

Towards a sustainable future: FORE-Greening India signs MoA with World Association for Sustainable Development (WASD), London

In a significant step forward towards realising its mission, **FORE-Greening India** has signed a Memorandum of Agreement (MoA) with the **World Association for Sustainable Development (WASD), London**, to foster international cooperation in research, training, and knowledge exchange. The agreement was signed by **Prof. (Dr.) Allam Ahmed FFPH FCIM Chartered Marketer** and **Dr. Abhay Anand Tiwari in Spain** on **11th June 2025**.

Under the MoA, both parties will collaborate on joint research projects, international conferences, and the establishment of a research consortium focused on sustainability, carbon offset, and environmental conservation.



The conference, which brought together distinguished global academics, explored cutting-edge developments across information systems, management and marketing, focusing on how technology, data, and strategic management shape organisational structures, decision-making, and consumer engagement.