

Majra reward led entities in Sustainable Impact

In the presence of H.E. Hessa bint Essa Buhumaid, Minister of State (UAE), Director General of Dubai's Community Development Authority and board member of Majra – National CSR Fund, leading entities in sustainability in the UAE were awarded the 'Impact Seal' at the Majra organised gala dinner. Nuha Al-Harmoudi, Majra's Director, expressed gratitude for their efforts and Dana Kamali, Chief Business officer at Majra, highlighted that these achievements align with Majra's vision for the UAE to become a global leader in sustainable impact.

Majra also launched the “Sustainable Impact Annual Report: Includes Best Practices from 50 Leading Entities in the UAE” [\[DK1\]](#) which highlighted the results of a pilot study that evaluated the ESG performance of 118 UAE-based entities from six industry sectors. The results showed that 30% of the entities have a dedicated budget for local services, goods and subcontracting. 53.7% of the entities have training programs for UAE nationals. 36% of the entities stated that they had aligned their innovation activities with the strategic priorities of the UAE. 48% measure the impact of their operations in accordance with the UN Sustainable Development Goals (SDGs) with the prioritization of Gender Equality (Goal 5), followed by Decent Work and Growth (Goal 8). 44% of the entities engaged with their external stakeholders on CSR and sustainability-related issues. It is also worth noting that the participating entities declared making CSR contributions equivalent of AED 441.44 million.

The report also presents 50 carefully selected case studies from Impact Seal recipients to highlight their leadership in environmental, social, and governance (ESG) best practices in the UAE and their alignment with the UN SDGs. 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. The report will help promote positive sustainability practices among entities which will have a positive impact on corporate value creation, company growth, society, the environment and the economy.

The submissions to the Impact Seal were voluntary and the winning entities include:

- **Platinum:** DulSCO, Abu Dhabi Commercial Bank PJSC, Emirates National Oil Co. LTD (ENOC) – LLC, Etisalat Group, HSBC Bank Middle East Limited (UAE Branch), Khidmah, DHAM LLC, Etihad Rail Company, The Emirates Group, Apparel Group, Dubai Multi Commodities Centre, Dolphin Energy Limited, Crescent Enterprises, DU Emirates Intergrated Telecommunications PJSC, First Abu Dhabi Bank P.J.S.C, DP World UAE
- **Gold:** ABB Industries LLC, Abu Dhabi Cooperative Society, Accenture Middle East, AJMS Global Consulting, Al Serkal Group LLC, Alnasr Technical Trading Agencies L.L.C., BESIX, BNP Paribas, CITIBANK, City University College of Ajman, Cylka Corporate, Desert Leisure Swimming Pool, Emirates Islamic P.J.S.C, EMIRATES NBD BANK P.J.S.C, Hawa Water FZ LLC, International Center for Biosaline Agriculture, International Holding Company PJSC, Mashreq Bank , Petrofac, PricewaterhouseCoopers - Middle East, Schneider Electric, Sergas - International Gas Services, Sharjah Invesment and Development Authority – Shurooq, Standard Chartered, THE NATIONAL BANK OF RAS AL KHAJMAH P.S.C., Unilever Gulf FZE
- **Silver:** Aafaq Islamic Financem Agriculture Bank of China, AL AHALIA MONEY EXCHANGE BUREAU, Al Madeena Interlock, Amina Hospital, Avitazen DMCC, Cloudgate Consulting, Credit Agricole Corporate and Investment Bank, Deem Finance, Industrial and Commercial Bank of China Limited-Abu Dhabi Branch, Insultherm middle east LLC, Insurance House, JEX International logistics, MCB Bank Ltd, National Bank of Umm Al Qaiwain, NATIONAL CORPORATION FOR TOURISM & HOTELS, Sajwani Exchange, Sharjah Chamber Of Commerce And Industry, The British University in Dubai, TRIDENT FREIGHT LLC (Branch), United Arab Bank PJSC, Waha Corporate, Western Banoona Group for General Contracting LLC, Al Futtaim Finance PjJSC, Axiom Telecom, Commercial Bank of Dubai, Dalma Mall, Desert Landscape Co, Desert Turf Care, DFS MIDDLE EAST DWC-LLC, Dubai Garden Centre, Emirates Driving Company, Khadamat Facilities Management LLC, National Central Cooling Company PJSC (Tabreed), RAK Ceramics
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Nuha Al-Harmoudi, Director of Majra: "UAE's commitment to sustainable development is evident through national plans and initiatives like Year of Sustainability, COP28, UAE Centennial 2071, and Energy Strategy 2050. The Impact Seal by Majra accelerates these efforts by recognizing entities excelling in ESG and SDGs, aligning with our dedication towards a sustainable future."

Dana Kamali, Chief Business Officer - Majra: "Securing the official Impact Seal for the UAE reflects entities' commitment to sustainability and contributes to the UAE's sustainability agenda. This achievement not only serves as a testament to dedication but grants entities access to valuable feedback to enhance their practices, aligning with the UAE's aspiration to become a global driver for sustainable impact."

The criteria for receiving the Impact Seal includes:

1) Alignment with national development priorities and in-country value generation (ICV)

2) Strategy & Governance,

3) Impact Measurement

4) Stakeholder Engagement

5) Innovation

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