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