

الصندوق الوطني للمسؤولية المجتمعية  
NATIONAL CSR FUND



***Sustainable Impact  
Annual Report:***  
**Includes Best Practices from  
50 Leading Entities in the UAE**

**2021/2022**

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## A Message from the Chairman



In its continuing bid to support the UAE economy, the government now seeks to bring a radical shift in corporate responsibility. We are moving from simply contributing to charitable activities to uniting efforts in launching development initiatives that adopt environmental and social standards, governance, and sustainable development goals, often known simply as ESG goals, taking into account the achievement of the Sustainable Development Goals (SDGs) and aligned with our national priorities.

As a result, the National CSR Fund's role has shifted from providing guidance, oversight, and directing contributions, to actively enabling and amplifying positive, long-term economic impact. It has taken a great deal of positive work with strong impact, but now it's time to welcome this new ESG goal-driven era with a new name, as the Fund re-brands to "Majra".

Majra will operate under a recently launched five-year strategy, which aims to enhance the role of the UAE as a global driver of sustainable impact, responsible investment, and sustainable development in alignment with the UAE's fifty-year strategy.

**The strategy includes 50 programmes and initiatives, designed together with the private sector, to bolster sustainable impact.**

Majra is the result of listening to feedback from all our stakeholders. Our ambitious business model will set a bold new framework and governance blueprint for Sustainable Impact, Sustainability, and Corporate Social Responsibility (CSR) practices in the UAE. Majra will manage and direct corporate efforts toward achieving the UN SDGs and UAE National Priorities. We will provide opportunities for the business sector to collaborate, invest in and contribute to local, regional and international ESG goals.

The national organization's remit is divided into three main pillars for driving sustainable impact. The first is through launching National Anchor Projects (co-designed with public-private sector partnerships) based on UAE priorities, ESG and SDGs, and created in collaboration with various stakeholders.

The second pillar focuses on verifying Sustainable Impact projects and initiatives, by providing companies' CSR and sustainability projects with a government-ratified "Verified Sustainable Impact Project" stamp, based on their alignment with ESG and SDGs. Some of these verified projects also provide an opportunity for the private sector to direct their investments and contributions.

The third pillar serves to certify Sustainable Impact efforts, by providing entities with official federal recognition in the form of an "Impact Seal", along with certain privileges in recognition of their work. It aims to promote a minimum sustainability standard by which entities can authenticate, assess and enhance their practices and competitiveness.

**Ultimately, Majra is about empowerment: empowering entities for a sustainable future by unifying efforts to unleash waves of impact for social, environmental, and economic development.**

It is an honour and a privilege to help drive the UAE's global leadership in ESG best practices. But such leadership only comes with understanding, hard work, and appreciation of the bigger picture. Majra will continue to work tirelessly to help public and private entities operate with honesty, integrity, and determination to enable a bright new horizon for sustainable business in the UAE.

**H.E. Abdulla bin Touq Al Marri**  
Chairman

# Introduction

The first Arab nation to sign the Paris Agreement, and the first to pledge to achieve net-zero carbon emissions by 2050, the United Arab Emirates is committed to driving sustainable impact locally and internationally.

Established by cabinet decree, the National CSR Fund ('Majra') is the federal arm governing corporate social responsibility and sustainable impact in the UAE. To that end, in 2021/2022, it piloted a voluntary online survey of the environmental, social and governance (ESGs) and Sustainable Development Goals (SDGs) practices of organizations in the country, with the aim of recognizing entities, raising standards, and promoting disclosure.

## Impact Survey Indicators

The survey assessed companies according to 39 indicators. These were based on international and national reporting frameworks, including guidelines issued by the Abu Dhabi and Dubai stock exchanges. The findings were organized into

five main categories: 1) Alignment with national development priorities and in-country value generation (ICV), 2) Strategy & Governance, 3) Impact Measurement, 4) Stakeholder Engagement, and 5) Innovation.

National Priorities & In Country Value	Strategy and Governance	Impact Measurement	Stakeholder Engagement	Innovation
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Each indicator within these sections is structured in a way that assesses the performance of business entities on key ESG indicators, which have been mapped against SDG factors



### Environmental Factors

(energy consumption, water use, waste generation and management, carbon emissions and utilization of resources)



### Social Factors

Employees + Suppliers + Community (exploring the entities attitude towards diversity, overall employee well-being, capacity and skill development, and supply chain management)

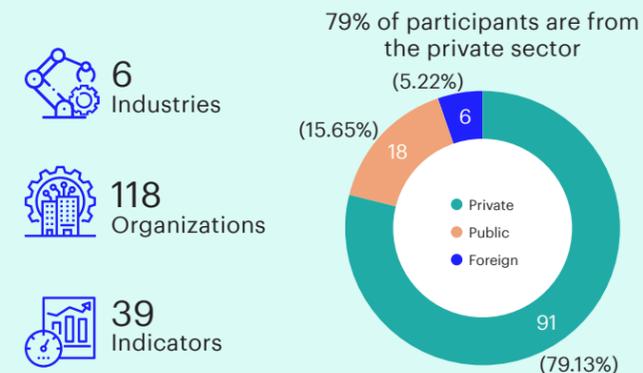


### Governance Factors

(the business entities internal corporate affairs, such as relationships with employees & shareholders, board composition and independence and internal control systems)

## Survey Breakdown

The pilot study evaluated 118 UAE-based entities from six industry sectors, with the private sector accounting for the majority (79%) of respondents.



The largest sector represented was Market Services (44%), followed by Financial Services (36%). The Manufacturing and Construction sectors combined made up less than 10% of participants.



# Key Trends

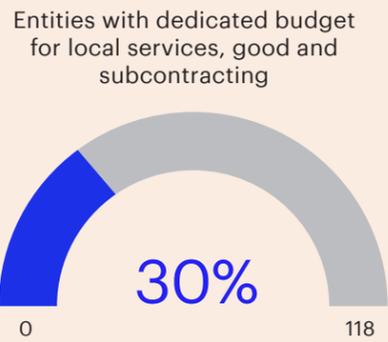
## Strategy and Governance



More than 85% of entities currently either developing, implementing, or evaluating a CSR or sustainable impact program have some form of policy or framework in place, including board oversight and a dedicated CSR team and/or committee.

## National Priorities and In-Country Value

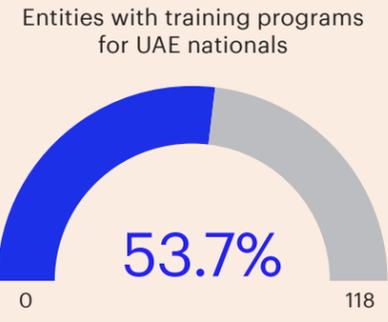
In-country value (ICV) initiatives aim to channel investment into the local economy. Seventy-eight entities surveyed said they sourced materials from local companies, spending a combined total of AED16.8 million.



Although less than a tenth (9%) of the overall sample reported ICV initiatives, companies in the Mining & Quarrying sector were responsible for nearly half (42%) of the AED16.8 million invested locally. Financial services ranked second (30%), followed by Market Services (28%).

## Emiratization

Nationalization of the UAE workforce is an increasing priority of the UAE authorities. The research found that, on average, UAE citizens constitute 11% of a company's headcount, with the majority (61%) women.



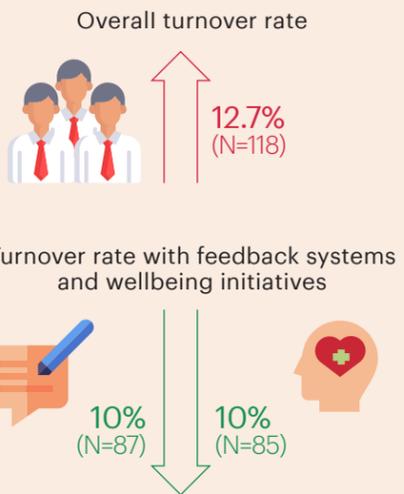
Public sector companies have the highest "Emiratization" rates, with UAE nationals constituting 20% of their employees overall, compared to a tenth at foreign-owned entities, and just 5% at private sector companies.

More than half of the study sample (64) reported structured training programs for their Emirati staff.

## Stakeholder Engagement

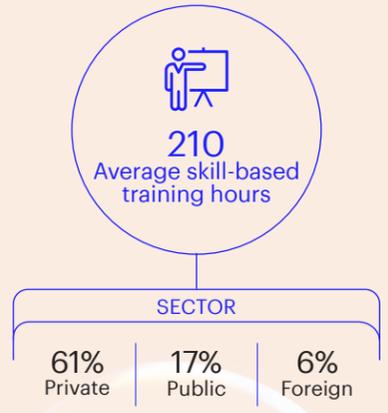
44% of the 119 entities surveyed said they engaged with external stakeholders on CSR and sustainability-related issues. Nearly three-quarters (73%) also confirmed they had formal mechanisms in place to audit and engage with employees, such as online surveys and regular town hall meetings.

As a result, these companies report lower staff turnover rates, according to the findings – a churn of 10% on average, compared to 12.7% for the overall study sample.

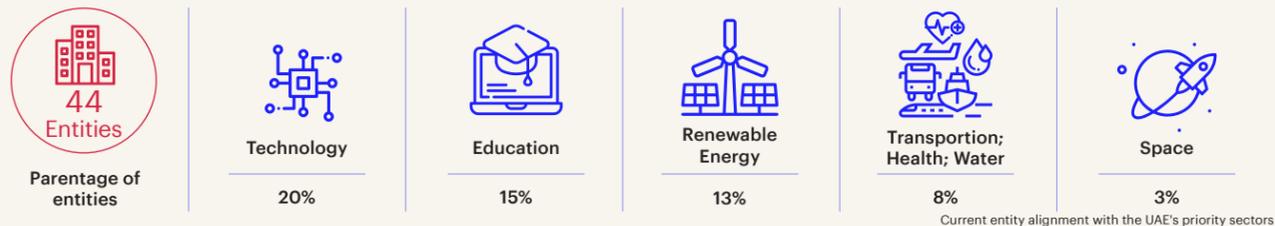


Feedback Systems and Employee Well-Being Initiatives are leading to a lower employee turnover rate

Nearly three-quarters of the entities (73%) claim they provide staff training, either on-the-job training or specific sessions aimed at improving skills. These companies devote 210 hours on average to skills-based training.



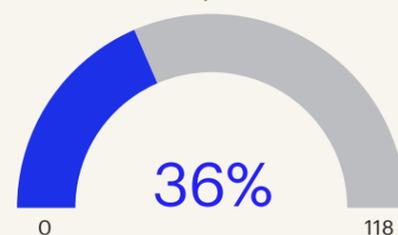
## Innovation



36% of the entities completing the Impact Survey stated that they had aligned their innovation activities with the strategic priorities of the UAE. A fifth said they prioritized technological innovation, while 15% claimed their focus was education. Illustrating growing awareness of the need to mitigate climate impacts, more than one in 10 (13%) reported that renewable energy was a key innovation area.

Workplace innovation is supported by the senior management of two-thirds (67%) of government entities and more than half (59%) in the private sector. Companies in Market Services are the most active in this regard, followed by those in Financial Services.

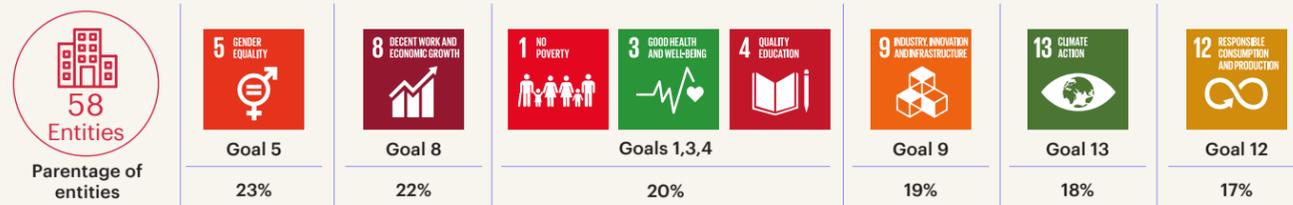
Entities reporting alignment with National Policy for Innovation



## Impact Measurement

Around half the study sample (48%) measure the impact of their operations in accordance with the UN Sustainable Development Goals. A quarter of respondents (23%) prioritize gender equality (Goal 5), followed by Decent Work and

Economic Growth (Goal 8). Eradicating poverty (Goal 1), good health and well-being (Goal 3), and quality education (Goal 4) are the equal priority of a fifth of respondents.



## CSR Contributions

The 118 government and private sectors completing the Impact Survey declared making CSR contributions worth a combined total of AED441.44 million, though just four entities accounted for nearly two-thirds (64%) of this amount. Their priority SDGs were Decent Work and Economic Growth (Goal 8), Responsible Consumption and Production (Goal 12) and Climate Action (Goal 13). However, only 17 entities admitted to having some sort of climate change risk management framework in place.



## Top Performers

This chapter examines 50 carefully selected case studies that illustrate environmental, social, and governance (ESG) best practices in the UAE and their alignment with the UN SDGs. The cases are organized alphabetically based on the name of the company for easy navigation.

Each case study is intended to be a stand-alone representation of best practice, but collectively they provide an overview of the UAE's commitment to ESG principles.

Company	ESG Best Practice	UN Sustainable Development Goals Supported
<p>Abu Dhabi Commercial Bank</p>	<p>Our commitment to Emiratisation is a top priority, in line with the UAE leadership's vision to build a sustainable future. Providing development and growth opportunities allows UAE nationals to contribute to the UAE's future banking industry. Attracting and developing national talent is a key strategy pillar and provides ADCB with a strong competitive advantage.</p> <p>In 2021, the bank increased investment in the professional development of UAE nationals. It has implemented a comprehensive career development framework for UAE nationals - that hones personal growth and skill acquisition. It offers a diverse range of customised programmes to support technical, behavioural and leadership development requirements, ensuring the Bank continues to attract and retain top Emirati professionals, while creating a pipeline of future talent. Our award-winning Tamooha programme promotes long-term career paths for Emirati women by giving access to professional opportunities, without compromising social values. A total of 26 new candidates joined Tamooha in 2021, taking the total to 195. The programme is among the country's most successful social initiatives, providing women with a supportive environment to apply their talents and contribute to the national economy.</p> <p>In total, ADCB's national nurturing programme has helped some 1,854 Emirati staff as at 31 December 2021.</p>	
<p>ABB</p>	<p>ABB, the global electrical and process automation giant, is helping customers and stakeholders stay safe and healthy through a clear HSE and wellbeing strategy. For the last decade, it has striven to encourage and motivate staff to follow and improve health, safety and wellbeing practices.</p> <p>Human Rights and HSE audits for contractors are part of contractor management. The company offers a free wellbeing program for all staff through renowned insurers, refreshed its HR policies on parental leave, and offers flexible working hours - even pre-pandemic.</p> <p>There is a free employee support program for all personal and professional problems, free annual health check-ups and sports activities. In the UAE, these schemes have touched 750 people and many more indirectly, including family members. The company has seen Zero LTI and TRI rates since 2013, enjoyed cost savings through prevention of accidents and incidents, and engendered better engagement with staff and workers - through meetings, training, toolbox talks, PDAs and one-to-one meetings. There is now measurable increased productivity and staff morale.</p> <p>Through employee satisfaction surveys, audits, customer appreciation certificates ABB has measured its success in real terms.</p>	
<p>Abu Dhabi Cooperative Society - ADCOOP</p>	<p>Giving back to the community is one of ADCOOP'S main focus areas, which revolves around social responsibility and sustainability.</p> <p>In support of those less fortunate in society, every year, working with entities like Emirates Red Crescent, ADCOOP identifies opportunities to support national and international welfare initiatives.</p> <p>In 2020, the ADCOOP made substantial donations to 'Together we are Good' and to Fund for UAE - the homeland of humanity; Additionally ADCOOP donated to the Khalifa Foundation and in support of Emirates Red Crescent's work in Lebanon. The impact of these donations was felt by thousands of people.</p> <p>ADCOOP also sponsored the Fifth International Conference on Women's Sports at the Fatima Bint Mubarak Women's Sports Academy.</p> <p>In terms of sustainable action, ADCOOP buys fish from local sustainable fish suppliers, fruit and vegetables from Zayed Higher Organization for People of Determination, and has actively reduced paper usage across its offices and production areas.</p>	
<p>Accenture</p>	<p>Accenture's digital skills initiative aims to contribute towards future-proofing the next generation, including coding and design thinking.</p> <p>The company has participated in this grassroots movement for the last 5 years, holding events where volunteers have trained the "Next Generation" with an Hour of Code. The vision is that every student should have the opportunity to learn programming. In 2021, Accenture Middle East returned to in-person events thanks to the exceptional opportunity provided by Expo2020, which led it to building a program on coding and design thinking for kids visiting Expo as part of the Expo School programme.</p> <p>Each two-hour programme introduced the importance of coding and how we can use it to design and solve major global issues in a practical, hands-on interactive mode. Children were able to visualize, discuss the problem, narrow down solutions, and build a prototype to solve the problem. This process encouraged communications, presentations, teamwork, problem-solving and innovation.</p> <p>The programme targets 8-14-year-olds, and the last series of events attracted 45 beneficiaries across 6 sessions, delivered by 11 trainers, between November 2021 and January 2022.</p>	

Company	ESG Best Practice	UN Sustainable Development Goals Supported
<p>AJMS Global Consulting</p>	<p>AJMS has a three-pronged ESG mission: (i) education for all, (ii) effective disaster response and (iii) employee inclusiveness. Around 5% of annual consulting time is budgeted and spent on creating social awareness on various topics such as ESG and AML, for example, by conducting free sessions.</p> <p>The company has also made donations towards COVID disaster relief benefitting 100 plus people with monetary donations towards oxygen cylinders for India.</p> <p>AJMS provided financial support towards the livelihoods of employees during the pandemic. AJMS has a "Buddy Program" in place, as part of its Human Resources policy, which has benefitted more than 30 employees to date.</p> <p>With more than 10,000+ beneficiaries attending webinars / training sessions held altogether, the company works to help impart life-long skills that will assist in job progression and assist people in low-income roles. It has three target audiences: entry-level job seekers for community support; compliance managers, C-suite employees and board members for awareness training, and employees and their families in terms of employee engagement.</p> <p>The firm encourages People of Determination to take leadership positions and aims to create an equal work environment for all.</p>	
<p>Alnasr Technical Trading Agencies</p>	<p>ATA has a three-pronged approach to ESG, involving young students, internships and an employee welfare management scheme.</p> <p>Since 2018, the company has taken part in the Young ADIPEC scheme, organised as part of the annual oil and gas event in Abu Dhabi. Aimed at high school students between 14 – 17 years old, Young ADIPEC is designed to highlight the diversity of career opportunities in the sector. ATTA welcomed 40 students to its facilities in 2018 and 2019, to discover more about its processes and operations.</p> <p>The company's student internship program was organised in collaboration with Abu Dhabi Polytechnic College, allowing an Emirati undergraduate student to spend two months receiving hands-on experience and training, helping develop leadership skills for a career in the manufacturing industry.</p> <p>ATA's Employee Welfare Management Plan involves monthly welfare audits and meetings to ensure key aspects of welfare are adhered to. These include matters such as accommodation, medical emergencies, salary, training and PPE, for example. The plan aims to help recognise good work, offer more flexible working, promote healthy lifestyles and raise the profile of mental health issues. KPIs are in place to help ascertain the benefits to the company's 130 staff.</p>	
<p>Apparel Group</p>	<p>When Apparel Group employees were affected by the COVID-19 pandemic, the company felt it had a duty to cater to their needs. Employees were provided with temporary housing in the group's accommodation, cash donations were distributed, return flights tickets were provided to those that wanted to return to their country and employees received AED100 – 150 coupons to purchase groceries.</p> <p>While the group's retail stores were closed, employees received 25-40% of salaries to cover basic living costs and necessities. Group brands organized online mental health and meditation sessions for employees in partnership with Lighthouse Arabia. Some group brands also hosted mental health sessions on Instagram to engage with customers.</p> <p>Apparel Group partnered with Smartlife Foundation to distribute 130 care packages for local unemployed people, and donated 200 food packages in Bahrain. Group brand Aldo partnered with Smart Life Foundation and donated 2,000 pairs of shoes for female blue collar workers in the UAE, while another group brand, R&amp;B, donated 700 polo shirts to blue collar workers in association with Emirates Red Crescent Sharjah.</p> <p>By making small gestures such as providing groceries, airplane tickets and clothing, the company feels it helped alleviate stress and proved its organizational values: Respect, Recognition and Working Together.</p>	
<p>Axiom Telecom</p>	<p>Axiom has built its headquarters, 'Axiom Town – Green Campus' in line with the green building concept, focusing on water and energy conservation.</p> <p>This initiative promotes sustainable development, minimizing negative environmental impact by using 15% environment-friendly building materials and energy &amp; water conservation measures. The aim is also to reduce the carbon emissions generated through frequent travel by employees by merging various sites under one roof. Located over 420,000 square feet, the new facility recreates the creative ambience of leading tech companies such as Google and Facebook featuring extensive green spaces, walkways and natural light.</p> <p>The new headquarters has achieved a LEED Silver Certificate. Some 75% of construction waste was reused or recycled during construction. The building uses non-toxic cleaning chemicals, while efficient water features and on-site waste water treatment helps reduce potable water consumption by 40%. Treated waste water is used for irrigation – with around 400,000 gallons of treated water used per month.</p> <p>Energy conservation measures save 24% energy with an AC, solar system and LED lighting, while bringing facilities such as offices, warehouses and servicing under one roof eliminated the need to travel between sites, removing 4000kgs of CO2 emissions annually. All efforts are tracked and monitored.</p>	
<p>BESIX</p>	<p>Since 2011, BESIX, through its foundation, has hosted an education programme, named 'Right2Learn', to offer volunteer blue collar workers the opportunity to learn computer skills. The courses are led by volunteer BESIX staff. In 2018, BESIX collaborated with Smartlife, a local non-profit, to expand the programme to include English reading and speaking courses.</p> <p>Training centres are set up at the workers' accommodation to allow easy and efficient access to the online learning platform.</p> <p>There are 8 levels of language courses divided among 3 types – Beginner, Junior, and Senior. Classes are scheduled for 2 hours every Sunday and run for approximately five months. A final examination is given at the end of the course which allows students to move up to the next level. To date, 1091 workers have been trained under the programme. The first term of 2023, which ran from September 22 to January 23, saw another 37 students successfully complete their course.</p> <p>The R2L programme seeks to bring positive change through education. By improving communication abilities and boosting employee confidence levels, new professional and personal opportunities arise for the participants.</p> <p>BESIX Foundation is a private foundation set up by the BESIX Group in 2009 to mark its 100th anniversary. It supports charities through financial and volunteer support, mostly in education, construction and/or the environment. BESIX Foundation has supported around 338 global projects, contributed more than AED 20 million and involved more than 12,000 volunteers - BESIX employees and their family members.</p>	

Company	ESG Best Practice	UN Sustainable Development Goals Supported
<p>Blue LLC/ Al Serkal Group</p>	<p>Blue's used cooking oil collection service is designed to raise awareness about the social and environmental impact of used cooking oil. The scheme also aims to ensure safe collection of used cooking oil from households, and then share the impact of collecting oil with stakeholders.</p> <p>Since late 2021, this on-going campaign has presented a great opportunity to collect used cooking oil, as a waste product that has detrimental effects on people and the environment, and get it converted into biodiesel. This assists in promoting a locally driven circular economy. The campaign targets all households in the UAE, especially younger people – and has reached some 500 households, paying them to collect their used oil.</p> <p>Collection of used cooking oil diverts it from entering the municipal drainage system or from being sent to landfills. Ensuring used cooking oil is converted to biodiesel supports waste to energy efforts and promotes less CO2 and other GHG emissions. Blue is ISSC certified, and to date has successfully collected more than 20 million liters of used cooking oil and recycled it responsibly.</p> <p>The success of the programme is measured by the amount of used cooking oil collected, and the CO2 equivalent emissions saved by producing biodiesel</p>	
<p>BNP Paribas</p>	<p>BNP Paribas is partner to the Beyond2020 programme a collaboration led by the Zayed Sustainability Prize.</p> <p>The philanthropic initiative involves deployment of projects solving critical issues such as access to clean water, health and food security and renewable energy sources, in support of vulnerable communities.</p> <p>Beyond2020 fosters technological and long term solutions provision for good inclusive and sustainable development.</p> <p>BNP Paribas has committed to support projects for vulnerable communities. So far, six countries have been selected: Indonesia, Bangladesh, Costa Rica, Vietnam, Malaysia and Columbia.</p> <p>Projects in the first two countries have been successfully deployed :</p> <p>In Indonesia, the project distributed 4,600 solar lanterns to public facilities and households and solar torches to fishermen in South Kalimantan province.</p> <p>The solar lanterns and torches provide access to a reliable light source and reach over 20,700 people. Solar lanterns at community buildings allow health facilities to support patients by night. Household lighting supports children to study and household chores to be performed at night.</p> <p>Solar lanterns and torches mean better overall health, safety, and environmental conditions as non-renewable power sources are replaced with clean solar energy.</p> <p>Prior to the project, communities relied on candles, battery operated flashlights, kerosene-powered lanterns and diesel generators. This provided intermittent supply as well as health and environment impact on local communities.</p> <p>The solar lanterns and torches result in savings of around 10 metric tons of GHG emissions per year.</p> <p>In Bangladesh, the project deployed 240 solar home systems and 640 solar lamps to residents at the Kutapalong Rohingya refugee camp in Cox's Bazar. Deployment to the residents included focus on people with disabilities, pregnant women and young girls and training residents in equipment maintenance. The project helped 4,500 Rohingya refugees to access renewable energy, creating better conditions for social and community activities after dark and enhancing security through sustainable technology.</p>	
<p>Citibank</p>	<p>In 2021, Citibank announced a commitment to net zero greenhouse gas (GHG) emissions by 2050, building on the 100% renewable electricity goal it achieved in 2020.</p> <p>The net zero plan involves assessment of clients' climate profiles and engagement to understand their transition opportunities. Additionally, it is employing tools to help move these portfolios towards net zero by 2030. Underlying the implementation of this plan is Citi's continued effort to expand its climate-related resources and engage directly with our clients.</p> <p>Initial effort focuses on financed emissions from commercial lending and certain project finance activities, disclosing absolute emissions and use emissions intensity metrics for certain sectors' targets, such as the power sector.</p> <p>Achieving net zero comes alongside mindfulness of the broader ESG perspective, with Citibank supporting projects that improve efficient resource delivery, advance energy access and affordability and the right to development and economic self-determination in developing countries.</p> <p>Citi continues to monitor and evaluate a variety of scenarios – including the International Energy Agency (IEA) and the Network for Greening the Financial System (NGFS) – to better inform its decarbonization pathway and support development of interim targets.</p> <p>Citi has set a target to reduce financed emissions for its energy loan portfolio by 29%, and emissions intensity for its power loan portfolio by 63%, by 2030 - both from a 2020 baseline.</p>	
<p>City University Ajman</p>	<p>Giving the gift of life through blood donation has been a strong CSR focal point for CUA. Its "gift of life" initiative came after assessing various campaigns and selecting this as a worthy cause.</p> <p>Since 2014, the university has encouraged students and employees to donate, with positive responses.</p> <p>Donors with rarer blood types have been enlisted with the Sharjah Blood Transfusion and Research Center and are contacted to donate blood when there is a shortage. This is a great, life-saving resource for the center. Due to the pandemic and distance learning, the university was unable to conduct the campaign. However, it resumed in May 2022.</p> <p>The campaign has served to increase awareness about the importance of donating blood, directly helped hospital patients in need of blood, and introduced a way for CUA to assist a great cause.</p> <p>It has also proven to be a good opportunity to learn about health issues, with some employees discovering they had a low blood count while trying to donate blood.</p> <p>CUA has completed eight blood donation campaigns, involving more than 65 students and employees per campaign, donating approximately 500 units of blood, and making a difference to the lives of around 2,000 people</p>	

Company	ESG Best Practice	UN Sustainable Development Goals Supported
<p>بنك دبي التجاري Commercial Bank of Dubai</p>	<p>Since 2017, Commercial Bank of Dubai's 'Back to School' initiative has seen volunteers delivering items for children's educational well-being and happiness at the start of each new academic year, helping pupils at 25 UAE schools.</p> <p>The project is held at CBD between mid-August and the first week of September every year. Bank staff volunteers – and their families – collect and donate boxes of school stationery and goods along with book vouchers to UAE Red Crescent, which distributes the goods collected – along with help from CBD staff volunteers. To date 210 boxes have been donated, with plans to fill 50 boxes in this year's campaign.</p> <p>The scheme supports the UN SDGs of quality education and no poverty, while the chance to volunteer promoted staff welfare and collaboration.</p> <p>The bank's ESG strategy focuses on three areas: supporting education, promoting good health and well-being for staff and people in the UAE, and participating in the country's volunteering programs and the race to excellence in the Global Competitiveness Index through the UAE government's volunteers.ae platform.</p> <p>CBD measures impact through the smiles on the faces of the recipients and appreciation from the UAE Red Crescent and Islamic Affairs.</p>	  
<p>Credit Agricole Corporate &amp; Investment Bank</p>	<p>Since 2020, CACIB has been working to 'Protect the planet', with a UAE-wide plan to reduce consumption of plastic bottles within the organization and better control water consumption. CACIB now provides drinking water to its staff via company-branded glass bottles to reduce the use of plastic in the organization - and reduce water waste. Branding the bottles is part of the Group's 'sense of belonging' initiative. Having to refill the bottles also led to more self-regulation of water consumption.</p> <p>All employees of the organization have taken part in the initiative, amounting to 110 staff in the UAE. The scheme has led to proactive water and plastic waste reduction, a positive impact on the environment, and more awareness of sustainable behaviour.</p>	
<p>Crescent Enterprises</p>	<p>Crescent Enterprises partnered with Sharjah Entrepreneurship Centre (Sheraa) to assess the impact of COVID-19 on UAE start-ups, identify challenges and provide required support. A survey of 150 entrepreneurs revealed that 72% of respondents' businesses had been negatively affected since the COVID-19 crisis began, leading to cost-cutting measures.</p> <p>For most, the greatest obstacle was cash runway, with 79% having between one and six months of cash runway. Some 74.3% stated financial support was necessary to cover salaries and financial pressures forced 65% of respondents to fundraise.</p> <p>Crescent Enterprises and Sheraa invited impacted start-ups to apply for equity-free grants.</p> <p>Some 41 applications were received and evaluated. Post evaluation, more than AED700,000 in equity-free grants were disbursed to 11 start-ups, offering a lifeline to ensure they remained afloat as they navigated economic challenges.</p> <p>The grants enabled them to diversify and grow their revenue streams, and/or launch products. All 11 start-ups remained operational through 2020 and scaled up their businesses in 2021. The selected start-ups employ more than 95 people including founders, fulltime and part-time employees, and revealed an average of 4.5-month cash runway. The funding extended the average cash runway by an additional three months.</p>	   
<p>CYLKA Communication &amp; CSR</p>	<p>At CYLKA, we are in a mission to aid the non-profit sector (government and NGOs) with an impactful yet innovative communication approach. Hence, our partnership with the Kuwait Business Council in Dubai (KuwaitBC) is no exception. KuwaitBC is the first business community and non-profit organization of its kind outside the state of Kuwait. KuwaitBC operates under the auspices of Dubai Chamber and managed by independent Board members who serve on a voluntary basis.</p> <p>Since its establishment back in 2016, KuwaitBC has aimed to capture the impact of the Kuwaiti business community in the UAE market; raise awareness and create business opportunities with private and government entities through strategic partnerships, and effectively communicate, and engage with, business-related activities and events.</p> <p>To reach that vision, CYLKA has developed a communication strategy focusing on three pillars. Firstly, to launch efficient yet high-impact activities, secondly, to utilize the influence of key business stakeholders to offer data on relevant topics and lastly, to consistently communicate to members in a personalized manner.</p> <p>CYLKA has offered a wide array of communication services, including special event management, media relations and monitoring, digital media planning and management to name a few.</p> <p>Within a year time, the outreach plan has impacted more than 10,000 stakeholders, including young entrepreneurs, working parents, C-suite executives, seasoned investors, government officials and international business councils and groups in Dubai.</p>	  
<p>ديزرت ليزر Desert Leisure Swimming Pool</p>	<p>The Desert Group's Enable programme is a comprehensive retail entrepreneur scheme for people of determination. It creates financial sustainability, alongside social impact. It empowers youth with cognitive disabilities to start their own small enterprises, while helping spread awareness of their abilities.</p> <p>Enable, the first retail entrepreneur program for people of determination in the UAE, aims to empower young Emiratis with cognitive disabilities. It offers the chance for young people to create and sell indoor plants. Through Enable's SME Basic Retail Rehab Program, trainees undergo a basic retail training framework.</p> <p>Smashing stereotypes by helping those with disabilities learn and show their skills, and building confidence, the scheme also has a mobile store, sponsored by National Bank of Fujairah, which attends events to teach others about the scheme. Corporate workshops can also be arranged, helping spread the word and create knowledge and bolster teamwork.</p> <p>Enable helps develop greater inclusion for people of determination within the UAE, especially through a corporate inclusion toolkit – designed to encourage firms to create proper, effective inclusion strategies.</p> <p>To date, the scheme has helped around 110 individuals - 62 trainees and 50 employees, and worked with 165 schools and corporate entities, both government and private.</p>	   

Company	ESG Best Practice	UN Sustainable Development Goals Supported
<p>شركة الحدائق للصيانة والرياح، الحدائق Desert Landscape</p> <p>Desert TurfCare Garden Maintenance</p>	<p>DTC maintains sustainable garden projects in the UAE, showcasing its commitment to the environment.</p> <p>Since 2015, the company has re-used green waste, promoted the use of organic manure and ensured better water conservation. While generating green waste is necessary to maintain the landscape, it is equally important to ensure waste goes to good use. DTC makes use of tree mulch from its operations to promote water conservation and maintain moisture content in the soil. In-house facilities prepare the mulch for supplying project locations without tampering with the landscape. DTC works closely with Tadweer, the government recycling waste scheme. It buys back processed composites as fertilizer and promotes use of organic among its clients, ranging from private residential to luxury hotel chains.</p> <p>Its green initiatives have impacted more than 50 residential communities and more than 40 luxury hotels. Success is measured by marked improvements in the quality of land, which improves after maintaining it using organic manure and eco-friendly products.</p> <p>Natural soil moisture content increases, too, improving options to propagate diverse vegetation. Plants have improved quality of life, and DTC has reduced use of water for irrigation.</p>	  
<p>Dolphin Energy</p>	<p>Dolphin Energy's community engagement efforts included three important CSR-related initiatives. First, the company's gender balance campaign aimed to increase the number of women employed in the company. Formation of a special committee in 2019 has led to new ideas, new benefits and policies, and increased support and flexibility. As of March 2022, Dolphin has 26% females in management positions, while the percentage of females hired in 2020 and 2021 was 25%.</p> <p>Second, the Gulf Green Turtle Conservation programme ran between 2016 and 2019 and saw Dolphin partner with the Marine Research Foundation and a leading governmental non-profit organization to support satellite tracking of five endangered green turtles travelling from their feeding grounds in Abu Dhabi to nesting areas in Oman. The project promoted collaboration in identifying key conservation challenges by using on-the-ground research. In 2020, to support the partnership, employees attended a webinar on the value of marine ecosystems and an overview of current UAE marine projects. A turtle naming competition was also conducted helping engage employees further in the initiative.</p> <p>The company has developed a strong commitment to STEM promotion through its sponsorship of the Abu Dhabi Science Festival (ADSF). The aim is to inspire youth to choose educational and professional paths in STEM, in line with the Abu Dhabi Vision and the UAE National Innovation Strategy. To date, ADSF has reached more than 600 young people, aged between six and fifteen.</p>	   
<p>DP World</p>	<p>At DP World, sustainability impacts all that we do, ensuring our work leaves long-term benefits for the world we live in.</p> <p>DP World supports UAE's food security agenda: Adroit Canada and Al Amir Foods invest in Jebel Ali's Agri Terminal</p> <p>In line with the UAE's National Food Security Strategy 2051, which aims to achieve zero hunger worldwide by focusing on facilitating global food trade, diversifying food import sources, and identifying alternative supply schemes, DP World signed two new development projects with multinational agricultural commodity processors, strengthening the F&amp;B cluster and capabilities within Jebel Ali in Dubai.</p> <p>The new integrated quayside facilities will enhance year-round availability and production of essential grains and pulses. The concessions with Adroit Canada and Al Amir Foods in the Jebel Ali Port will ensure a reliable, consistent, and safe agricultural value chain within the region. DP World's Food and Agriculture Terminal at the Jebel Ali Port has positioned Dubai as a key gateway for global trade in the F&amp;B sector.</p> <p>With an estimated investment of AED200 million, the facilities will have a singular eco-system for bulk silo storage and agri-processing. DP World will also invest in the most versatile and technologically advanced grain and pulses automated material handling and ferrying systems as part of the project. The facilities, scheduled to commence operations in two years, will be expanded further in phases.</p> <p>The facilities are expected to account for annual trade of more than AED900 million, contributing to Dubai's strategic plan of boosting foreign trade to AED2 trillion. With their presence in the Jebel Ali Port and Jafza, the businesses will benefit significantly from multimodal connectivity, reduced logistics costs, a seamless business environment and access to over 3.5 billion consumers.</p> <p>The two facilities will be built over a quayside plot of nearly 100,000 sqm, where the companies have leased an area of 61,000 sqm. The project consists of an integrated agri-storage and processing unit.</p>	     
<p>du Emirates Integrated Telecommunications PJSC</p>	<p>Du's cyber safety awareness campaign aims to inspire the UAE's online community to think before they post, and use the internet in a safer and more responsible manner.</p> <p>A Du survey found of the 75% of respondents who have been befriended or followed on social media by people they don't normally interact with, nearly half (49%) accepted 50% or more of these unfamiliar requests—a concerning figure. The study also showed that 40% of the UAE population are victims of cybercrime. Online stalkers use personal information on their targets' social media accounts that might seem harmless to the public. Reported damage has been theft, sexual harassment, bullying, kidnapping and even murder. Yet, people were still excessively sharing every form of personal information across social media without thinking of the consequences.</p> <p>Running since 2016, the campaign aims to raise awareness about the dangers of sharing information online, to be more responsible when online, and engages with children, schools and community partners to raise awareness of how to protect children online. The award-winning #PostWisely campaign film has been viewed more than 5 million times on YouTube – that's around half of the UAE population, and Du's school campaigns have reached in excess of 2,500 pupils.</p>	

Company	ESG Best Practice	UN Sustainable Development Goals Supported
<p>Dubai Multi Commodities Centre</p>	<p>As a government authority on trade and enterprise, and as one of the world's leading business districts with over 22,000 member companies and 100,000 residents of its Jumeirah Lakes Towers' community, DMCC places sustainability at its core.</p> <p>Through its 5C Sustainability Framework DMCC has aligned its business purpose to the social and environmental impact, and is pushing to scale up a sustainability-focused ecosystem that places the interests of its community, member companies, customers, partners, residents and visitors centre-stage. The framework comprises "five Cs": Connect, Catalyse, Communicate, Capacity-building and Care. It connects by growing the network and sharing best sustainable business practices; catalyses by building capacity and advocating for sustainable business practices; communicates via annual sustainability reporting and thought leadership; capacity-builds through provision of educational opportunities for internal and external stakeholders; and cares by donating 0.5% of net profits to global projects in line with DMCC's commitment to the 17 United Nations Sustainable Development Goals (SDGs).</p> <p>This commitment is manifested in three tangible ways, firstly through operational excellence and a strive for diversity, equality and Emiratisation; secondly through the creation of a responsible business ecosystem and the onboarding of data protection, innovation, digitalization and compliance; and finally, the forging of a sustainable community – with its resultant positive impact on the city of Dubai – via high levels of investment in sustainability projects, including the tracking, management and improvement of local energy, water and waste</p>	
<p>Dubai Holding Assets Management</p>	<p>DHAM's annual charity walkathon, <a href="http://www.wewalk.ae">www.wewalk.ae</a>, highlights the humanitarian role of Dubai, which embraces all segments of society without distinction or racism. It offers an opportunity for people to support and be inspired by individuals and groups in our communities.</p> <p>We Walk sees people volunteer in support of social causes, encouraging them to adopt responsible practices towards society and help implement the UAE National agenda. The concept aids in developing an inclusive, committed and happy society by raising awareness of challenges faced by certain people every day. Started in 2018, and held again in 2019, the pandemic halted the walk in 2020 and 2021, but in its first two editions, the event raised funds for the Al Jalila Foundation's Talouf programme and the Dubai Autism Centre.</p> <p>In 2018, 840 people registered for the walk; with 109 volunteers and AED130,000 raised, supported by 13 government and nongovernment partners. In 2019, 860 people registered and around 680 attended. There were 151 volunteers, AED50,000 raised and 14 government and non-government business partners.</p> <p>In 2022, WeWalk returned to Dubai Science Park, a science-focused business district and member of TECOM Group. 1500 people registered and 1200 people attended, supported by 120 volunteers and 41 government and non-government business partners. More than AED700,000 was raised.</p>	
<p>Dulscoco</p>	<p>Dulscoco Group's Construction and Demolition (C&amp;D) Waste Recycling Facilities are a testament to the Group's dedication to providing sustainable waste management and environmental solutions, supporting UAE in its Circular Economy Policy and Net Zero 2050 initiatives.</p> <p>The C&amp;D Recycling Waste Facilities were commissioned in 2017 at two locations in Ajman and Umm Al Quwain (UAQ) in collaboration with the Ministry of Climate Change and Environment and Ministry of Presidential Affairs.</p> <p>The C&amp;D waste represents a huge percentage of waste generated in UAE. The Dulscoco C&amp;D recycling facilities ensure 100% diversion of C&amp;D waste away from landfills in UAQ and Ajman. This is accomplished by establishment of a proper collection and transportation system of waste from source to processing facilities, pre-sorting of waste into different streams, crushing of C&amp;D waste into output material such as aggregates and sub-base for further use in construction industry, and seamless coordination between municipalities to ensure shared objectives are met.</p> <p>The directive mandating the use of up to 40% recycled material from C&amp;D recycling facility back in the industry has resulted in significant use of recycled aggregates for block making and other applications. In 2020, companies across the UAE purchased in excess of 177,000 tonnes of repurposed waste.</p> <p>Holding true to Dulscoco Group's legacy of turning waste into resource, the C&amp;D Waste Plants additionally help mitigate destruction of natural landscape in the northern Emirates for aggregate production</p>	
<p>e&amp; (formerly known as Etisalat Group)</p>	<p>e&amp; has made great strides towards the goals of its sustainability strategy. During the Group's participation in the 27th Conference of the Parties to the UNFCCC (COP27) in 2022, e&amp; pledged its commitment to achieving net zero emissions from its own operations by 2030, while accelerating its efforts to contribute to global climate action, focusing on key initiatives to reduce its carbon footprint through improved energy efficiency and renewable energy sourcing, among other initiatives.</p> <p>e&amp; also became the first UAE private sector entity to join the UAE Independent Climate Change Accelerators (UICCA), pledging its commitment and collaboration to UICCA's mission to enable and energise an ecosystem of public and private entities that have shared values and a joint vision of building a sustainable future.</p> <p>Inviting others to join in on the drive, e&amp; enterprise by e&amp;, launched FutureNow Sustainability, calling upon scale-ups from across the globe to be part of shaping a sustainable future in the UAE, prioritising energy efficiency and renewable energy supply and together develop cutting-edge sustainable solutions that reduce reliance on the country's electricity grid at more than 11,500 mobile network sites in the UAE.</p> <p>In the spirit of strengthening mutually beneficial partnerships in line with its approach to operating responsibly and transparently and driven by its relentless commitment to delivering innovation solutions, e&amp; will continue to spearhead digital transformation and connectivity for a sustainable and inclusive future. The Group will remain focused on delivering dynamic new technologies by implementing ingenious innovations that will enable e&amp; to realise its vision of digitally empowering societies. e&amp; will achieve this through its employees who continue to make a difference in our ESG journey by staying true to the organisation's sustainability principles in order to protect the future of the planet and preserve natural ecosystems for future generations.</p>	

Company	ESG Best Practice	UN Sustainable Development Goals Supported
<p>Emirates Group Security</p>	<p>Emirates Group Security is the only airline security department to run a successful international conference - AVSEC Global Symposium &amp; Awards – under its own auspices.</p> <p>The event is designed to serve, secure and improve the global community by safeguarding the travel industry, sharing best practices, benchmarking and sharing academic knowledge and training. It also promotes Dubai as a hub for aviation security. It brings together regulators (ICAO, IATA, UN states, civil aviation authorities) with airlines, airports and police, for example.</p> <p>The biennial, non-profit event helps people from selected developing nations (10 AVSEC professionals) to attend the three day conference free of charge, to foster better aviation sector practices globally. Further initiatives include developing special training materials for airlines and airport staff on combating human trafficking, for example. ICAO now recognizes the company's Diploma Program in Ground Handling &amp; Security.</p> <p>Success is measured by delegate feedback (with 99% expressing satisfaction), and by the fact that some 750 people attended the last event in 2021, despite the pandemic limitations.</p>	
<p>Emirates Islamic</p>	<p>Emirates Islamic strives to support employees and customers with Determination, by making banking easier. Currently Emirates Islamic employs several People with Determination and provides career paths across both customer-facing and support departments.</p> <p>Alignment with the UN SDGs and UAE government goals, advocating for people with disabilities was an area that needed attention. Internally, the scheme aims to help build careers, provide training and coaching and open the job market to people of determination.</p> <p>In 2022, the bank launched three mandatory training sessions for customer-facing employees. Training includes American Sign Language; Disability Etiquette Training, where staff will be educated on managing customers with both physical and cognitive disabilities and Vulnerable Group Training, designed to enhance awareness in identifying vulnerable customers by practising a range of communication techniques, and how to respond with empathy.</p> <p>Some 28 bank branches are being made more accessible to People with Determination - including entrance sliding doors, ramps, handrails, low ATMs, teller counters and writing ledges, designated car parking, tactile floor indicators and hearing loops. There are plans to extend such facilities to another five branches in the near future, with the aim that support services will serve as a standard where People with Determination feel included, supported and welcomed.</p>	
<p>Emirates National Oil Company Limited (ENOC)</p>	<p>ENOC took steps to positively change the lives of 34 children of determination at Dubai-based Al Noor Training Centre for Children with Special Needs. In 2019, ENOC established its long-term partnership with the Al-Noor Centre to sponsor the centre's 'Adopt a Class' programme, make the whole center Wi-Fi enabled and support a Virtual Reality (VR) enabled class. ENOC provided key learning facilities, providing training on assistive technology and equipping a class with virtual reality technology, enhancing educational quality and pupil's sensory abilities/skills. The wi-fi enabled Smart Centre has been instrumental in accelerating learning and making learning fun, according to parents and teachers.</p> <p>A Social Return On Investment study indicated a social return ratio of 1.63 AED per 1 AED invested, which points to the success of the programme in uplifting learning and development of the Centre's children. ENOC is committed to extending more support to the Centre in terms of advanced learning infrastructure and diverse opportunities to enable these children to fully realize their potential and advance their growth in society.</p> <p>Students benefit through increased confidence, communication skills, future employability and improvements in health; parents have experienced reduced stress and anxiety regarding their child's disability and trainers have been helped to become better trainers</p>	
<p>Emirates NBD Bank</p>	<p>Emirates NBD's volunteer programme shifted online in 2020, due to COVID -19, with a range of skills-based sessions helping people with all sorts of training, knowledge and experience.</p> <p>The concept, known as the e-Exchanger Volunteering Programme, drew in a great many active volunteers, willing to share their knowledge and skills with others (skills-based volunteering). The scheme has benefitted more than 2,800 people, including Emirates NBD Group employees, youth and the elderly, employee's family and friends, blue collar workers and people of determination.</p> <p>Activities through the programme include online workshops, such as art classes, cookery, American Sign Language, gardening, financial literacy coaching, learning how to be an 'E-Banker' for a day and health and wellness sessions.</p> <p>There were even online mock interview sessions with university students, and verification calling for COVID-19 response food relief distribution, as well as COVID-19 hygiene kits distribution and awareness.</p> <p>By promoting skills-based online volunteering, the scheme has seen 136 activities take place, involving 1,928 volunteering hours, 463 volunteer deployments, 2,808 beneficiaries and 1,125 participants. A key part of the programme was to maintain a sense of community, belonging and connection during COVID-19, as well as promoting skill sharing among the bank's employees and the wider community.</p>	

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<p>Etihad Rail</p>	<p>At the heart of the company's ESG initiatives, is Etihad Rail's commitment to being a "Good Neighbor" to maintain the highest standards of sustainable development. It addresses impactful factors in construction and operation of the railway to ensure the quality of freight logistics centers, and to maintain efficiency, smooth traffic flow, and wildlife protection.</p> <p>Etihad Rail is committed to supporting national efforts in enabling social development. A crucial aspect of this is developing partnerships with various organizations and relevant authorities to create lasting positive social impact.</p> <p>To conserve the UAE's diverse natural heritage, Etihad Rail partnered with The Environment Agency - Abu Dhabi (EAD) to relocate 550 Ghaf trees, with a further 590 trees planted.</p> <p>Furthermore, they collaborated with the International Fund for Houbara Conservation (IFHC) to create new feeding grounds for this vulnerable bird species. Spanning an area of 500,000 square meters, conservationists will plant 750 Arak trees and 3,200 plants for feeding and habitation.</p> <p>In line with these conservation efforts, Etihad Rail also partnered with Sharjah Environment &amp; Protected Areas Authority (EPAA) to relocate over 300 animals from Misanad Nature Reserve, including endangered species. These include snakes, Cheeseman's Gerbils, scorpions, pigeons, and the rare Persian wonder gecko. These species have been carefully transported from the Misanad Protected Area, through which the planned route of the national railway runs, to other suitable and protected habitats.</p> <p>Additionally, Etihad Rail partnered with Emirates Nature - WWF to mitigate the effects of railway development on the environment and local communities. Through this collaboration, and along with Fujairah Environment Authority and Fujairah Adventures, they are implementing an environmental conservation and habitat rehabilitation project in Fujairah, to introduce ecotourism via nature trails, heritage sites, and restoration of wadis and flora.</p> <p>Etihad Rail monitors, manages, and minimizes climate impact through reducing CO2 emissions. The rail network can contribute to an overall reduction in CO2 emissions by 21% per year in 2050, while reducing pollution, lowering fuel costs, and increasing road safety.</p> <p>Since the start of operations in 2016, following the completion of Stage One, until December 2022, Etihad Rail has moved more than 46.4m tonnes of goods and reduced 393,200 tonnes of CO2 emissions, equaling a reduction of 2.8 million truck trips.</p> <p>To achieve its sustainability vision, Etihad Rail will continue its initiatives and collaborations through the Good Neighbor program, to ensure the highest sustainability standards across construction of The National Rail Network.</p>	
<p>First Abu Dhabi Bank</p>	<p>FAB participates in ocean clean ups to help the environment and give back to the community by training staff to become certified divers - so they learn a new skill and volunteer to help clean the oceans. The project has three aims: to protect marine life, to preserve the beauty of our surroundings and to promote a safer environment. The initiative aligns with the UAE's membership of the Global Ocean Alliance, a group of 32 countries working to protect the ocean and improve the livelihoods of coastal communities.</p> <p>On the last World Ocean Day, FAB held a live bank-wide webinar, featuring ocean pollution experts who described how plastics are ruining the ecosystem for sea life and coral. More than 250 people volunteered immediately after the session. Staff which have now become certified divers are now helping train beginners.</p> <p>Some 50 FAB staff are now involved in cleaning the oceans as part of the underwater clean-up initiative, which, as an example, saw more than 80kg of plastic, trash and fishing nets cleaned from the Arabian Sea in Ras Al Khaimah and Fujairah during the first two dive trips since the programme began in June 2021.</p> <p>With more volunteers coming onboard and growing interest, FAB hopes to double or triple the amount of trash cleaned this year.</p>	
<p>Hawa® Water</p>	<p>Using proprietary technology to condense water from air, Hawa Water set out to solve several global problems - eliminating single use plastic bottles, finding a new water source for water security and to conserve natural water.</p> <p>The disruptive solution for water security runs from a small factory, which can be replicated anywhere - avoiding the carbon footprint generated by distribution vehicles.</p> <p>In the UAE, we consume 10 million liters of bottled water per day. But at any time, there are 800 billion liters of water in the atmosphere - enough to hydrate the entire UAE population. Hawa could make a major reduction in carbon and landfill volumes.</p> <p>Focusing on what society needs, Hawa's target beneficiaries are those who care about the environment and want to reduce landfill, as well as corporations looking to improve their CSR scores and reduce their carbon footprint. It is also aimed at governments who want to provide a secure water source for citizens and people seeking safe future for their children and upcoming generations.</p> <p>Once fully implemented globally, the company believes its glass reusable water bottles could benefit at least three billion people and billions of land and sea creatures.</p>	
<p>HSBC</p>	<p>The Tatawwar programme involves helping students learn about sustainability, innovation and business. Sustainability training involves building awareness around the UN SDGs, focusing on climate action, water scarcity and health and wellbeing issues.</p> <p>Innovation development includes problem solving, critical thinking and product development. Business skills aims to help students understand business model development, financial literacy and presentations and pitching. An online/mobile-first strategy means the scheme can reach many under-represented regions, ensuring diversity and inclusion. The last cohort saw 9,701 applicants from 2,000 schools across seven countries.</p> <p>Tatawwar students are encouraged to harness a self-directed curriculum, in this programme designed for 15-18-year-olds from Algeria, Bahrain, Egypt, Kuwait, Oman, Qatar and the United Arab Emirates.</p> <p>Taking the form of a competition means winning participants are given the chance to showcase their innovative ideas, and finalists from each cohort will have their innovations turned into tangible products.</p> <p>Teachers and schools are essential, as they nominate students to participate and reap the benefits of receiving educational material to support classroom learning. Volunteers are vital for facilitating practical activities; some from HSBC, others from companies offering time and expertise as guest speakers, mentors and judges.</p> <p>Over the past two years the programme's video-based learning content reached over 90,000 youth via social media channels and the website.</p>	

Company	ESG Best Practice	UN Sustainable Development Goals Supported
<p>International Center for Biosaline Agriculture</p>	<p>Inaugurated in December 2016 with support of the Abu Dhabi Development Fund, the Emirates Soil Museum aims to educate people about the great value of soils and their critical role in ecosystem services. As a unique repository of data and knowledge about the soils in the UAE, the museum serves to raise public awareness about the country's natural heritage. It also showcases best practices in sustainable desert farming and innovations for food and water security.</p> <p>The museum offers a wide range of education and awareness programs tailored for a diversity of stakeholders - from schools to universities to corporates. While students can learn about soil formation and other facts about soils in the UAE and take part in hands-on activities, adults can participate in workshops and activities like tree planting and healthy cooking as part of the Halophytic Kitchen Lab. The museum also runs camps and exhibitions in collaboration with different partners.</p> <p>To date over 9,000 people, including ministers, policymakers, researchers, farmers and students from around the world have either visited the museum or participated in its programs.</p>	
<p>International Holding Company</p>	<p>Reinforcing the UAE's position as a centre for research, innovation and technology, a team of quantum physicists from a UAE-based research lab - QuantLase Imaging Lab, part of IHC - developed a rapid laser test to detect COVID-19, which can reduce testing time to a few seconds with an accuracy rate of 85-90%.</p> <p>The patented technology has the potential to replace the current nasal swab and blood tests that can take several hours to process. Laser-based DPI (Diffractive Phase Interferometry) technology allows for low-cost, rapid mass testing, with instant results and early detection serving to reduce the spread of the virus.</p> <p>It's non-invasive, user-friendly and allows health authorities to carry out large-scale screening within a few seconds. It serves as a reliable first step to detect suspected cases of infections before they undergo a PCR test. An advanced AI image-analysis model predicts the outcome of each test image (a finger-prick blood sample through which light is shone) with precision, speed and scale.</p> <p>The technology has been used at the Abu Dhabi - Dubai border to screen people as they enter and leave the capital. It has benefitted the significant number of people travelling between the Emirates, allowing for a stress-free rapid test.</p>	
<p>Khidmah Sole Proprietorship</p>	<p>Khidmah is currently progressing multiple 'sustainability and social impact projects.</p> <p>In support of the UAE National Agenda, Khidmah is working to increase the company's In-Country Value (ICV) contribution to improve the ICV Score by ten percent. Khidmah is also supporting in-country procurement and sourcing within the UAE and now make 99 percent of the purchases locally.</p> <p>Khidmah is proudly encouraging Emiratisation by providing employment opportunities, including internships, partnering in the NAFIS program to increase Emirati competitiveness. So far, 17 UAE nationals have completed internships in addition to on-the-job training provided by Khidmah for Emiratis from UAE Universities.</p> <p>The Khidmah lifeguards under the guidance of Dubai Municipality and Dubai Police in 2020, carried out 250+ lifesaving rescues for UAE residents and visitors from 41 different countries on Dubai beaches.</p> <p>The company's 'I See, I Fix' initiative is a timely hazard identification, reporting and risk mitigation program, which saw 6077 risks identified and mitigated in 2020, resulting in a safer working environment. It also involves regular training and education of staff in HSE and saw 1,649 HSE inspections conducted across operational projects and 5863 permits issued as a part of its safe systems of work.</p> <p>In recognition of Khidmah's leadership in sustainability, the company received a LEED (Leadership in Energy and Environmental Design) Platinum award from US Green Building council for its new headquarters in Yas Mall, which achieved 90 points, being one of the highest in the region. The offices were constructed and designed with 20 percent more energy efficiency comparable to older sites.</p>	
<p>Mashreq Bank</p>	<p>During the holy month of Ramadan 2020, Mashreq, Mashreq NEO, and NEO Biz jointly undertook a bank-wide CSR initiative to donate AED 1 million to benefit blue-collar workers in the UAE who faced loss of work, or salary cuts. Under the remit of Orange Envelope, every transaction that the customers made online was matched with a donation of AED 1. The total proceeds exceeding AED 1 million were then handed over to government-certified charity, Dar Al Ber for planned disbursement at labor accommodations in Dubai.</p>	
<p>National Bank of Ras Al Khaimah</p>	<p>In line with the strategies of the UAE Government and the World Health Organization on flattening the curve of the novel coronavirus (COVID-19), RAKIslamic, the Islamic Banking window of RAKBANK, is playing an active role in containing the spread of the virus by partnering with Thumbay University Hospital, in an initiative to sponsor the swab tests and medical screenings of blue collar workers based in Dubai and Ras Al Khaimah.</p> <p>The initiative will prioritize blue collar workers who are showing evident symptoms of the virus and the COVID-19 test results will be delivered within 24 hours of the swab test. Laborers in Ras Al Khaimah are to visit the Thumbay University Hospital, Al Jerf in Ajman, while the ones in Dubai will be visiting the OPD Complex, Thumbay Hospital in Dubai.</p> <p>Abdul Karim Juma, Director of RAKIslamic, said: "RAKIslamic is proud to sponsor the medical screening and swab tests of blue collar workers that are employed by small and medium Contracting and Construction companies based in Ras Al Khaimah and Dubai. This initiative focuses on helping companies mitigate the effects of the Pandemic, which is in line with the support and guidance offered by the Higher Sharia Authority. We believe that stopping the spread of the virus is a collective effort and the Bank aims to support the UAE government's objective of containing the disease through increasing the number of tests and medical screening to those that can't afford it. Working with Thumbay University Hospital has been an absolute honor, the medical industry in its entirety are the unsung heroes of this health crisis."</p>	

Company	ESG Best Practice	UN Sustainable Development Goals Supported
<p>National Central Cooling Company PJSC - Tabreed</p>	<p>For the last few years, district cooling provider Tabreed has promoted energy-saving solutions as well as environmental preservation. Through its Ethra initiative, launched in 2019 and concluded in 2021, the company promoted environmental awareness through education.</p> <p>In collaboration with MAAN and ADEK, Tabreed donated laptops to Abu Dhabi schoolchildren, supporting access to quality education. Other initiatives include nurturing future leaders; university talks and career fairs, and plant tours for students. Tabreed works with schools and universities to, improve brand imaging and to attract investment and top talent.</p> <p>It also works on its environmental stewardship, sustaining energy efficiency, conserving natural resources, reducing cost, preventing environmental pollution and encouraging reduction, reuse and recycling of waste. It pioneered the use of recycling sewage water, which would otherwise be discharged into the environment, also reducing the use of potable water in operations. It also utilises sea water where possible.</p> <p>Twice yearly, stack emission monitoring assesses company engine generators for pollutants, while Thermal Energy Storage (TES) enhances the ability to manage peaks in district cooling demand - reducing power requirements and CO2 emissions. A Waste Reduction Action Plan (WRAP) is submitted twice annually to Tadweer as part of trade license renewal.</p>	
<p>National Corporation for Tourism &amp; Hotels</p>	<p>Our hotels participated in the global initiative, called Earth Hour, organized by Worldwide Fund for Nature (WWF). This symbolic lights-out event is a movement in uniting everyone to act on climate crisis and to protect the planet. The celebration is a symbol of a broader commitment toward nature and our planet.</p> <p>NCT&amp;H was awarded a certificate of appreciation by the Emirates Environmental Group for contributing 1,035 Kg of plastic thereby planting 10 trees as part of EEG's linking the Recycling Program with the Planting Program. It is humbling to return to nature, what nature has been constantly giving us.</p> <p>Catering was recognized by the Emirates Red Crescent, a volunteer humanitarian organization, for donating used linens for the needy people. These linens are almost new and reusable which are used for short to medium term projects with Catering division's customers. As part of NCT&amp;H commitment to (HSEQ), management and staff engaged in a cleaning, exercise in ADNOC Bahasa Central Camp.</p> <p>On September 9, 2022, InterContinental Abu Dhabi also partnered with Basmet Amal, a charity organization, delivering ongoing help to orphans and people in need. The hotel aided individuals and families who are facing food insecurity, helping to ensure that they have access to adequate nutrition.</p> <p>A blood donation campaign was organized at the NCT&amp;H head office and owned hotels, where employees donated their blood, potentially saving up to 207 lives</p>	
<p>Petrofac</p>	<p>International energy services company Petrofac has replaced single-use plastic on its company premises.</p> <p>In doing so, it aims to reduce environmental impact, mainly in landfill sites, raise awareness of the harm caused by single-use plastic, and contribute positively towards achieving the UAE 2050 carbon neutrality goals.</p> <p>Since November 2021, the ongoing campaign in office canteens, pantries and company offices has seen a ban on single-use plastic cups, and a swap to reusable metal cutlery.</p> <p>The scheme has impacted upon the entire Petrofac workforce (employees, contractors and third parties, including visitors), which amounts to more than 1,500 people locally, more than 10,000 globally.</p> <p>Awareness is raised among the workforce, and plastic waste reduced drastically, especially by eliminating single-use drinking water cups and plastic cutlery.</p> <p>Single-use plastic water bottles are no longer available; being replaced by water cooler dispensers, and the effects of the campaign are being measured and monitored by using key performance indicators relating to waste generation.</p>	
<p>Pricewaterhouse Coopers</p>	<p>'Together for Beirut' was a three-month fundraising campaign organised by PwC Middle East to support people in Lebanon who were impacted by the Beirut port explosion. The campaign brought together staff from across all 21 PwC ME offices to join together and make a positive difference.</p> <p>Lebanon and the Arab world were left devastated following the great explosion in Beirut on August 4th, 2020. There were reportedly 218 deaths, 7,000 injuries, and US\$15 billion in property damage with an estimated 300,000 people left homeless.</p> <p>In the UAE, the PwC office launched the "Together For Beirut" campaign, working with the Emirates Red Crescent (ERC) to understand the needs of the Lebanese people on the ground during this difficult time and accordingly provide the necessary supplies and funds to support those impacted.</p> <p>Through an internal collection drive, PwC Staff were encouraged to donate food items, clothing and medical supplies. The generosity and care shown by the staff enabled ERC to receive 70 boxes of goods and supplies.</p> <p>Additionally, PwC's "Sports for a cause" campaign saw the company or sporting events and wellbeing fundraisers, donating a set fee to the ERC for every kilometer covered by a PwC staff member. The UAE office collectively covered the total length of Lebanon's borders (+679km), allowing the company to make a generous donation.</p>	
<p>RAK Ceramics</p>	<p>RAK Ceramics is involved in various EHS-related projects, including prevention of pollution and energy management.</p> <p>The company is working towards reducing natural gas consumption by 5%, and energy self-sufficiency, as well as a reduction in water consumption, reuse of waste material and more effective effluent and sewage treatment.</p> <p>Its ongoing initiatives – launched in 2017 – include construction of a wind breaker in its open raw materials stockyard to reduce emissions during loading and unloading of raw materials. Three industrial sweeper trucks clean the main roads and raw material movement roads to reduce dust emissions. A fusion machine helps reduce water consumption, while an effluent treatment plant has seen an increase in the amount of sludge recovered and re-used from 20% in 2017 to 80% at present.</p> <p>100% of effluent and sewage treatment waste water were treated, and reused for production and irrigation for plants and trees. The schemes aim to benefit all – from employees to wider society.</p>	

Company	ESG Best Practice	UN Sustainable Development Goals Supported
<p>Schneider Electric</p>	<p>Schneider Electric teamed up with Goumbook, a green social enterprise based in the United Arab Emirates (UAE), to promote sustainability and start green projects in the Gulf region. The goals were to make people more aware of sustainability issues, encourage sustainable living and green practices, and start green projects in the Gulf office of Schneider Electric. Schneider Electric and Goumbook worked together to help the environment and give Schneider employees in the Gulf a chance to do volunteer work.</p> <p>The partnership supports the UAE's Energy Strategy for 2050 to increase clean energy in the total energy mix to 50%. Schneider Electric is committed to becoming a key sustainability educator for the UAE's youth, integrating sustainability topics into its hybrid internship program and virtual Sustainability Summer Camp for kids.</p> <p>Schneider Electric has helped its global customers save 276 million tons of CO2 emissions by the end of the first quarter of 2021. The company has committed to achieving net-zero across the entirety of its value chain by 2050 and implemented its Zero Carbon Project to help its top 1,000 suppliers reduce their emissions by 50% by 2025.</p> <p>The partnership between Schneider Electric and Goumbook provides valuable lessons for other entities looking to apply a similar project. Collaboration with like-minded corporations, partnering with local CSR firms to support initiatives that align with country sustainability goals, and getting employees involved in campaigns to increase employee engagement and create a sense of community are some of the effective ways to promote sustainability initiatives.</p>	
<p>SERGAS Group – International Gas Services</p>	<p>As UAE gas distributors since 1988, Sergas recognises the need to keep the industry up-to-date in terms of regulations and build quality. It has taken the initiative to inspect gas systems free-of-cost to help keep society safe and risk-free.</p> <p>A three-pronged approach means Sergas identifies any defects and notifies the gas system owners; checks on current system compliance with local legislation and international codes and ensures a risk-free environment for all.</p> <p>The initiative - which saw 2,316 site surveys in 2020 and 2021 - has helped maintain the quality of gas infrastructure and assisted the UAE in coming a step closer to sustainable living. SERGAS see itself as a responsible market leader and accordingly acts with people's safety as the top priority. The surveys take place at residences, offices and factories, for example. The initiative targets anyone in close proximity of a gas system regardless of their gender, age or nationality. Whether the person is at home, at work or even passing a gas system, the company strives to ensure safety.</p> <p>During 2020 and 2021, the company's surveys helped around 1,158,000 people.</p>	
<p>Sharjah Investment and Development Authority - Shurooq</p>	<p>Sharjah Sustainable City is working towards creating a net zero energy community, comprising 1,200 villas, offering sustainable living for up to 7,000 residents. Sharjah Investment and Development Authority (Shurooq) and Diamond Developers have joined forces to develop a world-class mixed-use project that meets the highest standards of social, environmental, and economic sustainability. This project also presents opportunities for research, learning and inspiring how we can minimize our carbon footprint.</p> <p>It is a working model of how future cities will look. The main target audience is young Emirati families looking for a first home, but also expatriates – making it accessible and affordable to everyone. The project has garnered recognition and awards from organizations such as the Sharjah Real Estate Registration Department, Gulf Real Estate Awards, Gulf Sustainability Awards and Arabian Property.</p> <p>It aims to spearhead the global movement towards becoming climate positive, reducing carbon emissions and positively impacting the environment through energy production. The city delivers on the three pillars of sustainability (social, economic, and environmental), leading by example, and aims to innovate and provide solutions related to food security, water and energy management, as well as natural resource conservation.</p>	
<p>Standard Chartered Bank</p>	<p>Women in tech is Standard Chartered's signature programme, our objective is to provide guidance and mentorship to female-led businesses enabled by technology and innovation across the UAE.</p> <p>We have graduated four cohorts to date, twenty start-ups, and over \$10mn was raised. This year will be our 5th cohort. Our main focus is to enhance female entrepreneurs' expertise through training and workshops; accelerate growth and success of female-led startups; foster exchange of knowledge and expertise; identify and address challenges female founders and their businesses face to ensure a robust, advanced infrastructure; establish a global network built on the strength of partnerships for the benefit of female-led start-ups, and facilitate learning around global project organisation, network building and investment readiness.</p>	
<p>The Emirates Group</p>	<p>Since 2019, Emirates has had a raft of ongoing cabin waste and single-use plastics reduction and recycling initiatives. The main aims are to reduce single-use plastic items on board, lowering the environmental footprint of on-board products. The initiatives also serve to support the UAE economy and reduce the environmental footprint of sourced items by prioritizing local suppliers.</p> <p>Passengers receive paper straws, wooden stirrers and paper bags, for example. Cabin crew segregate large plastic and glass bottles to be recycled in Dubai. Pre-COVID, over 150,000 PET bottles were recycled monthly.</p> <p>Economy class blankets, cups, bowl covers and children's toys are made from 80% recycled plastic (rPET), reducing energy emissions by 70%, compared to processing virgin plastic. Economy class blankets are each made from 28 recycled plastic bottles, saving more than 95 million plastic bottles from landfill so far.</p> <p>Impact is measured by weighing PET plastic coming from inbound Emirates flights, and tracking monthly consumption figures for PET. Vendors are requested to provide the required environmental certification as part of the procurement process for onboard products.</p> <p>The programme supports Emirates' Environmental Sustainability Framework, through which it focuses on reducing emissions, consuming responsibly, and preserving wildlife and habitats.</p>	

Company	ESG Best Practice	UN Sustainable Development Goals Supported
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**Manufacturing Sustainability in Dubai Personal Care Factory**

The Dubai Personal Care (DPC) Factory is Unilever's key MENA manufacturing facility with high-export potential and major investments into digital industrial technologies, advanced manufacturing methods and sustainability.

Inaugurated on 21st December 2016 with an investment of over €1billion, it is one of the most cutting edge and sustainable manufacturing sites locally. In Jan 2020, DPC was recognized by the World Economic Forum as an "Advanced 4th Industrial Revolution Lighthouse" for making radical leaps in the development and application of digital industrial technologies and advanced manufacturing methods. It is the first manufacturing site in the United Arab Emirates, and the first non-energy manufacturing site in MENA to join the network.

Since 2018, the site has reduced its carbon dioxide emissions by 89%; energy consumed per unit of production by 35%; water abstraction by 16%; with 100% of its effluence recycled. In 2019, it achieved 100% renewable electricity.

DPC is Gold LEED Certified from design stage through its construction and commissioning making the facility sustainable considering the building material and insulation, energy efficient lighting and cooling systems. Energy saving initiatives - big and small - have been implemented over many years. At the time of its set-up DPC had the largest private Solar Power System in the UAE helping reduce the factory's carbon footprint and directly supporting the generation of more renewable energy than we consume. Via the purchase of I-RECs from DEWA in 2019, we eliminated the use of fossil fuels from our operations and office-sites. We are now able to cover 100% of our electricity consumption requirements - factories as well as our offices - via renewable sources and increased energy efficiency.

To help recycle the water used in our operations, water treatment plants installed in the DPC factory treat 80% of wastewater generated and which is re-used for cooling towers and irrigation purposes.

Unilever is also one of the founding 12 industrial entities to sign an MOU with MOIAT in Oct 2021 to kick-start the Fourth Industrial Revolution Programme, known as "UAE Industry 4.0". It has been an active member in sharing best practices to accelerate the integration of 4IR solutions and applications across the UAE's industrial sector to enhance the UAE's overall industrial competitiveness, increase productivity and efficiency, enhance quality, improve safety, create new jobs and drive down costs.

It is also supporting the UAE's Emiratization agenda that aims to drive work opportunities for young and experienced Emiratis in the private sector via the initiation of an internship program for Supply Chain.



UAB's one billion tree planting initiative is part of the bank's vision to build sustainable long-term partnerships and contribute to the development of the UAE, through transparent, sustainable and verifiable tree planting.

The scheme will help offset the bank's carbon footprint and contribute to climate change mitigation. It will help repair environmental damage already done, while rebuilding ecological systems and helping farmers make a sustainable living. It aims to educate the community on making better sustainable choices. Some 1,000 trees have been planted since November 2021 under the bank's name.

UAB continuously invests in CSR, especially in community and environmental conservation projects. This partnership with Storey Group, a UAE-based social enterprise, is planting trees to contribute to the UN Billion Tree campaign. The aim is to ensure the Sustainability Strategy and Roadmap resonates, connects and inspires stakeholders to live, breathe and believe in a more sustainable organization and future.

The tree planting efforts directly impact employees, suppliers, shareholders and the wider community, with planting efforts monitored by examining CO2 sequestration data and seeing how much UAB's trees are contributing to UAE climate emission mitigation.



## Conclusion

The pilot Impact Survey highlighted the growing commitment of an influential sample of UAE-based government and private sector entities to advance social impact, aligned with both national development priorities and the SDGs.

Public sector entities emerged as the frontrunners for both local investment and workforce nationalization. Women account for nearly two-thirds (61%) of UAE nationals in the workforce, according to this study.

Unsurprisingly, entities that prioritize employee engagement and welfare appear to experience the least staff turnover. The research also highlighted the important of governance structures in managing and implementing CSR and sustainability-related initiatives.

More than 85% of entities currently either developing, implementing, or evaluating a CSR or sustainable impact program have some form of policy or framework in place, including board oversight and a dedicated CSR team and/or committee.

In summary, while many aspects of social responsibility are being satisfactorily addressed by the companies evaluated in our pilot survey, climate-related risks and programs focusing on an organization's long-term environment impacts merit further attention.





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