# Abu Dhabi launches MARSDNA to enhance maritime sustainability



Abu Dhabi has recently launched MARSDNA, an innovative digital tool aimed at enhancing Environmental, Social, and Governance (ESG) performance within the maritime sector. Developed by Maqta Technologies Group, MARSDNA is designed to assist maritime stakeholders, including small and medium-sized enterprises (SMEs), in measuring their ESG progress and improving their sustainability strategies.

This user-friendly tool provides a straightforward interface where organisations can benefit from free, tailored reports. It integrates key metrics from the United Nations Sustainable Development Goals (UN SDGs) and the International Maritime Organization (IMO), ensuring that users have access to a comprehensive ESG evaluation framework. Users can engage with the platform through the Abu Dhabi Mobility and Abu Dhabi Maritime websites, where they can complete a questionnaire to generate actionable insights regarding their sustainability performance.

“The launch of MARSDNA, in collaboration with Abu Dhabi Maritime, reflects our ongoing commitment to achieving sustainability goals and supporting environmental, social, and governance initiatives within the maritime sector,” stated Abu Dhabi Mobility. This initiative seeks to simplify ESG tracking and provide strategic development support, particularly beneficial for organisations that may not have the resources typically required for extensive ESG strategy formulation.

The initial deployment of MARSDNA targets five key segments of the maritime value chain, with plans for broader expansion as the tool establishes its presence and effectiveness in the industry. Captain Saif Al Mheiri, the CEO of Abu Dhabi Maritime and Chief Sustainability Officer at AD Ports Group, noted the transformative potential of MARSDNA, declaring, “We are proud to introduce MARSDNA, a pioneering tool with the potential to revolutionise ESG initiatives in our sector. By empowering local organisations with the resources and strategic framework they need to make meaningful gains in sustainability, we can uplift the whole of our maritime community, foster innovation, and set a global standard for progress.”

Dr. Noura Al Dhaheri, the CEO of Maqta Technologies Group, emphasised the relevance of digitalisation in promoting sustainability, asserting, “MARSDNA exemplifies AD Ports Group’s dedication to championing sustainable development through world-class digital solutions. Digitalisation is a potent force in driving collective progress, helping users conceptualise and achieve environmental objectives.”

The introduction of MARSDNA aligns with Abu Dhabi's broader ambition to become a global leader in maritime sustainability. By providing free access to tailored ESG guidance, the initiative strengthens sustainability practices and encourages innovation across the maritime sector. This development highlights Abu Dhabi’s commitment to sustainable leadership and sets a significant benchmark for similar practices on a global scale.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

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* <https://www.bignewsnetwork.com/news/274886623/abu-dhabi-mobility-abu-dhabi-maritime-launch-digital-marsdna> - Details the user-friendly interface and the integration of UN SDGs and IMO metrics for comprehensive ESG evaluation.
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