

COVID-19 IMPACT

Guidelines for Corporations



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The outbreak of a novel coronavirus (COVID-19), that emerged in Wuhan, China at the end of 2019, poses a threat to the health, lives and livelihood of people around the world. COVID-19 is highly contagious, with the possibility of causing severe respiratory complications. Very quickly, the virus has placed a **huge strain on governments and public health systems across the globe.**

The World Health Organisation (WHO) has declared the situation to be a public global pandemic, **and governments around the world are adopting extraordinary measures to limit the spread of the virus.** Millions of lives have been impacted significantly and the process of dealing with this global pandemic is an ongoing challenge.

The impact of COVID-19 on people has been and will continue to be profound, however **we have yet to fully grasp the impact it will have on the global economy.** Since COVID-19 presents new challenges every day, the business world finds itself struggling to shift operational models at a rapid enough rate.

PURPOSE OF COVID-19 IMPACT

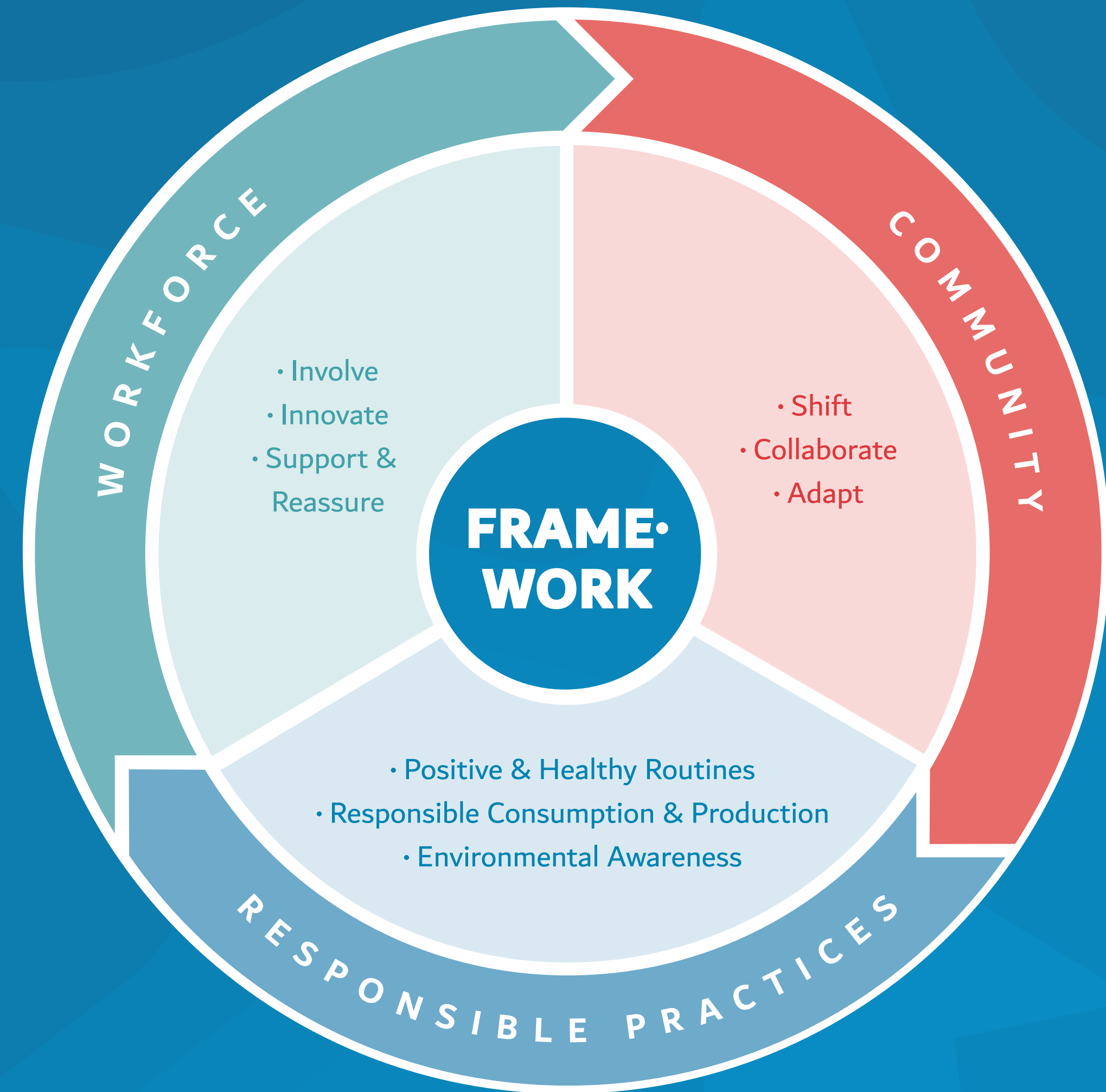
In an attempt to organise and drive a corporate response towards the support of society during this crisis, **CSR UAE has developed this document to guide corporations through this challenging time, highlighting responsible and sustainable best practices at all levels and proposing a unique approach to Corporate Social Responsibility** in consideration of these circumstances.

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IMPACT FRAMEWORK

The COVID-19 impACT Framework represents the foundation of this document and was built taking into account **three major fields affected by the current pandemic.**

Consequently, **the areas were divided into sub-categories** that represent the guidelines proposed to overcome this challenging period while building resilience and trust among stakeholders.



WORKFORCE IMPACT

- ▶ **Involve**
- ▶ **Innovate**
- ▶ **Support & Reassure**

The COVID-19 outbreak has challenged the business community **to come up with innovative means and responses towards this global pandemic** to ensure smooth business operation and continuity.

The ways in which enterprises treat their workers in times of need present a real test of business purpose. How does management respond when employees cannot come to work due to mandated office closures, required self-quarantines, or school closures?

With the current outbreak, many business entities are realising that existing policies which do not allow a certain working flexibility are inadequate and may be negatively impacting employees who require a greater level of support in these challenging times. During this global pandemic, **enterprises are encouraged to frequently review and update policies** related to employees' time-off, sick and parental leave and to respond to these matters with the flexibility needed to overcome the disruption.

Therefore, how do we ensure that our workforce remains focused and efficient? **The following 3 levels of Workforce impACT** will support an engaged workforce that is able to overcome this period both financially and psychologically.

WORKFORCE IMPACT

- **Involve**
- Innovate
- Support & Reassure

The current crisis has brought along the opportunity to build a common sense of purpose within an organisation. In times like these, **employees should be given opportunities to create innovative solutions** to tackle the challenges at hand, while developing their own leadership capabilities.

Involving employees will not only bring a wave of new ideas but will also bring a new generation of leaders to the forefront.

It may be tempting to focus on small, tight decision-making task forces to make key decisions as quickly as possible. However, purposeful leaders should want to **share execution plans broadly with staff** to solicit input and to engage them on the challenges the organisation is facing — including the difficult trade-offs that need to be made.

1

Involve employees in the decision making process to make them feel valued in this difficult situation (i.e. inform them about what is being done in the background, how the operation currently stands, decisions that have been taken and additional organisational matters as such).

2

Balance the professional responsibilities of the employees with the uncertainties presented at this difficult time by constantly involving and listening to the needs employees require to fulfil their duties.

3

Involve the employees in developing new long-term plans or ways to enhance the business, as some daily tasks may not be necessary in the meantime and employees have time for future planning.

4

Understand employees' challenges of working remotely and give clear directions in order to satisfy their needs while meeting the needs of the business.

WORKFORCE IMPACT

- ▶ Involve
- ▶ **Innovate**
- ▶ Support & Reassure

Technology has evolved to become a crucial tool for crisis management as it helps accelerate and expand business' access to critical systems and resources in a timely and effective manner. **The COVID-19 outbreak has proven the importance and necessity for every business (small, medium or large) to invest in fast and reliable technologies** to ensure sustainable operations during any crisis.

1

Strategically deploy crisis management technologies such as platforms and systems that deliver information in real time or simply update social media for quick alerts, as it is the best way to stay ahead for future development and agility.

2

Provide stakeholders with instantaneous and reliable access to crisis management plans in order for everyone to respond quickly and gain control of the situation.

3

For businesses that have the technological capacity to stay one step ahead, this is the time to **capitalise on research and development to grow and acquire new opportunities** once the crisis is over.

4

Implement any necessary systems in order for employees to access, conduct and coordinate all business needs during times of crises. This will maintain strong dynamics within the organisation as employees at different locations will continue to be interconnected and will also allow for seamless transitions.

WORKFORCE IMPACT

- Involve
- **Innovate**
- Support & Reassure

During the COVID-19 outbreak, millions of people have been required to work from home thus, putting businesses around the world in the position of having to act fast and efficiently to adopt systems that ensure a smooth ongoing workflow. **Based on frequently re-occurring challenges raised during the current pandemic, we have highlighted some best practices in order to overcome these challenges.**

1

Stay connected by understanding the typical workflow of employees who are able to do their duties remotely and identify any systems they may need in order to successfully complete their tasks.

2

Videoconferencing, messaging, collaboration tools and document sharing are just a few examples of technologies that facilitate remote work.

3

Review existing security infrastructures and assess what employees require to work safely.

4

Expand capacity for customer self-service and digital sales by preparing tools and content for self-service web, email, chatbots, and smartphone apps to confront waves of customer questions, orders or cancellations.

5

Embrace opportunities to adapt products and capacities based on current demands.

WORKFORCE IMPACT

- Involve
- **Innovate**
- Support & Reassure

With the blink of an eye, **working remotely has taken over the conventional in-person office dynamic** and has become the new norm in this time of crisis.

This alternative mode of working remotely was adopted to **prioritise the health and safety of employees and communities** and provides advantages from a business perspective as well that can lead to the adoption of similar policies even after the pandemic is over.

ADVANTAGES FOR THE BUSINESS

Lower operating costs.

Saving on business trips, food and transportation allowance, office supplies, etc.

Improved employee morale with staff having better work-life balance.

Lower rate of absentees.

Lower CO2 emissions per employee.

ADVANTAGES FOR THE EMPLOYEES

Increased work-life balance and quality of life (less road dangers, more time with family).

Increased savings through reduced expenditure on petrol, public transportation or other resources.

Flexible schedule.

Improved time management capabilities.

Increased opportunities of self-development due to the large amount of accessible online courses.

WORKFORCE IMPACT

- ▶ Involve
- ▶ Innovate
- ▶ **Support & Reassure**

While the "social distancing" rule is a vital step in reducing the spread of the virus, it has unintended negative impacts on the emotional well-being of people. As such, **leading business entities are required to support the mental and physical health of their workforce** and ensure that all employees are in conditions that enable them to perform their duties smoothly.

1

Ensure a smooth transition into remote work mode by **investing in cloud platforms and creating a culture of collaboration using real-time software.**

2

Keep a task force ready to meet the needs of employees, such as IT professionals to ensure a smooth transition to working remotely or a medical team to reassure employees in case of health related issues.

3

Prepare and send employees FAQs, tips and best practices to help them in this transition, and host all of the important information on an easy-to-locate internal website. How your business communicates with employees and customers is going to be key in deciding where you stand once the situation comes to a halt.

4

Set up a dashboard where the management can monitor the performance of the employees in order to ensure that productivity remains high.

The National Programme for Happiness & Wellbeing (NPHW) has launched a national campaign for mental support for all UAE residents to help them overcome the psychological impact resulting from the spread of COVID-19. More than 50 experts in the fields of psychology, mental and social support, and life skills are participating in the initiative.

WORKFORCE IMPACT

- Involve
- Innovate
- **Support & Reassure**

Involving employees in decision making and supporting them in their new work environment will only be beneficial if they are **reassured about how important they are to the business**. Most individuals are currently worried, both from a health and personal finance point of view. Hence, it is important to embrace their anxiety and stress and to provide regular reassurance both on personal and professional matters.

PERSONAL

Regularly check on the health of your employees and their families.

Introduce creative team building activities.

Create a virtual space where employees are able to talk openly about their current situation.

Provide updated information about the status of the COVID-19 outbreak.

Empathise and listen to employees regularly.

PROFESSIONAL

Regularly inform employees on the financial situation of the business and communicate decisions in a timely manner in accordance with the Ministerial Resolution No. 279 of 2020.

Clearly inform employees about the policies, plans and next steps, if tested positive for COVID-19, and how these are in accordance with the government mandate.

Expand insurance coverage for employees and/or family members.

Encourage online courses and other skill-building activities.

Accommodate for varying working conditions / family needs whenever possible (i.e. working hours).

COMMUNITY IMPACT

- ▶ Shift
- ▶ Collaborate
- ▶ Adapt

Although an exhaustive list of COVID-19 implications have yet to be determined, the pandemic will continue to have a profound impact on our lives for weeks and months to come. The corporate sector has the opportunity to move the needle during this crisis by **implementing strategies and initiatives that benefit society**, as well as their long-term success, by supporting their employees, customers and the community at large.

Today, corporate behaviour is a key component in the decision-making process of the customer. **The businesses that will prosper post-pandemic will be the ones who have evidence of turning their purpose into a reality on the ground.**

COMMUNITY IMPACT

► Shift

► Collaborate

► Adapt

During a time of crisis and operations disruption, socially responsible businesses are encouraged to shift their planned CSR programmes and transition to a so-called boots-on-the-ground scheme. We have identified **3 areas of influence that are of major importance during this humanitarian crisis.**

FOOD AND MEDICINE RELIEF PROGRAMMES

With the continuous extension of the lockdown period, people with low income are more likely to run out of food and medicine. Business entities all over the world can help these families by **providing financial or in-kind support to organisations** that help deliver basic necessities to numerous families.

SUPPORTING SMALL BUSINESSES

Small and medium-sized enterprises (SMEs) confidence has plummeted as a result of COVID-19. **Large corporations are stepping in to support SMEs** during this difficult time with new projects, relief funds, contributions, trainings and sharing best practices.

DIRECT PHILANTHROPIC DONATIONS

Much like during natural disasters, monetary and in-kind contributions remain a critical tool in **supporting existing community resources to fight this pandemic.** Therefore, listening to community needs, helping non-profits maintain critical operations, ensuring the consent of the local governments and communities are all vital steps to take.

COMMUNITY IMPACT

- ▶ Shift
- ▶ **Collaborate**
- ▶ Adapt

CSR teams, while shifting and expanding their areas of influence, are required to keep in contact with peers, community organisations and government agencies **to share information about programmes and initiatives supported and the widescale impact created.**

During a humanitarian crisis, sharing information and understanding the full picture is of major importance **to avoid wasting resources and to channel contributions, financial or in-kind aids and philanthropic donations in the right direction.**

An example of a public-private-people partnership which includes businesses, government entities, the non-profit sector and the community as the beneficiaries is led by **CSR UAE Fund**, the official federal platform for all businesses operating in the UAE to actively engage in socially responsible practices.

This includes a strategic partnership signed between **Khalifa Bin Zayed Al Nahyan Foundation and CSR UAE Fund** to implement critical **initiatives to support the UAE's efforts in combatting the coronavirus under the pillars of community wellbeing, health and education.**

To define the initiatives and to raise awareness on the challenges faced, **CSR UAE Fund** collaborated with several UAE Ministries to implement their critical priorities including the **Ministry of Economy** for "**Stand Up to the Challenge**" awareness campaign, **Ministry of Community Development** to provide health and food boxes for thousands of families and blue-collared workers under the campaign '**Caring for Everyone**', **Ministry of Health and Prevention** for **medical equipment** requirements for hospitals and patients, **Ministry of Education** for **contributions of laptops and tablets** to support students during the distance learning and **Ministry of Culture and Knowledge Development** for the '**National Creatives Relief Program**' to financially support small businesses and freelancers in the creative industry who have been affected by the pandemic.

CSR UAE Fund promotes opportunities for the business community to contribute to the various national priority projects listed on its platform csruae.ae through monetary or in-kind donations to support various segments of society within the UAE.

COMMUNITY IMPACT

- ▶ Shift
- ▶ Collaborate
- ▶ **Adapt**

CSR teams have the opportunity to guide businesses in this difficult time and help organisations set up measures to ensure the health and safety of workers upon their return to the working environment. **The following guidelines can help employers achieve an appropriate safe and healthy work environment** when resuming activities and ensuring the continuity of operations.

MINIMISING EXPOSURE TO COVID-19

- Carry out only essential work for the time being. If possible, postpone some work to when the risk is lower.
- Reduce, as far as possible, physical contact between workers.
- Eliminate, and if not possible limit, physical interaction with and between customers.
- When delivering goods, do so through pick-up or delivery outside the premises.
- Place an impervious barrier between workers, especially if they are not able to keep a two-metre distance from each other.
- If close contact is unavoidable, keep it to less than 15 minutes and ensure you are wearing personal protective equipment such as a mask and gloves.
- Provide hand sanitizer at convenient places.
- Provide all necessary Personal Protective Equipment.
- Encourage employees to work from home when feeling sick.
- Put in place policies on flexible leave and remote working to limit presence at the workplace.

ADAPT TO CHANGED CONDITIONS

- Update your risk assessment.
- Carry out adaptations to the layout of the workplace.
- Contact your occupational health service and health and safety advisor.
- Consider putting in place support for workers who may be suffering from anxiety or stress.
- Provide information about the measures taken.
- Cross-train workers to perform essential functions so the workplace can operate even if some employees are absent.

COMMUNITY IMPACT

- Shift
- Collaborate
- Adapt

As businesses are globally adapting to the **‘working-from-home’ approach**, it is fundamental to understand the advantages and drawbacks posed by this new system. Working-from-home is an adaptation of the already known **‘Smart-working’**; a ground-breaking practice which capitalizes on existing and new technologies to facilitate professional interactions from any location, **provide the employee with the tools to perform their job out of the workplace**, and keep track of a compelling dashboard of the businesses' financial and non-financial performance.

With the right strategies, policies and tools, the working-from-home approach has proven to be advantageous. As such, the **UAE Federal Authority for Government Human Resources recently issued a decree to include the working-from-home policy as an optional tool for employees across federal government entities** extended beyond the crisis. Many businesses are also adopting similar policies.

ADVANTAGES	DRAWBACKS	SUGGESTIONS
Increase productivity due to employees' happiness and satisfaction.	If distance work is not well planned or executed, productivity may decrease. There may be less control over the quantity or quality of work.	Implement efficiency measurement mechanisms and structure the work in milestones and clear goals.
Increase workers' autonomy and freedom.	If the worker is not able to organise his/her time autonomously, this might lead to an over-load and working extra hours.	Organise daily punch-in / punch-out systems to determine work periods.
Improve work-life balance.	Work-life balance could fall into a 24/7 working time if not managed properly.	Check on the workload of the employees and suggest collaboration with colleagues to avoid work-life imbalance.
Attract talents to the business that often look into the flexibility of the workplace before choosing the employer.	Not having contact with peers may lead to social isolation. This can also cause feelings of not being part of the organisation.	Organise weekly virtual meetings to share updates, best practices, and even personal stories or birthdays to deepen the connections and create a sense of belonging across the organisation.
Allow the integration of people with mobility impairment.	Not applicable.	Increase the organisation's social responsibility by ensuring the right infrastructure is available to accommodate people with reduced mobility into the workforce and to promote an inclusive environment.
Reduce CO2 emissions and expenses on journeys and transportation requirements.	Not applicable.	Raise awareness on the financial and environmental advantages of reducing journeys.
Reduce operating office costs.	Potential increased expenses for the worker.	Provide working-from-home as an optional tool based on employees' comfort. Check the needs of the employees and provide them with the technological tools required to fulfill their duties.

RESPONSIBLE PRACTICES IMPACT

- ▶ Positive & Healthy Routines
- ▶ Responsible Consumption & Production
- ▶ Environmental Awareness

While establishing a positive and productive workforce and attempting a shift in one's CSR approach, it is important to continue implementing responsible practices to avoid the spread of COVID-19. It is equally important to **produce and consume in responsible ways** in order to avoid adversely affecting the already sensitive environment that we live in.

In this section of the document, we propose a set of **best practices for consumers, employers and employees.**

RESPONSIBLE PRACTICES IMPACT

- **Positive & Healthy Routines**
- Responsible Consumption & Production
- Environmental Awareness

CONSUMERS

Shop online

Some benefits of shopping online include a reduction in your exposure to the virus as you reduce the amount of interpersonal contact with others. An additional benefit is the reduction in road accidents and road risks as you minimize the frequency of your outings.

Social distancing

By adhering to social distancing and staying home whenever possible, you minimize the transmission of the virus and help ensure the health and safety of yourself and the community. Adopting global and national guidelines and laws are key in order to overcome and reduce the prevalence of the virus.

Use touchless payment methods

The use of touchless payment methods is critical in a time like this as we reduce the risk of cross contamination. Avoid handling cash, whenever possible, as this could be a potential method of spreading or contracting the virus.

Highlight wrong behaviours

Highlighting wrong behaviours help raise awareness on the actions that should be avoided during this global pandemic. This will not only increase the health and safety of employees and customers, but will also reduce the chances of virus' transmission.

EMPLOYERS

Check the health status of the employees

Regular check-ins and health updates are crucial in protecting the affected employee, as well as protecting other colleagues. Adopting this ethical practice will increase your employees' appreciation and improve the business' reputation.

Communicate early and frequently

Appropriate communication will lead to an array of benefits including increased trust by stakeholders as they are regularly provided with official and valid information and guidelines. This will also help the business obtain recognition as a leader during this crisis as you are able to face facts and act accordingly in a timely manner.

Adapt to changing conditions

Rather than remaining stuck in outdated processes, business entities need to adapt to the changing conditions and this adaptability will pay off in the long run. It is vital to analyze conditions on a local context and adapt accordingly in order to create plans and action items that are relevant and fruitful.

Promote an active lifestyle

Some benefits of promoting an active lifestyle include keeping your employees physically and mentally strong and active. Some businesses have launched weekly competitions to keep employees healthy and engaged while improving the workforce's morale and productivity.

EMPLOYEES

Follow World Health Organisation's guidelines

In these difficult times, the health and wellbeing of employees is of utmost importance. By following global and local health guidelines, employees and colleagues are guided on how to be safe from the virus. This in turn ensures the continuity of operations in a smooth and consistent manner.

Work from home if feasible

Avoiding contact with others is a key step in reducing the spread of the virus and the total number of cases. As a result, working from home is a highly recommended option in order to maintain business operations as employees will be virtually connected with fellow colleagues and teams. This keeps employees safe and creates an internally healthy organisation.

RESPONSIBLE PRACTICES IMPACT

- Positive & Healthy Routines
- **Responsible Consumption & Production**
- Environmental Awareness

CONSUMERS

Buy responsibly

The UAE government has reassured customers that the warehouses have enough stock of food supplies and medicine.

Therefore, buying responsibly:

- Ensures everybody has access to basic needs for 2 to 3 weeks.
- Increases the sense of belonging to the community.
- Reduces stress on the supply chain.

Treat workers with respect

Many sectors do not have the capabilities of introducing a work from home scenario and these workers are striving to deliver their work in order to maintain their livelihood. As a result, treating workers fairly and with respect is vital to ensure their mental wellbeing while working in this difficult time.

EMPLOYERS

Leverage your core business assets

A business' most valuable contribution resides in using its unique assets and capabilities to meet the pressing needs of individuals and communities. Government agencies and NPOs rely on the technical expertise and manufacturing capacity of the private sector to meet critical needs.

Plan for the worst (...and hope for the best)

Taking a proactive approach may appear to be challenging, but will reap benefits in the long-term. Businesses are recommended to develop action plans to tackle COVID-19, or to tackle similar unforeseen circumstances. Understanding the right measures to take and informing stakeholders in a timely manner are keys to a successful future.

Analyse the outcomes for the business

Identify and focus on the most critical programmes and services, both from an impact perspective and cost perspective.

Promote transparency

Be honest and transparent about what you are doing and be a role model for what needs to be done in order to keep teams engaged and enthusiastic.

EMPLOYEES

Follow guidelines

Strictly follow the policies and guidelines put in place by the employer.

Adhering to these guidelines will:

- Avoid delays in operations.
- Keep all entities safe.
- Allow management to focus on other areas of pressing need.

Engage with your colleagues

Organising virtual team meetings is a way to share information and touch base with colleagues on their mental and physical state. The meetings also serve as an avenue to share ideas on how to overcome challenges at hand and how to successfully move forward.

Be proactive

In these uncertain times, there are no clear right or wrong answers and a seemingly small idea may spark a far larger solution. Therefore, employees are encouraged to be proactive and to keep sharing as innovation can occur anywhere and anytime.

RESPONSIBLE PRACTICES IMPACT

- ▶ Positive & Healthy Routines
- ▶ Responsible Consumption & Production
- ▶ **Environmental Awareness**

CONSUMERS/EMPLOYEES

Avoid overconsumption

Consumers should only buy what their household will consume as panic shopping increases the potential for household food waste, as large quantities of perishable items are likely to spoil before they can be used.

Some benefits of buying responsibly include:

- Reducing waste.
- Optimising costs.

Avoid single-use plastic

Although most of our focus is currently on health related issues, we should not forget the importance of avoiding single-use plastic as it contributes to an already ongoing problem of land and water pollution. During these times, it is advised to avoid using single-use plastic wherever possible.

Stay at home responsibly

The outbreak of COVID-19 and the confinement of a big portion of the world's population to their homes is exhibiting the first signs of reduction in greenhouse gas emissions. While consumers are at home, they are encouraged to avoid wasting water and energy, both from an environmental and personal finance perspective. Some ways to be responsible include:

- Turning off the tap while washing your hands.
- Switching off the lights in rooms that aren't being used.
- Making sure to run home appliances only on full load.
- Avoiding long showers.

Ask for eco-friendly products

Soap, gloves and masks are fundamentals in fighting this pandemic. With the widespread of innovative ideas, we have the opportunity to choose products that are better for us and for the environment. Wherever feasible, ask for sustainable alternatives and while working from home, find ways to switch to and incorporate eco-friendly products.

Dispose safety gear in designated bins & areas

Single-use masks and gloves are rapidly contributing to the already delicate pollution and waste levels of our planet. It is important to dispose these products properly to avoid further polluting our environment and to ensure that hazardous materials are properly managed.

Buffer Zone vs Living Zone

Dividing your home into a 'Buffer Zone' and a 'Living Zone' can help lower the risk of bringing the virus into your house. Buffer Zone is the area between the entrance and the living space, and the Living Zone is the area you eat and live in. Be sure to remove any items that may have come into contact with the virus, such as your shoes and outerwear. Adopting this seeming small step leads to bigger positive outcomes, such as less areas to clean and therefore less cleaning products used, which in turn means a reduction in the negative impact on our environment.

EMPLOYERS

Support waste management enterprises

Support waste management enterprises to divert the disposal of medical and personal protective equipment (such as masks and gloves) from making their way into landfills.

Support environmental initiatives

Responsible employers should not forget the serious threat that climate change poses to humanity. Many environmental agencies work in vulnerable areas where the effects of both COVID-19 and climate change are strong. Supporting environmental agencies active in less fortunate areas can thus have a double positive effect.

Develop environmental plans for post COVID-19

Since core activities may have slowed down, business entities can use this time and opportunity to develop plans to build a sustainable future for the business and launch initiatives to raise awareness and recommend best practices.



**TOGETHER, WE CAN
OVERCOME THIS GLOBAL
CHALLENGE AND BUILD A
BETTER TOMORROW.**

The COVID-19 pandemic presents a unique opportunity for businesses and individuals to raise the bar and demonstrate their capacity for resilience and the ability to adapt in challenging times.

The interruption of services caused by widespread lockdown measures has highlighted common difficulties that business entities are facing when it comes to adapting and changing business approaches to prevent further disruption.

The analysis and guidelines proposed in this document highlight **the importance of supporting the workforce as a main asset for every business**, providing support to every employee as well as coming up with innovative solutions to adapt in these difficult times - all while maintaining a reasonable level of productivity.

Socially responsible businesses need to partner with peers and local governments to answer the call of communities wherever they operate and follow the ‘shift and collaborate’ approach proposed in this document, giving support to the needs of low-income families and individuals, while supporting small and medium sized enterprises that have been the most affected in this short time.

Additionally, responsible practices, as defined by the World Health Organisation and other experts in the field, have already shown results, from decreasing greenhouse gas emissions, to slowing the spread of the COVID-19 and reducing the disruption of operations for many businesses.

How businesses act during this difficult time will be a key factor in the decision-making process of all stakeholders in the near future. Together, we can overcome this global challenge and build a better tomorrow.

THANK YOU

المسؤولية
المجتمعية
للشركات
CSR UAE



In pursuit of Cabinet Decision No. 2 (2018) on Corporate Social Responsibility, CSR UAE Fund was launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum on November 26, 2019 as the official federal platform for all businesses operating in the UAE to actively engage in socially responsible practices that lead to a positive economic, social and environmental impact in line with the UAE National Priorities and Sustainable Development Goals.

It also has metrics in place to rank and reward businesses who have excelled in the field of social responsibility.

The Fund is led by H.E. Eng. Sultan Al Mansoori, Minister of Economy, Chairman of CSR UAE Fund Board of Trustees

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