

**Company:** Mohammed Bin Rashid Housing Establishment

**Company Description:** Mohammed Bin Rashid Housing Establishment provides proactive and sustainable housing services to Dubai citizens. With over 300 employees, it formulates housing strategies, enacts supportive legislation, develops housing projects, and offers grants and loans to eligible citizens, ensuring quality, stability, and well-being.

**Nomination Category:** Company / Organization Categories

**Nomination Sub Category:** Innovation of the Year - Consumer Services Industries

**Nomination Title:** Smart Housing Platform

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

**Total 200 words used.**

Mohammed Bin Rashid Housing Establishment (MBRHE) is a leading governmental entity in Dubai, established in 2007 under the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, to provide sustainable and high-quality housing solutions for Emirati citizens. Its mandate is rooted in empowering families by offering diverse housing services, including grants, loans, construction assistance, and ready-built homes tailored to different life circumstances.

MBRHE has built a reputation for service excellence, innovation, and integrity. Over the years, it has supported tens of thousands of citizens, ensuring dignified living conditions and contributing to the stability of the Emirati social fabric. The organization also plays a key role in urban development, community cohesion, and enhancing national well-being.

MBRHE is deeply aligned with Dubai's strategic objectives in areas such as smart government, sustainability, and customer happiness. It consistently pioneers initiatives that improve efficiency and transparency while fostering strong partnerships with local and federal entities.

One of its most transformative achievements is the development of the Smart Housing Service Platform, an innovative digital solution that reflects MBRHE's future-focused mindset. The organization remains committed to delivering seamless, proactive, and fully digital housing experiences—helping shape Dubai as a global model of modern governance and citizen service.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 239 words used.**

Since the beginning of 2023, MBRHE successfully launched and fully operationalized the **Smart Housing Service Platform**, the first-of-its-kind digital ecosystem for public housing services in the UAE. The platform integrates 24 essential housing services into one seamless, mobile-accessible system, empowering citizens to complete applications, receive approvals, and access updates without physical visits or paper documents.

Key achievements include:

- o **Over 60% reduction in processing times**, with services like land grants and home construction approvals now completed in days instead of weeks.
- o **Customer happiness rating of 98.75%**, driven by usability, real-time communication, and simplified user journeys.
- o **AED 1 million in annual operational cost savings**, attributed to automation and reduced administrative workload.
- o **85% citizen adoption rate**, with 95% of MBRHE staff trained to support the new digital experience.
- o **Full integration with strategic government and private entities**, including Dubai Municipality, Land Department, DEWA, and Emirates Islamic Bank, enabling real-time service synchronization.

Additionally, the platform introduced **AI-driven service suggestions**, **real-time status tracking**, and **digital document issuance**, redefining customer convenience and accuracy. The user-centric design ensures inclusivity for a wide range of age groups and digital literacy levels.

The platform was named a finalist in both the **2024 GIMI Innovation Award** and **UK Ideas Award**, and showcased at the **Dubai Smart Cities Summit**. It was also selected as one of the leading government innovations by **Dubai Model Centre**.

These milestones reflect MBRHE's commitment to digital leadership, smart governance, and transforming housing services across Dubai.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 232 words used.**

The Smart Housing Service Platform is a breakthrough in digital government service delivery, distinguished by its integration of 24 housing services into a single, fully digital, mobile-first platform. What sets it apart is not only the depth of service automation, but the platform's ability to unify interactions across multiple government and private entities in real time.

Previously, MBRHE's services required up to 11 manual steps, multiple physical visits, and processing times of several weeks. Today, through AI, automation, and predictive service recommendations, citizens can complete the same processes in 3–5 steps and within just a few days. This represents over a 60% reduction in both time and complexity.

When compared regionally and globally, few public service platforms offer this level of full-cycle automation, real-time integration with partners, and user-centric customization. While countries like Estonia and Singapore have digital ecosystems, MBRHE's platform goes further by combining smart housing eligibility checks, financial integration, utility services, and document issuance into one experience.

This achievement is also significant in terms of operational transformation. MBRHE has reduced administrative costs by over AED 1 million annually and reallocated staff efforts to strategic tasks, enhancing organizational agility. The citizen satisfaction rate of 98.75% is a reflection of this holistic improvement.

The platform redefines what public sector innovation can achieve in the housing field, setting a new standard for accessibility, efficiency, and cross-government collaboration in the UAE and beyond.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 236 words used.**

This nomination is supported by several attachments that provide strong, verifiable evidence of the innovation's impact, effectiveness, and recognition:

1. **GIMI Innovation Award Submission Document**  
Includes full documentation of the innovation design, technology integration, stakeholder collaboration, and implementation strategy. It outlines the platform's AI-powered architecture, mobile-first user experience, and performance improvements.

2. **Entry Form for the 11th International Best Practice Competition 2025**

Provides before-and-after comparisons of processing times and service steps, showing a reduction of over 60% across housing services, with a 98.75% customer satisfaction rate and AED 1 million annual cost savings.

3. **Recognition and Awards**

The platform has been named a finalist in the **UK Ideas Award 2024** and the **GIMI Innovation Award 2024**. It was also featured at the **Dubai Smart Cities Summit 2024** as a model for digital transformation in public housing.

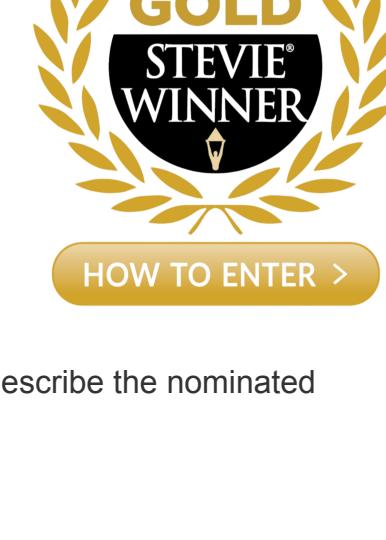
4. **Local Government Endorsements**

The initiative was nominated as a leading initiative by **Dubai Model Centre** under the Executive Council of Dubai, in the category of "Best Pioneering Government Initiative." It also carries the **"Flag" of the Hamdan bin Mohammed Program for Government Services**, recognizing its excellence in customer-centric service delivery across Dubai Government.

5. **Supporting Video**

A visual demonstration titled "**Smart Housing Service Platform**" has been uploaded to show the user journey, automation features, and multi-entity integration, complementing the written evidence with real-time interaction highlights.

Together, these materials reinforce the platform's pioneering value and demonstrate measurable, recognized success both locally and internationally.



HOW TO ENTER >

**Smart Housing Platform**  
REDACTED FOR PUBLICATION