Editorial

Welcome to the first CSR Al Youm of 2013. You might notice a few changes in this issue as we begin to increase our focus on the CSR of Dubai companies.

We have four key programs at the Dubai Chamber Centre for Responsible Business, namely

- The Sustainability Network
- The CSR Label
- Engage Dubai
- The Sustainability Directory

Together these programs engage with over 300 companies regularly and we wanted to share more of their CSR stories and activities.

Particularly we want to focus on the Sustainability Network which is the driving force behind much of what the Centre does.

The Sustainability Network has over 40 corporate members and through continuous feedback, meetings and events we increase our understanding of the needs of the business community and customize future events and trainings accordingly.

Specifically in 2012, companies expressed the need to hear more from industry and CSR leaders to understand trends and ongoing practices in Dubai. Therefore we have introduced a new section the Sustainability Network CEO Interview Series. Each quarter we will interview a CEO, from the Sustainability Network, to hear about CSR in their business, its relevance to markets and what they think about the future of CSR.

Also as we host visiting CSR experts as part of the new Sustainability Network Expert Series; we will share their views on CSR with the public. This quarter we interviewed Dr Martin Blake, a visiting Sustainability expert from Singapore. We hope you find these interviews interesting and insightful.

We are sharing more news from Sustainability Network members in this issue including an interview with Jonathon Morris, CEO of Standard Chartered UAE, who talks about the company’s new LEED building in Downtown Dubai and Siemens, which recently won the Zayed Future Energy Prize in Abu Dhabi and recently launched their 2nd Middle East Student Award.

Lastly we have introduced a new section profiling the Sustainability Directory. Each quarter we will profile how a Sustainability Network Member is working with an organization from the Directory to demonstrate CSR in action. This month is a great story from Ski Dubai on their Eco Fashion Line.

We hope you enjoy reading this issue of CSR Al Youm!
The Dubai Chamber launched its Sustainability Network (SN) in December 2010, now entering its third year and having a broad membership base of over 40 companies representing a wide variety of sectors and sizes across construction, banking, legal, insurance and FMCG to name a few. In 2012 the Network membership almost doubled and already in the first quarter of 2013 we are pleased to welcome 8 new members Al Wasl LLC, Clarksons, Desert Group, Intercoll, Mars, Palm Utilities, Paramount Computers and UAE Exchange.

This network offers companies in Dubai and the UAE the opportunity to network, share experiences and demonstrate CSR/Sustainability and Corporate Governance leadership. This is achieved through a framework focusing on stakeholder engagement, knowledge sharing, member led collaborative projects and internalizing CSR best practices. Throughout the year there are events including training, networking and expert sessions member companies can benefit from.

At the beginning of 2012, the CRB together with the members launched 5 task groups to drive CSR understanding and develop practical tools on Workplace Wellness; Employee Volunteering; Community Investment; Waste Management and Resource Efficiency and Integrating CSR Strategy. Together these task groups produced 6 guidebooks, 3 trainings and 1 integrated campaign to raise awareness about waste management. The Sustainability Network was also instrumental in the increase of events from 7 in 2011 to 34 in 2012 further embedding CSR in the business community through networking and knowledge sharing.

The CRB was also the first in the region to produce a case study publication “Sustainability Network: Demonstrating responsible business practice in the UAE” featuring 21 local and regional examples that provide Dubai businesses insight into how to implement CSR.

For more information and how to join, please contact the CRB. Contact details are on the back page.

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**Sustainability Network CEO Interview Series**

Osman Sultan, CEO du

**How does du define and approach sustainability?**

Sustainability is central to our strategy, and approach it as such. It is key to ensuring our growth in the years to come as we enter our third phase of business, which comes as a natural evolution in our efforts to become more dynamic and flexible within our organization. Our approach echoes that which we take with all other aspects of our business; we aspire to operate in a manner that exceeds society’s expectations, while leading by example and championing the concept of proactive corporate citizenship to this community in the UAE, and the Gulf region.

**What was the source of the sustainability effort at du? Where did it all begin?**

The notion of sustainability evolved in the early days of our inception. Our company was established with the idea of not only breaking the local telecoms monopoly, but to give back to the people of the UAE in as many surprising ways as possible. We consider our brand values in everything that we do, aspiring to be confident, friendly, honest and surprising in all of the ways that we add life to life, whether through our core business as a telecommunication company or in the ways that have tangible social, economic & environmental impact. This supported us to achieve so much in 6 years of operations.

**Why does du undertake these efforts? What are the major costs and benefits that du gains from its sustainability efforts?**

As a responsible company, we believe that we are as accountable as anyone else for our country and its people, our customers and their families. This is why we support the UAE leadership in its vision to enhance the nation and to empower its people, by doing our part to contribute as we can to the development of Emiratis. We do this through, for example, our various training schemes for our employees and UAE National university students to improve their skills, or through campaigns such as ‘Feekom Al Khair w Al Barakah’, which we held last Ramadan in association with the Ministry of Public Works and the Khalifa bin Zayed Al Nahyan Foundation to raise funds for the renovation of houses across the UAE. In total, ‘Feekom Al Khair w Al Barakah’ raised AED10,320,965. We operate guided by corporate governance principles and report annually our sustainable development efforts.

Without divulging too many figures, our brand strength as of 2012 had risen more than US$100 million from 2011, to be valued at $675 according to an independent measurement by Brand Finance.

**What is the biggest challenge your company faces in integrating sustainability and how do you overcome it?**

The biggest challenge that we face, not just as du but as the region as a whole, is meeting the needs and aspirations of the future generation. All of us have to contribute to the creation of more jobs and preserve the environment to the generations to come, while providing the region’s youth with the opportunity to develop their career and improve their employability potential. We must all work together towards creating a knowledge-based economy, which will drive the Middle East’s economic success.

Our focus since inception has been on...
corporate governance and achieving sustainability rather than purely CSR, which was reflected when we earned the number one spot in the S&P/Hawkamah Pan Arab Environment, Social and Corporate Governance (ESG) Index in 2011. We’re also very proud of the fact that we were the first telecom in the region to release a Sustainable Development report in October 2011, with a second one currently under process to be launched later this year.

We are developing an umbrella strategy for this year’s sustainability goals, which will work towards positioning du as a sustainable company.

Do you think there is a paradigm shift in the way business operates or is sustainability a fad? How do you see sustainability 10 years from now?

I believe that sustainability is here to stay, and is more than a mere fad. People across the world, not just in the Middle East, are realising that it is becoming increasingly important to embrace a position as a responsible company; we are no longer consumers, but contributors to more than just the economy. A survey by Ernst & Young in cooperation with GreenBiz Group revealed that there is rising interest in corporate environmental strategy and performance amongst executives and thought leaders; and that was in 2011. By now, interest levels have grown even further with sustainability and reporting becoming key components in corporate strategies the world over. There is more interest in the Middle East, too, though levels have not quite reached those of elsewhere in the world yet.

In 10 years’ time, I would like to think that corporate sustainability will be more than just something that’s ‘nice to have’. I would like to see it as an essential practice undertaken by all companies in the region, with corporations working hand in hand with the government so that we can meet our social, environmental and economic obligations together, for the benefit of the countries that we operate in and the people we serve.

What are the necessary characteristics for a business leader today and in the future?

A business leader today must be able to focus on core competencies, take calculated risks without ignoring the basics, and has to listen to the needs of his or her customers and community. They must have an understanding of sustainability opportunities and the knowledge, as well as the courage, to overcome the challenges that they will face from a company and community perspective. Today’s and tomorrow’s leaders must be able to drive change while following and implementing a strategy that is based in community service, ethical behavior and cultural standards.

Sustainability Network Member News Siemens

Siemens, a member of the Sustainability Network since 2012, is well known globally for their commitment to being a responsible business. Indeed the company has become the world’s largest provider of environmental technologies with around 40% percent of its total revenue stemming from green products and solutions.

In January the company won the Zayed Future Energy Prize 2013 at the World Future Energy Summit in Abu Dhabi in recognition of its efforts in reducing emissions and energy consumption through innovative green technologies.

Siemens CEO Peter Löscher was in Abu Dhabi to receive the prize. “This is a testament that we are not only making great progress towards creating newer and better green technologies, but is also proof that our efforts are being recognized.

Investing in research, development and innovation has always been at the heart of our ethos, and we plan to continue pursuing this path.”

Siemens generated EUR33.2 billion from its Environmental Portfolio in 2012, a growth of 10% versus the previous year. In 2011 Siemens achieved nearly 40 new technological inventions every work day.

During his keynote speech at the Summit, Peter Löscher also announced the launch of the 2nd Siemens Middle East Student Award. The award, which was first launched in the region in 2011, tasks students to select one of four assignments and develop a practical solution to it. The assignments address real-life challenges in the Middle East that will need to be tackled to support sustainable development for the region.

Siemens has a 150-year history in the Middle East and as Peter Löscher cited “more than ever it is important that we engage students in considering the challenges facing our world, and encourage them to develop practical solutions. We believe this award can serve as a catalyst for innovative problem-solving not only for the Middle East, but for the entire planet.”

Siemens are organizing University Days across the Middle East giving students the opportunity to meet with Siemens executives and discover more about the award.

www.siemens.com/studentaward
Sustainability Network Member News Standard Chartered LEED the way

Standard Chartered PLC is a leading international bank, with 1,700 offices in 70 markets, and more than 87,000 staff globally. Standard Chartered has been operating in the UAE for 53 years and employs 2,300 across the country. In December 2012, the bank started moving into its new regional HQ, a $140m new building in the heart of the Dubai Downtown area.

The new HQ is a Leadership in Energy and Environmental Design (LEED) certified building. LEED is an internationally recognised green building certification system, providing third-party verification that a building or community was designed and built using strategies intended to improve performance in metrics such as energy savings, water efficiency, CO2 emissions reduction, improved indoor environmental quality, and stewardship of resources and sensitivity to their impacts.

We spoke to Jonathon Morris, CEO, Standard Chartered UAE about the move to the new building.

Tell us the background to the move? Where were Standard Chartered located before and why did you move?

Prior to moving to the new Standard Chartered Tower in Emaar Square, we occupied multiple premises in the Burj Dubai area. We needed to move to a future-proofed, efficient and flexible facility to support the next phase of our business growth in Dubai. After considering several options we selected the site in Emaar Square, the office precinct within the Burj Downtown district. The location is already well established, considered prime and, in our opinion, was the ideal location for our new Dubai Headquarters.

Standard Chartered Tower, as our new office is called, represents a $140m investment for the bank and is a clear demonstration of Standard Chartered’s long term commitment to our customers, clients and the community in the UAE, as well as representing our strong vote of confidence in the future of Dubai. This international class office now serves as home to more than 1,100 of our Dubai based staff.

The new building is certified to LEED Gold for the exterior and LEED platinum for the interior fit-out. Was it important to Standard Chartered to move into a LEED certified building?

Sustainability is at the core of our strategy. We believe that to build a sustainable business that delivers long term shareholder value and contributes to the success of the countries in which we operate, we must consider the social, economic and environmental impacts of all our business decisions. This approach is captured in our brand promise, Here for good, and drove our decision to design an office which was as environmentally-friendly as possible. As such, a LEED accredited building was an obvious choice for us, in that it considers how environments are designed, constructed, and operated.

Standard Chartered Tower has been designed to conserve energy and water to reduce waste sent to landfills, to reduce harmful greenhouse gas emissions and to be healthier and safer for our staff.

As the end client, how involved was Standard Chartered with the developers on the fit-out?

This was an occupier driven development. Ultimately it is a place for us to do business and so it was essential that it was designed to create the right environment for success. Standard Chartered was a part of the project design team, not only specifying our functional requirements but also in directing the design based on the experience which we had gained in building some of our other world class offices in places such as Singapore, London and New York. We retained full approval rights over the detailed design of the fit out to ensure that the final look and feel was consistent with our Group standards.

Can you tell us about some of the features of the new building?

Standard Chartered tower was developed with environmental considerations at the heart of its design. To improve water efficiency, the building’s landscape irrigation is supplied from the treated sewage effluent and we have installed a grey water treatment system that reduces the use of potable water for building sewage conveyance by 96%.

We also made sure to use, wherever possible, Energy Star Rated office equipment, appliances and electronics. We have energy efficient and motion sensitive lighting throughout and to help further reduce lighting, the floors are designed so that all high occupancy spaces enjoy the maximum natural daylight.

We have also thought through the impact of our staff transportation. The location in Emaar Square was chosen for its proximity to the Dubai Metro. To make it easier and more convenient for employees to travel to and from work, we’ve also installed 67 bicycle racks and 12 shower/changing facilities. Our transportation management plan also encourages staff to adopt car pooling schemes while we also run regular shuttle bus services from key areas in which staff live to Standard Chartered...
Tower to help reduce the traffic flows in the areas around our building.

LEED buildings can also lay claim to providing a healthy and attractive workplace that improves employee productivity and wellbeing. What has been the feedback from employees?

The feedback from staff has been overwhelmingly positive. They enjoy the building’s ergonomics, comfort, air quality and natural light, not to mention the fantastic views from all sides. We have also provided a number of facilities throughout to make the workspace more flexible including club-zones and break-out areas on every floor, an auditorium, a large cafeteria and meeting suites on the 17th floor. However, as well as being just a more enjoyable place to work, we have also seen a dramatic improvement in efficiencies, not least from the benefit of having all our Dubai-based staff located in the same building.

How important is sustainability to you as a business leader?

For me, sustainability extends far beyond community investment; it’s about running our bank well with a commitment to a strong foundation of good governance and a conservative approach to banking. It means influencing best practice among the companies we finance and promoting financial inclusion by developing products and services that improve access to finance for people and businesses. It’s about contributing to the real economy by supporting corporate and SME’s and it’s about progressing our Emiratisation agenda to develop the future leaders of our bank from within our local talent. Finally, it’s about leading by example through managing our impact on the environment and encouraging clients and suppliers to do the same, being a great place to work for our employees and using our skills and capital to help tackle issues facing our markets.

And lastly how do you see the role of CEO evolving with regards to sustainability?

If you ask any CEO if Sustainability is critical to their company’s success, they will answer “yes”, yet we all see examples where sustainability is not being seriously implemented across an organisation and where employees are failing to make the connection between the relevance of the company’s sustainability agenda and their day-to-day roles. CEO’s need to be enthusiastic supporters and actively involved to bridge this implementation gap and to ensure that sustainability is deeply embedded in the DNA of their company. Clearly, it is not their role alone but the tone is set from the top and at Standard Chartered, although we manage our Sustainability agenda through a number of sub-committees with participants from across all areas of the bank, they ultimately report to CEO. Sustainability is a long term journey but achieving a transformational mindset shift around sustainability issues will be crucial to any company’s future success and, by definition, the success of the CEO.

Sustainability Network:

Get involved with Give & Gain Day, a day of employee volunteering.

Under the leadership of the Sustainability Network, the Engage Dubai program will be running its third Give & Gain Day. On Thursday 16th May 2013 harness the skills and energy of your workforce to help support your community. Take part and reinforce your commitment to the local community, boost team morale and help develop staff skills.

In 2012 146 employees took part in Give & Gain Day across Dubai. For 2013 Give & Gain Day’s flagship theme is Youth. We will be introducing projects in Dubai supporting local NGO’s and universities that work with young people.

Benefits to the business

- Employees gain from a sense of achievement.
- Employees are able to team build and work with their colleagues outside of the usual working environment.
- Increases employee awareness of the challenges faced by local charities / schools.
- Reinforces your businesses commitment to the local community amongst customers, suppliers, employees and other stakeholders.

Benefits to the community partner

- Being able to focus staff time and resources into their main roles and responsibilities.
- Being provided with new / maintained resources.
- Building its network with the local community.
- Give & Gain Day provides a fantastic platform to communicate your support of local communities.

How to get involved

To find out more about this exciting day please contact Kate Willoughby on 04 202 8408 or kate.willoughby@dubaichamber.com
Sustainability Network Expert Series Interview with Dr Martin Blake

On the 30th January the Sustainability Network launched its Expert Series 2013 with the first session from Dr Martin Blake, presenting on "Designing and implementing cost reduction strategies to build brand and reputation". Martin is an internationally recognised sustainability expert and a Professor of Sustainable Development. We took the opportunity to ask his views on CSR.

What do you think are the BIG issues for 2013? Water? Climate? Talent?

I think that the issues of energy and carbon will begin to be superseded by water and food security and they will lead to the beginnings of issues like water and food refugees so there will be emerging issues around borders and border control.

Who do you think are the leading responsible businesses?

Well taking Europe as a beginning I think the real success stories there have still got to be the Co-Operative and Marks and Spencer. I think the Marks and Spencer's Plan A and model of taking CSR and sustainability from what was perceived at the outset by their CEO Sir Stuart Rose as a cost centre into a profit centre which now represents 10% of their pre-tax profits. Looking globally Interface are a global icon and Unilever are beginning to do good work.

Which country is leading the way and driving forward CSR?

In an early CSR framework that focused primarily on Social and Environmental issues, I think it would have been the UK, but not anymore. I think if you now take a broader, more contemporary view of Sustainability that encompasses Fiduciary Duty and Corporate Governance issues, then I would say Singapore is taking it extremely seriously. They have very clear codes of conduct, ethics, banking/finance and with zero tolerance of corruption.

Can we trust CSR claims or do you think there is still a lot of greenwash?

There is a lot of "everything wash" around! There is also considerable confusion in terms of what exactly CSR is today and where does it sit within an organisation. For example, if CSR is about a way a company operates and it encompasses ethics, governance, supply chain, labour relations, environment, health and safety, well then why would you put it with Marketing and PR? Why would you put it in the HR? It doesn’t belong in any of those areas.

So the problem is that it usually gets put in a department where that business needs the most change. Royal Mail in the UK for example put it in HR because it was dealing with industrial relations. Whereas, a large supermarket chain may choose to put it in the PR/marketing/external relations department because they want to massage their image with customers. So until we actually see a migration of CSR/sustainability to where it really sits, which is at the Chair level, the CEO’s office or the Company Secretariat it will be prone to manipulation for a specific end rather than a broader fiduciary duty.

What do you think the effect of the global economic situation has had on CSR? Has it made it more relevant or pushed it into the background?

Neither, it depends on how the company has deployed CSR in the first place. I think that where companies do it for the right reason, like Marks and Spencer’s, and have prospered greatly from it, there is no way they are going to stop doing it now. Now Marks and Spencer’s Plan A has been so integrated into the business and it represents 10% of their pre-tax profit which is worth £60 million a year. Why would they stop or reduce doing it? Whereas Barclays Bank decided that the financial crisis would cost them money so they decided to get rid of most of their CSR and sustainability team. What does that tell you? Because they only did it as a cosmetic response to the market in the first place, it was easy to stop it.

If you have integrated CSR to the point where it is saving you money and it is actually embedded in the DNA of the way you do business then you won’t be removing it. CSR can help companies be more agile, manage price volatility for energy and water and retain the best talent. Why wouldn’t you do all of those things in a volatile climate? In the roughest seas you need the tightest ship.

Upcoming Events
From the Centre for Responsible Business

- Sustainable Finance Training, 24 April
- ENGAGE Dubai Give and Gain Day, 16 May
- Stakeholder Engagement Workshop, 19 June
- Sustainability Network – CEO Roundtable, 17 November
- ENGAGE Dubai International Volunteer Day, 5 December

Upcoming CSR Dates

- 5th Annual Walk for Autism, 20 April 5pm
- World Day for Safety & Health at Work, 28 April
- World Environment Day, 5 June
- World Blood Donor Day, 14 June
- World Diabetes Day, 14 November
Spotlight on the Dubai Chamber CSR Label Framework  Workplace Responsibilities

It has been three years since the Dubai Chamber CSR Label was first introduced to the UAE business community as part of Dubai Chamber’s continuous efforts in promoting CSR and raising the bar for responsible practices. Since then, we have held 7 ceremonies in which 39 companies have been awarded the CSR Label. As for the framework itself, we have more than 150 companies that are using it as a diagnostic framework and as a management tool that facilitates learning.

The Framework was designed and constructed with reference to key international standards including: GRI, SA8000, ISO 9000, etc. This Framework also recognizes that there are a number of different elements that need to be taken into consideration:

• The local context in which a company in the UAE and Dubai operates.
• The strategic imperatives of the business which are often described in the vision, mission, and values for CSR within the company.
• The management systems by which the vision and values are translated into policies and procedures covering the four key areas of CSR as defined by CRB: Marketplace, Workplace, Environment, and Community.

The Framework is available for all companies regardless of their size or sector to use as a self-assessment diagnostic tool on:

• Whether the company is taking action internally;
• If it has a formal policy for action;
• If it is measuring its performance;
• Whether it has set targets for performance improvement;

or whether it is not applicable for the company’s size/sector/stakeholders

Starting from this issue of CSR al Youm and for the next three, we will be featuring the key impact areas covered by the Framework, and the first impact area we are highlighting is Workplace.

Workplace Impact Area

The relationship between a company and its employees can have a big impact on the relationship between the company and its customers. After all, whether the customer trusts and values the company is likely to hinge on the impression created by its employees. If the employees are dissatisfied they will lose no time in communicating this to others who deal with the business.

CSR Label applicants are asked to describe their strategies regarding workplace issues and practices. But what are the CSR issues that need to be addressed in the workplace that are covered by the Framework?

The Framework defines workplace practices as codes of conduct, policies and procedures governing the management of employees, including issues of compensation, benefits, health and safety, diversity, work life balance, employees input into company management decisions and employee training and development.

The questions the framework will ask companies relate to how employees are dealt with:

Remuneration: does the company pay a fair wage? The basic point being that paying industry norms that do not provide enough to meet basic living requirements is not good enough.

Employee development: does the company invest in training and development for its staff? Is employee development a consistent part of the appraisal process?

Is the employee consulted about policies and procedures that may affect the working environment?

Work-life balance: does the company enable working arrangements that suit the individuals need through approaches such as home / flexi working etc.

Health and safety: does the company comply with all applicable health and safety legislation? Does it go beyond this to show a genuine care about the health and wellbeing of its people?

Diversity: does the company respect all current and potential employees by valuing them for themselves, and avoid placing artificial barriers or distinctions based on any aspect of the differences?

Consistency across different working environments: does the company apply basic minimum standards - the respect for human rights and dignity - in all countries where it operates and does business? Although local working conditions may vary depending on the culture and practice of the country concerned, do the core values still apply in how the company responds to these?

But again how can businesses in Dubai go beyond the average requirements or beyond compliance?

To provide support to companies in Dubai and the UAE that want to become more competitive and innovative in CSR; the CRB has developed six CSR Toolkits that further explain the framework. The Workplace Toolkit guides a company on monitoring and improving its diversity, training, health and safety standards. Issues such as work culture, employee satisfaction and engagement, talent retention, ethics and reputation are also addressed.

For more information on the CSR Label, Toolkits or Wellbeing in the Workplace Guide please contact the Centre for Responsible Business.
The Dubai Chamber Sustainability Directory
Recognizing Leadership

The Dubai Chamber Sustainability Directory was set up in 2011 following an expressed need from the Dubai Chamber’s members. The objectives of the Sustainability Directory are twofold.

1. Help individuals and companies in Dubai become more sustainable by connecting them to sustainable products and services.

2. Highlight and promote businesses that offer sustainable products, services and solutions in the UAE to a local and global audience.

There are now over 100 organisations listed in the Directory from recycling companies to health providers to NGO’s that can help companies and individuals on their sustainability journey.

Each quarter we will share the story of a Sustainability Network Member and a Sustainability Directory company working together.

This month’s partnership profile ....
D Grade and Ski Dubai

D Grade Ltd is one of the companies listed in the Directory and they design, develop and manufacture merchandise for events companies and corporate businesses who want clothing and accessories made from recycled fabrics. Ski Dubai, part of Majid Al Futtaim Leisure & Entertainment which is a member of the Sustainability Network, first contacted D Grade at the beginning of 2011 to discuss a Green Fashion Line. This initiative was particularly appealing to Ski Dubai as it spoke to their strong CSR mandate and commitment to promoting Green initiatives and raising the profile of environmentally sustainable options. The company rolled out a clothing range in 2012 in the Ski Dubai retail shop ‘Snow Pro’ with the introduction of sweaters, which have been created using up to 30 recycled plastic bottles per garment. All shop staff also wear promotional T-shirts that are made out of the recycled material and the company plans to expand the range to T-shirts, jackets, beanies and gloves.

The DGRADE range of clothing is indistinguishable from traditional clothing options and uses a special process that involves collecting plastic bottles, washing and sorting them before heating them to produce fibers for yarn production. The yarn is then used in the same way as any other fabric, thus helping to create a sustainable system for recycling waste into apparel items.

The Green Fashion Line was launched after the introduction of the Snow Penguins at Ski Dubai, where the snow penguins are the ultimate ambassadors for raising consciousness about the conservation efforts required to sustain their natural habitat. By purchasing products from a Green line, people help remove harmful plastic from the environment and nurture a system of sustainable development.

Over 2 million plastic beverage bottles are used every 5 minutes in the United States. As little as 10% of plastic bottles globally are recycled, which means most end up in landfill or our oceans. 100,000 turtles and marine mammals such as dolphins, whales, seals and penguins, are killed by plastic marine litter every year around the world.

To find out more about companies like D Grade visit the Dubai Chamber Sustainability Directory.


Employees wearing Ski Dubai Eco Fashion Line

Snow Penguins: Ski Dubai Ambassadors