

Impact Seal:

Applicant

Handbook

2025



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This applicant handbook provides a step-by-step guide for applicants seeking to gain Majra's Impact Seal or Impact Seal for SMEs, the UAE government official federal recognition of excellence in CSR, ESG and Sustainability. This guide will help organisations navigate the application process, understand assessment criteria, and prepare the necessary documentation.

1. Introduction

About Majra

Majra National CSR Fund is a purpose-driven federal government entity dedicated to supporting impactful, sustainable projects that foster economic empowerment, environmental conservation, and social well-being. By uniting private sector businesses, government entities, and community organisations, Majra aims to create long-term value and measurable impact that aligns with the UAE's Vision 2030 and the United Nations Sustainable Development Goals (SDGs). Majra National CSR Fund was formed under the UAE Ministerial Cabinet Decree No. 2/2018.



About the Impact Seal

The Impact Seal is the UAE's official federal recognition for sustainability and Corporate Social Responsibility (CSR) practices within the private sector of the UAE. It assesses private sector organisations' commitment to Environmental, Social, and Governance (ESG) criteria and social development goals, promoting a uniform standard for CSR and sustainability efforts.

As the UAE's highest recognition for excellence in CSR and ESG within the private sector, the Impact Seal is awarded to businesses that demonstrate leading sustainability practices. The Impact Seal is open to any UAE-based organisation with a valid business license and registered on the Majra Stream Platform and that has submitted the Impact Declaration (details of this can be found in this handbook).

The Impact Seal runs on a two-year cycle and is based on private sector organisations' performance and assessment metrics. Organisations can achieve one of three ranking levels: Silver, Gold, or Platinum. At the end of every cycle, organisations can maintain their certification if they continue to meet all required criteria. During the validity period (two years), companies are expected to maintain their commitment to CSR and sustainability practices and may be subject to periodic reviews.

We invite and encourage previous recipients of the Impact Seal to reapply for this prestigious recognition, showcasing their continued excellence in CSR and sustainability.

Key Objectives of the Impact Seal:

The Impact Seal has several key objectives:

- Establishing unified UAE standards to measure entities' sustainability efforts
- Evaluating entities' ESG, SDGs, and CSR national priority efforts
- Providing recognition and rewards through awards, privileges, and sharing of best practices
- Enabling continuous improvement through tailored feedback reports
- Enhancing UAE companies' competitiveness in sustainability locally and globally

About the Impact Seal for SMEs

The Impact Seal for Small and Medium Enterprises (SMEs) is a biennial certification that recognizes and celebrates SMEs' commitment to sustainability which was launched in February 2025. The vision of the Impact Seal for SMEs is to empower SMEs as leaders in sustainable impact and innovation, both within their organisations and across the UAE. It aims to increase the number of entities sharing impact data, fostering a transparent, data-driven culture that accelerates the country's progress towards sustainability and social responsibility.

The Impact Seal for SMEs is the UAE’s highest recognition for SMEs excelling in sustainability and Environmental, Social, and Governance (ESG) practices. This prestigious honour is presented to SMEs that exemplify best practices and achieve the highest impact in sustainability initiatives.

The Impact Seal for SMEs is open to any UAE-based SME with a valid business license registered on the Majra Stream Platform that has submitted the Impact Declaration. Successful applicants will receive certification for two years, provided they continue to meet all established criteria. Certification requires ongoing adherence to sustainable practices and may involve periodic reviews. SMEs will be evaluated and may receive one of three levels—Silver, Gold, or Platinum—based on their performance against defined assessment metrics.



Key Objectives of the Impact Seal for SMEs

The Impact Seal for SMEs is designed to empower smaller businesses within the UAE as active drivers of sustainable impact. It aims to:

Drive a culture of reporting and transparency

Scale recognition, visibility, and growth opportunities

Embed sustainability practices within SMEs

Foster collaboration between SMEs, corporations, and government entities

Expand the impact ecosystem by increasing the number of SMEs reporting impact data

2. Benefits of Applying for the Impact Seal and Impact Seal for SMEs

The Impact Seal program provides a structured pathway of benefits, with each certification level unlocking additional advantages. Silver recipients gain exclusive benefits beyond those available to all applicants, while Gold recipients enjoy even greater recognition, exposure, and access to opportunities. Platinum recipients receive the full range of benefits offered at every level.

For All Applicants (Regardless of Outcome)

- **Customized Feedback Report:** Regardless of the outcome, personalised feedback reports will be provided for each participating organisation, outlining strengths and areas for improvement. This can be used as a course corrective action plan on an organisation's CSR, ESG and Sustainability journey in the UAE.

Silver Category Recipients

- **Digital Marketing Materials:** Your organisation will have access to a digital seal, branding guidelines, and promotional materials to showcase your achievements internally and externally.
- **Training & Development:** Access to specialised courses and workshops to strengthen your sustainability knowledge and build internal expertise.



Gold Category Recipients

(Prestigious Benefits in addition to Silver Category Benefits)

- **Marketing & Publicity:** Boost your company's visibility with national media exposure, positioning your organisation as a sustainability leader.
- **Award Ceremony:** Be recognised at an exclusive event, celebrating your organisation's commitment to responsible business practices.
- **Knowledge-Sharing Community:** Join a peer learning network to exchange best practices, gain expert insights, and collaborate with other sustainability-driven organisations.

Platinum Category Recipients

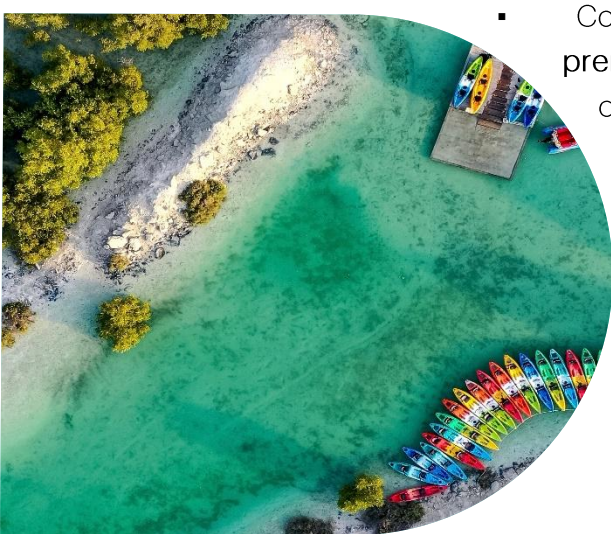
(Exclusive Benefits in addition to Gold and Silver Category Benefits)

- **Government Exposure:** Participate in closed-door networking events with policymakers and industry leaders to shape the future of sustainability.
- **Exclusive Emirates Committee Invitation:** Join a high-level advisory forum where public and private sector leaders contribute to shaping the UAE's CSR and sustainability policies.

By earning the Impact Seal, organisations receive recognition and credibility and access exclusive opportunities that help drive their sustainability efforts forward.

3. Eligibility Criteria

- All organisations (private sector companies, state-owned enterprises, and SMEs) must be officially registered in the UAE.
- Applicants must complete the Impact Seal questionnaire specific to their category (e.g., SME or Large / State-owned Enterprise). Please note that the Impact Seal for SMEs is only for Small and Medium-sized Enterprises.
 - To avoid doubt, SMEs are categorised by the [Ministry of Economy's classification](#) of Small and Medium enterprises based on the number of employees, revenue, and sector.
- Completing the Impact Declaration form is a **mandatory prerequisite** for submitting the Impact Seal application for all organisations, including corporations, state-owned enterprises, and SMEs.
 - There is **no specific fee** for the Impact Seal and Impact Seal for SMEs. All mainland organisations and SMEs can apply after completing the Impact Declaration form. Freezone enterprises are also encouraged to participate voluntarily by sharing the required information.



4. Understanding the Impact Seal Process (for both corporates and SMEs)

Step 1: Impact Declaration (Pre-requisite)

- The Impact Declaration is the first step towards applying for the Impact Seal and Impact Seal for SMEs. It is a simple questionnaire designed to help Majra understand how private sector organisations actively contribute to the UAE through CSR and sustainability efforts and investments. Completing the Impact Declaration form is a **prerequisite** for all entities to apply for the Impact Seal or Impact Seal for SMEs.
- The Impact Declaration has two mandatory questions, while the rest are optional. Organisations must complete **both the mandatory and all optional questions** in the Impact Declaration form to apply for the Impact Seal or the Impact Seal for SMEs.
- All non-mainland organisations, including free zone enterprises, are encouraged to complete the Impact Declaration. This will enable them to apply for the Impact Seal or Impact Seal for SMEs.

Step 2: Application

- Only organisations that complete the Impact Declaration form can proceed to apply for the Impact Seal or Impact Seal for SMEs.
- Applicants will be evaluated based on their commitment to sustainability in the UAE. Based on the information in the application form, an organisation may be eligible to receive one of three levels:
 - Platinum Seal
 - Gold Seal
 - Silver Seal

Please find more information on the Impact Seal application in Section 5: Step-by-Step Application Process.

Step 3: Evaluation

i. Screening and Shortlisting

- Once the application deadline has passed, the screening process will begin.
- All applications will be assessed using a predefined evaluation rubric tailored to corporate entities, state-owned enterprises, and SMEs.
- Incomplete applications or those missing mandatory fields will not proceed further.

ii. Verification

- Verified applications are assigned to external evaluators for further assessment.
- Applicants meeting the Gold and Platinum levels may require additional virtual verification calls to confirm responses and assess exceptional CSR and sustainability practices.
- Applicants may receive requests for additional documentation where further clarity is needed.

iii. Final Evaluation and Reporting

- External evaluators will assess each verified application, ensuring alignment with Majra's evaluation criteria.
- **Regardless of the outcome, all applying organisations receive a tailored feedback report that provides insights** into their strengths and areas for improvement. This report will help them enhance their sustainability impact in the future.

This streamlined process ensures fairness, transparency, and credibility in recognising organisations that demonstrate meaningful contributions to sustainability and national priorities in the UAE.

Step 4: Awarding

- Organisations that meet the evaluation criteria will receive the Impact Seal or Impact Seal for SMEs at one of three levels: Silver, Gold, or Platinum. Each awarded entity receives the official Impact Seal or Impact Seal for SMEs logo to display in communications, reinforcing its commitment to CSR and sustainability. This awarding is valid for 2 calendar years.
- Gold and Platinum receiving organisations will be honoured at Majra's national awards ceremony, attended by government officials, private sector leaders, and sustainability experts.

Timeline

- Applications: Feb 28- May 26, 2025
- Evaluation and Reporting: June 1 – November 30, 2025
- Awarding: December, 2025 (To be confirmed)

5. Step-by-Step Application Process

Please follow the steps below to submit your Impact Seal application.

Step 1: Go to entityportal.uaemajra.ae

Step 2: Log in using the UAE Pass

Step 3: Register your company

Step 4: Complete the Impact Declaration questionnaire, including the Optional Data Disclosure.

Step 5: Apply for the Impact Seal and complete the application form.

Kindly note:

- Please fill in your answers covering the period from January 1st to December 31st, 2024, inclusive.
- No changes can be made to the responses after submission.

6. Assessment Areas

The online application form serves as the framework for evaluating applicants. Both the Impact Seal and Impact Seal for SMEs measure multiple criteria across five sections:

i. **National Priorities and In-Country Value**

This section celebrates businesses contributing to the UAE's growth by supporting local suppliers, aligning with the UAE's national goals, and creating workforce opportunities for UAE nationals through Emiratization efforts. It reflects how businesses support the economy, society, and the nation's vision for the future. Additional points are provided for applications with information that the company achieved the [ICV](#).

ii. **Strategy and Governance**

This section highlights the structures, priorities, and actions that guide an organisation's positive impact, even if these are informal or aligned with operational goals. It includes the foundations based on which an organisation operates, including strategies, policies, leadership, and frameworks.

iii. **Impact Measurement**

This section helps organisations showcase the outcomes of their actions—big or small—on the environment, society, and the economy. It highlights how businesses measure and communicate the impact they create through their operations and projects.

iv. **Innovation**

This section celebrates businesses that go beyond the ordinary by introducing creative ideas, policies, and actions that positively impact society and the environment. Whether through new products, services, workplace improvements, or community programs, innovation drives progress and improves the quality of life for all.

Innovation is defined as the aspiration of individuals, private institutions, and governments to achieve development by generating creative ideas and introducing new products, services, and operations that improve the overall quality of life. Innovation is key to promoting economic growth, increasing competitiveness and promoting economic growth, increasing competitiveness and providing new job opportunities. Participating in the [Technology Transformation Program](#) will further support in this area.



v. **Stakeholder Engagement**

This section focuses on how businesses build meaningful connections with key stakeholders, such as employees, consumers, and the community. It highlights efforts to support employee well-being and engagement and to make a positive impact on the

communities they serve. This also includes participation in Chambers of Commerce and Industry's Business Groups and supporting the [Emirates CSR and Sustainability Committees](#) which is run by Chambers of Commerce & Industry in each Emirate in the UAE.

A crucial part of the application is providing supporting evidence of your policies and practices, such as existing policy documents and reports where applicable. This helps assessors evaluate your organisation's alignment with the criteria and allows you to showcase your application effectively.

All applicants for the Impact Seal in the SME category may refer to the appendix, which includes templates that may be used as supporting documents for the Impact Measurement section of the survey.

7. Key Terms & Definitions- Impact Seal & Impact Seal for SME Survey

Please note that for all questions within both the Impact Seal survey and the Impact Seal for SMEs survey, please provide data covering the period from January 1st to December 31st, 2024, inclusive. You may provide additional information for calendar year 2023, if you believe it shows your company's progress over time.

Section	Question	Explanation	Relevance
National Priorities and In-Country Value	Does your entity have a dedicated budget for sourcing local goods, services and subcontracting?	A 'dedicated budget' refers to a specific portion of your entity's annual financial allocation that is exclusively set aside for the sourcing of local goods, services, and subcontracting activities. Local goods, services, and subcontracting refer to those procured from suppliers, service providers, or subcontractors legally registered and operating within the United Arab Emirates. Examples include purchasing from UAE-owned companies, companies with significant UAE operations, and local SMEs that contribute to local employment and economic growth.	Impact Seal
	Has your entity contributed to the local economy through spending on procurement of local goods, services and subcontracting?	Local goods, services, and subcontracting refer to those procured from suppliers, service providers, or subcontractors legally registered and operating within the United Arab Emirates. Examples include purchasing from UAE-owned companies, companies with significant UAE operations, and local SMEs that contribute to local employment and economic growth. Receiving the ICV stamp will suffice for this section if your company has obtained it.	Impact Seal, Impact Seal for SMEs

		To calculate this percentage, use the following formula: $\text{Local Procurement Percentage} = (\text{Total Spending on local goods, services, and subcontracting}) \div (\text{Total procurement spending}) \times 100$	
	What percent of your full-time employees are Emirati?	Emiratis are the citizen population of the United Arab Emirates. Full-time employees are individuals with a formal employment contract classified as full-time under UAE labour laws. They work standard hours (typically 8 hours/day or 48 hours/week unless otherwise specified) and are employed on an ongoing basis, not temporarily or project-based. Full-time employees are eligible for standard benefits like annual leave and sick leave. Part-time, temporary, freelance, outsourced staff, interns, trainees, and volunteers are excluded from this category. To calculate this percentage, use the following formula: $\text{Full-time Emirati Employees Percentage} = (\text{Number of full-time UAE National Employees} \div \text{Total Number of Full-Time Employees}) \times 100$	Impact Seal
	How does your company create opportunities to integrate UAE Nationals into the workforce?	UAE Nationals are citizens of the United Arab Emirates. Full-time employees are individuals with a formal employment contract classified as full-time under UAE labour law and are employed on an ongoing basis, not temporarily or project-based. Part-time, temporary, freelance, outsourced staff, interns, trainees, and volunteers are excluded from this category. To calculate this percentage, use the following formula: $\text{Full-time UAE Nationals Employees Percentage} = (\text{Number of full-time UAE National employees} \div \text{Total number of full-time employees}) \times 100.$ Part-time UAE National employees are employed on contractual basis specific to the agreed work schedule. UAE National interns are individuals who are employed on a temporary basis for training or educational purposes.	Impact Seal for SMEs
Innovation	Are your products or services innovatively designed to	An example of innovative and impactful product design would be eco-friendly stationery, such as notebooks with plantable pages that grow into plants when buried or pencils embedded with seeds at the	Impact Seal for SMEs

	create a positive social and/or environmental impact?	end, turning everyday items into tools for environmental regeneration. An example of innovative and impactful service design would be working with the private sector to sponsor providing job training to People of Determination in the UAE.	
	Does your company's top management support employees to innovate at the workplace?	Some examples of fostering a culture of innovation could include hosting brainstorming sessions, organizing hackathons to solve pressing challenges, creating an internal awards program to recognize innovative ideas, implementing a digital idea-sharing platform where employees can submit and vote on ideas, hosting employee-led innovation forums or "show-and-tell" sessions to share successful projects and inspire others.	Impact Seal for SMEs
Stakeholder Engagement	Does your company give back to the community in the UAE?	Some examples of giving back to the community could be donating to local UAE based organizations, sponsoring local events, organizing employee volunteer programs, or providing free use of company facilities for community initiatives, providing donations, offering pro-bono services etc.	Impact Seal for SMEs
	Does your company have initiatives to support and boost employee wellbeing in the workplace?	Some examples of supporting employee wellbeing might include offering flexible work arrangements such as remote work, implementing anti-bullying programs, providing designated breastfeeding or lactation rooms, creating quiet rooms for relaxation or mental health breaks, organizing no-meeting days to reduce stress, offering complimentary gym memberships or fitness programs, or hosting mental health awareness sessions.	Impact Seal for SMEs

8. Quality Assurance

To ensure the credibility and integrity of the Impact Seal, a series of checks and balances for quality assurance and control have been put in place throughout the assessment process.

External reviewers will conduct application assessments to ensure complete fairness and integrity throughout the assessment process.

Applicants who do not receive the Impact Seal will get to understand their application results through a feedback report. The report will show how they can improve for the next cycle if they wish to re-apply.

9. Confidentiality

All data and information provided in every Impact Seal application will be treated with strict confidentiality. Applicant data will be used solely for internal evaluation to assess eligibility and performance under the Impact Seal framework. This extends to Majra's selected assessors, ensuring a fair application assessment. No individual or company-specific information will be disclosed publicly. Any reports or insights derived from this data will be presented in an aggregated format, ensuring anonymity and safeguarding the confidentiality of all applicants. Aggregated and anonymised data may be shared with other UAE Government entities as required.

10. Contact Information

Please refer to the [Frequently Asked Questions](#) on the official Majra website. If you need help or have questions about applying, please email us at impactseal@uaemajra.ae or call our dedicated support line at 800 277823 during business hours (Monday through Thursday, 8:00 a.m. to 3:00 p.m., and Friday, 8:00 a.m. to 12:00 p.m.). Our team will be happy to assist you.

We may also host virtual or in-person workshops during the application period. Follow us through our social channels and look out for announcements.

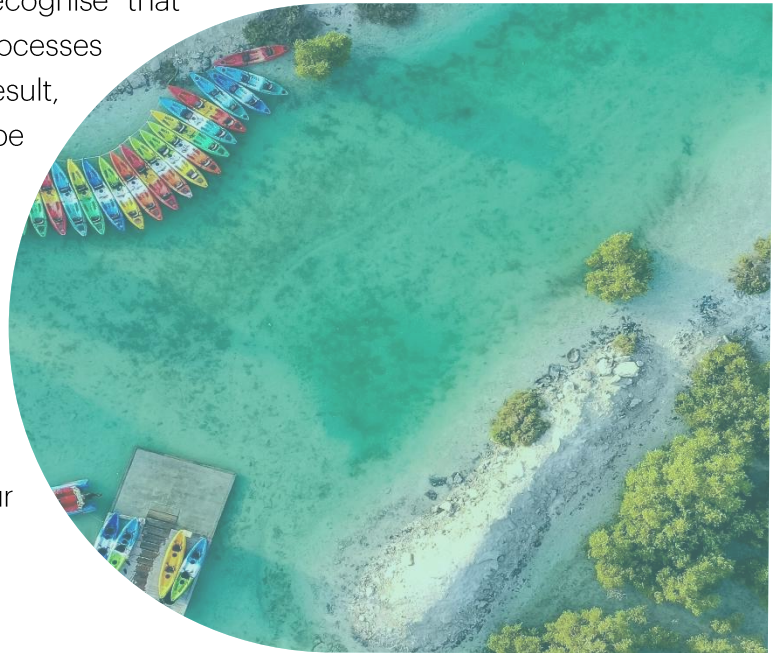
Thank you!

Appendix

Templates: Impact Seal for SMEs

The Impact Measurement section is a key component of the Impact Seal for SMEs. It enables businesses to showcase the outcomes of their actions—big or small—on the environment, society, and the economy. However, we recognise that formal impact measurement and reporting processes may not yet be in place for some SMEs. As a result, providing supporting documentation can be challenging, potentially limiting the ability to obtain maximum scores.

To assist you with meeting the optional documentation uploads in the Impact Measurement section of the survey, we have developed a few **templates and example responses** that can help you present your impact data more effectively.



Why use these templates?

These templates are designed to help you effectively document and showcase your impact. They provide:

- A **simplified approach** to presenting impact-related evidence, making it easier to complete the Impact Seal application.
- **Structured guidance** on the type of information required, ensuring clarity and completeness.
- A **pathway to recognition**, helping you highlight your sustainability efforts—even if they are in the early stage.

How do I use these templates?

- To ensure your sustainability efforts are accurately reflected in your scores, you can use these templates directly as evidence of supporting documents. Simply fill out and upload them in place of supporting documents to effectively showcase your impact.



Alignment with Sustainable Development Goals (SDGs)

Template for Supporting Documentation

Application Form Section: Impact Measurement

Application Form Question: Do your company's programs and activities align with the SDG indicators listed on the [UAE SDG's Official Portal?](#)

Question Context: The United Nations SDGs are a global blueprint for peace, prosperity, and a sustainable future for all. The UAE is committed to achieving and integrating these goals into its national policies and development agenda.

How to Use This Template:

1. Understand the SDGs: Visit the [SDG Official Portal](#) to familiarise yourself with all 17 SDGs.
2. Identify relevant SDGs for your business:
 - Review your organisation's key activities and programs. Which SDG(s) do they support?
 - You may contribute to multiple SDGs
3. Review the example provided in the template to understand how to structure your response.

- Complete the template with details specific to your organisation and upload it as part of your Impact Seal for SME application.

Alignment with Sustainable Development Goals (SDGs)	
Company Name	
Which SDGs does your company's work contribute to?	
Which specific SDG indicators does your work address?	
What evidence supports your contribution to these SDG indicators? Provide examples of specific activities or initiatives that contribute to achieving these indicators.	

Sample Template

Use this template to identify how your organisation's activities align with the SDGs. Fill in the details based on your initiatives and refer to the example below for guidance.

Illustrative Example

Consider a local fashion brand in the UAE, **Weave**. Weave is committed to ethical sourcing and sustainability, ensuring that most of its materials come from recycled or organic sources. The brand collaborates with local artisans to create handmade pieces, providing fair wages and supporting traditional craftsmanship. This approach helps preserve local culture and reduce waste by using sustainable fabrics. Through these efforts, Weave has built a reputation for promoting both environmental responsibility and fair labour practices, making a meaningful impact on the local economy and fashion industry.

Alignment with Sustainable Development Goals (SDGs)	
Company Name	Weave
Which SDGs does your company's work contribute to?	- SDG 8: Decent Work and Economic Growth - SDG 12: Responsible Consumption and Production

Which specific SDG indicators does your work address?	- SDG Indicator 8.5: By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value - SDG Indicator 12.5: By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse
What evidence supports your contribution to these SDG indicators? Provide examples of specific activities or initiatives that contribute to achieving these indicators.	- For SDG Indicator 8.5, Simply Woven partners with local artisans to create handmade fashion pieces, ensuring: ✓ Fair wages and safe working conditions for all artisans ✓ Skill development programs to enhance craftsmanship and financial independence ✓ Women empowerment initiatives, where 60% of artisans are female entrepreneurs - For SDG Indicator 12.5, Simply Woven actively works towards reducing waste by: ✓ Using 80% recycled or organic fabrics in its products ✓ Partnering with textile waste recycling units to repurpose fabric scraps into new materials ✓ Offering a take-back program where customers return used clothing for upcycling

Social and Environmental Impact

Template for Supporting Documentation

Application Form Section: Impact Measurement

Application Form Question: Does your company measure its social and/or environmental impact?

Question Context: Measuring your organisation's social and environmental impact helps track progress, demonstrate accountability, and identify areas for improvement.

For the purpose of this question, **impact** refers to the measurable or observable positive change your organisation creates in society through its actions, policies, or initiatives. It could be environmental (e.g., reducing waste, promoting sustainable supply chains, etc.) or social (e.g., supporting local communities, increasing financial inclusion, creating jobs, etc.).

How to Use This Template:

1. Define the social or environmental impact your organisation is working towards.
2. Identify key performance indicators that help track your progress. You may include both qualitative (stories, testimonials) and quantitative (numbers, percentages) indicators.
3. Review the example provided in the template to understand how to structure your response.
4. Complete the template with details specific to your organisation and upload it as part of your Impact Seal for SME application.

Social and Environmental Impact	
Company Name	
What is the impact you're trying to create?	
What are the different ways you measure your impact? Which qualitative and quantitative indicator(s) do you use to measure the output of your product/service/ activities, etc.? E.g., cutting down waste, conserving water, jobs created, community engagement levels etc.	

Sample Template

Use this template to describe how your organisation measures its impact. Fill in the details based on your initiatives and refer to the example below for guidance.

Illustrative Example

Consider *Green*, a small restaurant in the UAE. Sustainability is at the heart of its operations. The restaurant reduces food waste by donating surplus meals to local charities. By sourcing at least 50% of its ingredients from local farms, *Green* supports the community while ensuring fresh, sustainable produce. Their commitment to minimising waste and supporting local businesses has made them a favourite spot for those who care about good food and the environment.

Social and Environmental Impact	
Company Name	Green
What is the impact you're trying to create?	Our goal is to minimise food waste in our restaurant operations while promoting sustainable sourcing practices.

What are the different ways you measure your impact? Which qualitative and quantitative indicator(s) do you use to measure the output of your product/service/ activities, etc.? E.g., cutting down waste, conserving water, jobs created, community engagement levels etc.	We track the following indicators to measure our impact: ✓ Kilograms of food waste reduced through portion control and donation programs ✓ Number of meals donated to food charities ✓ Percentage of ingredients and food supplies sourced from local farms in the UAE ✓ Collecting stories and testimonials from recipients of food donations about how the restaurant's initiatives are helping them ✓ Gathering feedback from local farms and suppliers about the restaurant's role in supporting their businesses
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Impact on National Priorities, ESG Goals, or SDGs

Template for Supporting Documentation

Applicant Form Section: Impact Measurement

Applicant Form Question: Has your company made a positive impact on national priorities, environmental/social goals, SDGs, or any specific social issues in the UAE?

Question Context: Tracking your company's impact on national priorities and social or environmental goals is key to understanding its contribution to the UAE's development. By aligning your efforts with these priorities, your business plays a crucial role in supporting a sustainable future for the nation.



How to Use This Template:

1. Identify the key sector(s) or thematic area(s) where your organisation is focused on creating impact, along with the specific challenge(s) you aim to address.
2. Describe the actions your organisation has taken to create a positive impact, including the resources and methods used.
3. Share evidence of success with measurable outcomes or key performance indicators demonstrating progress towards UAE national priorities, ESG goals, or similar objectives.
4. Complete the template with details specific to your organisation and upload it as part of your Impact Seal for SME application.

Impact on National Priorities, ESG goals or SDGs	
Company Name	
Which sector(s) has been your impact focus area? E.g., health, education, waste management, sustainability etc.	
What is the problem that you are solving for the larger society or beneficiaries in the UAE? What challenge(s) are you addressing for the broader UAE society?	
What actions has your company taken to address the identified problem and create a positive impact? How do you aim to solve the problem(s)/ challenge(s)? E.g., knowledge, technology, etc.?	
What helps you know this initiative is working and that you're heading in the right direction? Provide real-world examples with quantifiable outcomes, where possible, or other key performance indicators.	

Sample Template

Use this template to describe how your organisation has made a positive impact on national priorities, environmental/social goals, SDGs, or any specific social issues in the UAE. Fill in the details based on your initiatives and refer to the example below for guidance.

Illustrative Example

A small construction company in the UAE called **Brick** contributes to economic inclusion by prioritising the employment of migrant workers, many of whom face financial instability. To support these workers, the company offers fair wages, ensures safe working conditions, and provides training programs to enhance their skills. In addition, the company runs financial literacy workshops to help workers better manage their remittances. These initiatives not only improve workers' financial stability but also positively impact their families back home, fostering a more inclusive workforce and enhancing the community's overall well-being.

Impact on National Priorities, ESG goals or SDGs	
Company Name	Brick
Which sector(s) has been your impact focus area? E.g., health, education, waste management, sustainability etc.	The focus area is primarily economic inclusion, with a particular emphasis on migrant worker welfare in the construction sector.
What is the problem that you are solving for the larger society or beneficiaries in the UAE? What challenge(s) are you addressing for the broader UAE society?	We address some of the challenges faced by migrant workers such as financial instability, limited career growth opportunities, and lack of financial literacy. These workers often experience difficult working conditions and struggle with managing remittances, which adversely impacts their families' well-being.
What actions has your company taken to address the identified problem and create a positive impact? How do you aim to solve the problem(s)/ challenge(s)? E.g., knowledge, technology, etc.?	We have implemented fair wage policies, safe working conditions, and training programs aimed at enhancing skills of migrant workers involved in construction. We also offer financial literacy workshops to help them manage their finances more effectively.
What helps you know this initiative is working and that you're heading in the right direction? Provide real-world examples with quantifiable outcomes where possible, or other key performance indicators.	Evidence of success includes: • 100 migrant workers benefiting from stable employment • 60% of workers participating in financial literacy training, leading to better money management • 10% of workers being promoted to supervisory roles, highlighting career progression opportunity These efforts by our organisation also contribute to UAE Centennial 2071 by contributing to economic inclusion and enhancing society's cohesion by prioritising the employment of migrant workers.



Contact Details

Do you have any additional questions?

You can always reach out to our team, and we will get back to you!

Email: impactseal@uaemajra.ae

Phone: 800 277823 during business hours (Monday through Thursday, 8:00 a.m. to 3:00 p.m., and Friday, 8:00 a.m. to 12:00 p.m.).

Website: <https://uaemajra.ae/impact-seal/>