



مجموعة أبوظبي للإستدامة
ABU DHABI SUSTAINABILITY GROUP

ADSG Business Leadership Forum Report

Global Sustainability Challenges: Beyond 2015 Perspective

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"An equitable and sustainable world where every person is safe, resilient, lives well, and enjoys their human rights, and where political and economic systems deliver well-being for all people within the limits of our planet's resources."

United Nations 2014

The UN's post-2015 development goals have been described as "ground breaking, ambitious and transformational" the framework calls for coherence and prioritisation of action, secure commitment to action by actors in all countries and at all levels (global, state, private sector, civil society), and to ensure accountability for action through transparent processes while maintaining stakeholder participation at all levels. (United Nations, 2014).

Join the conversation at the Abu Dhabi Sustainable Business Leadership Forum to discuss and debate how this call for action might be addressed across the region.

The UN's post 2015 agenda tackles the current key global issues, which include inequality, environmental sustainability, climate change, poverty eradication, finance, tax and development, human rights, governance, peace and security, gender justice, and citizens' participation. The goals maintain a strong focus on eradicating poverty and on completing the work towards the Millennium Development Goals (Beyond 2015 Conference Report, 2014):

Realisation of Human rights

Organisations and states are required to abide to human rights laws and frameworks because every human being has the right to live his/her life with dignity.

Eradication of Poverty

It's imperative that all human beings have access to the resources they require for their personal and social development, supported by state and international policies and systems.

Safeguarding of the Environment

The natural world should be protected by implementing sustainable natural resource management.

Social Justice Requirement

All individuals across all the countries should have equal opportunities to fulfil their own potential within the available planet resources.

Provision of Peace, Safety and Security

Institutions and systems should be able to resolve conflict effectively, provide peace and security, and protect all individuals from any form of violence or risk.

The successful implementation of this development agenda centres on public and private entities working collaboratively and effectively to avoid further social, economic, and environmental destruction. New and innovative partnerships are crucial for engaging with other development partners that can support and contribute to the realisation of the major development goals (Beyond 2015 Conference Report, 2014).

Sustainability in Abu Dhabi: ADSG Mission and Challenges

Through the realisation that multi-stakeholder partnerships, including the government, civil society, the private sector, academia etc., are crucial for identifying and addressing global sustainability challenges, the Abu Dhabi Sustainability Group (ADSG) was formed as a multi-stakeholder group, currently constituting of over 45 members, that strives to make use of the multi-stakeholder approach for overcoming the social, economic, and environmental sustainability challenges that are facing Abu Dhabi and the whole region (ADSG Strategy, 2014-2019).

Material Issues Identified by ADSG stakeholders

Through extensive engagement and consultation with ADSG members and key stakeholders the material sustainability issues for the region have been identified by ADSG as:

- > Water
- > Energy use and efficiency
- > Governance, transparency and accountability; integration of sustainability into organisational governance

ADSG Sustainability Strategy

Based on the key issues identified in the stakeholder consultation the ADSG formulated a sustainability strategy that seeks to address these challenges. A key part of this strategy is for the group to lead the conversation around sustainability in the region and the Abu Dhabi Sustainable Business Leadership Forum provides the cornerstone for this discussion.

As a multi-stakeholder membership organisation, ADSG is encouraging co-responsibility, cooperation, and open dialogue in Abu Dhabi to enable government entities, business and not-for-profit organisations to work and collaborate as partners, towards achieving the goal of economic, environmental and social sustainability; its purpose

is to strengthen intercultural dialogue about global and local sustainability trends relevant in the Arab World and beyond.

The group seeks to demonstrate leadership in creating shared value and enabling continuous advancement for its members, through the integration and improvement of sustainability management practise.

The global mega-trends of declining resources, increasing expectations and radical transparency are combining to create a picture of uncertainty for Abu Dhabi, the MENA region and the planet. All of these key issues will be debated and discussed at the Abu Dhabi Sustainable Business Leadership Forum where the agenda will mirror the ADSG strategy which seeks to:

1. Ensuring alignment between ADSG, its members and the Abu Dhabi Vision(s) 2030 by establishing a dashboard of shared indicators and through public commitment to integrating sustainability governance,
2. Increasing the impact of individual members' activities through focusing on shared initiatives, and sharing flagship programmes,
3. Ensuring inclusivity so that the membership of ADSG has the capacity it needs for the future and reflects the diversified focus as outlined in the Abu Dhabi Vision(s),
4. Building engagement to optimise on the relationships within the ADSG members, Emirate, regional and global stakeholders to build advocacy for integrated sustainability governance, innovation, and impact.



Sustainability in the Region: Other Key Players



Dolphin Energy

A commitment to sustainability is paramount and Dolphin Energy works hard to ensure it creates value across the environment, society and the economy. Sustainability management helps the company strengthen and advance its commitment by integrating environmental, social and economic performance, creating value for Dolphin Energy's stakeholders in the process.

Dolphin Energy's performance in sustainability can be seen in each of the five reports it has published since 2009. The reports illustrate the company's commitment to drive positive economic, social and environmental impact and measure and monitor company performance as it drives social development, balanced with the benefits of economic growth and wellbeing. The release of the sustainability reports mark an important shift in the behavior of the company as it moves towards that of a social advocate and a good corporate citizen. As a Founding Member of the Abu Dhabi Sustainability Group, the reports represent a firm commitment to advancing Abu Dhabi's and the UAE's sustainability agenda. Furthermore, Dolphin Energy has been involved in Qatar's drive to enhance its sustainability commitments and recognized for its role in the development of the country's first Sustainable Development Index Report. This commitment has been rewarded in the shape of awards and recognition, received from the company's peers.

The many outreach programs and initiatives supported by Dolphin Energy in the UAE and Qatar illustrate the company's commitment to sustainability at grass roots level. These social responsibility programs help strengthen links with the company's neighboring communities and partners - local, regional and global.

Put simply, being a good neighbor is good business.



Qatar Petroleum

Through the implementation of environmentally and socially responsible methods, Qatar Petroleum is committed to helping to meet the global demand for energy. Their strategy to meet present needs as well as those of future generations involves applying sustainable development principles to continue economic development while protecting the environment and providing a better quality of life. The company strives to integrate economic, environmental and social aspects into all business decisions, and endeavours to achieve sound environmental performance by minimizing the impacts of their activities and seeking better ways to manage natural resources. They also aim at using less energy and reducing emissions, while complying with applicable national and international environmental legislation and subscribing to the best management, technology and environmental procedures and standards. Other accomplishments include sponsoring of programs concerning school and community environmental awareness and education, application of environmental conservation and protection policies, in addition to occupational health, safety, oil spill and emergency response preparedness procedures, and implementation of quality assurance and HSE management systems (Qatar Petroleum Activities, 2014).

Saudi Aramco

Within Saudi Aramco's Corporate Citizenship Report (2013), the company's corporate citizenship strategy is described to depend on four major pillars which include economy, knowledge, community and environment. The company strives to create strategic collaborations with other organisations to optimise on their collective strengths, outcomes, and shared values. Through taking on a leadership role in establishing prominent cross-sector partnerships across the Kingdom, the company



aims at sharing knowledge and increasing its impacts.

Saudi Aramco also makes every effort to respond to the needs of society and communities in which they operate, while considering simultaneously the development objectives of the Kingdom as a whole.

The organisation is also committed to enhancing a sustainable ecosystem through minimising the environmental impact of their operations and using the most appropriate sustainable solutions that promote responsible access to energy; examples include addressing greenhouse gas emissions through adequate carbon management and state-of-the-art technological solutions. The company is constantly reviewing the impacts of its activities through the use of a rigorous framework which ensures they stay on the right track in line with their community objectives and corporate strategy (Saudi Aramco Citizenship Report, 2013).

Abu Dhabi Sustainable Business Leadership Forum

Leadership for Sustainability

Execution of sustainability plans and strategies in organisations in particular requires specific leadership skills and competencies which enhance corporate sustainability and responsibility. Integrating sustainability into the corporate mission and strategy along with important principles such as; strategic innovation, staff development and involvement, succession planning, ethical conduct, information distribution and sharing, effective change practices, environmental and social responsibility awareness, team-work attitude, and self-management are all vital in ensuring that sustainability is delivered across and within organisations (Avery and Bergsteiner

(2011). Leaders in the field require the ability to empower, inspire, and direct people strategically, in addition to being concerned with values and social responsibilities. Tang et al. (2011).

Partnerships for Sustainability

The ability to engage in strategic partnerships with the appropriate key stakeholders is crucial for effective application of sustainability strategies. However, planning and implementing these collaborative endeavours can be a very challenging and difficult task (Gjerdrum Pedersen and Pedersen, 2013). Post-Rio+20, sustainability experts strongly encourage companies to collaborate with multiple partners, including governments and NGOs, to develop and advance sustainability most effectively (GlobeScan/SustainAbility Survey, 2012).

Selecting the right partner can play a major role in the success of the partnership; the partner's profile, reputation, cultural fit, extent of power, influence, legitimacy and urgency can have a significant impact on the partnership (Gray and Stites, 2013).

Partners also need to have a shared vision and should be able to communicate and manage conflicts effectively; they are also required to coordinate efficiently and agree on specific accountability criteria, joint objectives, and a certain leadership structure that helps distribute power and voice amongst the partners (Gray and Stites, 2013).

During this partnership/collaboration process, they should be able to overcome issues of trust, commitment, power and leadership; partnership skills therefore include negotiation, facilitation, resource allocation, shared leadership, and conflict resolution (Gray and Stites, 2013).



Abu Dhabi Sustainable Business Leadership Forum: Key Objectives

The ADSG Sustainable Business Leadership Forum, in partnership with Sustainability to Action, will support and promote sustainability across the region, by offering those attending the opportunity to meet, connect, engage, strengthen relationships and develop a unified approach towards meeting the challenges of sustainability in the GCC. It serves as a platform for sharing sustainability knowledge which creates momentum towards change and implementation of latest management sustainability practices, and where areas for improvements and future recommendations can be identified. The conference can be regarded as an opportunity for members and key regional stakeholders to identify and agree on the proposed indicators for measuring sustainability and its targets, and to identify barriers to implementing and improving sustainability strategies.

The conference will provide a unique blend of panel debates involving high profile sustainability experts and executives from within the GCC region, who will share their insights and expertise on best practices for tackling sustainability challenges and issues on a regional level, and how to overcome those through a collaborative effort and approach (Sustainability to Action, 2015).

The conference will be a holistic and unique event that unites all those professionals under one roof to carry out in depth discussions and debates. The scope and topics covered during the conference includes:

- > From philanthropy to business strategy: What does sustainable business leadership mean in the MENA region in 2015? (CEO panel):
- > The links between responsible business/ organisations and national competitiveness (Economists panel)
- > How can organisational leaders in the MENA region better address the corporate sustainability challenges?

- > Community engagement best practices: How can community engagement best meet current challenges and what does good look like, what key actions are needed to make this happen and useful case studies/contacts/resources
- > Aviation Sustainability: Given demand for air travel continues to rise, how can aviation better address sustainability standards, what key actions and connections are needed to progress aviation sustainability and useful case studies/contacts/resources
- > Lessons learned in responsible corporate governance for MENA based companies
- > Global warning: how can we tackle international climate change?
- > Capital markets and sustainability: How do institutions value responsibility?
- > Sustainability and CSR as job creation and entrepreneurship support
- > Efficiency gains in improved environmental management; how can environmental management practices maximise social capital and cut costs?
- > NGO partnerships that count; what are the benefits to business of forging NGO partnerships and how can key challenges be addressed?
- > The global regulatory outlook for sustainability issues; How can consistent indicators for sustainability be applied worldwide and what are the key challenges? What key actions are needed to promote further cooperation and compliance?
- > The 2015 outlook and beyond. How can large companies and organisations make sense of medium to long-term trends such as climate change and demographic changes to adapt and prosper with society?

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A Partnership to Champion Sustainability in Abu Dhabi شراكة لريادة الاستدامة في أبوظبي



About Sustainability to Action

Sustainability to Action (STA) is a group of consultants and associates based in Abu Dhabi and the UK who are experts in business responsibility in the areas of sustainability, corporate responsibility, materiality, stakeholder engagement, communications and behaviour change through social engagement.

STA's team work with stakeholders to embed and integrate responsible business practices in organisations by providing insight and consultancy services, training, coach-mentoring and thought leadership.

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