



What is MPG (the Missing Piece for Green)?

MPG is a visionary model that shows us the face of peace in all its dimensions: peace between man and the natural world, peace between man and his fellow man, and peace between nations.

MPG is also a mechanism that gets the whole world to buy into such aspirations as: **sustainability, economic equity, and peaceful coexistence**. MPG seeks to transform economic development into a force for regional stability and global renewal. It addresses three interlocking challenges – **climate change, economic inequality, and geopolitical conflict** – by creating **Green Industrial Zones** that combine advanced technology, social inclusion, and international cooperation.

The first proposed sites for implementing MPG are **Oxagon in NEOM, Saudi Arabia**, and **post-conflict Gaza**. These will serve as proof-of-concept zones where startups and established companies collaborate to advance solutions in clean energy, water, food production, healthcare, and carbon capture. Beyond their economic purpose, the zones are designed to embody a living model of **Sustainability, Economic Equity, and Peaceful Coexistence** – values that can inspire replication across the Middle East and beyond.

At the heart of MPG lies the **DESTINY Model**, a framework that ensures development is both profitable and transformative.

- **Diversity** – inclusive participation across faiths, genders, and nationalities to build trust and shared purpose.
- **Education, Employment, and Entrepreneurship** – apprenticeship-to-employment pipelines that equip youth with skills and ownership opportunities.
- **Sustainability** – support for green startups through dedicated incubators tackling environmental challenges.
- **Tolerance and Trust** – partnerships with the arts and cultural programs to strengthen mutual understanding.
- **Ideology** – an “Ideology of Common Sense,” fostering rational discourse and shared values.
- **New Models** – tangible, replicable prototypes that demonstrate peace through productivity.
- **Youth** – engagement of the region’s young generation as stakeholders in a stable and hopeful future.

MPG thus merges **vision with viability**. By integrating private enterprise, public leadership, and cross-cultural collaboration, it turns abstract ideals into practical policy. The initiative aligns naturally with **Saudi Arabia’s Vision 2030** and the broader spirit of the **Abraham Accords**, offering leaders a credible framework to **brand peace as progress** – and to rally nations around a shared economic destiny.

In essence, MPG is **the piece that gets everyone to buy in**: a platform where innovation, investment, and inspiration converge to illuminate a new path toward sustainability, prosperity, and enduring peace. MPG is **the bright beacon of hope** that rises up in the air, shining brightly for all to see, and for all to follow.

