

**Emirates National Oil Company (ENOC) L.L.C.**

**ENOC's CSR Framework - Enabling Sustainable Change**

*Connecting Globally - Energizing Sustainability*



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enoc

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# Corporate Social Responsibility – Presentation Outline



- CSR in Context
- The World View – The Middle East Perspective
  - Social Justice & Benevolence
  - Sustainability
  - Importance of Social Investment
- The ENOC CSR Framework
- Examples of ENOC's CSR initiatives
- Key Areas of Focus and CSR Space



## Corporate Social Responsibility - In Context



- An embedded “Organizational Value” – Delivered through an organizational function
- An inherent part of an Organization's fabric and not an add-on
- Maturity must be measured by understanding if CSR is an option like ‘leather seats’ or a critical component like ABS and Airbags.
- All organizations exist to provide some “socio-economic value” – CSR programs aim to embody that
- What is spent? COST Vs. INVESTMENT
- From Goodwill to social investment



# Corporate Social Responsibility – The World View



- CSR is looked at differently in different parts of the world
- Defined differently in different cultures
- Heavily influenced by political landscape
- Beyond Charity – An organizational “social tax” expected
- “Doing Good” – And “Looking Good”
- Created Frameworks & Standards – Auditable and Certifiable
- Investor Evaluation – Risk Aversion vs. long term sustained growth and profitability



2015 Constituent  
MSCI Global  
Sustainability Indexes



Certified  
Training Partner  
CSR BootQ  
in Romania

Sept 2016  
.....  
Aug 2017



# Corporate Social Responsibility – The Middle East Perspective



- CSR moving from a state sponsored responsibility to the responsibility of the Government, Public and Private Entities
- Focus must be on education, health, job creation and economic stability
- Growth rates in young population are some of the highest in the World
- Significant difference in population triangle compared to Europe and the Far East
- Embedded concept in “tradition”, “social norms” and “faith/religious values”



الشبكة العربية للمسؤولية  
الإجتماعية للمؤسسات  
Arabia CSR Network®



Corporate and Social Responsibility Reporting  
based on Islamic Values

## Corporate Social Responsibility – The Middle East Perspective - Social Justice and Benevolence



- Embedded in the values of the “tribal” and “collectivist” tradition
- “Proactive” welfare is part of the leadership’s creed
- Creating opportunities to help society be better at self-development and growth – (e.g. green loans; allocation of land; assistance with education, marriage etc.)
- Supporting education and its diversity
- Creation of educational institutions – building capacity and competency
- Creation of employment opportunities – nationalization policies and allocation of budgets etc.



## Corporate Social Responsibility – The Middle East Perspective - Sustainability



- Resource deprived environments created an “appreciation” of the concept of sustainability long ago – although to some extent corrupted by global trends towards “materialism” and “consumerism”
- Driven through need and maximization of local resources in a generally “poorer” environment
- Water and Energy – significant focus areas for the Middle East, and especially the GCC region
- Sustainability supported through Renewables; Recycling; Waste-to-Energy Work; Education
- Energy Research funded by investments generated by finite resources to create sustainable solutions



## Corporate Social Responsibility – The Middle East Perspective – Importance of Social Investment



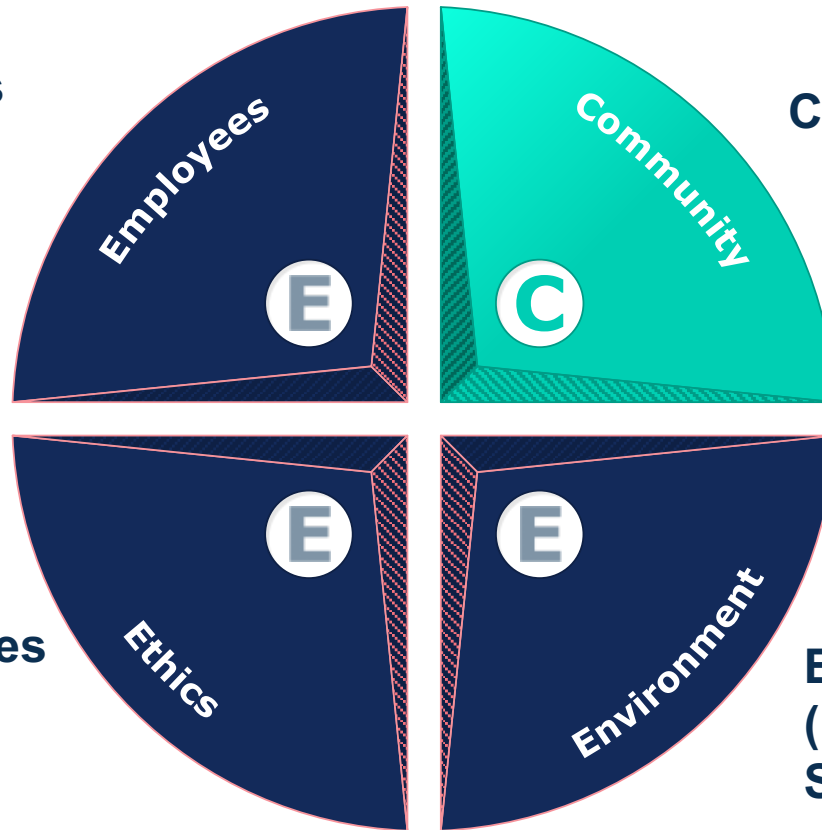
- Organizations primarily exist to “create economic value” – directly through Profits-Making or Indirectly through Not-For-Profit and Non-Profit Organizations
- Creating jobs – creates perpetual and sustainable social value through public welfare, happiness, sense of worth and belonging/purpose
- Societal growth and improvement – creates a stronger economy with higher disposable incomes in the medium and long-term
- Develops crafts through knowledge and skill building
- Creates a socially stable state
- Social Investment Policy should be informed by demographics and long-term socio-economic and socio-political visions



# Our Corporate Social Responsibility Framework



**Wellness & Social Affairs  
(EWSP)  
Women Committee**



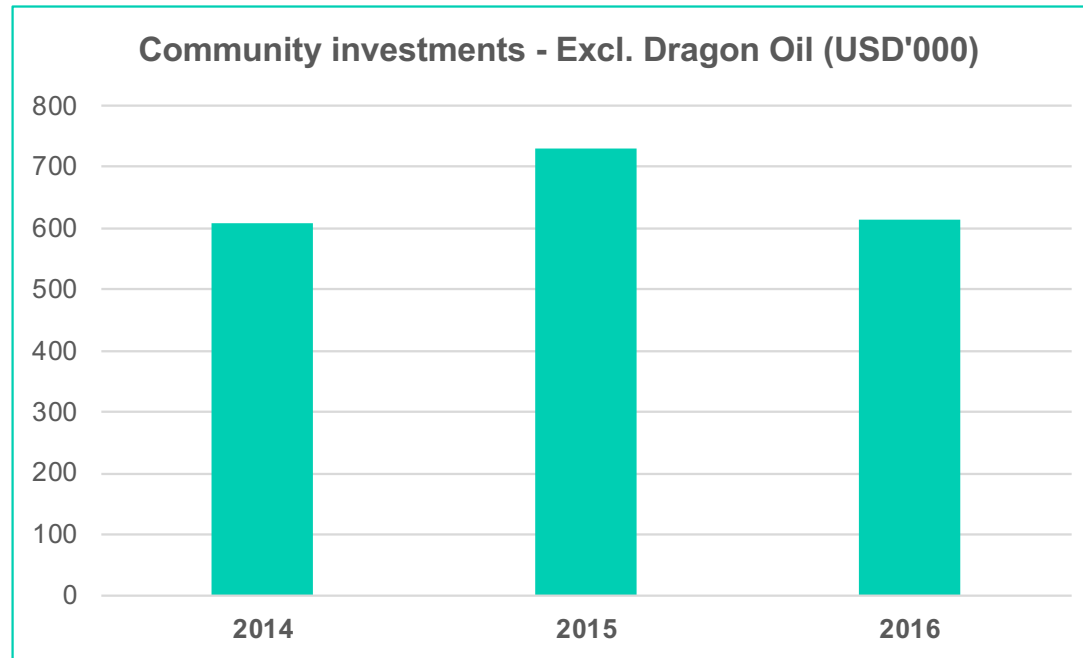
**CSR & Partnerships**

**Combined Responsibilities  
Stewardship**

**Environment, Health & Safety  
(EHS)  
Sustianability**



## Supporting our Communities



- ▶ A dedicated annual budget for CSR
- ▶ Future spending will be based on SROI analysis – to create the right impact



# Corporate Social Responsibility Initiatives



## Dubai Aquarium and Under Water Zoo – UAE Night Creatures

Educated more than  
**1,168,000**  
Members of the Community

## Strategic Educational Partner with EEG

Raise awareness on environmental education



# Partnership with Al Jalila Cultural Centre for Children



To keep up with the initiative of His Highness, Al Jalila Cultural Centre for Children offer a number of annual memberships for a group of orphans to provide them with all the opportunities to hone their creativity and talent in art, music and crafts.



# Dubai Cares – Volunteering Activity



Thank you for volunteering and making a difference.

With your help, the goal of assembling 10,850 school kits was successfully achieved!

[CLICK HERE](#)  
To view the photos taken during the event.

Stay tuned for future volunteer opportunities.



دبي العطاء  
Dubai Cares

# CSR Owned Projects



ENOC CSR-Owned Projects are programs that ENOC initiates, budgets and plans for that is included in their calendar. A project plan is derived, and a team/ or committee is created to ensure that the project is run thoroughly by ENOC.





# Don't Waste. Innovate! Campaign



**Reaching out for a water bottle?**

**Think before you grab that plastic!**

17 million bottles of all size used in the production and disposal of plastic water bottles every year. That's enough energy to fuel 1 million cars for an entire year!

**Filtered water is reaching homes on the Earth's precious resources. Wondering what you can do?**

- 1 Make the switch to re-usable bottles.**
  - WATER: Reusable bottles reduce single-use plastic bottles, reducing the amount of plastic waste generated. They're also made with durable, durable and durable. They're also made with durable, durable and durable.
  - It's to glass and safe metal bottles, water jugs, etc. They are also made with durable, durable and durable.
- 2 Install a water purifier.**
  - Water purifiers are a great way to ensure you have clean, safe water. They are also made with durable, durable and durable.
- 3 If you have to buy bottled water, make sure you recycle it.**
  - Recycling is a great way to ensure you have clean, safe water. They are also made with durable, durable and durable.

To learn more, visit the Don't Waste, Innovate! Workshop and Exhibition on 26<sup>th</sup> August from 10am to 12pm

**GO GREEN! KEEP IT ON A SCREEN!**

Here are some quick tips on how you can save paper in the office:

- Go paperless when possible.**
  - Instead of using conventional stationary (notepads, post-it, etc.), switch to using electronic notepads and other reusable products. Avoid one-time use products.
  - Ask yourself the questions - "Could this be emailed rather than printed out?" "Could this be read or stored online instead?"
  - Monitor your paper usage with the software PaperCut, Green Copier or Green Alerts.
  - For events and conferences, opt for digital event badges instead of posting out conventional badges.
  - New attendees will need QR code and organization software.
  - All events provide only talk copies of event material and provide WiFi for attendees who wish to view their material on their laptops, notebooks or tablets instead of hard copies.
  - Use QR, Barcode Data Key or PDF instead of large paper catalogues where possible.
  - Review meeting distribution lists for brochures, forms, etc. to remove any old contacts.
  - Consider moving over to an electronic distribution system.
  - When you receive unwanted catalogues, brochures, magazines or junk mail, request to be removed from the mailing list before you recycle the item.
- Print smarter.**
  - Print documents double-sided when you can.
  - Review documents to ensure formatting looks correct before hitting the print button.
  - Print and the document on screen before you print.
  - Print only the pages you need from a large document.
- Recycle what you did use.**
  - Set up a tray for waste paper (printed on one side only) to use for single-page paper.
  - Save and reuse packaging and postal package envelopes rather than buy new ones.
  - Avoid disposable paper cups. Instead use coffee mugs, water bottles, glass, etc.

Visit the Don't Waste, Innovate! Workshop and Exhibition on 26<sup>th</sup> August to learn more!

**It's Today!** We hope to see you there!

10am - 12pm - Auditorium, ENOC House 1, 5<sup>th</sup> floor

**Don't Waste. Innovate! Workshop and Exhibition**  
Brought to you by Group Sustainability in collaboration with ENOC Innovation

Visit our exhibition showcasing innovative and practical solutions that you can adopt to reduce waste generated through the use of paper, plastic water bottles and cartridges. Join us at our workshop to learn more (limited seats only)!

**Agenda**

- Green Products Exhibition** 9:00am to 3:00pm  
Alternatives for you to adopt and replace current practices that cause waste in our offices.
- Don't Waste, Innovate! Introductory Speech** 10:00am to 10:15am  
by Alia Busama, Manager - Group Sustainability  
Highlighting the rationale behind identifying office waste as a critical issue for ENOC and setting departmental targets for waste reduction. Did you know that ENOC produced 34,000 tonnes of waste in 2016?
- UAE's War on Waste** 10:15am to 10:45am  
by Habiba Al Marashi, Co-founder and Chairperson of Emirates Environmental Group (EEG)  
Under Habiba's leadership, EEG is UAE's foremost NGO to promote environmentalism and sustainability in the nation. Understand more about UAE's waste reduction target and how you can make a difference in your day-to-day life.
- ENOC's Office Waste Management** 11:15am to 11:30am  
By Levent Engin, Manager - ENOC facilities  
Highlighting ENOC's current practices in office waste management and small steps you can take towards reducing waste.
- ENOC Innovation - Sustainability Campaign** 11:30am to 12:00pm  
by Sara Al Rumaythi, Manager - ENOC Innovation  
Have an idea that can reduce generation of waste caused by usage of paper/link cartridges/water bottles? Find out how you can bring it to life through ENOC Innovation!
- Refreshments** 12:00pm onwards



**Have you met your plastic-waste reduction target for 2017?**

Don't Waste! Innovate! sessions looked into how ENOC as an organization can reduce waste generated in our everyday activities. It was identified that we are heavily dependent on plastic water bottles, over 50% of the plastic waste generated in our everyday office activities arise from plastic water bottles alone.

**How can we combat this?**

By making the sustainable reduction by using re-usable bottles and installing water purifiers.

Outdoor Water Purifier at the Don't Waste, Innovate! Reception.

**To further aid the other departments in achieving their targets, we are distributing re-usable bottles to each corporate office department. Make sure you receive yours!**

We applaud the departments who have taken a step in this direction since the launch of the campaign!



**Thank you all!**



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