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One of the important outcomes of the project is that, within the scope of Personal Development Training, a handbook on 'Games in Education, Gamification and Gamified Lesson Plans' was prepared with the contributions of the project teachers. We plan to publish this book as an open source so that all teachers in the country can benefit from it after the control and approval of the Ministry of Education. Additionally, the earthquake on February 6 further affected many teachers in the earthquake-affected region. In response, we added a "Psychosocial Support Training in Disasters" module to the Psychological Well-Being Support

Module, extending support not only to teachers in the earthquake region but also to all teachers within the project's scope.

Despite the various factors that impacted the project's implementation process, including the pandemic and the earthquake, the project surpassed the target number of teachers and demonstrated effective budget control. Throughout the project, we have placed great importance on the need for flexibility and adaptability to structure the project according to the evolving needs of our target audience in today's rapidly changing world.



expectations, as we collected nearly double the targeted amount. Furthermore, our employees raised over 17.000 Euros to support the social responsibility projects initiated by our teachers through the campaign “Be the Companion of a Female Village Teacher!”. Our employees also contribute their skills through volunteering. For instance, one of our employees, who has expertise in the field of “Philosophy for Children”, voluntarily supported our teachers with a 40-hour online training programme and it will continue.

The monitoring and evaluation process of our project is comprehensive. We utilise various methods such as pre-test and post-test assessments, focus group interviews, and impact and evaluation surveys with teachers after each training module. Currently, we are in the process of preparing the closing impact measurement to calculate the social return on investment (SROI) of our project. The monitoring and evaluation studies have yielded valuable results. Teachers have demonstrated improved ability to navigate the challenges associated with adapting to their village and profession. Additionally, their levels of anxiety have decreased while their self-confidence has significantly increased. This positive change in teachers has not only garnered increased respect for the teaching profession in their region but also had a positive influence on their families.

To provide further insight, here are supporting quotes obtained from one-on-one interviews with teachers:

- “I used to think that we were forgotten. I felt like rural teachers were not valued. But seeing that we are remembered, I felt appreciated. This rescues us from despair.”
- “Our goal is to change society. I didn’t think it would start with us. I learned that we are the seed.”
- “I’ve learned to transition from being a guide to becoming a participant. Instead of simply showing students what to do, I’ve learned that experiencing the learning journey together

with them leads to a more lasting and higher-quality learning process for the students. Since I became involved in this project, I’ve learned many new methods. With these new methods, the students receiving education are much happier, which naturally impacts their parents. I hear sentences from parents like, ‘I’m at ease knowing that you will lay the foundation,’ which indicates their confidence in me.”

- “I didn’t understand the language of the children, and sometimes I would raise my voice. I tried to listen as taught in nonviolent communication trainings. It changed my approach towards the children in the class. I control my reactions. My students have established better communication with me. There is less noise in the classroom, and I no longer waste time establishing authority.”
- “When I first arrived in the village, I was insecure about many things and couldn’t even speak. Now, this insecurity has disappeared, and the path to success has opened up for me.”
- “After receiving personal development training, the parent meeting attendance increased by 100%.”

The project faced unforeseen challenges due to the global pandemic, which emerged one year after its initiation. However, with necessary adjustments made to the project structure, the online education process was swiftly implemented, ensuring continuous support for teachers. To support teachers’ accessibility to trainings, Learning Management System (LMS) was launched for all teacher groups. The portal offers 17 different courses prepared by 15 instructors, along with 10 resources that teachers can access at any time. Currently, 1.138 teachers have a profile page, and administrators can monitor their progress. We provide online training sessions on personal, professional, and social impact generator training modules. With the system, teachers can watch educational videos anytime, anywhere.

and communicate with stakeholders to establish concrete partnerships. They carry out social responsibility and entrepreneurship activities in their villages and make these activities applicable in other villages. As a result, our “Insurance of Education: Our Teachers” project supports teachers to take an active role in the region’s development with the projects they create, in addition to their role as educators of society. This change process is expected to spread over an extended period, starting with a focus on students and reaching a stage that transforms society through the school, as shown in the model shared in the appendix. The criteria for this planned change process include local needs and expectations, as well as readiness for change or adaptation levels.

The training module is also a good example of teacher empowerment and quality education because the Theory of Change Workshop, attended by TED, Zurich Sigorta, TED University, and teachers as stakeholders, was held to reveal the goals and impact of the program, discuss the problems experienced by teachers working in rural areas, and suggest solution methods. The module content was updated in 2021 based on these discussions. Our training module, which was prepared together with teachers, not for them, has yielded positive results and serves as an excellent example of best practice. As of November 2023, teachers who completed this training module had designed and implemented 55 projects that address a wide range of issues, making a positive impact on students, their families, and the wider local community. These projects encompass various areas, such as preventing peer bullying, preserving biodiversity, supporting local producers, and promoting women’s health and family planning.

Thanks to these projects, our ultimate aim is to support rural

development and generate a ripple effect of positive change throughout the region. The programme positions village teachers as transformational leaders, enabling them to mobilise their spheres of influence to bring about change in education, schools, and villages in their region. We collaborate closely with the Ministry of National Education and the Turkish Education Association to conduct our project, leveraging the valuable insights and experiences shared between us to achieve our common goals. This exemplary public-civil society-private sector sustainable cooperation has been ongoing for six years. However, our most crucial stakeholders are the teachers involved in the project. Therefore, we prioritise their feedback and continuously redesign our online and face-to-face training activities to meet their evolving needs.

In terms of employee engagement, we regularly organise volunteering and fundraising campaigns to encourage our employees to support our project. We have conducted winter clothing aid campaigns for students in project schools during three different periods. Additionally, after the Kahramanmaraş earthquake, we launched a donation campaign specifically for our employees to meet their urgent needs in schools. The response surpassed our



professional journey with confidence. By doing so, we not only aimed to improve access to quality education for students in village schools but also sought to establish inspiring role models for young girls. In collaboration with the Ministry of Education, teachers participating in our project received the Personal Development Training Module as the first step. This module encompassed various training sessions, including body percussion, non-violent communication, mentoring, and time management.

Subsequently, the Professional Development Training Module was provided, focusing on areas such as gamification, lesson plan development, effective learning methods, and education in multigrade classes. All training modules were meticulously prepared by TED, with expert trainers in the field contributing their expertise. Through these two training modules, we were able to enhance the competencies of teachers in both their personal and professional lives. Our primary objective is not only to support their professional and personal development but also to empower teachers to

become agents of social, cultural, and economic development in their respective regions.

To achieve this, we offer our teachers who have already completed professional and personal training, the “Social Impact Generator Teachers” training module, which includes capacity-building training and ongoing mentoring. We equip teachers with the necessary skills to initiate social responsibility projects and drive social initiatives within their communities, thereby fostering rural development. Our project includes several innovative features that set it apart from other projects focused on village teachers by aiming to support teachers in becoming individuals who create a social impact beyond their own professional lives. Through our “Social Impact Generator Teachers” module, we encourage teachers to develop social benefit and impact awareness within their communities, and to produce social impact-oriented projects.

Teachers start by addressing the needs of their schools, then determine the needs of their villages





Our focus on village school teachers contributes to reducing inequalities in education and supporting rural development through social benefit, responsibility, and entrepreneurship. We believe that our project has created a sustainable model of social investment that empowers teachers and contributes to the development of the regions where they work. Through our teacher training modules, we enable teachers to gain knowledge, skills, and behaviors that benefit them and the regions where they work throughout their professional lives.

Our project has a multiplier effect, with each teacher touching the lives of students and family members, and the impact continuing for many years. We are proud to have exceeded our target number of teachers and maintained good budget control, despite the challenges posed by the pandemic and the earthquake. We remain committed to being flexible and resilient in the face of changing circumstances and to structuring our project to meet the evolving needs of our target audience in today's rapidly changing world.

IN DETAIL

Our teachers: Insurance of Education project was initiated in 2018 with the recognition that supporting teachers would directly impact education as a whole and contribute to the country's future by empowering well-educated younger generations. Our project aimed to transform 1.000 female teachers and create a positive impact on 30.000 students and 150.000 family members through teachers by the time we celebrate the 100th anniversary of our Republic. As of September 2023, we have exceeded our targets by including a new group of teachers in our project. We have successfully engaged 1.138 female teachers from 77 different provinces and 938 villages, creating a thriving learning community spanning six groups.

In line with the main objective of our project, our initial focus was to provide support to female teachers who were newly assigned to rural areas, ensuring they had a strong foundation in their early career years. We aimed to offer both personal and professional training to help them embark on their

ZURICH INSURANCE GROUP TÜRKİYE

OUR TEACHERS: INSURANCE OF EDUCATION

SUMMARY

As Zurich Sigorta, we are proud to have initiated the “Our Teachers: Insurance of Education Project” in 2018, with the financial support of the Zurich Foundation and in partnership with the Ministry of National Education in Türkiye (MoNE) and the Turkish Education Association (TED). Our project aims to improve access to quality education for students in village schools and seeks to establish inspiring role models for young girls by supporting female teachers assigned to rural areas in the early years of their careers, enabling them to make a strong start to their working lives.

Through our project, we seek to minimise the physical disadvantages encountered by female teachers and equip them with the skills necessary to overcome the environmental, physical, and professional challenges they face. Our “Social

Impact Generator Teachers” training programme enables teachers to create social responsibility projects and social initiatives, thereby contributing to the social, cultural, and economic development of the regions where they work.

We are proud to have created a large learning community, with 1,138 teachers from 77 different provinces and 938 villages participating in our project, resulting in a positive impact on more than 30,000 students and 150,000 family members over six years. Our project is aligned with the main goal of SDG 4, which is to provide inclusive and equitable quality education for all. Specifically, we aim to achieve the subgoal of SDG 4, which is to promote international cooperation for teacher education in developing countries by 2030. Additionally, we support SDG 5 by empowering female teachers and promoting gender equality.



Staff Engagement

In 2023, we further strengthened our employee engagement model by creating an ESG council and ESG cultural teams in Ireland, N Ireland, UK, Scotland, Spain, and India.

We increased our volunteer base from 200 volunteers to over 500 people, and below is a summary of the events and initiatives run over the course of the year and people taking part:

Pillar	Number of events/initiatives	Total participants
Diversity, Inclusion and Belonging	11 companywide online events,	
14 regional events	1,653	
Women in Tech	7 companywide online events, 26 regional events	1,724
Health and Wellbeing	8 companywide online events, 57 regional events	2,106
Environmental Sustainability	4 companywide events, 7 regional events/initiatives	678
Community First	6 country charities, 49 regional initiatives supported	30
Education & Employability	60 education initiatives, 29 institutes engaged with	7,178 students engaged, 140 placements and W/E offered

monthly employability programs for Storehouse. Storehouse supports many people with their 3 main areas falling under provision – providing good quality essentials to all in need, Community – creating opportunities for anyone to step outside of isolation into a positive supportive community, and Growth – encouraging individuals to develop a healthy view of self and overcome hurdles to flourishing. People who use Storehouse’s services are those facing homelessness, drug and alcohol addiction, ex-offenders, and those seeking asylum/refugee status, as well as many other groups. Part of the Employability sessions is CV building, interview skills, and learning about transferable skills from their previous roles into the roles they’re currently looking for.

Social Value

Everything that we do across our ESG pillars is with the purpose of having a positive impact on our people, planet, and communities. This impact needs to be measurable, i.e., we need to be able to understand the ‘social value’ in what we do. Social Value also becomes important as many of our contracts with UK government offices and bodies require us to make commitments to deliver Social Value in their communities.

With a focus on Social Value, we appointed a dedicated Social Value manager to lead our initiatives and deliver our Social Value commitments to our customers by improving outcomes for people in the communities we work in through targeted, community-led initiatives. We completed a range of pilot programmes throughout 2021, and this year we have focused on the levelling up agenda, working with new organisations to adapt our programmes for accessibility and approachability, with an accredited plan to monitor and improve the value of our whole organisation.

Some of our Social Value initiatives this year have included:

- T-Level Placements: Offering 45 days industry experience in our team for digital and business

students to support their level 3 qualification. Our T-Levels programme has been developed in consultation with our academic partners.

- Version 1 Insights: Mixing employability skills, ‘day in the life’ sessions with our consultants and business support team, and exploring the additional skills needed to thrive in tech, our Insights programme is open to level 3 students in business and digital disciplines.
- Insights Foundations: Focusing on employability skills and an overview of our industry, the foundation programme of our Insights initiative is delivered for students who are studying disciplines not related to our industry, studying at levels 1 & 2, students with a SEND statement, and young people outside of education, employment, or training (NEET), who we engage with through our community partnerships.
- Digital Footprints: Providing digital skills to communities, our digital footprints initiative is adaptable to suit the needs of our community partners. Through this initiative, we have developed sessions for people over 75 hoping to get online, a set of essential skills (digital surveys, budgeting, reporting, and web design) for community, charity, and social enterprise workers, and social media/personal branding awareness sessions for young people and council workers.
- Partnerships with Not in Employment and Special Education Needs organisations such as Cedar Foundation and Voice of Young People in Care, providing digital and employability skills sessions to young people.

We were delighted that one of our partner colleges – Harrow College – recently recognised our T-Levels and Insights programmes work with customer Harrow Council, awarding us the Employer of the Year Award. Suzanna Butler, T-Level Development Manager at Harrow College, commented that our partnership with Version 1 is forged not just on expertise, but on a shared social purpose and a strongly held people-first ethos.

Dyslexia Association of Ireland. Aligning with our UN Sustainable Development Goal of 'Reduced Inequalities,' our partnership with them, this €5,000, went towards the assessment of 10 children and young people, with further payments pledged for 2024 and 2025. Microsoft Ireland has since partnered with Version 1 and the Dyslexia Association of Ireland for the creation of an application. Our work with DIA has resulted in Version 1 being awarded Social Impact Partner of the Year 2023.

The app will employ the latest cutting-edge AI technology to:

- Make reading and writing more straightforward to the user
- Be accessible to the person & their employer
- Be tailored to the type of dyslexia the person experiences
- Use generative AI and technology that is available today
- Possibly integrate with Microsoft as an add-on

With our partnership with the Dyslexia Association of Ireland, we decided to hold an information session company-wide, inviting head of education and policy at DIA – Donald Ewing to share some facts and information on dyslexia, and were also joined by a number of colleagues with Dyslexia who shared their lived experiences from education, career path, and their experiences within Version 1. This was a great session which we received great interaction and feedback from the 125 colleagues who joined us on the session, from their own experiences, experiences within their family, or those who wanted to know more and be more informed regarding Dyslexia.

CF Northern Ireland

Our NI Partner Charity, Storehouse, which most recently received a payment of £25,000, in 2023 they received a payment of £14,000, and we plan to support them into 2025. Our Women in Tech team, part of our ESG Team, have also started





This year we have gone further, collaborating with humanitarian organisations to bring about transformational social change aligned to the United Nations Sustainable Development Goals of No Poverty, Zero Hunger, Good Health & Wellbeing, Reduced Inequalities, Sustainable Cities & Communities, and Climate Action. From Cork to Bengaluru to Malaga, our efforts are centrally coordinated and aligned to the SDGs, but each office can decide on the best way to have a positive impact in their local community through managing their local team donations and local volunteering initiatives. To date this year, we have launched almost 40 community initiatives across all our regions, from running marathons in Belfast to treacherous Atlantic crossings, to sleeping out on Byte Nights, to sponsoring education for 10 children in India to supporting our local schools from Cork to Pune. In total, we have delivered almost 600 volunteer hours and are budgeting a spend of €350k this year and next.

CSR India

Recently, our Community First India team funded a Mobile Medical Van for their country Charity Partner, the SNEH foundation. With this mobile medical van, SNEH can travel to remote villages around Pune, making basic medical services available to these residents.

CSR England

Community First England has partnered with Samaritans and provided further fundraising, including their office Carnival Day in their Redditch office, and CF Team member Steve Jones, raising funds through the Royal Parks Half Marathon.

CSR Scotland

Community First Scotland has been busy supporting their country charity partner, Social Bite, including a 100-mile challenge running throughout September ending on World Homeless Day on the 10th of October. The 2023 Kilt Walk in Edinburgh was an 18–23-mile walk wearing kilts in support of Social Bite.

CSR Spain

Community First Spain, led by Luis Murillo, were able to hand over goods to their chosen charity partner, including clothes, toys, etc. They have also provided aprons for the charity with both Version1 and Yo Soy Tu logos.

CSR Ireland

Through our Community First Ireland grant, we made a financial contribution towards the

– inside and beyond Version 1. Our strategy demonstrates our commitment to creating a workplace of innovation, sustainability, and value to the communities we serve and beyond.

In 2023, the company recognised the success and impact that the team was having and how it was driving not just significant financial outcomes but also driving engagement and a sense of purpose for everyone in Version 1. As a result, we received additional budget up to the value of £1m to expand our ESG team and to deliver impactful initiatives and outcomes for everyone in Version 1 and out into our communities.

Through this additional investment, we were also able to grow and support our ESG engagement volunteer base of over 500 people (10.2% of the company workforce) and establish various steering groups and monthly business review meetings to drive focused success.

Here are some of our 2023 highlights:

- We won the Microsoft Global Social Impact Partner of the Year.
- 87% reduction in Scope 1 absolute emissions.
- 23% reduction in Scope 2 absolute emissions.
- 83% reduction in our total waste.
- 70% reduction in water usage.
- 15520 trees planted for every new employee.
- SBTi validated our Emission targets and plan.

Diversity, Inclusion and Belonging (DIB)

- Disability Confident Employer status achieved.
- Awarded Irish Centre for Diversity Investors in Diversity Silver.
- Great place to work for Women across all locations available.
- Grew our Women in Tech (WIT) Network to over 600 women. This is the total number of women who have self-registered with the WIT Teams Channel called ChatHER.
- Established a further 3 new networks – Disability and Neurodiversity, Cultural, and Parents and Carers.

Education and Employability

For many years, one of the greatest areas of impact driven through Community First was that of our support for local schools, colleges, and universities. We see our education focus as vital in supporting education groups to help shape and encourage the next generation of employees in the technology sector. We work with schools, colleges, universities, and other education institutes to reach as many young people as possible - with our primary aim of inspiring them to consider a career in technology. The type of activities that our volunteers engage in range from conducting mock interviews, to helping with CV workshops, to delivering career talks and insights to providing mentorship to students.

This is just some of the highlights of 2023

- We engaged with 28 educational institutes, including Junior Achievement Ireland.
- Reached over 6000 students.
- 4.56% of our workforce was engaged in school outreach alone.
- We developed a sustainable procurement policy for all new and existing suppliers to ensure consistency throughout our supply chain.
- We initiated 24 projects in social value.
- Over 338 people certified under the Green Software Practitioner scheme.

Charity fundraising and volunteering success in 2023

Through our long-established Community First initiative, we give back to the communities we work in to ensure that no one gets left behind. We do this through creating employment, volunteering our time, and utilising our donation funds. As we have grown as an organisation, our Community First work has developed from ad hoc requests from our local communities to working with a network of local champions leading teams in each of the offices across Version 1.

VERSION 1

VERSION 1 INVESTMENT INTO ENVIRONMENTAL, SOCIAL AND GOVERNANCE PROGRAMMES

SUMMARY

Version 1 is an IT Services organisation in operation since 1996. It has over 3000 employees across the UK, Ireland, US, Europe, and Asia. It is a company with strong corporate values and has been supporting local organisations and charities since it began in 1996. Over the last 2 years, Version 1 has embedded Environmental, Social and Governance (ESG) at the heart of its operations, with a dedicated team and volunteering base delivering on its commitments to make sure that no one gets left behind in the communities in which it operates. ESG is one of our 5 key differentiators in our 5-year plan. Our aspiration to become innovators in ESG was achieved and recognised by Corporate Balance this year – 4 years ahead of target. We want to be an organisation respected for its ethics, values, and social and climate responsibilities.

In 2023, our focus has been embedding responsibility for delivering against our ESG goals across the organisation - helping everyone in the organisation understand ESG and its importance and enlisting our delivery teams to help achieve our company and customer goals. We have driven positive change through engagement internally and externally, championing our ESG message and challenging ourselves and others to have a positive impact on the world we work and live in. We now have over 500 staff volunteering and leading our ESG programmes at local levels in their communities.

We believe we should receive an International CSR award for the

commitment that it has shown on a daily basis to its communities and people. It has since 1996 focused on the health and wellbeing of its employees, ensuring inclusion, and belonging for all, and building a culture of respect and integrity through its 6 core values – No Ego; Honesty and Integrity; Customer First; Personal Commitment; Excellence; and finally, Drive. Version 1 has won the Great Place to Work across all its regions – this exemplifies the fair approach it brings to ensure that no matter where you work, you are treated equally. Our focus on Environmental, Social & Governance further demonstrates our passion as an employer that cares about our social and climate responsibilities.

IN DETAIL

Investment in CSR and Sustainability

In 2023, Version 1 aligned its strategy to the UN Sustainable Development Goals (UNSDGs) below. This enabled us to communicate consistently in a global language that everyone could understand



102 Association Visitors to give support to those living with MND.

- National Deaf Children's Society – equivalent to helping 30 parents to learn sign language.

We were also glad to have contributed to local economies in Jordan. These are heavily reliant on tourism, and the past few years – between the COVID-19 pandemic, cost of living crisis, and uncertainty in the Middle East – have been challenging for many in the region. We made sure to tip our guides generously for their outstanding efforts.

Stories about the Venari Partners Challenge featured in a variety of news reports, ranging from local press to charity media. A selection of these can be found below:

- Fundraising.co.uk
- Drifttravel.com
- Travelmole.com
- Sussex Express
- Fundraising.co.uk
- Joramco

A story about the trip also features in Wizz Air's February 2024 in-flight magazine, a copy of which can be found in our supporting documents. We were delighted to see our efforts recognised in the press and endeavour to build on the positive association of our commitment to CSR with future campaigns.



Most importantly, the primary indicator of the project's success has undoubtedly been the positive influence it has had on the lives of those who took part. We wanted to provide an unforgettable experience, with an impact that would last far beyond the trip's conclusion, for truly deserving people – and giving them the chance for a total break from their routines, away from the pressures and difficulties of their everyday circumstances, has been incredibly rewarding.

We know that the participants feel the same way about the Challenge. They are still in touch months after the journey's end, with a reunion planned soon. Furthermore, we provided anonymous feedback forms for the trekkers and all the comments were extremely positive. 6 / 6 respondents said the trip exceeded their expectations, with all six giving the experience 10 / 10 overall. More detailed selections and comments from the feedback forms can be found in the supporting documents.

Conclusion

As a company that is uniquely focused on providing unparalleled experiences, we are delighted to have enabled and empowered the participants to make this incredible journey. All our efforts were worth it as we achieved our goals in this first attempt at organising an ambitious CSR project.

We plan to build on our experience with the first Venari Partners Challenge to hold further charitable initiatives in the future; indeed, we're looking at a kayaking adventure in Norway for the next instalment of this campaign. In any case, in creating and seeing this project through, we have proved that professional services firms can – and should – do more to make a direct and positive impact on the communities in which they operate.

through an unforgettable experience while raising as much money for charity as possible. Furthermore, we wanted to get people talking about the Venari Partners Challenge in order to inspire other organisations – especially large firms with significant resources – to do the same and embrace new and innovative ways of promoting CSR.

As this initiative was explicitly aimed at people who've had significant difficulties in recent years, the nomination process also presented a challenge for our judging panel. We received many compelling entries detailing moving – and frequently upsetting – accounts of the travails that the applicants had experienced. Deciding whose stories were more 'deserving' than others was an extremely difficult task; based on the entries alone, we had many more people with strong cases for inclusion than we could accommodate for. Nonetheless, after the final seven candidates were announced in June, we organised a number of mixers to ensure the team had time to get to know each other well in advance of the trip.

Participants were aware that the campaign would involve walking up to 15km / day in the desert, and while we wanted to make the journey challenging yet accessible for all, the medical conditions of some group members meant that they had to take alternative routes on some days. We planned for such eventualities and briefed our guides carefully ahead of travel. Separately, we had intended for the Venari Partners Challenge to be a truly international affair and open to people from all over the world. However, the overwhelming majority of nominations came from UK residents, and we travelled with a group comprised solely of people based in the country in the end. We were delighted with how the participants jelled but would like to ensure such processes are as visible and accessible as possible to people based outside the UK in the future.

The timing of the trip proved to be an extra complication. Just as we were finalising the last details and preparing for the group to go, the Israel-Hamas war broke out. This cast uncertainty on whether we would be able to travel not least

as Jordan closed its border with Israel. While the wellbeing of our participants was always our primary concern, we were guided by Home Office travel updates about Jordan and, having seen no change in their advice on the safety of travelling to the country, thankfully we were able to proceed without incident.

Impact

The unofficial fundraising goal was for each participant to raise £1,000 for their chosen charity. Each nominee selected an organisation that meant something to them (in many cases, these were groups that were directly linked to the nominees' own circumstances). Just under £24,000 was raised in total, with donations going to the following organisations:

- Black Women Rising
- CALM
- The Grand Appeal
- Kids on Track
- Lymphoma Action
- Mind
- MND Association
- My Name's Doddie
- National Deaf Children's Society
- Wadi Mousa Orphan Care Centre

We were thrilled to have facilitated raising a significant sum for such noble causes – not least, to have made this happen by giving seven deserving people the trip of a lifetime. Furthermore, the donations were more varied and impactful in terms of raising awareness than if Venari Partners had fundraised directly. A selection of statistics based on Challenge donations includes:

- CALM – equivalent to help answer 79 life-saving phone calls from people struggling with suicidal thoughts.
- Lymphoma Action – equivalent to providing 822 people with vital information booklets about lymphoma.
- Mind – equivalent to help answer 19 Infoline calls providing support to vulnerable people.
- MND Association – equivalent to help training

within the company, who were working on a project of such scale for the first time. Accordingly, we felt the need to bring in resources we hadn't previously used to help with the additional levels of marketing and paid advertising that would help to give the initiative the visibility it merited. In March 2023, we contracted a marketing agency to assist with communications, PR, and social media leading up to and during the campaign. Every week from mid-March to mid-November, our marketing team held a call with the agency to plan, review, and schedule social media and PR content for each stage of the process.



After extensive research into finding the right travel partner to help us with logistics and safety, Venari Partners worked with the tour operator Charity Challenge to deliver the trek. Our marketing team liaised closely with the coordinators to plan each stage of the journey. Travel was subsidised by WizzAir, who agreed to sponsor the campaign in an official capacity. Joramco also supported the Challenge by providing free hospitality in Amman, having reached out after reading about the venture online. All other costs were covered in full by Venari Partners.

Contracting Sean Conway as group leader and ambassador gave the Challenge a significant boost. We had been friendly with Sean since he spoke at an event with us a few years ago and knew that as a record-holding public figure with a large following on social media, he could help boost the Challenge's visibility significantly. Many people heard about the initiative directly through Sean's social media posts.

Of course, the Challenge couldn't have happened without the participants. Once the final applicants had been selected, we worked hard to ensure they had time to get to know each other and helped

them to prepare for the trip individually, in addition to providing them with branded equipment for the expedition. Venari Partners sent two employees to accompany the group; the company representatives had to push themselves mentally and physically while putting themselves in the shoes of those who were taking part for very different reasons. Internally, Venari Partners employees donated to the causes promoted by their colleagues and Challenge participants alike while sharing updates about the initiative on social media.

Overall, we invested a total of £30,000 into the Challenge, covering all marketing and PR costs, as well as travel and logistics.

Overcoming Challenges

The novelty of organising such an ambitious campaign represented our most significant challenge. As a professional services firm, we are used to holding client events that might take place over the course of an evening or a day. Hosting and planning the Challenge represented new ground – not just from a logistical standpoint, but also in terms of coordinating the charity and promotional sides of the project. We had to ensure that our campaign would achieve two related, if separate goals: to change the participants' lives for the better

Along with offering unparalleled attentiveness to candidates and clients, in contrast with the often-transactional nature of executive search firms, we subscribe wholeheartedly to the importance of making a positive impact on the communities in which we operate. As such, the Venari Partners Challenge represents not only the culmination of our dedication to CSR projects thus far: we see it, also, as a marker for other professional services firms to measure their commitments by. After the success of our inaugural Challenge campaign, we look forward to hosting further charitable initiatives in the future, underlining the positive outlook that we have built into our brand.



Preparation and Planning

We chose Jordan as the destination for the initiative as the desert setting and conditions in autumn (hot without being sweltering; mountainous without being too high) seemed fitting for a challenging yet achievable trek. Furthermore, Petra's status as a UNESCO World Heritage Site and one of the New 7 Wonders of the World made it a compelling – indeed, bucket-list – location to finish a long walk through the desert.

The process began with nominations. After announcing the Challenge in March, we encouraged people to put forward someone they felt were particularly deserving of a life-changing adventure (i.e., those who had faced difficult circumstances and obstacles in recent years). Once all had confirmed they were happy to be considered, a neutral panel compiled a shortlist prior to interviews in May. The final seven were announced in early June. Participants included a domestic abuse survivor, a clinical trial patient for stage-4 breast cancer, and a father-of-three who was diagnosed with MND. Significant promotional efforts were undertaken to present their stories and highlight the charities for which they were fundraising.

After nearly a year of planning, the trip finally took place in October 2023. Flying from London with WizzAir, another official partner, the group arrived in Jordan on 14 October and set off on their trek the next day. After following part of the Jordan Trail and camping Bedouin-style beneath the stars, they arrived at the journey's end five days later: the ancient Rose City of Petra, a UNESCO World Heritage Site and one of the New 7 Wonders of the World. It was a spectacular conclusion to a challenging but incredibly rewarding experience for all involved.

Resources and Investment

Organising and promoting the Challenge was primarily the responsibility of Venari Partners' marketing team. This is a relatively new division

VENARI PARTNERS

THE VENARI PARTNERS CHALLENGE

SUMMARY

Would you believe us if we told you a recruitment firm sent seven deserving people to trek to Petra, one of the New Seven Wonders of the World?

We've all longed for adventure and to escape our routines. But how often do you get the chance to do so while changing lives for the better?

Venari Partners achieved this with our uniquely inspiring CSR project, the Venari Partners Challenge. In this hugely ambitious campaign, seven individuals – each of whom has faced significant challenges and was selected via an open nomination process – had the opportunity to trek through the deserts of Jordan to the Rose City of Petra, fundraising for charity while enjoying a once-in-a-lifetime experience.

We believe in practising what we preach when it comes to CSR. Helping those less fortunate than ourselves is an essential aspect of our culture and values. We've supported great causes over the years and wanted to push our efforts more than ever in 2023.

James Parker, founder and CEO, had the idea for the Venari Partners Challenge in October 2022. Funding and hosting a charity trek for deserving individuals seemed like the best way to make a tangible difference, combining our emphasis on providing outstanding experiences with our dedication to transforming people's lives.

Preparations began in January 2023 when we contacted the endurance athlete, author, and



motivational speaker, Sean Conway, about taking part as team leader. After Sean agreed, we shared a revamp of our CSR policy on our website, including a teaser about a forthcoming campaign that would be our largest yet.

Two months later, we formally announced a trek, officially titled the Venari Partners Challenge, taking place in Jordan in October 2023. Two company representatives and another from Joramco (an official sponsor) would join the Challenge team while fundraising for their chosen charity.

IN DETAIL

Background

Venari Partners are an executive search firm focused on providing unrivalled experiences to candidates and clients alike. We operate in niche markets including aviation, life sciences, transport and logistics, hospitality, and retail and consumer goods, using our industry knowledge and passion for these sectors to help clients identify, retain, and attract the strongest executive talent.

7,000 beneficiaries are expected to be reached by ULPI in 2024. Through this program, the beautiful Filipino spirit of helping one another without expecting anything in return is a key characteristic of its success. It is proof that ULPI's commitment to the programme goes beyond combating child labour by improving the lives of not only their farmer partners but the next generation as well.

The positive influence of the programme on its beneficiaries is truly rewarding. Throughout the years of implementation, Let's P.L.A.Y. has maintained its steadfast commitment to preventing child labor, working closely with schools, parents, and the entire community to educate tobacco farmers and workers about the importance of allowing their children to play, learn, and grow.



adapting to the various challenges encountered by students, teachers, and parents. It also allowed children to learn and play with their siblings using the materials they received.

Testimonies from the children reveal that 100% of the beneficiaries fully agree that the materials provided by the LPH programme were appropriate and relevant to the students' needs. These materials helped both children and parents enhance the students' learning during the pandemic, complementing the school's distance learning modules.

Since the pandemic-related health protocols have eased and full face-to-face classes resumed in the country in School Year 2022-2023, Let's P.L.A.Y. After School Programme was implemented once again, with a primary focus on curbing child labour incidents and improving literacy performance, especially in light of challenges from distance learning during the pandemic.

Let's P.L.A.Y. has become a viable example of an effective programme benefiting children in communities involved in tobacco-related labour activities. This is evident in the success of the programme over its first decade, with a reduction in child labour incidents. Its success is further supported by its strong participation rate of 92%, showing high attendance and respect for the program. This also aligns with improvements in the academic performance of students, as shown by higher reading literacy scores collected at the end of the programme in 2023. The results of the Early Grade Reading Assessment (EGRA) showed a decrease in non-readers from 34% before the implementation of Let's P.L.A.Y. to only 3% after its implementation. It also highlighted an increase in the number of students familiar with word reading, oral fluency, and comprehension of both story and local material readings after implementation, with a nearly 230% increase from 341 students to almost 1,200 students.

The involvement of parents and teachers throughout

the years is another aspect of the program's uniqueness. The results from internal surveys showed that Let's P.L.A.Y. increased awareness of child labour campaigns and policies among all stakeholders. Nearly 95% of the parents involved in the programme over the last 10 years reported a reduction in child labour incidents during the program's duration. Moreover, 93% of the teachers and parents understood the objectives and rationale of the programme and pledged their commitment to support its efforts to prevent child labor, not only during the programme but also afterward. The programme has also helped alleviate parents' expenses, particularly with nutrition. Parents strongly agreed that the afternoon snacks motivated their children to participate fully in the activities. According to one parent, the afternoon snacks served as an alternative to the feeding programme provided by the Department of Education and became a source of excitement for the children about the day's activities. Let's P.L.A.Y. has proven to be a fulfilling part of the communities for the benefit of the children.

ULPI's commitment extends to the development of community-centric initiatives aimed at preventing child labour in the regions where it sources tobacco. Aside from ULPI, other industry partners have invested in the programme over the years, allowing it to reach more beneficiaries. The collaboration between Universal Leaf, schools, parents, and the government ensures the program's effective implementation.

Through Let's P.L.A.Y.'s educational, well-being, and awareness initiatives, the company seeks to empower families, ensuring that children have the opportunity to pursue a brighter future and learn fundamental alternative learning activities. It is ULPI's shared dream with public and private partners to create an environment that promotes the welfare of children and supports their education.

The future of the Let's P.L.A.Y. programme remains positive. Along with the planned continuation of the programme in China through 2024, approximately

used during the scheduled activities.

Let's P.L.A.Y. was brought to life through various consultations between ULPI, schools, community leaders, and parents to determine activities children would enjoy during the summer and after-school hours. These engaging and constructive learning activities involved classes in Music, Sports, Reading/Literacy, and Arts, along with the provision of nutritious snacks for students. This programme is carried out during the peak of harvest season when there is high demand for farm labor. The ULPI team implements the project directly with the assistance of hired project coordinators who check children's attendance, prepare reports, and monitor the daily activities of students and teachers. The parents of the students also supported the initiative by helping ULPI prepare nutritious snacks for their children as part of the program. Through Let's P.L.A.Y., students also received materials and equipment for sports, music, and reading, which were distributed in the schools. Beneficiaries are all students of identified schools, aged between 7 and 13 years old, most of whom are children of tobacco farmers or workers.

Over its decade-long journey, Let's P.L.A.Y. has reached almost 40,000 children across 247 communities, substantially reducing instances of child labour and enhancing children's physical, social, and mental well-being. The programme has also been shared with Universal Leaf affiliates in China and India, where it was implemented for thousands of beneficiaries, demonstrating its effectiveness and broader impact on fostering awareness of anti-child labour initiatives, improved nutrition, and literacy. Since the program's inception, Let's P.L.A.Y. has consistently reduced child labour incidents during its implementation period. The project's impact assessment shows a 95% effectiveness in reducing child labour incidents over the last ten years.

The distinctiveness of Let's P.L.A.Y. lies in its outreach to rural communities, traditionally underserved in terms of youth-focused educational

and recreational activities. It empowers schools to select from various activities and tailor the programme to meet local interests and needs. This adaptability was further highlighted with the launch of various spin-offs of the programme to cater to the changing needs of students. Initially, Let's P.L.A.Y. started as a Summer School Programme (SSP) to develop children's abilities and skills in music, dance, sports, and literacy, providing alternative learning activities during the peak of the tobacco harvesting season. The summer school activities continued from 2014 to 2019, with parents expressing their support for the program, recognising the valuable learning experiences for their children and minimising their exposure to tobacco-related labour activities as a way to prevent child labor. The programme has since evolved into the Let's P.L.A.Y. After School Programme (ASP), launched in 2017 for areas where the last quarter of the school year coincides with the tobacco peak season. Patterned after the summer school program, the ASP was conducted after regular school hours, allowing children to engage in activities before returning home. This programme was implemented for a total of 50 days.

It was also observed that the ASP contributed to a significant improvement in children's school attendance, final grades, and nutrition levels. In the survey conducted to assess the reception of parents and the community towards the program, 100% of the respondents strongly agreed that the objectives of the programme were met.

The Let's P.L.A.Y. At Home (LPH) Programme was implemented in 2021, with ULPI providing supplemental learning materials that children could use at home for activities such as play, sports, arts, reading, and music, which were not available through distance learning. These materials were sent in boxes and delivered right to their doorsteps. This initiative was conceptualised in 2020 as an adjustment to modular learning instruction brought about by the health restrictions of the COVID-19 pandemic. LPH served as an alternative to the Summer School and After School programs,

IN DETAIL

Child labour remains a pressing concern in many parts of the world, and the Philippines is no exception. According to the latest data from the Philippine Statistics Authority (PSA) in 2021, there were 1.37 million working children aged five to 17 years old, with a significant portion of children engaged in various sectors, particularly agriculture. An unsettling 45.7 percent of child laborers in the country are involved in agricultural activities, highlighting the need for concerted efforts to address this issue. The Philippine government is continuously combating child labour incidents within the agriculture sector through private-sector partnerships.

Unfortunately, the agricultural sector, a crucial component of the Philippine economy, harbors a substantial number of child laborers. These children, deprived of their right to education and a proper childhood, are often forced into arduous labour to support their families or due to socio-economic circumstances. The statistics underscore the gravity of the situation, prompting a call for comprehensive multi-stakeholder strategies to eradicate child labour in agriculture.

Universal Leaf Philippines, Inc. (ULPI), a company that grows and processes tobacco with local farmers, is aware of the risk of child labour in farming. ULPI has taken a proactive stance to minimise and eventually eradicate child labour by implementing a programme that goes beyond conventional methods. Working closely with local communities and stakeholders, ULPI launched the Let's P.L.A.Y. (Promote Learning Activities for the Youth) Programme in 2014 to eliminate child labour and provide alternative learning activities for vulnerable students in tobacco-growing areas. The



programme was conceptualised in 2013 to address the child labour incidents surrounding the tobacco farmers and workers' children in communities where ULPI operates. The goals of the programme are to provide interesting activities for children during the tobacco pre- and post-harvesting seasons, aiming to reduce the involvement of children in farming activities, specifically in tobacco-growing areas. Through the provision of alternative summer and after-school activities, the programme increases awareness among parents (farmers and farm workers), teachers, and community leaders on the prevention of child labour incidents in selected agricultural areas. It also supports schools in increasing the literacy rate of children and helps improve the overall well-being of children through further development of their skills and talents. The programme also includes a feeding initiative aimed at improving the nutritional well-being of the beneficiaries, along with the distribution of supplementary materials such as sports equipment, musical instruments, and reading modules to be

UNIVERSAL LEAF PHILIPPINES, INC.

LET'S P.L.A.Y. (PROMOTE LEARNING ACTIVITIES FOR THE YOUTH) PROGRAMME

SUMMARY

Universal Leaf Philippines, Inc. (ULPI) launched the Let's P.L.A.Y. (Promote Learning Activities for the Youth) Programme in 2014 to progressively eliminate child labour by providing alternative learning activities for vulnerable children in tobacco-growing areas. Let's P.L.A.Y. Summer School and After School programs aim to enhance the students' talents, skills, literacy, and health and wellness by offering engaging and constructive learning classes in Music, Sports, Reading, and Arts. ULPI is committed to eradicating child labour through creating community-based programs and innovative

solutions with the help of industry stakeholders and partnerships with the government. Throughout the decade, the programme has impacted almost 40,000 children across 247 communities from its initial 600 beneficiaries in 2014.

It empowers schools to tailor-fit the programme to meet local interests and needs. This adaptability was further highlighted during the pandemic, with its transition to Let's P.L.A.Y. at Home to assist children's education and recreation at a time when the risks of child labour escalated due to school closures. Let's P.L.A.Y. provided students with supplemental materials on reading, writing, arts, music, and recreation at home.



Let's P.L.A.Y., with its innovative approach and community-centric execution, embodies ULPI's unwavering dedication to social responsibility and youth development. The programme pilots integrated approaches to sustainability in three sectoral areas of the United Nations' Sustainable Development Goals: promotion of zero hunger, good health and well-being, and quality education by substantially improving the students' well-being and reducing child labour incidents. The programme has been shared with Universal Leaf affiliates in China and India, demonstrating its effectiveness and broader impact on fostering awareness of anti-child labour initiatives, improved nutrition, and literacy.

responsibility endeavors. By fostering partnerships and community unity, Forsa creates enduring benefits for both the less privileged students and the wider community. The initiative has established a foundation for positive behavioral changes, motivating students towards a sports-oriented and healthy lifestyle.



Forsa's Innovation

The Forsa Initiative stands out for its innovative approach in addressing critical issues within Jordan's education landscape. Unlike traditional corporate social responsibility efforts, Forsa goes beyond financial contributions by directly intervening in the physical infrastructure of government schools. The initiative's emphasis on rehabilitating and renovating school playgrounds not only addresses the Ministry of Education's reports on inadequate spaces for physical exercise but also pioneers a unique intersection of education and well-being. By creatively leveraging employee volunteering, Forsa not only enhances the learning environment but also promotes a healthy lifestyle among students.

Additionally, the initiative's focus on practical skills development and its adaptability to the challenges posed by the COVID-19 pandemic showcase its forward-thinking nature, making it a truly innovative and impactful corporate social responsibility endeavor.

Other Organisations/Communities Benefits

This exceptional initiative underscores the deep and potent collaboration between the public and private sectors, aimed at executing programs and projects that contribute to the advancement and growth of rural communities. The initiative brings together prominent entities such as the Crown Prince Foundation, the Ministry of Tourism and Antiquities, the Ministry of Agriculture,

PricewaterhouseCoopers (PwC), Nuqul Group, Harley-Davidson, McDonald's, the Municipality of Irbid, and other local institutions and companies committed to supporting this initiative.

Additionally, the programme facilitates non-curricular volunteering opportunities, connecting schools with the local community through UVolunteer. This initiative, in collaboration with the "Nahno" platform, affiliated with Jordan's Crown Prince Foundation, aims to engage youth in volunteering and community involvement.

Conclusion

In conclusion, the Forsa initiative by Umniah stands as a testament to the power of corporate social responsibility in creating meaningful change. Through the rehabilitation of school playgrounds, fostering inclusive sports opportunities, and promoting community engagement, Forsa has not only addressed pressing issues but has also catalysed positive transformations in the lives of students and communities. Collaborative efforts with esteemed partners underscore the potential when public and private sectors unite for a common goal.

As we celebrate Jordan's centennial, Forsa exemplifies Umniah's commitment to the holistic development of local communities, leaving an indelible mark on the landscape of corporate social responsibility.



Forsa enhances partnerships and contributes to the United Nations' Sustainable Development Goals, particularly in education improvement. The company's employee volunteering supports self-realisation, builds confidence, enriches personal experiences, develops networking skills, and fosters team spirit, personal growth, and community engagement. Based on Umniah's analysis of Ministry of Education reports for national assessments in Jordanian government schools (2020), the student population stands at 1,445,240. Alarming, 45% of these schools lack proper playgrounds, contributing to increased obesity rates and reduced academic achievement. The absence of suitable spaces for physical exercise has exacerbated the issue, particularly with the surge in screen time.

Therefore, the Forsa initiative addresses these issues, as it has rehabilitated and renovated government school playgrounds across Amman, Mafrq, Al-Ghor, Irbid, and Jerash. In 2023, Umniah successfully revitalised these facilities in seven government schools, bringing the total number

of beneficiaries to 17. The initiative has positively impacted over 11,000 students and 45,000 community members, solidifying its position as one of Umniah's major corporate social responsibility endeavors supporting education in Jordan.

Playground renovations were finished at these specific schools:

Marj Al-Hamam Elementary School for Boys in Amman, King Abdullah Mixed Elementary School in Hay Al-Malik, Mafrq First Secondary School for Boys, Al-Ghor Comprehensive Secondary School for Girls, Al-Sareeh Elementary School for Boys, Al-Rahmanyeh Mixed Elementary School, and Souf Elementary School for Boys in Jerash. Forsa boosted student physical activity, fostering a healthy balance through play.

This led to increased school attendance and improved cognitive behaviors, as students channeled their energy positively. Furthermore, the initiative contributed to expanding green areas in schools through tree planting.

Forsa significantly supports the education sector and enhances the school environment. It motivates students, fostering positivity, self-confidence, and interest in mental and physical health. The initiative channels negative energy in healthy ways, promotes proper behavior, and encourages a sports-oriented lifestyle, creating a motivating school environment. Especially crucial during the challenges posed by the COVID-19 pandemic, Forsa has provided a platform for students to refine their communication skills and enhance their academic achievements. The positive mental performance of students not only reflects the effectiveness of teachers but also underscores the broader impact on the overall learning environment.

Long-term Benefits of Forsa

Forsa's commitment to the United Nations' Sustainable Development Goals, specifically in the realm of education improvement, positions it as a cornerstone of Umniah's corporate social

in communities. Furthermore, renovated areas provide much-needed space for local community organisations to hold extracurricular activities.

Why did We Launch Forsa?

As Umniah continues to grow, we leverage our considerable human and financial resources to support initiatives and institutions, specifically in the fields of education, to empower local communities and develop the capabilities of its members, as well as fostering creativity among youth. We take pride in the magnitude of our social responsibility and our impact on the communities around us. In a world that is fundamentally interconnected, investing in our humanity is just as important as ensuring our continued business growth, if not more so.

Through Forsa, we aim to influence positive change in the lives of the people in our communities, in addition to inspiring others to do the same. In Arabic, the word 'Forsa' can be defined as either school recess or an opportunity, and it was chosen to reflect our belief in the importance of providing safe spaces for school students to engage in extracurricular activities, especially sports, as a means of promoting physical, mental, and social health, and advancing academic achievements. Athletics also build resilience and lend themselves to enhancing learning through a more comprehensive educational environment.



We are also staunch believers in the idea that by providing safe recreational and athletic opportunities to children, we are helping them lead healthier, more active lifestyles. The coronavirus pandemic hit us all hard, but most of all the children, who were deprived of in-school learning and socialising opportunities for over a year. The lockdown imposed by the government also had detrimental effects on children, leading to increased screen time and food consumption as well as a marked decrease in physical activity. Through Forsa, we seek to encourage our children to adopt healthy habits that include physical activity, which will, in turn, improve all aspects of their wellbeing.

Project Costs

With a budget exceeding one million Jordanian Dinars, the Forsa initiative aims to refurbish and renovate sports grounds over a 5-year period in several government schools across all governorates of the Kingdom. This is in order to establish an engaging and secure learning environment for students. These efforts fall within Umniah's corporate social responsibility initiatives, with a focus on investing in and supporting the education sector.

Forsa's Benefits & Achievements

The project targets marginalised groups, including male and female students (elementary to high school) in government schools in less privileged areas, teaching staff, and the local community. The overall goal of volunteer work in government schools is to assist less privileged students and the community, ease the Ministry of Education's burden, broaden students' horizons, create opportunities, foster community unity, and strengthen bonds of compassion.

UMNIAH

UMNIAH: FORSA INITIATIVE

SUMMARY

Umniah's corporate social responsibility initiative "Forsa" has significantly impacted Jordanian society. Launched in celebration of Jordan's centennial, Forsa exemplifies Umniah's commitment to positive change in education. By refurbishing 17 schools across diverse provinces, Forsa has not only provided secure learning environments but also elevated the cognitive, behavioral, and physical well-being of over 11,000 students and 45,000 community members.

The initiative aligns with Umniah's dedication to United Nations Sustainable Development Goals, particularly in health, well-being, and quality education. Forsa's multifaceted approach, encompassing sports ground revitalisation, provision of sports gear, and non-curricular volunteering opportunities, showcases the company's commitment to societal development. Forsa has become a catalyst for positive behavioral change, motivating students towards improved academic performance and fostering a sports-oriented lifestyle.

This collaborative effort, engaging partners such as the Crown Prince Foundation and the Ministry of Education, exemplifies the relations between the public and private sectors in uplifting rural communities. In essence, Umniah's Forsa initiative transcends philanthropy, representing a dynamic force that enhances living standards, empowers individuals, and contributes substantially to realising sustainable development goals in Jordan, making it a beacon of corporate social responsibility.



IN DETAIL

What Did the Project Involve?

In celebration of Jordan's centennial, Umniah launched the "Forsa" initiative in partnership with the Ministry of Education in 2021. The Forsa initiative involves renovating and rehabilitating school playgrounds over a 5-year period in several government schools across all governorates of Jordan, as well as equipping them with the needed sports gear and tools, offering children more inclusive athletic opportunities. The five-year project, backed by the Ministry of Education, is the largest of its kind in the educational sector and creates spaces that offer students opportunities to thrive.

The project also provides new volunteer opportunities, with participants helping in school projects including planting, painting, conducting workshops, as well as other opportunities through the Nahno platform. Launched in 2019 by the Crown Prince Foundation, Naa for Sustainable Development, and UNICEF Jordan, with Jordan's Ministry of Youth as a strategic sponsor, the platform aims to encourage volunteering and youth participation as an effective vehicle for change.

and dignity, and this is reflected in our company culture. We will continue to work towards creating a workplace that is inclusive and welcoming to all.

Fair Labour Practices and Employee Engagement

At Trustgreen, we prioritise the wellbeing of our employees and strive to promote a healthy work/life balance. We understand that a happy and motivated workforce is the key to success and therefore, we constantly look for ways to reward and recognise the hard work of our employees.

One such measure that we have implemented is the verification by Investors in People. This not only helps us to continue to make Trustgreen a great place to work for our teams but also provides

a benchmark for continuous improvement in our workplace practices. We firmly believe that this approach helps us to create a positive and inclusive work environment where our employees can thrive and achieve their full potential. We're also a real Living Wage employer.

Modern Slavery and Human Rights

Trustgreen actively looks to prevent abuse in our supply chain through reviews and PQQs, and a healthy dialogue that communicates our expectations to our partners. Trustgreen maintains relationships with several different organisations and people in our supply chain, and in our recruitment practices as well as being a founding member of Slave Free Alliance.





Some other initiatives that Trustgreen undertakes as part of our corporate social responsibility efforts include philanthropic activities, community development and engagement programmes, environmental sustainability efforts, employee support programs, and ethical business practices. These initiatives are aimed at promoting the wellbeing of the communities we serve, minimising the negative impact of business operations on the environment, and ensuring that Trustgreen operates ethically and transparently.

Community Engagement

We are very proud of our community engagement programme, which merges building communities with an appreciation of the green open spaces on residents' doorsteps. Our efforts include community events, utilising community champions on strategic sites, and the promotion of local employment in our supply chain. We have been recognised for our initiatives by The Green Organisation.

Diversity

At Trustgreen, we are proud to have a diverse workforce that reflects our commitment to equal opportunities. We have a higher number of female employees than male employees across the entire business, and we are continuously working to ensure that all employees feel valued and supported. Our senior management team comprises 66% female leaders and 33% male leaders, which demonstrates our commitment to gender equality and providing equal opportunities for all.

Gender Pay Gap

While we are not yet legally obligated to disclose our gender pay gap statistics, we are pleased to report that there is no disparity in pay between our male and female employees. This is a testament to our efforts to ensure that all staff members are paid fairly and equally, regardless of their gender. We believe that everyone deserves to be treated with respect

positive change. By collaborating with Tunley Environmental, we have been able to quantify our business carbon emissions and demonstrate our commitment to environmental responsibility. Our annual carbon assessment report allows us to compare our emission data and measure our progress towards achieving Net-Zero Carbon. We are a verified carbon-neutral organisation that actively works with our supply chain to help them achieve sustainability. As a result, we'll be able to achieve our goal of reducing carbon emissions and making a positive impact on our environment. We are targeting net-zero carbon by 2032, by implementing the following changes:



Renewable Electricity

One way that we're reducing carbon emissions is by switching to renewable electricity. This is achieved by choosing an Ofgem-certified green electricity tariff such as Renewable Energy Guarantees of Origin (REGO). To find the best renewable electricity tariff, it is recommended to use comparison websites and assess the guarantee information provided. Most electricity suppliers offer at least one 100% renewable electricity option. By switching to a green electricity tariff, it has been possible to reduce emissions by 4.4 metric tonnes of carbon dioxide equivalent (tCO₂e) per year.

Electric Heating

Using electricity from renewable sources helps Trustgreen to reduce our emissions, and a further 10.2 tCO₂e per year can be achieved by switching to electric heating systems, wherever possible. Various strategies can be employed for this, such as using heat pumps, electric combi-boilers, or far infrared heating panels.

Conducting Online Meetings

We have embraced online meetings, which have helped to significantly reduce the need for business travel. We are able to reduce our carbon emissions from business travel by one third, which is equivalent to 12.4 tCO₂e. This means that by embracing remote meetings, we can not only save time and money but also play a crucial role in mitigating the effects of climate change.

Switching to EVs

We're in the process of switching the company's owned fleet to electric vehicles at the end of the useful life of the current vehicles. This will help us to reduce emissions by 5.8 tCO₂e per annum. We also look to promote electric car sharing and an electric car hiring scheme to achieve the same goal.

Offsetting

Reducing emissions is the ultimate goal of decarbonisation. However, it may not always be possible to reduce emissions from every source. In such cases, offsetting the carbon emissions is necessary. At Trustgreen, we offset our emissions through the Carbon Club.

TRUSTGREEN

CORPORATE SOCIAL RESPONSIBILITY ROOTED IN NATURE

SUMMARY

As an organisation honesty, integrity and compassion are at the heart of everything we do. We aim to do the right thing. Always.

We are guided and driven by creating a positive, long-lasting environmental impact both regionally and nationally. Sustainability is crucial to how we operate as a business and we are committed to accelerating the necessary changes to do the right thing for our people, stakeholders and the developments we manage.

We view sustainability as a spectrum – not just environmentally but across everything we do, including our CSR performance. We offer complete transparency when it comes to diversity, equality, carbon emissions and sustainability, and behave ethically and professionally at all times.

IN DETAIL

We understand that our business has an impact on the environment, and we're taking steps in our sustainability journey to do our part in making a



2. Ocean Recycled PET Circulation
TCI's lab promotes a circular economy approach, emphasising reduced waste and the use of biocompatible materials for easily recyclable or biodegradable products. The lab focuses on PCR materials, particularly EVOH, for facial mask packaging. TCI experiments with recycled plastics for cushioning materials in packaging, collaborates with suppliers using ocean-waste recycled plastics for mask pouches, and actively engages customers in developing zero-carbon products, driving sustainability throughout the value chain.

Achievements

1. Upcycle! AgriUpcycling Turning Waste to Wealth
From 2017 to 2023, TCI invested USD 2.92

million to purchase at least 2,148 metric tons of agricultural by-products from farmers, resulting in a reduction of 413 metric tons of CO₂e. The purchased agricultural by-products contributed to the production of 1,276 pieces of products, with sales exceeding 1.48 billion units. This initiative generated USD 438.31M in revenue for TCI and brought USD 2.85B end-market value to our branded customers.

2. Ocean Recycled PET Circulation
In 2023, at TCI's Precise iManufacturing Centre, in Pingtung, the total amount of reusable/recyclable waste was 1,211 metric tons, while the total amount of non-reusable/non-recyclable waste was 599 metric tons, resulting in a combined total of approximately 1,819 metric tons.



energy consumption and greenhouse gas emissions. In 2022, the Rock Factory initiated an energy-saving program, with a total investment of approximately USD 1.28 million. Measures included the replacement of chiller units, installation of smart meters, and the implementation of an energy management platform, with an anticipated electricity savings of over 38%.

3. Water Resource Management

At Rock Factory, the industrial water source is exclusively supplied by tap water, with an approved water consumption rate of 1,500 cubic meters per day. The four factories in the PABP BRANCH use a closed-loop system to convert waste heat (steam) into condensate water, which is then reused for steam boiler replenishment, enhancing overall circulation efficiency. The S11 factory also incorporates a rainwater collection system for irrigation purposes and recovered RO concentrated water is used for toilet flushing. TCI plans to invest USD 170,000 to 300,000 in discharge water recovery equipment within two years, implementing water-saving measures and initiating recycled water projects as part of a three-year plan. Quarterly tracking by the CSR committee aims to achieve a 25% reduction in water intensity by 2030, based on the 2022 baseline. Wastewater from the factories is uniformly treated by the Agricultural Technology Park Administration Centre Management Office's wastewater treatment factory. Additional wastewater treatment facilities are installed for the S5 Functional Beverage Factory and S9 Functional Food Factory. Before discharge to the Agricultural Technology Park wastewater treatment factory, water temperature, pH, suspended solids, chemical oxygen demand, and biochemical oxygen demand are pre-treated to meet water quality standards. The company also commissions an EPA-accredited inspection company to conduct wastewater quality tests biannually, ensuring compliance

with the Water Pollution Control Act and the water quality standards set by the Agricultural Technology Park Administration Centre.

4. Waste Management

For general business waste, all necessary permits and declarations are obtained following the law, and qualified vendors are commissioned for collection and disposal. The objective is to enhance the recycling rate of process waste and minimise waste at the source. In the pre-treatment process, TCI adjusts the dosage of wastewater treatment chemicals to reduce sludge generation and engages in recycling and classification. Valuable waste is sold externally or recycled by external organisations, while non-valuable waste is handled and transported by qualified vendors. Hazardous industrial waste is centrally stored in dedicated hazardous waste storage facilities.

Sustainable Development Initiatives

1. "Upcycle! AgriUpcycling Turning Waste to Wealth" Project:
Upcycling Agricultural Waste for Closed-Loop Circularity
Through the Bio-Resource Data Mining Platform and the Upcycle! AgriUpcycling Turning Waste to Wealth project, TCI identifies functional ingredients in agricultural by-products such as banana peels, banana flowers, and red quinoa husks. By verifying these ingredients, we create functional IBD with high added value, promoting a circular economy and upcycling. This initiative not only reduces agricultural by-products and enhances the added value of crops but also contributes to the long-term income of farmers. Additionally, the red quinoa husks, when processed into highly nutritious fertiliser, contribute to the closed-loop utilisation by returning to the red quinoa fields. TCI is actively exploring the possibility of utilising agricultural waste as a source of SRF in its ongoing research and development efforts.



along with product carbon footprint certification (ISO14067) and product carbon neutrality certification (PAS2060) are obtained, reassuring consumers when purchasing products developed and manufactured by TCI for its customers.

Sustainable Policy at TCI: Driven by the Board of Directors at the Highest Level

The ESG Committee of TCI propels sustainability initiatives, with the Chairman as the Chief Commissioner leading the committee. The Board of Directors, as the highest level, embodies corporate governance, promotes environmental sustainability, fosters social care, and enhances information disclosure, showcasing corporate social responsibility across these four dimensions. The Chief Sustainability Officer is responsible for planning the company’s ESG strategy, action plans, and sustainability goal setting. Additionally, they oversee the allocation of corporate resources and collaborate with the ESG Committee to outline and implement internal sustainability projects, tracking execution progress and timely adjusting in response to international sustainability trends and stakeholder expectations.

Sustainable Development Policies:

1. Carbon Emission Mitigation
Since 2018, TCI has undertaken an annual

organisational GHG inventory at the Rock Factory in Pingtung, following the GHG Protocol. This inventory encompasses both direct and indirect emissions and has been verified by a third party in compliance with ISO14064-1. In 2022, the direct emissions totalled 3,723.2960 tCO₂e, while the energy-related indirect emissions amounted to 9,953.7063 tCO₂e.

2. Energy Conversion Management
TCI’s energy usage at the Rock Factory includes fossil fuels (natural gas, diesel, gasoline) and externally purchased electricity. In terms of energy consumption, the highest consumption is attributed to natural gas used for boiler combustion to generate steam, followed by the electricity consumed by factory equipment. Diesel is utilised in generators, forklifts, and company vehicles, with relatively lower energy consumption. The PABP BRANCH of TCI has fully implemented the ISO 50001 Energy Management System, and solar power generation systems have been installed on all rooftops. Specifically, the S11 and S12 factories have obtained the Leadership in Energy and Environmental Design (LEED) green building certification from the U.S. Green Building Council (USGBC). This certification is a testament to their commitment to minimising building

IN DETAIL

TCI, as an international export enterprise, recognises the growing importance of sustainable development among our international clientele. In order to gain the trust of more customers, we have taken proactive measures to enhance our credibility. By doing so, we aim to instil greater confidence in our clients and explore opportunities with potential customers.

Joining Relevant Initiatives and Environmental-Friendly Commitments

TCI committed to achieving 100% renewable energy in its production chain by 2030 through RE100 in 2018. In 2019, it joined EP100 to implement an energy management system by 2026, targeting a 35% increase in energy productivity by 2040 (base year: 2016). Joining SBTi in 2021, TCI aims for a 51% reduction in absolute emissions in scopes one and two and a 15% reduction in Scope three emissions ('Purchased Goods and Services') by 2030 (base year: 2018). The 2022 addition to the Alliance for Water Stewardship (AWS) reflects TCI's commitment to sustainable water resource

management, bringing optimal benefits to society, the environment, and the economy.

Environmental Certification for Factory and Products

TCI aims to embody the concept of green manufacturing and green products within the realm of sustainable development. On the supplier side, we continuously communicate the principles of sustainable development, circular economy, and eco-friendly farming practices. Simultaneously, we have promulgated the Supplier Code of Conduct as a main reference for the overall assessment of suppliers, ensuring that our current collaborators adhere to legal regulations (including labour, health and safety, and environmental standards) during the provision of products and services. We encourage suppliers to sign the Supplier Code of Conduct, undergo formal audits, and thereby safeguard the overall quality of the production process at TCI.

Within the customer side, to implement the four major international initiatives, TCI goes further by obtaining international certifications for its factories.

These certifications encompass quality and safety management systems for food and cosmetics (BRC, SQF, FSSC22000, ISO22000, HACCP, ISO17025, TGA, NSF, ISO9001, ISO22716, GMP, GMPC), as well as ESG-related certifications (ISO14001, ISO45001, ISO50001, Sedex SMETA, SA 8000, EcoVadis). All these certifications underscore TCI's commitment to realising the initiative pledges in the realm of sustainability. On the sales front for customer products, TCI, to expedite and stabilise product quality, applies for approvals based on food safety regulations according to the sales regions. Certifications such as Halal, Ecocert, and USDA Organic,



TCI CO., LTD.

GREEN INGENUITY: SUSTAINABLE ACTIONS THROUGH THE LCA

SUMMARY

TCI, an international export enterprise, acknowledges the growing importance of sustainable development within our global customer base. To fortify our credibility and broaden our customer trust, we have implemented proactive measures to enhance our standing. Our primary goal is to instil greater confidence in our existing clients and explore opportunities with potential customers.

TCI's mission centres around "Join & Delight Consumer's life." Through collaborative efforts with suppliers, we aim to create value for diverse stakeholders. TCI has committed to international initiatives like RE100, EP100, SBTi, and AWS, showcasing a strong dedication to sustainable practices in energy usage, carbon emissions, and water resources. This commitment extends throughout our operations, with our factories achieving various management system certifications.

Certifications for ESG-related carbon footprint (ISO14067) and carbon neutrality (PAS2060) provide consumers with the assurance they seek when purchasing products developed and manufactured by TCI for our clients. Additionally, TCI has embarked on several innovative projects, including "Upcycle! AgriUpcycling Turning Waste to Wealth," Ocean Recycled PET Circulation, and MSC's Oceanic Collagen Elixir, which focuses on upcycling



agricultural by-products and recycled ocean PET materials into functional ingredients and packaging for TCI products. These initiatives underscore our commitment to environmental responsibility and innovation in our business practices.

Furthermore, on the production front, TCI's factories have obtained various environmental and energy resource certifications, including ISO14001, ISO14064-1, ISO50001, ISO46001, and ISO14046. In addition, our facilities utilise solar energy and have received LEED Green Building certification. The products manufactured for our clients can further undergo ISO14067 carbon footprint certification and achieve PAS2060 carbon neutrality certification.



In London, United Kingdom

Society of Autism Families Wins
International Excellence Award
in CSR

The Society of Autism Families has been awarded the prestigious International Excellence Award in Corporate Social Responsibility (CSR) for its developmental initiative Tayf Aziz Caravan during a ceremony held in London, United Kingdom. The award was received by the Chairman of the Association's Board, His Highness Prince Saud bin Abdulaziz bin Farhan Al Saud, accompanied by the Association's Secretary-General, Ms. Areej Al-Muallim.

Expressing his gratitude, His Highness Prince Saud bin Abdulaziz stated:

"We are delighted to achieve this national milestone as the first Saudi association specializing in serving individuals with autism. This recognition reflects our commitment to our strategic plan to enhance the quality of services provided to individuals with autism through innovative developmental projects. These initiatives aim to establish stability, sustainable growth, and progress in the autism sector in the Kingdom. This success would not have been possible without the unwavering support and visionary leadership of our wise government, which continuously empowers the nonprofit sector and individuals with disabilities. All praise is due to Allah. We dedicate this achievement to our beloved homeland and to the diligent, ambitious team of our association. We pray for continued success and guidance in all that is good."

It is worth noting that the Society of Autism Families previously won the Stevie International Award for the Middle East in February of this year.





The goal of this partnership is to make a meaningful difference in the lives of autistic individuals and their families by providing them with the essential care and resources they need. Hence, the convoy assisted more than 10,250 people and offered more than 3,812 consultations and 1,487 tests, accommodating both in-person and digital sessions with 145 health-care providers. Assisting the convoy were forty-nine partners from different sectors. The total cost was about 2,961,800 SAR.

Riyadh Deputy Governor Prince Mohammed bin Abdulrahman bin Abdulaziz officially inaugurated the Tayf Aziz convoy in early June 2023. During that time, Prince Mohammed and Prince Saud bin Abdulaziz bin Farhan, the chairman of the board of directors for the Society of Autism Families, inspected the convoy's electronic services and equipment. They also discussed the convoy's objective of supporting families affected by autism, offering various resources for early detection, and raising awareness about the disorder.

The staff of the Society of Autism Families shared in the planning of the objectives of the convoy and the expected impact on society. They also approved analytical methods for receiving feedback from the stakeholders (i.e., people with autism and their families,

project partners, health providers, staff, supervisors, and interested members of the public). They started their meetings from 28-02-23 till the end of the convoy in 15-10-23.

The convoy includes a custom-built bus equipped with cutting-edge technology. Its main objective is to enhance visitors' understanding of autism by directly addressing their inquiries

through an electronic platform. Additionally, it provides visitors with a virtual experience of what it is like to live with autism. The bus also connects families with health-care providers based on their location, ensuring that they have convenient access to vital consultations and enabling them to easily schedule appointments with doctors and specialists at the association's clinic.

Additionally, the convoy aims to gather accurate statistical data on autism spectrum disorder in order to lead to a better understanding of its prevalence within communities. The convoy hopes that its latest expedition achieved its strategic goals and met the needs and expectations of all stakeholders to ensure the sustainability of the next convoy and the other initiatives of the Society of Autism Families to raise awareness and increase understanding of the autism spectrum.



SOCIETY OF AUTISM FAMILIES TAYF AZIZ CONVOY

SUMMARY

Tayf Aziz Convoy roams the Kingdom of Saudi Arabia on a journey of hope and optimism. The largest project of its kind in the world, it is a mobile caravan that travels a distance of up to 12,000 kilometers. It passes through thirteen administrative areas, reaching fifty-three cities, towns, and villages over a period of three months. The project aims to raise awareness about autism spectrum disorder and facilitate early detection through the implementation of standardised and effective tests and measurements.

The project also aims to connect families with service providers based on their geographical location, using advanced technological means. Additionally, it provides direct consultations, both in-person and remotely, by specialised professionals in a fully equipped clinic within the caravan. For example, there are discussions about early detection and a roadmap for autistic people and their families through advanced technical means. One of the essential goals of the convoy is to achieve comprehensive community education about the autism spectrum.

The convoy serves as a rich centre for gathering information and feedback from all stakeholders to ensure a professional and sustainable service for all. It also assists decision-makers in planning the next convoy to meet their needs.



IN DETAIL

The primary objective of the convoy is to offer aid and support to families with members affected by autism spectrum disorders and behavioral disorders. Managed by the Society of Autism Families in partnership with the Tayf Aziz Centre for Autism Spectrum Disorder and Neurodevelopmental Disorders, the convoy visited 53 cities, governorates, and villages in thirteen administrative areas across the Kingdom. It traveled approximately 12,000 kilometers during its four-month journey.



Empowering women is another key focus. We aim to provide education and create job opportunities for women, enabling them to become financially independent and active contributors to society. This will not only uplift individual women but also have a broader positive effect on their families and communities, promoting gender equality and social justice.

Finally, the initiative seeks to remove barriers to education and healthcare access for underprivileged children and women in Pakistan, ensuring they can benefit from both. By providing comprehensive support in these areas and focusing on sustainable development, we are creating a foundation for lasting change that improves the quality of life for these vulnerable groups. This holistic approach will foster empowerment, resilience, and growth across communities in Pakistan.



how businesses can make a profound and lasting difference in the lives of individuals and communities.

IN DETAIL

The primary goal of this initiative is to educate underprivileged children from slum communities in Pakistan, providing them with the tools and opportunities to transform their futures. By focusing on education, we aim to break the cycle of poverty and offer these children the possibility of a brighter tomorrow, equipping them with the knowledge and skills needed to succeed. This initiative will not only benefit the children but will have a long-term positive effect on the entire community, fostering sustainable development and social progress.

In addition to education, another key aspect of this project is providing primary medical facilities to underprivileged communities. By installing telemedicine units, we can offer crucial healthcare services to people who would otherwise have limited access to medical care. This approach helps bridge the gap in healthcare accessibility, particularly in remote and underserved areas, ensuring that individuals receive timely and proper medical attention.

The project also aims to address the impact of climate change in Pakistan, which is a growing concern. We plan to raise awareness and educate both children and adults through targeted programs and educational courses in schools. By teaching the next generation about climate change, its effects, and sustainable practices, we can equip them with the knowledge to protect the environment and work toward a more sustainable future for Pakistan.



SKZ FOUNDATION

SKZ FOUNDATION

SUMMARY

This project is dedicated to the development of schools in slum areas, aiming to provide children with access to quality education and offer them a meaningful pathway out of poverty. Education is a fundamental right, and by focusing on this initiative, we can break the cycle of poverty, giving these children the tools they need to create a brighter future for themselves and their communities. This initiative is not just about building physical structures; it's about creating lasting, positive social change that benefits entire communities.

At the heart of the project is community engagement and empowerment. We actively involve local residents in the planning, implementation, and ongoing success of the schools, ensuring that the project is both



relevant and sustainable. Our approach is designed to foster long-term impact, with measurable outcomes to assess how well we are achieving our goals. By working hand-in-hand with local partners, the initiative creates strong, lasting relationships that can continue to grow and evolve over time.



I strongly believe that the project's holistic approach, which integrates education, social empowerment, and community involvement, embodies the core principles of corporate social responsibility (CSR). By addressing the pressing issue of education in underserved communities, the initiative aligns with CSR's commitment to creating positive change and fostering social development. This is why I believe the project deserves to be recognised in the CSR Awards, as it exemplifies

Best Business at the UK's Third Sector Business Charity Awards 2023. This has helped further validate our Time to Care programme and establish us as industry-leading.

It would be an incredible honour to secure further recognition for our inspirational Sky volunteers, fundraisers, and amazing charity partners from the prestigious International CSR Awards in 2024. Too often, these people are unsung heroes in our community, so this spotlight really gives them the opportunity to shine and take stock of what we have accomplished together.

A Long-Term Commitment

There is no overnight quick fix for loneliness, and our Time to Care programme has no end date, nor does our commitment to our befriending line beneficiaries or our network of external charity partners.

In the last year, Sky has embedded the Time to Care programme into our core business plan with the appropriate investment and resources to ensure its continued growth and development. We recognise that Time to Care is good for our community, good for business, and good for our community. Win-win-win!

We are hugely proud to work alongside (and learn from!) our amazing charity partners to deliver tangible community impact and make a meaningful difference every day; tackling loneliness, one conversation at a time.

In line with new research published by the Campaign to End Loneliness into 'at-risk' demographics, this year we are growing our charity partner network to include charities with a broader loneliness focus, outside our primary older persons' audience. This includes working with hospices, young carers groups, homelessness support charities, foodbanks, and charities that specifically focus on outreach to marginalised communities such as LGBTQ+, and those from diverse cultural or socio-ethnic backgrounds.

We look forward to the continued growth of our ground-breaking Time to Care programme at Sky. Our 2024 plans are bigger, bolder, and more ambitious than ever as we continue in our crusade to tackle loneliness, connect communities, and effect real and lasting change in the wider world. Watch this space!



Working in partnership with Age UK, so far, our colleagues
have volunteered over 10,000 hours...
delivering **320,000 care package items and meals** across the country,
and chatting to older people for **4,000 hours** on our own
Sky and Age UK befriending lines.

- £175k+ raised from staff fundraising and matched giving
- Sponsor of Loneliness Awareness Week 2023
- Sponsor of the UK's Campaign to End Loneliness 2023 and 2024 Conference



And beyond the numbers and statistics are the brilliant people we support each day, who are at the heart of everything that we do in Time to Care. Here is just some of the feedback we have received in the last year from our charity partners, charity beneficiaries, befriending line customers, and volunteers:

- ‘Well, I can only say WOW WOW WOW thank you and what a wonderful afternoon we have had. Lots of laughs and fun—the residents thoroughly enjoyed themselves and loved every minute of it. I cannot thank you enough for the time and the commitment of Sky to Orchardhead. You truly are a wonderful company.’ – Sally from Orchardhead Care Home in Fife after we hosted a karaoke afternoon for their residents!
- ‘The Sky volunteers have been AMAZING over the last few weeks – they really know their stuff! One lady brought a 12-year-old laptop that hasn’t worked for about 5 years. I was struggling with it, but Martin from Sky spent a good 90 minutes cleaning it out and updating the software, and now it works like new, and the lady has even managed to retrieve old videos that she thought she’d lost forever! She’s so delighted!’ – Shaun Leinster, from Glasgow’s Golden Generation, where we support with weekly digital inclusion workshops for older people
- ‘I don’t often get out, I don’t see my family or friends much, so my befriender from Sky is like a lifeline. I look forward to her calling every week, she’s just wonderful.’ – Carol, a Sky Befriending Line customer

- ‘Being a befriender is the best part of my week. Speaking to my friend is the most wonderful experience, knowing I am providing a service to someone who needs it, and also learning from my friend has been brilliant. My call is on my last day of shift, and it’s always like my safe haven. I can relax, chat, and laugh. These conversations help with my mental health and wellbeing, and the realisation that I can make some difference to someone else’s day-to-day life is incredible.’
– Feedback from one of our Befriending Line Volunteers

And giving back is good for our people too. We regularly gather feedback from our colleagues who have engaged with the programme to track the ‘feel-good’ they are also receiving from being part of Time to Care. Here are some top-line stats from our recent internal evaluation:

- 98% of our people say volunteering has increased their pride in working for Sky
- 96% of our people say volunteering increased their sense of purpose and wellbeing
- 96% say volunteering has increased their own confidence and helped them in their role
- 95% say they are more likely to recommend Sky to someone else as a place to work

The programme has also been recognised in the wider sector, winning Gold at both the UK and European Contact Centre and Customer Service Awards in 2022, in the ‘Giving Back’ category, and

and digital drop-ins at local Age UK centres and at bespoke Sky Up digi hubs across the country every week. Finally, we also support our Time to Care charity partners financially through our Community Grants Fund and our targeted staff fundraising initiatives and campaigns. In 2023, we donated £120,000 via our annual community grants programme and raised a further £110,000 from staff fundraising activity and events.

Let's Talk Loneliness

Awareness raising has also been a key deliverable of the Time to Care programme. Loneliness is something we can probably all relate to on some level, but we can only begin to help one another if we break the stigma and start a real conversation.

Working with Age UK, we have delivered our own internal awareness campaign on internal comms channels, hooking into key calendar moments like National Loneliness Week and National Befriending Week to educate and encourage our colleagues to step up, play their part, and get involved with the Time to Care mission.

We are also part of the wider national conversation to drive change to end loneliness. As well as being a corporate partner with Age UK, we are active corporate members of the National Befriending Network and work in partnership with both the Marmalade Trust and the UK's Campaign to End Loneliness to deliver awareness raising activity and training sessions.

Measuring Success

Evidencing our impact is vitally important, enabling us to learn, develop, and embed our community programme. Every CSR activity has a reporting measure to ensure we are

tracking engagement, qualifying outputs, and evaluating outcomes.

We hold fortnightly calls with our charity partners to ensure a mutually beneficial way of working, keeping us aligned and on track to deliver our agreed partnership outcomes. We also receive an annual impact report from charity partners which summarises the direct impact of our partnership on their service users. Our befriending programme has been independently audited and accredited by the UK's Befriending Network, who commended our service as 'High Quality'.

Last year, we commissioned an external research evaluator, Chrysalis, to compile a detailed impact report on our programme to help us review and understand impact and to highlight best practice recommendations.

Time to Care Impact Stats to Date

Here are some of the programme highlights in numbers:

- 1,000 active Sky Befrienders
- 60,000+ befriending calls made
- 150 active Sky Digital Champions
- 83,000+ volunteering hours delivered
- £300k+ donated via our Community Grant Fund



set up the dedicated Time to Care programme for the customer-facing side of our business (CSG), which we launched in early 2021. We wanted to harness the power of our 15,000-strong CSG staff network to make a meaningful difference for our customers and be a true force for good in the wider communities where we live and work.

The Time to Care mission is to lead the way in the fight against the loneliness epidemic in the UK by building partnerships, making connections, and breaking the stigma. Our long-term ambition is to reach one million meaningful interactions by 2027, and we are almost halfway there!

Sky's Time to Care Befriending Line

Never underestimate the power of a good conversation! Research shows that even just a few minutes of friendly chat each week can have a huge difference on both emotional wellbeing and physical health. So, with support and guidance from our friends at Age UK, we developed and set up a dedicated in-house befriending line, which is the flagship support service at the heart of the Time to Care programme.

Over the last 3 years, our specially trained 'Time to Care' befrienders have made over 83,000 friendship calls! From a 40-person pilot project at the height of the pandemic, our befriending volunteers are now supporting over 1,000 isolated older people every week with an hour-long, friendly chat. We quickly learned that Covid wasn't the cause of the loneliness; it simply shone a light on a hidden epidemic and surfaced the real scale of the issue in communities across the UK.

Our befrienders are a listening ear, an emotional support, and, at times, a lifeline to vulnerable older customers across the country. Recent evaluation report outcomes help demonstrate the programme's success:

- 98% of customers would recommend Sky's befriending service
- 98% of customers say that befriending

has significantly reduced their feelings of loneliness and isolation

- 100% say befriending has had a positive impact on their mental health and wellbeing

The need for Sky's befriending service continues to grow, and we are working hard to meet the demand and boost our capacity, onboarding more volunteers to grow the line to a targeted 1,500 calls per week by the end of 2024.

Time to Care Charity Partnerships

Sitting alongside our in-house befriending line, Time to Care aims to make a difference in the wider community too, by leaning in to support our national charity partners (Age UK, Age Scotland, and Age Cymru) and an additional network of 25 local charity partners (all in service of tackling loneliness and social isolation), with regular volunteering, awareness raising, in-kind support, and staff fundraising activity.

We give our people two business days every year to give back in their community. During 2023, our staff delivered over 40,000 hours of community volunteering for our Time to Care charity partners; from dementia day care services and pensioner coffee mornings to community centre refits and hot meal deliveries.

Last year, we also welcomed 1,000 Age UK service users onsite to join us in our offices and shops for special 'only at Sky' tea parties, hot meals, and community cinema events across the country. In addition to our community volunteering and events, we also have our dedicated Time to Care Digital Champion programme. This unique offering aims to tackle digital inequity and isolation in 'at-risk' communities by supporting older people to feel more confident using technology, and keeping them connected to the online world and the things and people they love.

To date, we have trained 150 Digital Champions who support the delivery of bespoke digital workshops

SKY

TIME TO CARE PROGRAMME

SUMMARY

At Sky, we harness the power of our amazing staff network to make a meaningful difference for our customers and in our communities through our dedicated employee CSR programme, Time to Care.

The Time to Care mission is to be a force for good, by leading the way in the fight against the UK's hidden loneliness epidemic. Our long-term ambition is to reach one million meaningful interactions with our communities, keeping people connected and effecting real and lasting change.

We achieve this through our innovative in-house befriending line, our network of community volunteering partnerships, our Digital Champion service, our community grant programme, and through a calendar of staff fundraising and awareness-raising campaigns. We are united in our mission to break the stigma and tackle loneliness head on!

IN DETAIL

Loneliness is one of the biggest health challenges our country faces. We all can feel lonely from time to time, but Age UK research shows that 1.4 million people over the age of 65 in the UK regularly struggle with chronic loneliness. Over a quarter of a million of them will often go an entire week without speaking to anyone at all, which can have a devastating and damaging impact on both physical and mental health.

At Sky, we know that connections matter. We also have a growing population of older and vulnerable customers who rely on our services. During Covid, we quickly recognised the stark impact long-term loneliness was having on many of our more isolated older customers' lives, as we were hearing the desperation on our phone calls every day.

So, in response to this emerging crisis and to give our older customers the best possible support, we



In addition, there were theatrical segments and family shows, such as a stand-up comedy show and carnival band show. Moreover, the national heritage was highlighted in the ceremony, such as the Najdia Ardah, Hejazi folklore, and folk crafts and foods.

Project Achievement

Our key achievements from “Safaniya Area Producing (SAP) Family Day” include improving social, cultural, and sports activities for employees through initiatives that are aligned with Aramco’s strategies and contribute to enhancing employee loyalty, social responsibility, and relationships within employees from different countries, backgrounds, and positions.

Going Forward

SAP will continue its strategy towards employee engagement and experience.

- Several training programs for all employees

will be rolled out, including wellbeing and wellness programs, diversity and inclusion, and different communication and knowledge-sharing programs.

- Engagement Town Hall Meetings will be scheduled semi-annually to share ideas and raise concerns in an open and enabling environment.

In addition, SAP will continue to organise the Service Award event. The Service Award programme is Saudi Aramco’s way of appreciating the commitment and dedication of its employees for their continuous years of service.

Furthermore, SAP will continue to promote Diversity and Inclusion.

- SONPD will continue to promote diversity and sponsor employees with disabilities.
- SAP will continue to increase the hiring ratio of females, such as employees, SMPs, and service contractors.





through initiatives that align with Aramco's strategies and contribute to enhancing employee loyalty, social responsibility, and relationships among employees from different countries, backgrounds, and positions. Thus, we believe that the initiative of "Safaniya Area Producing (SAP) Family Day" is an honorable contender for the award.

IN DETAIL

Saudi Aramco is the world's largest integrated oil and gas company; its upstream operations manage the Kingdom of Saudi Arabia's unique hydrocarbon reserve base, optimising production and maximising long-term value. Within Upstream Northern Area Producing Operation (NAOO), Safaniya Onshore Producing Area (SAP) consists of three major producing departments: Safaniya Onshore Producing Department (SONPD), Safaniya Offshore Producing Department (SOFPD), and Manifa Producing Department (MPD).

In the past 60 years of operation, SAP has always demonstrated Aramco's core principle by improving the communities where it operates, through engaging in a range of corporate social responsibility projects and initiatives. SAP has not only famously provided reliable energy to the world, having safely operated the largest GOSP worldwide and largest offshore field globally by SONPD and SOFPD respectively, but has, through its impactful CSR

strategy, improved the daily lives of its employees and neighboring communities in very significant ways.

The CSR committee has been able to introduce, and continuously implement, initiatives and projects in favor of employees and local communities, achieving extremely positive results. This was mainly due to the remarkable support from NAOO management, trust of SAP Vice President, and involvement of our talented employees, families, and local communities.

We are therefore proud of our CSR strategy and achievements, because not only is our approach all-embracing and continuous, involving about 60 years of social, educational, and cultural projects impacting nearly 3,000 employees' families and several villages in the remote area of eastern Saudi Arabia, but also, everything we do is anchored by our corporate values: safety, citizenship, integrity, accountability, and excellence.

Project

In February 2024, SAP successfully organised the SAP Family Day event at Tanajib compound, which is a remote area located around 250 km north of the Saudi Aramco headquarters in Dhahran. Safaniya Area Producing Vice President Mr. Azeb Muhammad Al-Qahtani welcomed over 700 guests of employees' families from various countries and regions of Saudi Arabia to celebrate the family day, primarily the residents from local Safaniya area communities, Dammam City, Dhahran, and Al Hasa area.

The event included a variety of activities that suited various ages and different interests. For children, there were children's studios, educational corners, maze games, aerial jumping games, and face painting. For adults, there were car racing, virtual reality games, ghost houses, and drawing cartoons.

SAUDI ARAMCO

SAFANIYA AREA PRODUCING (SAP) FAMILY DAY

SUMMARY

Saudi Aramco, as the leading global energy company for nearly ninety years, is the largest crude producer in the world. The Safaniya Onshore Producing Area (SAP) under the Upstream Northern Area Producing Operation comprises three main producing departments: Safaniya Onshore Producing Department (SONPD), Safaniya Offshore Producing Department (SOFPD), and Manifa Producing Department (MPD). Over the course of its six decades of operation, SAP has consistently demonstrated Aramco's core principle by improving the communities where it operates. This has been achieved through engaging in a range of corporate social responsibility projects and initiatives.

SAP, which operates the largest GOSP and Offshore field worldwide through SONPD and SOFPD, has not only famously provided reliable energy to the world but has also significantly enhanced the daily lives of

its employees and neighboring communities through its impactful CSR strategy. This success was primarily the result of the extraordinary guidance from NAOO management, the significant support of the SAP vice president, and the participation of our gifted staff, families, and the local community.

We are therefore proud of our CSR strategy and achievements for two main reasons. Firstly, our approach is all-embracing and continuous, involving nearly six decades of social, educational, and cultural projects that have impacted almost 3,000 employees' families and several villages in the remote areas of eastern Saudi Arabia. Secondly, everything we do is anchored by our corporate values: safety, citizenship, integrity, accountability, and excellence.

Our key achievements from the "Safaniya Area Producing (SAP) Family Day" include improving social, cultural, and sports activities for employees



The rapid mobilisation and engagement of Rönesans Holding and its employees in volunteer efforts demonstrated a swift and effective response. This commitment reflects the company's genuine dedication to community welfare and showcases its ability to quickly adapt to pressing needs.

Legacy Impact

Rönesans Holding plays a significant role in enhancing social sustainability and promoting diversity and inclusion standards within both the industry and its supply chain. Through its initiatives, the company demonstrated a strong commitment to addressing the psychological and physical needs of vulnerable groups, particularly children and women. This not only directly contributes to social

sustainability but also sets an example across the industry.

Rönesans Holding is a group that believes deeply in collaborations and partnerships, extending this belief beyond their commercial endeavors. The company emphasises that success can only be achieved through the right, strong, and transparent partners, as well as goal-oriented projects, in both business and philanthropy. As a result, Rönesans' team of 2,000 volunteers actively engaged with victims, providing both immediate and long-term support. Additionally, the initiative led to expanded collaborations with various NGOs, further strengthening Rönesans' network for future endeavors.





education, reproductive health, and protection services. Additionally, the company has shared resources and support for strengthening parenting roles, imparting child support skills, addressing learning losses, empowering young women, and providing assistance for individuals with special needs through collaborations with associations and NGOs, such as TODEV, UNICEF, UNFPA, UCİM, and KODA.

Cultural Change

The projects undertaken by Rönesans Holding encompass a diverse range of efforts aimed at providing social and developmental support to children, young individuals, and parents during the acute phase of the earthquake's impact. These efforts also focus on preventative measures to address the social and educational fallout from

the disaster. The active involvement of Rönesans Holding employees in these initiatives reflects the rapid transformation and establishment of a culture of philanthropy within the organisation.

Externally, this initiative has had a ripple effect on the wider community. By prioritising the well-being of vulnerable groups, especially in the aftermath of the earthquake, Rönesans Holding sets a leading example for societal engagement and support, fostering empathy, collaboration, and social responsibility. In the earthquake-stricken region, the selection of expert NGOs played a crucial role in ensuring accurate, unbiased information was obtained to address the region's needs, thus facilitating proper planning. Priority was given to the groups most severely affected by the earthquake in the selection of target audiences, and a diverse, inclusive approach was employed.

management, focusing particularly on aiding unaccompanied children.

Psychosocial support in Temporary Accommodation Centres (SKA) was quickly established, ensuring equal living conditions and health as a core focus of disaster recovery. Rönesans swiftly installed 2,000 thoughtfully designed temporary living spaces in Malatya and Adiyaman, with a focus on the most vulnerable, particularly women and children. These spaces became crucial for those affected, accommodating 10,000 people in the hardest-hit areas. The temporary facilities emphasised support for children, young people, and women, while also addressing housing needs and providing comprehensive social and psychological support. Rönesans also committed to maintaining UNICEF-backed centres in these spaces, offering services such as psychological support, sports, and music facilities.

Impact Work

Following the disaster, Rönesans engaged in high-impact project collaborations with national and international NGOs, including UNICEF, who are considered experts in the field. These collaborations aimed to rapidly implement projects focused on vulnerable groups such as children, women, and youth, minimising the disaster's aftermath. Rönesans

adopted an adaptive and collaborative approach to community projects, ensuring specialists from organisations like UNICEF and local NGOs were involved throughout the process. This highlighted the company's awareness of where specialist expertise can be utilised to form a well-rounded disaster support strategy.

Rönesans streamlined support to the most vulnerable groups, prioritising a durable approach with a long-term 36-month plan. The company's strategic focus led to direct improvements in community services and quality of life for these groups. This approach underscores the vital role of collaboration between the private sector and NGOs in addressing social issues, showcasing the impact of partnerships and strategic activity to achieve long-term goals.

Community Engagement

Rönesans utilised its construction expertise to design the temporary living areas in the earthquake-stricken region. With over 2,000 volunteers, construction sites, hospitals, disaster recovery projects, and earthquake region teams, Rönesans provided shelter for more than 10,000 people and served over 1 million meals. During the design phase, meticulous care was taken to create a suitable environment for women, children,

and young people to safely and peacefully adapt to their daily lives. Social architectural elements tailored to these needs were integrated into the container city plans.

The aim was to create spaces where vulnerable groups would feel safe, receive psychosocial support, and experience a direct benefit to their well-being in the aftermath of the disaster. Since the earthquake, Rönesans has continually offered psychosocial and post-trauma support, quality



RONESANS HOLDING

RÖNESANS HOLDING – POST-DISASTER SUPPORT PROGRAMS

SUMMARY

On February 6, 2023, two major earthquakes with magnitudes of 7.7 and 7.6, originating in Kahramanmaraş, profoundly affected Turkey. Employees, volunteers, and partners (NGOs) of Rönesans Holding have since then been on a mission to help those affected by the earthquake, particularly women, children, and young people. The “Rönesans Post-Disaster Support Programs” enabled Rönesans to install container cities for 10,000 people in the area. With NGOs and local associations such as UNICEF, UCIM, TODEV, and Koda, Rönesans maintains its collaborative effort to provide sustainable solutions for the victims in the area.

IN DETAIL

Positive Social Impacts

At 5 am on February 6, 2023, a crisis group was formed in response to the 7.7 earthquake centred in Pazarcık, which affected 11 provinces. The group was led by Erman Ilıcak, the founder of Rönesans, and İpek Ilıcak Kayaalp, Chair of the Board of Directors of Rönesans Holding. The “Rönesans Post-Disaster Support Programs” were developed the moment the earthquake struck, in partnership with UCİM (Association for Combatting Child Abuse) and Adana City Hospital. This hospital, one of the largest in the region, was built and operated by Rönesans and prioritised child disaster



and charities. Up The Garden Bath is committed to educating, fighting food poverty, recycling, creating opportunities, empowering people, promoting health and wellbeing, and environmental improvement.

Gardening has been proven to benefit mental and physical wellbeing, and we aim to make it accessible to everyone, regardless of demographic or physical abilities. Over time, the shop evolved, selling products made by 75 local businesses within a 25-mile radius of the shopping centre. The shop also featured a permanent arts and crafts area run by local business owners who conducted free daily workshops. Previously, the pop-up shop earned over £58,000 from more than 4,000 transactions, highlighting an increase in foot traffic in the areas where they were located.

The new shop space, now called UNITY, is collaborating with over 50 charities and small local businesses. Since November, they have raised £100,000.

Donations

As part of our reuse strategy, we have provided various items, including bikes, clothing, IT equipment, and shop fittings, to several charities, including Paston Farm, The Light Project, Little Miracles, and Barnardo's.

Reverse Advent Calendar

We placed a Reverse Advent Calendar in the shopping centre to encourage donations to the Little Miracles food bank during the Christmas period. In December, we collected enough food to provide over 80 people with Christmas dinners.

Cost Equivalent PRV for ESG

- Sailability volunteers: 360 hours x £20 = £7,200
- Gift Tree presents collected: 1,300 hours x £15 = £19,500



IN DETAIL

Sustainability & Environmental Commitment

Over the previous 10 years, we have significantly reduced our resource consumption:

- Electric = -65%
- Gas = -60%
- Water = -36%

These reductions have been achieved through strict monitoring, measurement, and analysis of data, which has enabled us to schedule more accurately. Additionally, improvements to the Building Management System (BMS) and LED installations have contributed to these successes.

BREEAM Certification

In 2021, we were reassessed for the new version of BREEAM (Building Research Establishment Environmental Method), a rigorous assessment framework. We achieved a “Very Good” rating for both parts 1 and 2, which is a major accomplishment for a 42-year-old building.

On-Site Environmental Champions

To continue improving, we now have dedicated Environmental Champions within other departments. These champions will be trained as internal auditors, supporting ongoing environmental improvements. This initiative will contribute to reducing the carbon footprint of the building and will integrate with Peterborough’s Climate Change Partnership, of which I am a member.

Growing Greener & Growing Even Greener

Six years ago, we offered all retailers the opportunity to reduce their environmental impact through electric, water, and waste management initiatives,



while also helping them save money. This initiative was highly successful, engaging 82% of brands, who collectively saved over £58,000 in energy costs in one year. In return, we provided rewards in collaboration with The Green Organisation, which were well-received.

We are now reintroducing the Growing Even Greener pledge and have engaged with 94% of retailers. The rising energy costs and the publicised climate change incidents have encouraged Queensgate to share knowledge about making beneficial changes once again. Our main ongoing goal is to continue reducing CO2 emissions and use fewer natural resources.

Community Projects

Charity Opportunities

We work with small independent businesses and charities, like “Up the Garden Bath,” by providing them with retail spaces in the city centre at very reduced or no-cost rent for a set period. This helps improve their trade and raises awareness, while also benefiting from the centre’s social and marketing support.

Last year, we submitted a business case for a 12-month lease for a Community Interest Company called Up the Garden Bath, where they set up a space for their products and other small businesses

QUEENSGATE SHOPPING CENTRE QUEENSGATE SHOPPING CENTRE COMMUNITY PARTNERSHIPS

SUMMARY

On opening in 1982, Queensgate was one of the first large-scale shopping centres in the UK. With over 90 stores, trading across more than a million square feet, the centre is now among the top 20 largest UK shopping centres and boasts foot traffic levels envied by most. The centre is owned by Invesco and managed by Savills PM, who place clients and their people at the centre of what's next in the world of real estate. Queensgate provides an environment for retailers, both national brands and regional independents, to fulfil their potential.

However, this submission is made on behalf of the centre's owners and managers, not individual retailers. The leisure development has added another 77,000 square feet to the site, creating new opportunities for retail and a leisure mix. Sustainably,

this development will set a new benchmark for the centre, with new waste streams and trading hours.

The Environmental Department's key responsibilities include managing the ISO14001:2015 & ISO50001:2018 standards to ensure Queensgate is not only compliant but also has set targets for continual improvement. The international standards scope includes influencing the retailers, and this year we will reinstate the Growing Even Greener Pledge to support sustainability efforts.

Encouraging Queensgate's environmental ethos among all team members and supporting them with internal audits, reporting issues, and proposing ideas is vital. This fosters engagement at all levels, cultivating buy-in to the sustainability culture and helping to build partnerships with various stakeholders, businesses, and charities.





Green Building Council, and the International Council of Museums (ICOM). QM also conducts and supports various other community programs involving public participation. These include “Block By Block: Designing Sustainable Transportation in Minecraft,” a competition for school students to design an eco-friendly transportation system that minimises environmental impact, and supporting Qatar’s first competition for research and studies in “Protecting Integrity and Combating Corruption.”

Philanthropic

QM has established long-term partnerships with charitable entities, ensuring sustained support for philanthropic causes. QM collaborates with local good causes and educational establishments to address challenging social issues. This includes supporting charities

through QM-initiated fundraising events, such as the “Art for Peace” Fundraising Campaign for Palestine and the “IFTAR Donation Campaign” run by Qatar Red Crescent Organisation. QM also engages employees in volunteering programs, collectively dedicating hours to community service.



from landfills through source segregation and partnerships, and increased community participation through outreach programs. Currently, QM is in the process of preparing its first-ever ESG report, anticipated to be published in 2024. The project to achieve Carbon Neutrality certification for the Fire Station is also underway. Recently, the Fire Station (FS) demonstrated outstanding performance in sustainable operations, securing a Gold rating for LEED EB:O+M certification, an improvement from its Silver rating in 2020.

Workplace

Supporting the well-being of the QM staff community is a priority for QM, and various programs have been conducted to promote this goal. These include the “Your Guide to a Healthy Well-being Workshop” in collaboration with the Ministry of Public Health, Qatar, and the “Ahlan Oral Health Campaign” in collaboration with Primary Health Care Corporation (PHCC), Qatar. QM also partnered with the “You’re Not Alone” community to celebrate International Women’s Day with a captivating panel discussion led by inspirational women in sports.

Additional initiatives include “Professional Development Trainings” in collaboration with Qatar

University’s Continuing Education Centre, Core Business Skills Trainings in collaboration with the Node Centre for Curatorial Studies, and the “Qatar Museums Skills Explorer Program,” aimed at identifying and empowering skills within the QM Talent Pool.

Community

In 2023, QM organised the inspiring “Qatar Museums Sustainability Week.” This impactful event united QM staff, the public, and students for a week full of sustainability-focused activities. Highlights included a ceremony distributing 100+ plant saplings, educational talks reaching 150+ participants, and initiatives like “Paperless Day,” which saved over 1,200 papers, and “Donation Day,” which collected 75 kg of materials for charity. The week also featured a sustainable art workshop for students and “Light Out Day,” promoting energy conservation. The event concluded with a beach clean-up, showcasing QM’s commitment to building a sustainable community culture.

QM has become a recognised member of various regional and international organisations promoting sustainability-oriented activities, such as the Environmental Committee of Qatar, the U.S.





programme to eliminate the use of single-use plastic water bottles (approximately 300,000 bottles annually), providing metal cans to all QM staff and promoting the use of water purifiers at each QM facility. This reduces the associated carbon emissions related to waste handling, transportation, and manufacturing of new products.

In pursuit of sustainability, QM has executed numerous energy and water conservation measures, including the adoption of energy-efficient lighting systems, installation of solar films, implementation of air curtains, and optimised fountain operation schedules. The Fire Station is the first museum in the Middle East region to achieve LEED v4.1 Existing Building - Operations & Maintenance certifications for sustainable buildings. The Museum of Islamic Art (MIA) is the first museum in the Middle East region to achieve Carbon Neutrality certification. The National Museum of Qatar (NMOQ) is the first museum in the region to achieve both the LEED and GSAS certifications for its sustainable design and construction practices. Additionally, the NMOQ facility achieved the Green Key Certification for Hospitality (Tourism), making it the first ever facility

in the Museums sector in the region to achieve this.

QM was honored with the “OVERALL WINNER” award at the Gulf Sustainability Awards 2023, competing with over 50 regional organisations. Qatar Museums showcased its dedication to sustainability by winning the gold award for Fire Station, the silver award for the National Museum of Qatar (NMOQ), and the bronze award for the Museum of Islamic Art (MIA) in the Green Building Category under the Gulf Sustainability Awards 2023. The Fire Station facility also received the esteemed “Green Cultural Building 2022” award from the Qatar Green Building Council (QGBC). Furthermore, QM was recognised as the Global Gold Winner in the Built Environment category at the prestigious Green World Environment Awards 2023 organised by The Green Organisation, UK. The National Museum of Qatar (NMOQ) earned a Silver medal at the Gulf Sustainability Awards 2022, conducted in Dubai, UAE.

QM has successfully reduced energy and water consumption through resource efficiency upgrades and initiatives, diverted more than 50% of waste

QATAR MUSEUMS

ENVIRONMENTAL INITIATIVES & ACHIEVEMENTS

SUMMARY

Qatar Museums (QM), a leading cultural institution in the Middle East, is dedicated to enriching lives by fostering a vibrant cultural scene in Doha and beyond. Its diverse network of museums and galleries offers a captivating journey through art, history, and heritage, each showcasing unique and enriching experiences. At Qatar Museums, we believe that cultural institutions have a responsibility to contribute positively to their environment, their employees, their communities, and the broader world. This conviction drives our commitment to Sustainability/CSR, which is deeply integrated into our mission and operations.

At the heart of Qatar Museums' sustainability journey lies the firm belief that cultural institutions play a pivotal role in shaping a sustainable future. Qatar Museums embraces this responsibility, acknowledging the interconnectedness of environmental, social, and economic aspects. Our motivation stems from a commitment to contribute

positively to the well-being of our community and the preservation of the planet.

Key Personnel

Sheikha Al Mayassa Bint Hamad bin Khalifa Al Thani, Chairperson, Qatar Museums

Mr. Mohammed Saad Al Rumaihi, Chief Executive Officer, Qatar Museums

A dedicated Sustainability team under the Facilities Management department led by Eng. Dhabya Jamal Sayar.

IN DETAIL

Environmental Initiatives & Achievements

QM has incorporated various sustainability initiatives into the design, construction, and operation of all its buildings, emphasising sustainability in its day-to-day business operations. The following outlines key accomplishments: QM has implemented a



commitment to the program's goals.

The social benefits of the programme are equally impactful. It has provided a platform for the deaf and speech-impaired community, helping to increase their self-confidence and instill a sense of solidarity among them. The programme has also given them hope for a brighter future, while creating a gathering space for individuals with disabilities to connect, share experiences, and empower one another.

Economically, the programme has been highly successful. Over two years, the initiative generated an income of IDR 338,670,000, benefiting 38 individuals with disabilities who now earn between Rp. 500,000 and Rp. 1,700,000 monthly. This economic support has provided these individuals with a sustainable source of income and improved their quality of life.

The program's measurable impact is supported by evidence from various areas. Environmentally, it has reduced the pH of water from motorbike washing residue, as documented in the *Journal of Lambung Mangkurat University*. Socially and financially, the programme has significantly increased the income of unemployed individuals with disabilities, as shown in the Social Return on Investment (SROI) document from Karyacita Research.



Looking ahead, the programme has a clear roadmap for expansion. In the coming five years, the focus will be on strengthening the program's institutions and organisations, improving skills, and forging new relationships. By 2025, the PERTADAYA programme is expected to become fully independent and serve as a model for disability empowerment throughout the Borneo region.

Finally, the program's success and innovative approach have proven that it is replicable. Other organisations can adopt the model, particularly the Disabled Motorcycle Washing activity, which has already been successfully implemented in various sub-districts within Banjarmasin City. The initial activity took place in West Banjarmasin, and a second replication is now underway in Middle Banjarmasin, demonstrating the scalability of this impactful initiative.



PT PERTAMINA PATRA NIAGA INTEGRATED TERMINAL BANJARMASIN PERTADAYA (PERTAMINA BERSAMA DISABILITAS BERKARYA)

SUMMARY

The CSR initiative has significantly benefited individuals with disabilities, enhancing their skills, income, and self-confidence. It has improved job accessibility, reduced unemployment, and created a supportive community forum. Notable innovations include inclusive businesses such as the Abanmen bakery and a water treatment plant, as well as environmentally friendly practices like using natural dyes and packaging soap in flower pots. Staff commitment, formal partnerships, and active participation have been crucial to the program's success.

Economically, the programme has generated substantial income for participants, providing financial independence and improving their quality of life. Environmental and social impacts include reduced pollution and increased income for disabled individuals. The programme has measurable success, evidenced by documents like the Social Return on Investment (SROI).

Looking ahead, the programme plans to expand by strengthening institutions, improving skills, and building partnerships, aiming for full independence by 2025. The initiative has proven replicable, with

the motorcycle washing activity already adopted in other areas, showing potential for broader impact.

IN DETAIL

The CSR programme has clearly demonstrated significant benefits, contributing to the empowerment of individuals with disabilities. It has led to increased skills, higher incomes, improved self-confidence, better job accessibility, and public recognition. The programme also provided a forum for individuals with disabilities to connect, resulting in a decrease in unemployment within this community. By integrating five distinct activities, the programme has fulfilled the basic needs of 40 families, initiated one programme replication, and received permission to use a 50m² area of land and buildings from the Banjarmasin City Government.

In terms of originality and innovation, the programme has introduced novel solutions to address various challenges. For instance, the Abanmen bakery for individuals with disabilities uses shiny colors to make food orders more accessible. The water treatment plant (IPAL) incorporates dyed water to help recycle the process, while the soap for washing motorcycles is made from natural ingredients.

Additionally, natural dyes are used in the Borneo Sasirangan diffable project, contributing to sustainable and creative solutions.

The commitment of the staff has been evident through their active participation in CSR activities and their formalised involvement via a memorandum of understanding (MoU). All employees have signed the MoU, ensuring alignment and



Replicability

The CSR commitment to community-based tourism development through the DERMAYU Programme serves as a source of learning and brings benefits to a broader community. One example is through the replication of the baywatch lifeguards group.

The management of tourism conducted by, from, and for the community in the DERMAYU Programme has led to the initiation of a new group called DERMAYU Responsive Officers (Perwira Tanggap DERMAYU). This group represents an extension of the benefits from existing groups tasked with ensuring security, comfort, and safety in the tourist areas.

The DERMAYU Responsive Officers group, as the forefront guardians primarily focused on safety, is equipped with the capacity and certification as

first aiders to provide initial assistance to accident victims, particularly along the coastal areas.

Therefore, this group conducts knowledge transfer on basic baywatch lifeguard skills to 24 members of other tourism management groups in the Indramayu Regency. As a result, they successfully established 11 new baywatch lifeguard groups in 11 beach tourism areas across the Indramayu Regency.

The implementation of baywatch lifeguard group procedures serves as a replicable model that is like a blueprint that other tourism management groups can follow. This is because the community has successfully become the primary focus of the programme development through initiation processes and active participation in programme activities. Essentially, applying these procedures not only extends the benefits but also fosters stronger collaboration with other stakeholders.



Nature

- Increased carbon sequestration from the planting and maintenance of sea pines by 2,602 tons of CO₂eq until 2023
- Potential erosion of 4 hectares has been addressed, resulting in an additional land area of 70 square meters
- Energy efficiency from solar panel installation amounted to 32,670 GJ, resulting in a reduction of greenhouse gas emissions by 7,898.6 tons CO₂eq until 2023

Economy

- Group and member revenue surged by IDR 227,892,200 as of August 2023, driven by ticket sales, toilet usage fees, cocopeat sales, and cocofiber craft sales.

Society

- Establishment of 1 new group, namely the DERMAYU Alert Coastal Guards Team (Tim Siaga Pantai Perwira Tanggap), as per the Village Chief's Decree Number 141.1 / Kpts-903 / 2023 regarding the formation of the DERMAYU Alert Coastal Guard Team

Wellbeing

- Improved capacity and skills in tourism-related knowledge and skills

In addition, the outcomes and impacts are also measured through a study of the Community Satisfaction Index, compiled and verified by the Centre of Social Research, Innovation, Empowerment, and Partnership in Yogyakarta, Indonesia. This study assesses the program's satisfaction level, taking into account aspects such as planning, funding, support, implementation, and sustainability. From this study, the DERMAYU Programme scored 3.13 or 78.20%, which falls into the "good" category. This means that the programme is deemed worthy of continuation and is providing substantial benefits.

Scheme of Future Expansion

Management of CSR commitments in the DERMAYU Programme is carried out based on social mapping, which is formulated into a programme roadmap following the strategic plan and work plan that has been prepared beforehand. Below is the roadmap for the development of the DERMAYU CSR Programme (attached):

Since its inception in 2020, the DERMAYU CSR Programme has prioritised the enhancement of the 3A tourism concept: amenities, attractions, and accessibility. Subsequently, there was a focus on improving the quality and capacity of the community in 2023. Meanwhile, in 2024, efforts are directed towards expanding the scheme for future endeavors as part of the program's exit strategy, namely the development of sustainable development tourism.

The expansion of the sustainable development tourism scheme as our CSR commitment emerges as a solution aimed at bringing about and fostering positive benefits regarding how tourism can prioritise sustainability values, especially in the environmental sector. The implementation of new approaches, which has been carried out in response to climate change, is an initiative marking the expansion of this scheme.

In the future, sustainable development tourism will prioritise tourism practices that actualise the three main pillars, namely economic sustainability, social sustainability, and environmental sustainability.

The expansion of the economic sustainability scheme is carried out by improving employment quality by creating new job opportunities. Meanwhile, social sustainability is achieved through social acceptance by establishing community-driven institutions within the local groups. Environmental sustainability is pursued by promoting biological diversity and environmental purity by expanding sea pine conservation areas and encouraging coastal greening and reforestation movements.

they provide support and conceptualise the development program, working in synergy with the Balongan Village Government.

4. POKDARWIS Putra Tirta Ayu (Civil Society Sector): Comprising community-based tourism awareness groups, they play a central role in developing the Tirta Ayu Beach tourism program.
5. Tirta Beach Stall Managers (Civil Society Sector): Emerging as a result of the tourism development program's multiplier effect, this group actively participates in and contributes to the vibrant management of tourism activities.

Together, these stakeholders contribute to the holistic development and management of the DERMAYU Program, ensuring its sustainability and effectiveness. These external stakeholder commitments are carried out through the concept of public-private partnership and consensus-building processes, utilising a partnership and communication approach.

Meanwhile, our internal staff commit themselves by transferring relevant knowledge and skills to the beneficiary groups. They pass on valuable knowledge in areas like market interface, infrastructure, applied science, design and development, and manufacturing. This ensures that the communities we work with have the support and know-how they need to thrive.

Social and Economic Benefits

Our CSR commitment in the DERMAYU Programme has brought about social benefits by alleviating poverty in Balongan Village. According to data on impoverished households (KK Miskin) in Balongan Village for the year 2023, there were 2,404 individuals classified as impoverished. Among them, eight individuals were members of the POKDARWIS Putra Tirta Ayu. However, after the implementation of the DERMAYU Program, these eight individuals have an average income of IDR 704,317. This income surpasses the poverty line standard set by

the Central Statistics Agency of West Java Province in March 2023, which was IDR 495,229.

As a result, the DERMAYU Programme has successfully lifted eight impoverished households out of poverty in Balongan Village, accounting for 0.33% of the total.

The DERMAYU Programme also provides economic benefits through cost savings in tourism management, including:

1. Savings from electricity usage efficiency for lighting using solar cells amounting to 9,075 kWh from 2022-2023, resulting in a total cost savings of IDR 14,102,550
2. Reduction in greenhouse gas emissions by 7,986 tons CO₂eq from 2022-2023 due to the use of solar cells, resulting in a total cost savings of IDR 594,619.87
3. Savings from water efficiency through rainwater harvesting for flushing water reserves amounting to 5,582.300 m³, resulting in a total cost savings of IDR 22,608,315
4. Savings from the utilisation of non-hazardous solid waste, such as used tires, for simple wave-breaking tools, amounting to 4 tons in 2023, resulting in a total cost savings of IDR 5,000,000

Measurable Impact and Benefit

The impact measurement of our CSR commitment in the DERMAYU Programme can be seen from the Social Return on Investment Study of 2023, which was meticulously compiled and verified by PT Superintending Company of Indonesia. This study calculates the ratio of investment value from the company to the benefits received by the target community. The study results indicate that the DERMAYU CSR Programme has achieved a value of 2.07. This means that for every IDR 1 invested by the company, it has provided IDR 2.07 worth of benefits to the beneficiaries, encompassing environmental, economic, and social aspects. This can be observed from the sustainability compass as follows:



4. Implementing rainwater harvesting as a water-saving measure and a form of climate adaptation

Implementing such innovations reflects a radical shift in how we approach problems— seeing one challenge as an opportunity to solve another, all while putting community involvement front and centre. This is because new challenges arise from the chaos of tourism activities, such as poorly managed waste or neglected coconut husks cluttering the landscape.

The process of turning waste, like coconut husks, into valuable resources is a prime example of how we're tackling environmental challenges. We take these husks and transform them into cocopeat, which is used as organic fertiliser that is made from coconut powder, and cocofiber, the main material for handcrafted items. These products not only reduce waste but also create additional offerings for our tourism industry.

Stakeholders and Employees' Commitment

The success of our CSR commitment in the DERMAYU Programme is closely tied to the involvement of stakeholders through a multi-stakeholder approach. This is aimed at strengthening the synergy between the public sector, private sector, and civil society sector. Several stakeholders involved in the DERMAYU CSR Programme include:

1. Balongan Village Government (Public Sector): They own the largest share of capital, particularly in terms of economic resources like land ownership in the tourism programme management area.
2. BUMDes Mitra Anda (Public Sector): This stakeholder plays a crucial role as a planner, executor, and supervisor of the programme under the tourism management business unit in Balongan Village.
3. PT Pertamina Patra Niaga (Private Sector): As another company within the sub-holding level,

In order to balance the potential and the realities directly affected by the company's activities, a commitment to the community and the environment is undertaken through Corporate Social Responsibility (CSR) initiatives. Managing community-based coastal tourism, particularly through the DERMAYU (Tirta Ayu Beach Tourism Village) Program, is our CSR commitment to enhance the economy and welfare of the community by creating new job opportunities.

IN DETAIL

CSR Benefit

Our CSR efforts go beyond just reducing negative impacts on the environment and community; we actively contribute to the recovery, improvement, and enhancement of environmental and societal quality. This is the heart of our commitment in the DERMAYU Program— to make a real difference in people's lives and the environment we all share.

The socially and economically vulnerable groups are the primary beneficiaries of our CSR commitment in the DERMAYU Program. Currently, the ones who directly benefit from our CSR efforts are the Putra Tirta Ayu Tourism Awareness Group (POKDARWIS), comprising 16 members from the Balongan Village community, who manage the Tirta Ayu Beach tourism area.

Previously, this group of 16 individuals consisted mainly of working fathers and young men, many of whom were juggling odd jobs as contract workers. Their vulnerability stemmed from the lack of adequate skills and abilities, coupled with unstable income. This highlighted the importance of empowering them to improve their situations.

Therefore, through our CSR commitment in the DERMAYU Program, we hope to bring long-term benefits, such as restoring damaged ecosystem areas, revitalising neglected local wisdom, and fostering the complete welfare of the community for the long run.

Innovation

Embracing the concept of community-based tourism innovation, the DERMAYU CSR Programme introduces a fresh approach, particularly in terms of its local context. Previously, there weren't any community-driven beach tourism initiatives in Balongan Village or throughout Indramayu District. Beach tourism management had traditionally been centralised, primarily through the dominance of local government involvement or private investor initiatives.

Yet, it is important to recognise that the key to success and sustainability lies in the active involvement and participation of the community itself. After all, they are the heart of our CSR efforts— from planning and implementation to keeping a close eye on progress and making sure we are on the right track through monitoring and evaluation.

In our dedication to CSR through the DERMAYU Program, community-based tourism development innovation emphasises tourism management that is from, by, and for the people. Through grassroots efforts like the Tourism Awareness Group, locals take charge. The Putra Tirta Ayu Tourism Awareness Group takes the lead as initiators, implementers, and overseers of the DERMAYU CSR Program, ensuring active community involvement and initiatives are accommodated every step of the way.

At the forefront of Tirta Ayu Beach tourism management, the Putra Tirta Ayu Tourism Awareness Group (POKDARWIS) is pioneering collective innovation within the community. They are introducing new approaches, especially in responding to and addressing climate change, such as:

1. Creating simple wave-breakers to fight erosion
2. Planting a coastal pine greenbelt to naturally shield against erosion
3. Transforming leftover coconut shells from tourism into crafts

PT PERTAMINA PATRA NIAGA INTEGRATED TERMINAL BALONGAN

CSR IMPACT AND COMMITMENT TO COMMUNITY TOURISM DEVELOPMENT IN DERMAYU

SUMMARY

The presence of PT Pertamina Patra Niaga Integrated Terminal Balongan as a company in the field of fuel, power, and energy, which involves the business processes of receiving, storing, and distributing fuel and LPG in West Java and parts of Central Java, is ushering in an era of industrialisation in a community. The relentless push of industrialisation, growing ever more massive, is causing a noticeable shift towards industry in communities. One such example can be found in the coastal area of Indramayu District, specifically in Balongan Village.

Initially, the majority of people in Balongan Village relied on the aquaculture (fishponds) and agriculture (rice fields) sectors as their main livelihoods. However, as time passed, the era of industrialisation led to a shift in the community towards industry,

evolving into an industrial coastal village. This resulted in many local and surrounding residents transitioning into project-based (contract) workers.

The minimal absorption of job opportunities has become a new issue stemming from the shift in the era of industrialisation. A total of 163 graduates of the workforce in Balongan Village remain unemployed, while 194 households are categorised as pre-prosperous (based on social mapping, 2020). Meanwhile, coastal environmental issues such as abrasion have also emerged as another concern in the industrial coastal village area due to individualistic attitudes leading to insufficient attention to the surrounding environment. Despite Balongan Village having a coastline stretching 114 km, unfortunately, nearly 90% of it has experienced abrasion, submerging at least 6,145 hectares of coastal land (Maryanto, 2017).



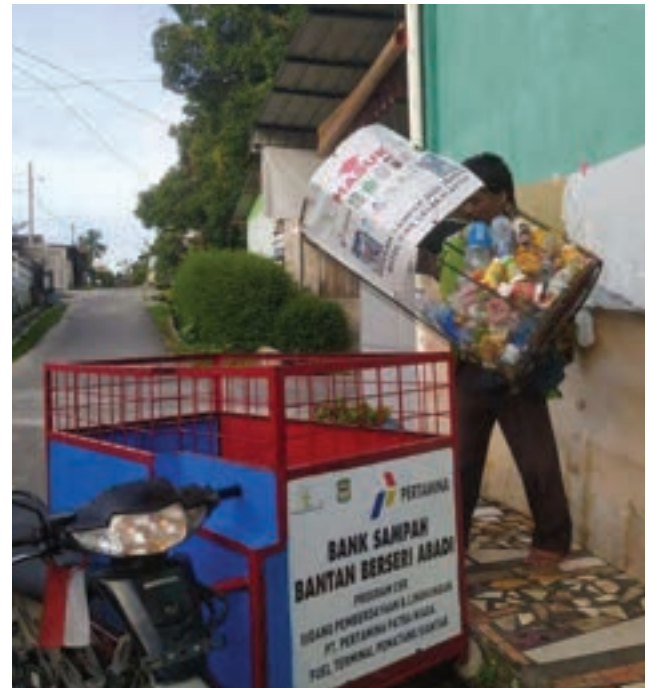
community through the waste alms program. Since the formation of the Bantan Berseri Abadi waste bank group, the number of waste bank customers has been recorded as 55 people from the Bantan Village community. Apart from that, the waste bank also provides assistance in the form of paying school fees for 5 underprivileged children, giving Al-Quran to Islamic boarding schools, and other community groups.

- **Socialisation of The Waste Care Movement**

One of the activities of the Bantan Berseri Abadi Waste Bank group is to conduct environmental outreach. In this activity, the public is invited to get used to behaving in a way that reflects protecting the environment, such as not throwing rubbish carelessly, sorting rubbish before throwing it in the rubbish bin, collecting inorganic rubbish to be deposited in a waste bank, and using used goods for household purposes. Waste banks provide education and encourage people to sort and process waste so that waste does not end up in landfills. Waste bank management adapts the 3R system, namely Reduce, Reuse, and Recycle in managing household waste. To date, the amount of waste that has been managed by the Bantan Berseri Abadi waste bank is 2.72 tons. The Pematang Siantar Fuel Terminal also contributes in terms of waste alms, as much as 0.45 tons of waste has been given to the Bantan Berseri Abadi waste bank group from 2021 to 2023. The waste produced by the Pematang Siantar Fuel Terminal is handed over to the waste bank group to be managed properly.

Sustainability Compass

The Bantan Berseri Abadi Waste Bank Programme provides significant benefits to both the community and the surrounding environment. We can know this through the benefits of the program, namely the social innovation achievements in the Sustainability Compass as follows:



Nature

- The Bantan Berseri Abadi Waste Bank has managed 6.14 tons of waste since 2021-2023.
- 57 kg / month chopped plastic, raw material for making paving blocks.

Society

- 8 members of the waste bank group.
- 11 families received improved health and environmental cleanliness thanks to the performance of waste bank cadres.

Economy

- The average economic increase for members of the Bantan Berseri Abadi Waste Bank group is IDR 1,000,000 per month.
- IDR 650,000 / month from sales of paving blocks.
- 500 paving blocks / month produced by the group.

Wellbeing

- 5 people / month providing compensation to the poor and orphans.
- Providing additional food to 300 toddlers in Bantan Village.

the environment and then burning it. Through this plastic shredding machine, plastic waste will be processed into fairly small pieces of plastic. This shredded plastic waste will later be used as a mixture for making paving blocks.

- **Exchange Waste for Vouchers BBM Pertalite**

The Bantan Berseri Abadi waste bank has a main activity, namely saving waste. This waste savings activity has a management system like banks in general, but the savings provided are in the form of waste, not money. The way the waste bank works includes sorting organic or non-organic waste, then depositing the waste in the waste bank. The waste that has been deposited is then weighed, and the amount is recorded. After recording the amount, the proceeds from the sale of the waste handed over are entered into a savings book, and the profits are shared between the bank. The proceeds from the sale of the waste will go into the customer's account. The payment system at the Bantan Berseri Abadi waste bank is with Peralite type fuel vouchers. This is known as Corporate Share Value (CSV). Waste saved by the community can later be paid for with fuel vouchers worth IDR 20,000, IDR 30,000, and IDR 50,000. These fuel vouchers can be exchanged directly for Peralite fuel at gas stations that have collaborated with the Bantan Berseri Abadi waste bank group on recommendations from the Fuel Terminal Pematang Siantar.

- **Waste Bank Cares About Nutrition**

Bantan Berseri Abadi Waste Bank, apart from focusing on the environment, also focuses on children's nutritional needs. As a form



of support for fulfilling children's nutrition, the waste bank collaborates with posyandu cadres and mothers with toddlers in Bantan Village. This activity is the latest programme from the Bantan Berseri Abadi Waste Bank Group as a form of concern for fulfilling toddler nutrition, namely providing additional food for toddlers. This idea has been socialised to all posyandu cadres in Bantan Village. The Bantan Berseri Abadi Waste Bank collaborates with posyandu cadres in this activity, namely by means of each posyandu participant having to give their sorted waste to the waste bank. Then the waste bank will provide additional food for toddlers.

- **Waste Alms**

The Bantan Berseri Abadi Waste Bank Group also has another program, namely waste alms. This concept is like alms in general, where people give the rubbish they collect to the waste bank. The proceeds from the sale of the waste will later be distributed to the poor and orphans around Bantan Village. The assistance provided is in the form of basic food packages for daily needs. Since 2020, the Bantan Berseri Abadi Waste Bank has contributed to the

successful as indicated by the increase in the number of waste bank customers, which are now spread across six (6) sub-districts in Pematang Siantar City.

Implementation Program

Furthermore, in 2022, the Bantan Berseri Abadi Waste Bank Group will start collaborating with posyandu in Bantan Village. The Bantan Berseri Abadi Waste Bank has a child nutrition care program, namely by exchanging waste for additional food for toddlers. Each posyandu participant is required to bring waste from the household and then deposit it at the waste bank.

The Bantan Berseri Abadi Waste Bank Group continues to innovate in processing waste, especially plastic waste that is difficult to decompose. In 2023, Fuel Terminal Pematang Siantar will provide 1 unit of plastic shredding machine. Some of the plastic waste received by the waste bank will be processed using a plastic shredding machine. Then the plastic micro granules will be used as a mixture for making paving blocks. In the future, this programme is targeted to have its own market for selling waste bank products. For this reason, cooperation with stakeholders is needed in terms of product marketing. So, the income of group members will increase as we expect.

The waste that we have always considered to be worthless and a source of problems can actually provide quite a lot of benefits if handled properly. Through the Complete Waste Management Programme at PT Pertamina Patra Niaga Fuel Terminal Pematang Siantar, the waste problem can be resolved properly. Through the Bantan Berseri Abadi Waste Bank Group, waste can be managed well. The benefits of this programme are felt by all levels of society. By managing a waste bank, it can increase the economic income of group members and waste bank customers. Apart from that, the



waste alms programme has really helped vulnerable communities such as the poor and orphans around Bantan Village. Waste, which was initially a source of problems, with this program, waste can become a blessing.

Programme Activities

The Bantan Berseri Abadi Waste Bank is also one of the programs that seeks to improve Sustainable Development Goals (SDG's) indicators number 8, namely Increasing Inclusive and Sustainable Economic Growth, Productive and Comprehensive Job Opportunities, and Decent Work for All and number 11, namely Making Inclusive, Safe, Resilient, and Sustainable Cities and Settlements. This waste bank programme focuses on managing waste thoroughly. Some of the activities include:

- **Making Paving Blocks From Plastic Waste**
The programme solution offered is innovation for waste processing and reducing waste generation by changing the waste management method/system to a more efficient and environmentally friendly one. To help the Bantan Berseri Abadi Waste Bank group in managing plastic waste, Fuel Terminal Pematang Siantar provides a solution, namely by providing plastic shredding machines. Using a plastic shredding machine is claimed to be more efficient in processing plastic waste compared to throwing it into



Communication Strategy

Complete waste management carried out by PT Pertamina Patra Niaga Fuel Terminal Pematang Siantar through the Bantan Berseri Abadi Waste Bank Group started in 2020. This programme was implemented in Bantan Village, West Siantar District, Pematang Siantar City. Bantan Village itself is one of the villages in West Siantar District which has a high population density. This will affect the amount of waste generated in an area considering that it is influenced by the population density of the area. Apart from

that, there are still many local people who are not fully aware of keeping the environment clean from rubbish and there are still many who throw rubbish inappropriately, for example in rivers. The absence of proper waste processing means that the waste piles up more and more every day. Furthermore, the waste problem will increase as the population increases and changes in people's lifestyles and consumption patterns.

In its implementation, a good communication strategy is needed between the company and the beneficiaries. Pematang Siantar Fuel Terminal's CSR communication strategy is Bottom Up, namely an active communication concept where the company directly involves the community in all stages of CSR activities, be it programme planning activities, programme implementation activities, or programme evaluation. This is done with the aim of making the beneficiary community feel that they also take part in the implementation and sustainability of the CSR programme being implemented. Apart from involving beneficiaries in each activity, campaign activities are also carried out among the community with the aim of inviting the wider community to be active in waste bank activities. This effort has proven to be quite

of economic value if it is handled properly. The Bantan Berseri Abadi Waste Bank is a programme initiated by the Banjar Subdistrict Government. This is in line with the Pematang Siantar Fuel Terminal's commitment to empowering local communities and caring for the surrounding environment. Pematang Siantar Fuel Terminal and the Bantan Village community are trying to form the Bantan Berseri Abadi waste bank. The aim of forming this group is to deal with the waste problem in Bantan Village. The steps taken are to conduct an FGD with the local government, then socialise the waste bank together with related stakeholders such as the Bantan Subdistrict government, community leaders, outreach to the community, and provide education regarding environmental management. Through its CSR program, the Fuel Terminal Pematang Siantar implements a waste bank programme in Bantan Village.

Through this program, the public is given socialisation about waste sorting and invited to actively participate in reducing waste through waste-saving activities, waste alms, socialisation about protecting the environment, and processing waste into various products such as blocks, doormats, and eco enzyme.

PT PERTAMINA PATRA NIAGA FUEL TERMINAL PEMATANG SIANTAR COMPLETE WASTE MANAGEMENT

SUMMARY

The waste problem has now become a global issue that has not yet been resolved for the Indonesian people, especially in the city of Pematang Siantar. The problem of waste is increasing as the population grows and as there are changes in lifestyle and consumption patterns. People today want everything to be simple and practical. The issue of unresolved waste will threaten human life and the environment, causing health problems, environmental pollution (soil, water, and air), and even leading to flooding.

As an effort to increase public awareness of the Bantan Berseri Abadi waste bank, the main activity focuses on waste management to prevent environmental pollution. Through the Bantan Berseri Abadi waste bank, Fuel Terminal Pematang Siantar provides education and invites the public to handle waste properly, so it can help improve the community's economy.

The purpose of this study is to increase public awareness about protecting the surrounding environment by reducing behaviors that can damage the environment, such as littering, as well as empowering the community through proper waste management. This research was conducted by interviewing waste bank managers, the government, and the community. The results of this study indicate that through the CSR program, Fuel Terminal Pematang Siantar makes efforts to create public awareness regarding proper waste management and education about environmental care.

IN DETAIL

Programme Background

According to SIPSN (2021), Pematang Siantar city's annual waste generation reaches 85,052 tons. Of course, Bantan Village and its surroundings also contribute approximately 2 tons every day. If not accompanied by good management, this waste generation can cause environmental pollution, both air pollution and water pollution. Garbage that accumulates in rivers can clog river flows and make rivers shallower so that when heavy rain occurs, river water will overflow and cause flooding. With environmental conditions like this, it can cause various types of diseases in society.

Bantan Berseri Abadi (BBA) Waste Bank is located in Bantan Village, West Siantar District, Pematang Siantar City. Bantan sub-district is a densely populated sub-district and has problems with waste accumulation. The absence of proper waste handling means that the waste piles up more and more every day. In fact, waste can become an item



- Procurement of horticultural plants
- Development of climate-resistant seedlings

2022

- Capacity building for managers
- Modification of windmills as rodent repellents
- Construction of MSME shelters
- Construction of gazebos

2023

- Construction of hydroponic greenhouses
- Comparative study on outbound management
- Goat farming
- Launching of outbound programs
- Human resource development training

2024

- Exit strategy
- Transitioning into an agricultural learning centre
- Transformation into an educational outbound centre

Replicability

The Green and Climate Resilient Agriculture of Maos Programme is replicable and adaptable to

other regions or locations, particularly those with extensive agricultural potential, similar to Mernek Village. The programme has already been replicated in Brobot Village, Bojongsari District, Purbalingga. In Brobot Village, the PINKY RUDAL rice dryer has been utilised by farmers in the community. A total of 23 farmers have adopted rice drying using this equipment. Farmers experience economic benefits when using the PINKY RUDAL rice dryer, as it not only minimises damaged rice but also adds value to the farmers' rice products. One of the determinants of rice prices is the moisture content of the rice, where higher moisture content leads to lower prices. Hence, a perfect drying process is required to produce rice with low moisture content.

The Green and Climate Resilient Agriculture of Maos Program, as the first one-stop agricultural education centre in Cilacap Regency, Indonesia, serves as a reference location for agricultural study visits and benchmarking by various stakeholders, including academia and farmers from other villages, facilitated through Gapoktan (Farmers' Group), including PT. Timah, IPB University, ITENAS Bandung, UNSOED, Sripeni Farmers' Group, and Sibalung Farmers' Group.



Cross-stakeholder collaboration has been established in this program, including among beneficiary community groups, the Mernek Village government, the Cilacap Agriculture Office, and PT Pertamina Patra Niaga Fuel Terminal Maos. Each involved stakeholder plays a synergistic role with one another. This synergy fosters social cohesion as all parties collaborate towards achieving the program's objectives.

Economic Benefit

The Green and Climate Change Agriculture of Maos Programme has successfully created new employment opportunities, namely as operators of the PINKY RUDAL rice dryer, farming control system, and additional labour for managing Kawista. Each of these positions yields a monthly income ranging from IDR 1,400,000 to IDR 1,500,000. Furthermore, with the establishment of the rice drying equipment business unit, there has been an increase in the total gross income of the Village-Owned Enterprises (BUMDes), amounting to IDR 90,781,000 over the course of one year, from the end of 2021 to 2022. This income is yet to be deducted for electricity, water, LPG gas, employee salaries, bottled water, and snacks for employees. When calculated, the BUMDes achieves a net profit of IDR 5,714,000 per month.

Measurement

1. Social License to Operate Index

Social License to Operate Index (SLOi) serves as an indicator reflecting the level of acceptance, approval, and support from the local community towards the operations of a company. Effective implementation of CSR programs can enhance the positive relationship between the company and the community, consequently elevating the SLOi index. The Green and Climate Resilient Agriculture of Maos Program, executed proficiently, has proven its capability to enhance this index. This outcome is documented in the company's stakeholder engagement study for the year

2023, indicating that the Social License to Operate (SLOi) of PT Pertamina Patra Niaga FT Maos is rated at 4.10 or 81%.

2. Social Return on Investment

Social Return On Investment (SROI) is a method utilised to quantify the impacts generated by investments in CSR programs. In 2022, an SROI calculation was conducted for the Green and Climate Resilient Agriculture of Maos Program, resulting in an SROI value of 1:1.67. This value indicates that every 1 Indonesian Rupiah invested in the CSR programme has yielded an impact equivalent to IDR 1.67. Thus, the Green and Climate Resilient Agriculture of Maos Programme can be deemed to have operated effectively, yielding significant impacts on society.

3. Community Satisfaction Index

The Community Satisfaction Index (CSI) is employed to measure the level of satisfaction among the community regarding the implementation efforts of CSR programs, spanning from planning, execution, monitoring, to the perceived impacts on the target audience. CSI measurement was conducted for the Green and Climate Resilient Agriculture of Maos Programme in 2023, revealing a score of 85.65 out of 100. This indicates an excellent level of community satisfaction with the CSR programme implemented by PT Patra Niaga FT Maos.

Future Expansion Scheme

2020

- Establishment of agricultural demonstration plots
- Formation of groups
- Capacity building
- Creation of solar cell-powered light traps

2021

- Benchmarking with the Agriculture Office
- Production of rice drying equipment



The company's commitment and policy are also manifested through knowledge transfer processes from the company's management to its partners, embedded in the training of the 12 Corporate Life Saving Rules (CLSR), a principle aimed to encourage safe work practices in the company as well as in the community to recognise potential hazards and their mitigation to prevent accidents during the operation of machinery. Therefore, the 12 CLSR aspects relevant to be implemented in machine operation, particularly for PINKY RUDAL, are Tools and Equipment, Safe Zone Position, and Isolation of Energy.

Another aspect of knowledge transfer is conducted by the Quality and Quantity division to train the farming control system, ensuring that the rice production process adheres to the agreed-upon rice treatment mechanisms, including guidelines for land preparation, the appropriate use of chemical fertilisers based on soil conditions, the proper use of pesticides, and the preservation of the natural soil microbiota to maintain pH balance. As a result, the rice produced is of high quality, and the soil used for cultivation is not degraded in quality or function.

Social Benefit

The number of institutions involved in the Green and Climate Resilient Agriculture of Maos Programme comprises four groups: Gapoktan Sumber Rejeki, Kawista managers, KWT Mewah, and KWT Bunga Desa. Among the three beneficiary groups, the total number of individual beneficiaries is 52 persons, consisting of 20 members of Gapoktan Sumber Rejeki, 20 Kawista managers, 12 members of KWT Mewah, and 30 members of KWT Bunga Desa.

Following the inception of the programme intervention, beneficiaries have gained social benefits in the form of enhanced capacity regarding all stages of the Rice Cycle. This knowledge dissemination also occurs through agricultural education tourism. Education on the Rice Cycle agricultural innovation is delivered with the concept of one-stop education, covering everything from seeding preparation to post-harvest processes conducted in one location. Through knowledge dissemination in Kawista (Agricultural Tourism Area), the social benefits are also felt by a wider community, not limited solely to the groups directly benefiting from the program.

2. **Agricultural Tourism Management Group (Kawista):**

Comprising 20 members, the Kawista group plays a crucial role in managing the Rice Cycle innovation. Their responsibilities extend beyond programme management to include educating and disseminating the concept of the Rice Cycle innovation to the community, particularly visitors to the agricultural tourism area.



3. **Women Farmers' Groups (KWT): KWT Mewah and KWT Bunga Desa:**

KWT Mewah and KWT Bunga Desa are groups involved in managing hydroponic farming innovations and processing organic fertilisers used in the Rice Cycle innovation. KWT Mewah consists of 12 members, while KWT Bunga Desa consists of 30 members.

of fungal and bacterial plant diseases, a community group has developed a fungus called Jakaba.

In addition, to complement the implementation of the Rice Cycle, PT Pertamina Patra Niaga Fuel Terminal Maos has also developed a device called PINKY RUDAL (Pengeriing Padi Siasat Perubahan Iklim untuk Ketahanan Pangan Lokal), or (Rice Dryer to Climate Change Adaptation for Local Food Security). This rotary dryer device is capable of drying wet rice with a capacity of 5 tons/8 hours using LPG and electricity as energy sources. This modified device successfully achieves a rice drying rate of up to 13%.

Novelty

The Green and Climate Resilient Agriculture of Maos programme is a novel initiative that has not been previously implemented in any other place in Indonesia. It introduces an innovation called the Rice Cycle, which revolutionises the agricultural cycle from land preparation and seed selection to rice drying and marketing. In the land preparation phase, a Farming Control System (FCS) is deployed to monitor the pH levels of paddy fields using a pH analyser meter. Additionally, in plant maintenance, solar-powered light trap technology is utilised to capture pests and insects. This light trap is designed to identify dominant insect pests that pose a threat to crops, enabling farmers to prepare appropriate insecticides. The use of windmills to produce noise to deter pests is also implemented as an innovative measure. Furthermore, to prevent the proliferation

Commitment

The implementation of the Green and Climate Resilient Agriculture of Maos Programme embodies the Corporate Social Responsibility (CSR) commitment and policy of PT Pertamina Patra Niaga Fuel Terminal Maos. These reflect the company's commitment to address strategic issues encompassing social, economic, and environmental aspects within the community around the company. CSR programs are executed through social assistance and community empowerment initiatives in the surrounding areas of the company.

agriculture, covering an area of 293.4 hectares, with a population of 2,154 farmers. Aside from serving as a source of sustenance for the community, agricultural products from Mernek Village are sold in markets, constituting a vital means of livelihood for its residents. However, large proportions of farmlands in the village have experienced crop failures, causing farmers to sell their premature products due to unpredictable climate conditions. As a consequence of premature harvesting, inadequate drying processes result in damaged products.

Farmers are part of a vulnerable group, lacking both assets and access, including agricultural technology and knowledge of farming practices. Furthermore, climatic anomalies, such as El Niño and La Niña, disrupt climatic cycles, leading to shifts in planting schedules and significant weather changes, consequently increasing the likelihood of crop failures or unsuccessful drying processes. The Food and Agricultural Organisation (FAO) expresses concern over these conditions in relation to agricultural productivity.

However, as the majority of Indonesians consume rice as their primary source of carbohydrates, the rice supply is facing a serious threat due to a series of emerging problems. Widespread cropland conversion for development purposes, fluctuating agricultural commodity prices, lengthy harvest periods, high risks of crop failure, and soaring production costs worsen the situation. In addition, the regeneration of farmers is also halted as being a farmer offers low incentives. Therefore, to overcome these issues, PT Pertamina Patra Niaga FT Maos



has developed the Green and Climate Resilient Agriculture of Maos Program. This approach, in the long term, will help the community implement sustainable and climate-resilient agricultural practices.

CSR Benefit

Green and Climate Resilient Agriculture of Maos Programme beneficiaries:

1. **Sumber Rejeki Farmers Group Association (Gapoktan Sumber Rejeki):**
Direct beneficiaries of this programme consist of 20 farmers from Gapoktan Sumber Rejeki. Members of this group actively engage in all agricultural activities and contribute to the development of the Rice Cycle innovation.

PT PERTAMINA PATRA NIAGA FUEL TERMINAL MAOS

GREEN AND CLIMATE RESILIENT AGRICULTURE OF MAOS

SUMMARY

The Green and Climate Resilient Agriculture of Maos Programme helps to create a comprehensive impact on the social, environmental, and economic aspects of the community. Farmers, who spearhead national food security, feel supported as they can adapt and avoid crop failures resulting from the increasingly prevalent climate crisis in Indonesia. In addition, El Nino and La Nina phenomena have badly affected the rice planting cycles in Indonesia, leading to increased susceptibility to pests and diseases. In order to overcome these issues, PT Pertamina Patra Niaga Fuel Terminal Maos implemented The Green and Climate Resilient Agriculture of Maos Program. As a result, farmers have been able to reap benefits from the program, as the knowledge and skills obtained are valuable in sustaining their businesses amidst the ongoing climate crisis.

Moreover, this programme also expanded its target to include the local community with non-farming backgrounds, giving them a chance to gain insights and learn more about agriculture comprehensively, from the seeding to the harvesting process. In this regard, based on the scale and measurable impact this programme has had on the community, we believe this programme would be a strong candidate to win The International CSR Excellence Awards 2024. Should the programme obtain such recognition, it would lead to publications of best practices

and international-level learning opportunities. The programme would be observed by various countries worldwide. Although not entirely identical due to socio-economic and cultural differences, we believe this programme could inspire other areas to replicate it.

IN DETAIL

Mernek Village is located within the vicinity of Ring 1 of the PT Pertamina Patra Niaga Fuel Terminal in Maos. It possesses potential in fisheries, poultry, livestock, and agriculture. Approximately 78% of the land in Mernek Village is designated for



District, which consists of aspects of planning, implementation, accompanying performance, monitoring and evaluation, and benefits. The community satisfaction index value achieved was 3.16, with a conversion value of 79 and a quality value of B/Good.

Future Expansion Scheme

2021

- Approach to the community and assessment of the MSME group mentoring program
- Determination of conservation locations for mangrove planting

2022

- Planting 1500 mangrove seedlings
- Formation of the Ijo Lestari group
- Training on making eco prints from mangrove plants
- Monitoring and evaluation

2023

- Planting 1000 mangrove seedlings
- Training on the use of mangrove derivative products consisting of mangrove soap, mangrove syrup, mangrove chili sauce,

mangrove jam, and mangrove-based eco print part 2

- Participate in MSME product exhibitions
- Monitoring and evaluation

2024

- Development of product innovation
- Management of legalisation of processed mangrove products
- Product marketing training
- Programme monitoring and evaluation
- Programme exit strategy

2025

- Exit the program

Replication

The scope of implementing mangrove derivative product innovation is limited to the Gunung Anyar Tambak Village environment. However, it does not rule out the possibility that programme replication and product replication can occur and be carried out through further training by inviting the Ijo Lestari group as speakers and carried out outside the mangrove conservation area.



The beneficiaries of the Mangrove Conservation and Community Empowerment programme consist of several parties, including:

1. Ijo Lestari Group
This group comprises homemakers from an MSME group focusing on utilising mangrove products. The Ijo Lestari group is a direct beneficiary of the programme implemented. The activities carried out by this group have significantly contributed to changing people's mindsets to be more aware of the potential in the environment.
2. Gunung Anyar Tambak Mangrove Farmers
Unlike the Ijo Lestari group, this group consists of 10 young people who help with conservation efforts such as planting and caring for mangroves. This group was also given training regarding mangrove seeding and care, so the conservation programme in this environment is expected to be sustainable.
3. Residents of RW 07 Gunung Anyar Tambak
One of the goals of mangrove conservation in Gunung Anyar Tambak Village is to reduce the risk of tidal floods, which threaten disaster in residential areas every year. Indirectly, the residents of RW Gunung Anyar Tambak felt the benefits of this CSR program.

Staff Commitment

Implementing mangrove conservation and community empowerment programs is the Company's commitment to social and environmental responsibility, especially in the Company's Ring 1 operational area. The planting of 2,500 mangrove seedlings has been carried out since the community carried out in 2022, and the planting action was also attended by company staff. The Company also involves community development officer staff to provide programme assistance, from planning to implementation, monitoring and evaluation, and programme exit.

Economic Benefits

From sales of MSME products, the income of each direct beneficiary (Ijo Lestari Group) increased by IDR 300,000/month. Product sales are carried out through online and offline marketing. The Ijo Lestari group has also participated in several MSME product exhibition events in Surabaya.

Social Benefits

1. Increased community cohesion (zero conflict) because the community forum harmonises with the implemented program. Initially, the community was united in religious forums and regular meetings within the scope of the Rukun Tetangga (RT) and Community Groups (RW). After the programme was implemented, community forums increased with meetings related to the mangrove conservation programme run by DPPU Pertamina Juanda. This makes relations between communities even closer, as evidenced by the absence of horizontal conflict, and all beneficiary groups almost always attend every activity carried out.
2. Increase community knowledge and skills in utilising mangrove products so that these products become unique and have selling value.
3. Received an environmental award (PROKLIM/ Climate Village Program) in the Sustainable category given by the Ministry of Environment and Forestry of the Republic of Indonesia. This award is given for the contribution of the Company and the community in utilising the environmental potential and social empowerment of the Gunung Anyar Tambak Village community.

Measurement

Using the Community Satisfaction Index Survey, assess the level of community satisfaction with the Mangrove Biodiversity Conservation and Community Empowerment programme in Gunung Anyar Tambak

only environmental aspects but also coastal communities' social and economic development. Mangroves are plants that have many functions, including conservation, ecology, social, economic, education, research, adaptation, and mitigation. Unfortunately, the lack of knowledge regarding the function of mangroves has resulted in many mangrove lands being converted into residential areas, especially in the eastern coastal region of Surabaya City. Land degradation and damage to mangrove plants must be controlled by planting, caring for, or patching mangrove plants in areas where they are needed.

The Mangrove Conservation and Community Empowerment Programme implemented by Pertamina together with the community from 2022 to 2023 in RW 7, Gunung Anyar Tambak Village, Gunung Anyar District, Surabaya City, is one of the steps to improve the condition of mangrove land, which has not been neatly arranged in the area. Apart from planting, PT Pertamina AFT Juanda also empowers local communities by utilising mangrove plants.

Novelty

Mangrove forests also benefit coastal communities as an additional source of income. Apart from planting trees, DPPU Pertamina Juanda is also developing social innovation by utilising mangrove plants such as fruit, dry wood, and mangrove leaves to become mangrove derivative products. The products produced are innovative and have succeeded in encouraging people to care more about preserving the environment so that they have an impact not only on ecological aspects but also on economic and social aspects.



This innovation programme has brought changes and new values to society. This value is in the form of the community's ability and awareness to preserve the environment and process mangrove plants into derivative products with marketable value. Mangrove fruit, leaves, and wood that are no longer productive can be used to make derivative products processed by MSMEs that have never existed before, consisting of mangrove soap, mangrove syrup, mangrove chili sauce, mangrove jam, and eco prints made from mangroves.

Benefits of CSR

The benefits of the Mangrove Conservation CSR programme carried out by DPPU Juanda impact the Company and the surrounding community.

For the Company, planting mangroves together with the community shows the Company's commitment to establishing good relations with the community and positively impacting the environment through reducing carbon dioxide emissions. Meanwhile, for local communities, mangrove conservation provides many benefits. One of the benefits of mangrove forests is preventing seawater intrusion onto land, erosion, and coastal abrasion. Apart from that, this CSR programme also positively impacts the social life and economic sustainability of the surrounding community.

PT PERTAMINA PATRA NIAGA AVIATION FUEL TERMINAL JUANDA MANGROVE CONSERVATION AND COMMUNITY EMPOWERMENT PROGRAM

SUMMARY

PT Pertamina Patra Niaga Aviation Fuel Terminal (AFT) Juanda is an oil and gas distribution company that focuses on the distribution of aircraft fuel oil. As a state-owned company, AFT Juanda is committed to carrying out social and environmental responsibility, especially in the company's operational ring 1 area. This is manifested through the implementation of community empowerment programs and the conservation of mangrove biodiversity in Gunung Anyar Tambak Village, Surabaya City.

This programme has the main objective of preserving the environment and increasing the income of the community or beneficiaries through the innovative use of mangrove plants such as leaves, fruit, and dry wood that are no longer productive. The community has felt the impact in the

form of increasing skills in processing products such as soap, jam, chili sauce, syrup, and ecoprints made from mangroves, as well as improving good relations between the community and the company.

The Mangrove Biodiversity, Empowerment, and Conservation Program, initiated by PT Pertamina Patra Niaga Aviation Fuel Terminal Juanda, manifests Pertamina's commitment to social and environmental responsibility. This project deserves an International CSR Excellence Award 2024 because it has involved the community in preserving the environment and producing innovative products made from mangroves.

IN DETAIL

Mangrove forests are a unique ecosystem and a link between land and ocean ecosystems. The World Atlas of Mangroves records at least 16.53 million

hectares of mangrove forests worldwide, and 33.5% or 5.54 million hectares of this area are in ASEAN. Meanwhile, in Indonesia, based on data from the Ministry of Environment and Forestry in 2015, there were 3.49 million hectares of mangrove forests or 19% of the world's total mangrove forest area. The geographical condition of being an archipelagic country makes Indonesia the country with the most extensive mangrove forests in the world.

The existence of mangrove forests has an essential role in determining and supporting not



Success in waste and environmental management is fundamentally rooted in the mindset of the community itself. It is crucial to raise awareness among the community regarding waste management actions because not all participants are waste bank managers; active participation involves all members of the community. Therefore, the development of a waste bank is a form of social engineering that teaches the community to sort waste, leading to increased awareness, habituation, and the formation of a cultural norm. The community benefits economically and contributes to environmental sustainability. The emergence of economic activities from the waste bank encourages the community to realise that waste can be a new economic resource.

Kampung Hijau Bank Sampah Al-Haqiqi programme serves as an entry point for achieving sustainable development objectives. The concept of the circular economy, which is promoted in the Kampung Hijau Bank Sampah Al-Haqiqi program, is closely related to sustainable development because the success of this concept can be achieved when the four pillars of sustainable development—economic growth, social equality, environmental sustainability, and governance—are collectively addressed.

Interconnected Issues in Waste Management

In the course of waste management, there are numerous interconnected issues. These include health issues, climate change, poverty reduction, food and resource security, as well as sustainable production and consumption (UNEP, 2015). In terms of health issues, improperly managed waste can affect environmental sanitation, leading to various diseases caused by pathogens and parasites. Particularly in warm and humid weather conditions, these pathogens can be transmitted to humans upon contact, resulting in diseases such as intestinal parasites, diarrhea, and typhoid.

Regarding its connection to climate change, data obtained from the Ministry of Environment and Forestry indicate that the waste sector, especially waste, significantly contributes to greenhouse gas emissions in the form of methane (CH₄) and carbon dioxide (CO₂). In light of this, the Paris Agreement mandates the implementation of Nationally Determined Contributions (NDCs), which include plans for climate change mitigation and adaptation in each member country, including Indonesia. One manifestation of the implementation of this agreement is waste management through composting facilitation. In 2022, the Kampung Hijau Bank Sampah Al-Haqiqi programme successfully reduced methane gas (CH₄) emissions to the atmosphere by 893 kg CH₄ and estimated a reduction in carbon dioxide emissions by 17,860 kg CO₂ equivalent (CO₂-eq) per ton of waste transported over approximately 10 months.

Sustainable waste management represents one form of responsibility for the consumption and production practices that have been undertaken, as articulated in SDG Goal 12. Excessive consumption leads to excessive waste generation, thereby affecting the overall waste burden. To achieve economic growth and promote sustainable development, there is a need for awareness regarding the importance of reducing ecological footprints by changing community practices in managing food waste within the environment. Waste management is one of the manifestations of the 17 global goals outlined in the 2030 Sustainable Development Agenda.



**Organic Waste Management
by Al-Haqiqi Waste Bank as an
Implementation of the Circular
Green Economy**

To promote green economic growth aligned with the goals of sustainable development, the implementation of the circular economy can enhance the creation of added value from waste that is recycled. This can have a positive impact on reducing environmental damage and improving the well-being of society. This concept is upheld by PT Pertamina Patra Niaga Aviation Fuel Terminal BIL, which is actively contributing to the development of the surrounding communities by initiating the Kampung Hijau Bank Sampah Al-Haqiqi program. This programme not only supports environmental sustainability but also has economic implications for the local community.

Kampung Hijau Bank Sampah Al-Haqiqi programme aims to establish community-based waste management. This is because the activities are carried out by members of the community themselves. They make decisions related to their own lives. This approach becomes more effective when tailored to local needs, priorities, and capacities. The 9R waste management approach opens up new perspectives and insights for the community in waste management. Waste is no longer seen as useless; instead, through the 9R approach, waste can be turned into something of value. Therefore, community involvement in recycling activities is crucial, both as producers and as members of the waste-generating community. Waste will have economic value when it accumulates in sufficient quantities to be traded or further processed as economic goods, either as raw materials (recycling) or as trade commodities. If the community, as waste producers, participates in waste management, such as through the 9R approach, then there is a need for a container to collect and market the waste. This is where the importance of the Waste Bank comes into play as a means for the community to save, gather, and



process waste, thereby enhancing socio-economic conditions and empowering the community in waste management.

Among all the supportive aspects of a waste bank, from institutional aspects to operational techniques, they form an interconnected system. Subsequently, the implementation of the circular green economy concept in the Kampung Hijau Bank Sampah Al-Haqiqi programme goes beyond managing waste in Reak Hamlet. It also involves handling waste generated by companies, such as unused catering waste, which is transformed into product components and becomes an energy source within a continuous cycle from one process to another. Therefore, waste bank managers must be creative, innovative, and entrepreneurial individuals. If waste management is not conducted effectively and in a sanitary manner, it can lead to negative impacts, such as unpleasant odors, discomfort, and disruptions to the cleanliness of the surrounding environment of the waste bank itself. PT Pertamina Patra Niaga Aviation Fuel Terminal BIL encourages waste bank managers to prioritise environmental hygiene and urges them to become environmental advocates and observers.

Cultural Shift in Waste Management

Kampung Hijau Bank Sampah Al-Haqiqi Programme creates a cultural shift in waste management in Dusun Reak 1. The chosen programme name fosters a discourse of “Green Village,” representing the aspiration to make Dusun Reak green. Green, psychologically, is closely associated with nature, lushness, and freshness, and signifies growth, fertility, and even health.

decomposed represents a significant potential resource for humus, macro and micronutrients, and soil conditioning, particularly household waste. Therefore, besides its benefits when managed efficiently, it can also mitigate environmental problems.

Various policies have indeed been prepared by the Indonesian government to address waste issues, starting with Law No. 18 of 2008 on Waste Management, which mandates that every individual involved in household waste and similar waste management must reduce and handle waste in an environmentally sustainable manner. This regulation stipulates that the Government and Regional Governments have the responsibility to cultivate and enhance public awareness of waste management, whether through facilitating, developing, or implementing waste reduction and handling measures. Not limited to a single regulation, in subsequent years, Presidential Regulation No. 97 of 2017 outlined the National Policy and Strategy for Household Waste Management, Ministerial Regulation No. 75 of 2019 on the Roadmap for Waste Reduction by Producers, Presidential Regulation No. 27 of 2020 on Specific Waste Management, and Regional Regulation No. 5 of 2019 as a provincial waste management policy strategy. However, in reality, policies are merely policies if not implemented effectively. Many people still dispose of, burn, and place waste in random locations, and these practices have become entrenched habits that are challenging to change. There is a need for awareness and behavioral transformation within the community.

This issue was recognised by PT Pertamina Patra Niaga Aviation Fuel Terminal BIL through a social mapping study of the community development area surrounding the company, specifically in Reak 1 Hamlet, Tanak Awu Village. In this hamlet, waste management issues remain prevalent, necessitating encouragement through facilitation and public awareness campaigns on household waste handling. Since 2021, PT Pertamina Patra Niaga Aviation Fuel Terminal BIL collaborated with 25 women from Reak

1 Hamlet, who are members of the Al-Haqiqi waste bank group, to process household waste under the “Kampung Hijau Bank Sampah Al-Haqiqi” program. This programme is located in Reak 1 Hamlet, Tanak Awu Village, which is within the first ring of the company’s operations. The efforts made by PT Pertamina Patra Niaga Aviation Fuel Terminal BIL represent a transformative paradigm that involves the community in managing their household waste, with the pioneering participants being the women of Reak 1 Hamlet.

To achieve optimal waste management, a paradigm shift from the end-of-pipe approach, which involves disposing of waste directly into landfills, is long overdue and should be transitioned to waste management based on the principles of the 9 Rs (refuse, rethink, reduce, reuse, repair, refurbish, remanufacture, repurpose, recycle, and recover). Household waste in Dusun Reak 1 and Non-B3 waste generated by PT Pertamina Patra Niaga Aviation Fuel Terminal BIL are collected by the Al-Haqiqi Waste Bank Group. The compost produced through this process is subsequently transformed into derivative products such as POC and POP, which can be traded. Additionally, the POC and POP are used by the Al-Haqiqi Waste Bank Group to enrich vegetable gardens managed by the group itself.

The Kampung Hijau Bank Sampah Al-Haqiqi programme strives to bring about a shift in public perception, emphasising that seemingly useless waste can be transformed into valuable resources. The existence of the Kampung Hijau Bank Sampah Programme has also garnered the attention of the local government, as evidenced by the issuance of an advisory letter to the community, numbered 470 / 336 / PM-DG, regarding waste sorting and management practices based on the 3R principle. This advisory was formally endorsed by the Head of Tanah Awu Village and was addressed to all residents within the Tanah Awu Village jurisdiction. It specifically mandates that organic waste must be submitted to the Al-Haqiqi Waste Bank for processing into organic fertiliser.

PT PERTAMINA PATRA NIAGA AVIATION FUEL TERMINAL BIL WASTE MANAGEMENT KAMPUNG HIJAU BANK SAMPAH AL HAQIQI

SUMMARY

The Kampung Hijau Bank Sampah Al-Haqiqi program, implemented by PT Pertamina Patra Niaga Aviation Fuel Terminal BIL, responds to environmental issues in Tanak Awu Village. Firstly, the CSR programme of Al-Haqiqi Waste Bank adopts a new paradigm for waste management and helps change community habits in managing household waste, particularly by employing the concept of circular economy. This approach fosters a shift in community thinking, extending beyond the traditional 3R (reduce, reuse, recycle) to the 9R (refuse, rethink, reduce, reuse, repair, refurbish, remanufacture, repurpose, recycle, and recover).

Secondly, the Kampung Hijau Bank Sampah Al-Haqiqi programme encourages the emergence of the circular economy, not only promoting environmental sustainability but also driving economic improvement. The program's name, "Green Village," fosters a discourse of making Reak Village green, where green, psychologically, is closely associated with nature, lushness, and freshness. It also signifies growth, fertility, and even health.



Thirdly, the Kampung Hijau Bank Sampah Al-Haqiqi programme accelerates the achievement of development goals, especially with regard to SDG Goal 12 and the reduction of GHG emissions from organic waste management. The programme has successfully reduced 893 kg of CH₄ and 17,860 kg of CO₂.

IN DETAIL

Conventional waste management practices (the old paradigm) have proven insufficient in addressing the waste issues within society. The old paradigm of waste management, often referred to as the "collect-transport-dispose" approach to landfills (TPA), has resulted in the emission of foul odors from decomposing waste, soil contamination, and the seepage of leachate into residential areas, potentially contaminating water sources. This old paradigm views waste as a commodity to be discarded and left behind. The waste management paradigm anchored in this end-of-pipe approach is now outdated and should be replaced by a new waste management paradigm.

The new waste management paradigm considers waste as a resource with economic value and the potential to be utilised as an energy source, including compost, fertiliser, and industrial raw materials. Proper waste management has the potential to increase per capita income for individuals and regional income by transforming or regenerating waste into economically valuable products. Furthermore, the vast quantity of waste that can be

Evidence of Measurable Impact

This programme has yielded quantifiable impacts, utilising compassion of sustainability analysis to measure impacts across four dimensions: nature, economic, social, and well-being. In the nature aspect, the programme has achieved a reduction in emissions from the waste of coconut husk processing by 1,241.8 tons CO₂e, a decrease in GHG emissions from urea fertiliser reduction by 0.3000 tons CO₂e, a reduction of 82.7 cubic meters of coconut husk waste, efforts to restore a 10-hectare mangrove ecosystem, and the production of 1 million mangrove seedlings.

In the economic aspect, the programme has increased community income by a total of Rp. 141,000,000. In the social aspect, the formation of one community institution with four main focus units and a total of 21 members, along with 297 residents possessing mangrove cultivation skills. In the well-being aspect, the programme has become a learning centre and contributed to policy changes in mangrove and coconut management in West Kalimantan, fostering partnerships with 21 stakeholder partners.



Impact measurement was also conducted using the Social Return on Investment (SROI) method, resulting in an SROI value of 1:1.94 for this program. This indicates that every 1 IDR invested in the Patra Village programme provides benefits to beneficiaries worth 1.94 IDR. Local communities also express satisfaction with the implementation of this program, as evidenced by a 97.6% community satisfaction index.

Future Scheme Expansion

Patra Village programme stands as a breakthrough for the company, as it has successfully propelled efforts for comprehensive social change, economic self-sufficiency, and environmental improvement at a systemic level. The programme has been able to create a value chain by forming groups beyond the main driving group. Looking forward, this programme has the potential to provide additional enhancements to the quality of product services in the community and generate more significant impacts compared to the present.

Replication

This programme has empowered the community and facilitated social transformation at the individual, collective, and systemic levels, enabling changes in the implementation of the CSR programme of Patra Village through mangrove seedling activities and the utilisation of coconut husk waste. Consequently, the community is capable of independently implementing this program. Currently, programme replication has been undertaken in Tanjung Saleh, located more than 70 km away from the Patra Village programme site, conducted by the Mangrove Community Care Group to carry out household-based seedling activities.

year as additional raw materials for particle board production, and lowering emissions by 13.6403 tons of CO₂e through mangrove cultivation and a reduction of 1.2418 tons of CO₂e in the effort to transition away from burning coconut husk waste.

Originality / Innovation

CSR programme of Patra Village represents a unique social innovation initiative not previously implemented in multiple regions across Indonesia. One proof of the program's novelty lies in the existence of a statement letter from the Governor of West Kalimantan, signifying it as the inaugural innovation initiative implemented in the West Kalimantan Province. This programme stands as the sole community empowerment initiative initiated by the industry through the utilisation of coconut and mangrove potentials.

Quoting Luis Portales (Social Innovation and Social Entrepreneurship, 2019), there are three levels of innovation, comprising incremental, disruptive, and radical. Regarding the incremental level: the company introduces new technology by incorporating an electric starter in the cocopeat chopper engine, as an effort to enhance production efficiency. Disruptive level: the programme successfully created a value network by implementing the replication of the seedling in Tanjung Saleh village, West Kalimantan. Radical level: this programme demonstrates its transformative capacity by addressing one issue and converting it into a solution for another problem. This is achieved through the strategic development of coconut husk waste into particle boards, serving as the raw material for school desks. Consequently, these desks effectively address the limitations in the infrastructure assets of School At-Taqwa Jeruju.

The Commitment of the Stakeholders and Internal Company

In executing CSR Programme of Patra Village, the company collaborates with other stakeholders to implement the program. Through the pentahelix

scheme, the company has established partnerships with more than 21 stakeholder partners spanning from the village, district, regency, provincial, national, to international levels. The company has also demonstrated its commitment to the endeavor to implement a community empowerment-based CSR program. In the company's vision, mission, and policies, it is articulated that the commitment to community development and contributing to the achievement of SDGs is an integral part of the company's aspirations in implementing CSR programs.

Social Impact

The benefits of CSR programme of Patra Village have been experienced by the local community, encompassing 279 beneficiaries or 67 heads of extremely poor households. Initially lacking steady employment, these individuals now have gained employment and acquired skills in mangrove cultivation. The aforementioned initiatives have successfully reduced extreme poverty in Sungai Kupah by 0.366%. Additional benefits for the region include a reduction of 14 tons or 82.7 cubic meters of coconut husk waste and the restoration of a 10-hectare mangrove ecosystem. The Patra Village programme has also been recognised as a best practice location in the Blue Economy Initiative Side Event of G20 and served as a venue for the Ministerial Mangrove Plantation Side Event for Brunei Darussalam-Indonesia-Malaysia-Philippines East ASEAN Growth Area in 2022. Patra Village programme further contributes to SDGs Goal 1 and SDGs Goal 12.

Economic Impacts

Patra Village programme provides direct benefits to vulnerable groups with a total income of IDR. 141,000,000 in 1 year. Each impoverished household experiences an increase in income of Rp. 2,000,000 every month. Additionally, the programme has led to the creation of 98 job opportunities and has successfully reduced extreme poverty by 0.366% in Sungai Kupah, contributing to the achievement of SDGs Goal 1.

challenges. This initiative has contributed quality mangrove seedlings to tourism actors and relevant stakeholders such as the Peat and Mangrove Restoration Agency (BRGM) and the Forest Management Unit (KPH) in Kubu Raya Regency. Currently, 68 households facing extreme poverty are involved out of the program's target of 100 impoverished households. This seedling activity has produced approximately 282,000 seedlings with an estimated income of IDR 141,000,000. The goal is for Sungai Kupah to become the largest mangrove seedling base in West Kalimantan Province.

Patra Village Program

Patra Village is a land harmonisation programme based on community empowerment through the integration of mangroves and coconut plantations, aiming to raise awareness about critical mangrove issues and bring economic empowerment through the utilisation of coconut waste. Patra Village seeks to optimise these potentials with the CORE (COco mangROvE) concept, involving four main activities: processing coconut husk waste into cocopeat and particle boards (raw material for tables); enhancing the value chain in coconut processing; mangrove ecosystem restoration through household-based seedling cultivation; and utilising the economic value of mangroves for organic soap production.

Benefits

This programme provides clear CSR benefits to the community, especially in addressing the needs of vulnerable groups and changing the system of meeting those needs. Vulnerable groups are individuals or communities facing social issues who lack access and assets to achieve a better quality of life or improve their well-being.

There are two vulnerable groups that are the main beneficiaries of this program, namely high-risk groups for poverty and disaster-prone communities. The benefits can be seen from the changes before and after the program, as outlined below:

1. Previously, there were 279 individuals in

extreme poverty without permanent jobs. After the program, the perceived benefits resulted in increased income through household-based mangrove seedling cultivation activities, with a total income reaching IDR 141,000,000 from 279 beneficiaries.

2. Previously, the community was unaware that Sungai Kupah was a disaster-prone area. After the program, the perceived benefits resulted in an increased understanding among the community regarding disaster preparedness.

CSR programme of Patra Village is a multidimensional and multi-activity program. This approach is due to the programme intersecting with three dimensions: economic, environmental, and social. The multi-activity approach is because many community activities are conducted as part of the process and are integrated within the program.

The clear benefits of this programme include changing an inefficient system, particularly after the conversion of land from mangroves to coconut farming. The community attempted to improve the environmental ecosystem by cultivating mangroves, starting with the provision of plant seeds purchased from outside the village. This system was inefficient, as it required the expense of purchasing seeds and logistics costs from outside the village at a considerable amount. After the programme through household-based mangrove seedling cultivation, this activity successfully formed a more efficient cultivation system by transitioning from purchasing seeds from outside the village to directly purchasing seeds from local villagers. The programme also provides the benefit of changing a system where coconut husk waste was previously burned, causing air pollution. Now, after the program, the community has established a more efficient coconut husk waste management system through the production of cocopeat and particle boards for table materials.

For the company, this CSR programme provides the benefit of reducing environmental impact through Life Cycle Assessment, reducing non-B3 waste generation by 0.18 tons from 0.125 tons per



it became a learning centre, influencing policy changes in mangrove and coconut management in West Kalimantan, and fostering partnerships with 21 stakeholders. This programme also contributes to achieving SDGs points 1, 12, and 14.

IN DETAIL

Background

Sungai Kupah village is one of the coastal villages located at the estuary of Kapuas River in Kubu Raya Regency of West Kalimantan Province. In this area, coconut farming has been ingrained as the primary livelihood for the community since the colonial era of Dutch East Indies, continuing into Indonesia's declaration of independence. The peak of coconut farming prosperity occurred during President Soeharto's era, particularly in the 1970s-1980s, through transmigration programs and P4S (Self-Reliant Agriculture and Rural Training Centre), prompting the community to extensively engage in planting and managing coconut farming in the region. As a result, it is not surprising that almost 90% of the population now earns a living in the coconut farming sector.

The high interest of the community and the economic value of coconut farming during that period had an extraordinary impact on the environment. Local environmental activists recorded that around 27.6 hectares of mangrove forests were converted into coconut farming from the

1990s to the 2000s. This shift had adverse effects on the mangrove ecosystem in Sungai Kupah area, especially since Kubu Raya Regency is the only region in West Kalimantan that still possesses primary mangrove forests, with one of them located in Sungai Kupah. The conversion of mangrove forest land into coconut farming also negatively impacts the reduction of flora and fauna in the mangrove forest and leads to the occurrence of tidal flood disasters.

Sungai Kupah village has now become one of the largest centres for coconut farming in Kubu Raya Regency of West Kalimantan Province, with a plantation area covering 1,500 hectares out of a total of 1,700 hectares of available plantation land. Each year, the coconut harvest in Sungai Kupah reaches an average of 12 million coconuts, resulting in more than 100 tons of coconut husk waste covering an area of 297,826 cubic meters. This is an outcome of traditional coconut cultivation practices (based on social mapping data, 2023). The waste has negative impacts on both the community and the environment, contributing to areas becoming unsightly and environmental pollution due to the burning of coconut waste. Additionally, coconut husk waste pollutes rivers and obstructs their flow, leading to flooding.

To address these issues, the local community of Sungai Kupah, in collaboration with Pertamina Patra Niaga Aviation Fuel Terminal (AFT) Supadio through their Corporate Social Responsibility (CSR) program, initiated a concept of land harmonisation with ecotourism as its centrepiece. Tourism activities involve visitors buying and planting mangroves in Sungai Kupah as part of environmental conservation efforts. This has resulted in an increased demand for mangroves. Pertamina Patra Niaga AFT Supadio, in cooperation with the Government of Sungai Kupah, initiated the formation of a mangrove seedling group consisting of households facing economic

PT PERTAMINA PATRA NIAGA AFT SUPADIO PATRA VILLAGE: LAND HARMONISATION BASED ON COMMUNITY EMPOWERMENT THROUGH THE INTEGRATION OF MANGROVE AND COCONUT TREES PLANTATION

SUMMARY

Sungai Kupah is a village located in Kubu Raya Regency, West Kalimantan, hosting a CSR programme with a high level of urgency to address various environmental, social, and economic issues in the area. Coconut farming has been the primary commodity for the community since the colonial era. However, the activities producing this commodity adversely affected the mangrove ecosystem, which safeguarded the area previously. Approximately 27.6 hectares of mangrove land have been converted into coconut farmings, and the unused coconut husks have become waste, amounting to over 100 tons and covering an area of 297,826 m³. This situation is worsened by the locals burning this waste. If the situation is neglected, global warming will increase and cause the reduction of mangrove land as the emissions rise from the burning of coconut husk waste.

Through the CSR program, Aviation Fuel Terminal (AFT) Supadio initiates the Patra Village program, harmonising land through the integration of mangroves and coconut farming. This initiative reduced environmental impact, transformed social dynamics, and improved the local economy. In the nature aspect, it decreased emissions from coconut husk waste to 1,241.8 tons of CO₂e, lowered GHG emissions through urea fertiliser reduction by 0.3 tons of CO₂e, reduced coconut husk waste by 82.7 cubic meters, engaged in a 10-hectare mangrove ecosystem restoration, and produced 1 million mangrove seedlings.

Economically, it increased community income by a total of IDR 141,000,000 and reduced the extreme poverty rate by 0.366%. Socially, it established one community institution with four focus units and a total of 21 members, with 297 residents acquiring mangrove cultivation skills. In terms of well-being,



activities are the source of the most waste that contributes to waste generation in the environment. Therefore, community awareness efforts through waste banks are one of the most effective things to do.

The 'Setor Jo' waste bank will act as a supplier of inorganic waste, such as Multi-Layered Packaging (MLP) and Polypropylene (PP) plastic waste. MLP waste is the most common waste generated by the community, such as coffee packets, powdered drinks, instant noodle packets, and other sachet packaging. PP waste itself is waste in the form of bottle caps, medicine bottles, used oil bottles, and so on. MLP waste will be used by the 'Maria' sewing group as the basic material for making

environmentally friendly products, such as laptop cases, pencil cases, and tote bags. Meanwhile, PP waste will be used as a material for screen printing, which will be melted through a direct-use tool that uses geothermal energy owned by PT PGE Tbk Lahendong.

The existence of making products by utilising plastic waste certainly increases the understanding and awareness of group members, namely housewives, to be able to sort their household waste properly. Through this activity, it is also expected to provide an example for the family scope to the community to be more concerned about environmental sustainability by starting to sort waste according to its type and channeling it to the village waste bank.



Therefore, the presence of the 'Maria' sewing group is able to provide employment opportunities for women, including housewives who want to increase their potential by doing productive activities.

Sewing activities are certainly not an easy activity, but sewing activities can be an alternative job for women, especially mothers who have multiple roles. Through sewing activities, of course, mothers have more flexible working time. Besides that, the activities in the 'Maria' group are also able to increase self-confidence, business opportunities, and develop networks for the community.

The 'Maria' sewing group itself was established in 2019 with 20 members and has received training from the Manpower Office, Minahasa Regency Government. However, this group was vacuumed for 2 years and became active again with the cooperation with PT PGE Tbk Lahendong Area in 2022. In 2022, the 'Maria' sewing group again received training to sew with 8 members, and in that year the women were able to show their enthusiasm and ability by producing 500 bean bags, which were absorbed by the market in the North Sulawesi region. These results were able to generate a group turnover of Rp 175,000,000, with an increase in income for each member of Rp 4,000,000.

This was able to prove that through 'Maria' sewing activities, women with dual roles are still able to contribute to the development and improvement of family and community welfare, in addition to other roles that must be carried out both as wives, mothers, and community members. The achievements made by the 'Maria' sewing group are able to erode the stigmatisation of society related to the norms that associate women with traditional roles in the household by showing that women with pregnant conditions are also still able to work. As concrete evidence, through the Social Return on Investment (SROI) study, which serves to see the extent to which the social investment provided by the company can have a greater impact on beneficiaries, in 2022, the 'Maria' sewing group programme received a value of 1:3.5, where every one rupiah invested is able to generate Rp 3.5.

Go Beyond the Limits of Dreams by Living Independently: Women's Role in Turning Waste into Blessings

The success of the 'Maria' sewing group in making products that can compete in the market makes the 'Maria' sewing group want to provide new innovations with products that not only have value but are environmentally friendly. In doing so, the 'Maria' sewing group collaborated with the 'Setor Jo' waste bank, which acts as a distributor of plastic waste as material for making environmentally friendly products.

'Setor Jo' waste bank is a waste bank assisted by PT PGE Tbk Lahendong, with the majority of members being female and working as housewives. The main focus of the utilisation of plastic waste is due to the lack of utilisation of plastic waste into products that have value and are more economical. In its activities, the waste bank 'Setor Jo' has tried to process plastic waste into ecobricks. However, the selling price of ecobrick products can be said to be quite expensive because as long as the eco bricks are made into products in the form of sofas, which in terms of enthusiasts are still quite low.

Through cooperation between the sewing group 'Maria' and the waste bank 'Setor Jo', it is hoped that they will be able to produce products that are more economical, valuable, and attractive. The cooperation between the sewing group 'Maria' and the waste bank 'Setor Jo', the majority of whose members are housewives, can be a driving force in environmental conservation in the family and in the community by solving the end-to-end waste problem.

The activities in Setor Jo Waste Bank aim to reduce the potential waste generation in Minahasa Regency. According to the National Waste Management Information System (SIPSN), the daily waste generation of Minahasa Regency in 2023 is 26,318 tons. The annual waste generation of Minahasa Regency in 2023 is 9,604,570 tons. Meanwhile, based on the source of waste origin, family domestic

have selling value. In addition, women can also improve their sewing skills that can be used to make various products from used or new materials. Sewing and waste processing activities can be a form of women's empowerment based on local wisdom and regional potential.

IN DETAIL

Independent Productive Women: Sewing the Hope of Equal Life Through Cloth and Thread with 'MARIA'

The role of women is still an issue that is mainstreamed in achieving gender equality. It is undeniable that currently, women are able to become strategic actors in development, which has implications for improving the economy and welfare of families and communities. Although currently, the constellation of development in Indonesia has slowly provided equal opportunities between women and men to contribute to development, it cannot be denied that there are still many obstacles faced by women, such as discrimination, especially in obtaining employment opportunities.

According to data from the Central Statistics Agency (BPS), the number of the labour force in Indonesia in February 2023 was around 144.6 million people. Of these, 59.8 million people (41.4%) were women and 84.8 million people (58.6%) were men. The female labour force participation rate (TPAK) was 53.7%, while the male TPAK was 81.7%. The following table shows the size of the labour force by gender and region of residence.

Based on the existing reality, currently, there are many displays that women have a dual role in the family, where not only do they play a role as housewives but also as breadwinners in the family.



There are many factors that support women having multiple roles in the family, such as economic conditions and the desire to be more independent by having their own income. However, in fact, there are still some jobs whose qualifications are only intended for men. Therefore, through women's empowerment activities, it can be one of the strategies in increasing capacity, independence, and increasing women's participation in various aspects of life, such as economic, social, cultural, political, and environmental.

This is also the basis for the formation of the 'Maria' sewing group in Toure Village, West Tompaso District, Minahasa Regency. The 'Maria' sewing group consists of housewives, pregnant women, and daily farm laborers. The 'Maria' sewing group is a forum that can be used by mothers to develop skills, do productive activities, and generate income. It is undeniable that competition for jobs is gradually getting more difficult. The number of the labour force with the availability of job vacancies still does not seem to be comparable, plus the competitive factor of the level of education that adds to the increasing difficulty of the community to get a decent job, especially for women.

PT PERTAMINA GEOTHERMAL ENERGY TBK AREA LAHENDONG KUBEMADA MARIA

SUMMARY

Women have an important role in development, both as human resources and as agents of change. However, many women still face various obstacles and barriers, such as poverty, inequality, discrimination, violence, and lack of access to education, health, and employment opportunities. Therefore, women's empowerment is one of the important agendas in sustainable development.

According to data from the Central Statistics Agency (BPS), there is an imbalance in access to formal employment between women and men in Indonesia. In February 2021, the percentage of formal labour of women was 38.28%, while that of men was 61.72%. This means that women have a lower chance of getting a formal job than men.

Women's empowerment can be defined as the process of increasing women's capacity, independence, and participation in various

aspects of life, such as political, economic, social, cultural, and environmental. Women's empowerment can be done through various strategies, such as counseling, education, training, capital assistance, facilitation, advocacy, and networking. One of the potential fields to empower women is entrepreneurship.

Women's empowerment is one of the strategies to improve family and community welfare. Women have an important role in managing the environment and the resources around them. One of the challenges faced by women is the problem of waste, both organic and inorganic waste, which can have a negative impact on health and the environment. Therefore, there needs to be an effort to turn waste into a source of income and added value for women and their families.

One way to utilise waste is to process it into handicrafts that



to climate-related events, economic, social, environmental, and disaster shocks.

Through these achievements, PT Pertamina EP Limau Field aims to continue empowering Air Talas Village until it becomes self-reliant, reviving the tourist village that was lost due to the Covid-19 pandemic and CVPD disease. In the coming years, the company will focus on disseminating the use of *Trichoderma Sp.* not only in Air Talas Village but also at the city/regency and provincial levels. Additionally, reintroducing Air Talas as a tourist village by enhancing branding and strengthening its potential will be prioritised.

Innovation

PT Pertamina EP Limau Field is committed to assisting the community in Air Talas Village through the Anggrek Dewata programme (Agribusiness Driving (Back) Air Talas Tourist Village). This programme consists of three interconnected sub-programs that create a value chain. The first sub-program, called BU JUSI, focuses on developing Siam orange cultivation, which is threatened by CVPD disease. The company has developed a solution using *Trichoderma* fungicide and food waste as a breeding medium. This innovation marks a new approach for the orange farmers (Tani Tunas Hijau Group), who had previously relied heavily on chemical fertilisers.

However, this approach failed to restore the orange farms, leading to farmers contemplating a switch to palm plantations. In response, PT Pertamina EP Limau Field intervened to rescue the struggling orange cultivation by utilising *Trichoderma Sp.* and food waste as a biological fungicide, helping farmers increase their yield and income.

Additionally, the BUDE ARTA MAJU sub-programme focuses on empowering women by enabling them to process sour oranges into derivative products such as syrup, pie, sticks, and jam. This empowerment has helped these women increase their income and support their families' economy. Furthermore,

this initiative has helped lift two poor widows out of poverty.

Results

The innovation has been proven effective compared to existing solutions used by other farmers who rely on chemical fertilisers. Studies show that the biological fungicide has increased orange productivity and revitalised soil quality. After the application of the biological fungicide, orange yields increased to 5 tons per hectare, up from 3 tons per hectare, leading to a rise in farmers' incomes. Prior to this, farmers were earning only Rp 13,230,000 per year (\$840), which was below the local minimum wage, making them vulnerable. However, after applying the biological fungicide, their income rose to Rp 45,000,000 per year (\$2,857).

Moreover, this innovation reduced their expenses on chemical fertilisers by 71%, lowering annual costs from Rp 35,004,000 (\$2,222) to Rp 10,008,000 (\$635). This innovation also empowered disadvantaged groups, such as poor women and widows, by allowing them to process sour oranges into various products. As a result, the group earned Rp 61,734,000 per year (\$3,919). This innovation contributed to a 28% reduction in poverty among families in Air Talas Village, with direct cash assistance and the village fund programme initiated by the Ministry of Social Affairs of the Republic of Indonesia.

Community Satisfaction Index and Social Return on Investment Reports (2023)

Third-party studies have been conducted on this innovation within the Anggrek Dewata Program. Based on the study, this innovation scored 86.07 points in the Community Satisfaction Index, categorising it as "Very good" in community satisfaction. Additionally, the programme scored 1.66 points in the Social Return on Investment study, indicating that for every Rp 1 spent by the company on this program, it delivers a positive breakthrough worth Rp 1.66.



Sp. breeding, and organic fertiliser production according to ISO 14001:2015 standards. This sharing activity was conducted over a two-month period at the start of the program.

Sustainability

The utilisation of *Trichoderma* Sp. and food waste not only aims to apply sustainable agricultural practices in society but also helps reduce the risk of natural disasters affecting Air Talas Village. This innovation can reduce 18,840 tons of CO₂eq methane produced by 17.6 tons per year of food waste or household domestic waste. PT Pertamina EP Limau Field aims to create a programme that benefits society, nature, economy, and well-being.

To facilitate this, the contribution of the innovation to sustainability impact can be assessed using a sustainability compass. This method evaluates sustainability in four aspects: nature, economy, society, and well-being, as well as the achievement of Sustainable Development Goals (SDGs). In the nature aspect, there has been a behavioral change in society, especially among orange farmers. They have started using biological fungicide instead of chemical fertiliser to reduce CVPD damage, thereby protecting soil quality. The innovation also involves recycling food waste that was previously unused, reducing global warming potential due to methane emissions. Furthermore, it helps maintain water

availability in Air Talas Village by preventing the conversion of orange cultivation to palm plantations. The achievements support several SDGs, including:

- SDG 2.4: Ensuring sustainable food production systems and implementing resilient agricultural practices.
- SDG 9: Building resilient infrastructure, promoting inclusive and sustainable industrialisation, and fostering innovation.
- SDG 12.2: Achieving sustainable management and efficient use of natural resources.
- SDG 12.5: Reducing waste generation through prevention, reduction, recycling, and reuse.

In the society aspect, this innovation helps protect the culture of orange farmers, enhances their capacity in sustainable agriculture, empowers women and disadvantaged people, and fosters social cohesion. The achievements support SDG 10.1 to empower and promote the inclusion of all, irrespective of age, gender, disability, race, ethnicity, origin, religion, or economic or other status.

In the economic aspect, the utilisation of *Trichoderma* Sp. in orange cultivation increases farmers' income from Rp 27,000,000 per year (\$1,714) to Rp 45,000,000 per year (\$2,857). It also helps disadvantaged groups earn Rp 61,734,000 per year (\$3,919). The innovative achievements support SDG 8.2, which aims to achieve higher levels of economic productivity through diversification, upgrading, and innovation in technology.

In the well-being aspect, two key achievements include alleviating poverty for 10 individuals in the poor orange farmers group and 2 poor widowed women, as well as creating job opportunities in the BUDE ARTA MAJU sub-programme through an increase in group members from 8 to 11. These innovation achievements support SDG 1.5 to build the resilience of the poor and reduce vulnerability

Air Talas, originally a transmigrant village from Less, Buleleng Regency, Bali, is home to a Balinese community whose main livelihood, brought from Less, revolves around orange cultivation. This cultivation is not just a means of income; it's an integral part of their identity, creating a sense of home in South Sumatra. However, this identity is under threat from CVPD (Citrus Vein Phloem Degeneration), a disease spread by the Gram-negative bacteria *Diaphorina citri* Kuw, also known as fleas. As a result of this disease and its vector, orange productivity has decreased from 5 to 3 tons per hectare, impacting farmers' income by 40%. Additionally, farmers' lack of knowledge about sustainable agriculture practices has led to the excessive use of chemical fertilisers, degrading soil quality. Without intervention, this could lead to serious long-term issues.

Orange cultivation has not only been a source of income but also an attraction for tourists, offering glimpses of Balinese culture through dance, music, ceremonies, and crafts. This has earned Air Talas the moniker of "Mini Bali in Sumatra," allowing visitors to experience a taste of Bali in South Sumatra. However, the collapse of orange cultivation due to CVPD, exacerbated by the COVID-19 pandemic,

has halted agrotourism activities, affecting the entire village.

To address these challenges, PT Pertamina EP Limau Field has introduced an innovative solution using *Trichoderma* Sp. and food waste as a replacement for chemical fertilisers. This sustainable approach not only rejuvenates orange cultivation but also mitigates environmental issues caused by unmanaged food waste, reducing methane emissions. The innovation of combining food waste and *Trichoderma* Sp. has been proven to recover orange cultivation and improve the quality of previously damaged soil.

With this innovation, the productivity of orange cultivation has increased to 5 tons per hectare (up from 3 tons per hectare). Additionally, 17.6 tons of food waste per year, previously unmanaged, are now processed, reducing 18,480 tons of CO₂e per year from methane emissions. This innovation not only saves orange cultivation, preventing its replacement by palm plantations, but also ensures water sustainability in Air Talas Village, which is crucial in a region prone to dry conditions, according to BMKG reports.



Integration

In integration with its business operations, PT Pertamina EP Limau Field has implemented the utilisation of bio-control in domestic wastewater treatment and non-B3 waste treatment as compost material. Certified staff have a responsibility to transfer knowledge about bio-control, a core competency of the company, to society. This knowledge transfer has been carried out through the Health, Safety, Security, and Environment Function, focusing on the 3R (Reuse, Reduce, Recycle) approach to non-B3 waste, food waste treatment for *Trichoderma*

PT PERTAMINA EP LIMAU FIELD REVIVING AIR TALAS: EMPOWERING THROUGH INNOVATION

SUMMARY

“Reviving Air Talas: Empowering Through Innovation”

The Anggrek Dewata or Agribusiness Driving (Back) Air Talas Tourist Village program, spearheaded by PT Pertamina EP Limau Field, is a testament to its dedication to community empowerment and environmental stewardship. Focused on revitalising Air Talas, a Balinese transmigrant village known for its bountiful orange orchards, the initiative tackles the crisis caused by CVPD disease, which has devastated orange trees and slashed farmers’ incomes by up to 40%.

Facing this challenge, farmers have resorted to excessive chemical fertiliser use and even contemplated switching to palm trees, posing dire consequences for the already dry village according to BMKG reports. However, the programme introduces a transformative solution: the innovative utilisation of Trichoderma fungicide, leveraging food waste as a medium. This breakthrough has rejuvenated orange productivity, restoring yields to their former glory of 5 tons/ha and significantly boosting farmers’ incomes from Rp 27,000,000 (\$1,714) to Rp 45,000,000 (\$2,857) annually.

Moreover, by eliminating the need for chemical fertilisers, farmers have achieved a remarkable 71% reduction in farming costs, while simultaneously embracing environmentally friendly agricultural practices. This holistic approach not only revitalises farming conditions but also fosters a deeper understanding of sustainable agriculture among the community.



This innovation also supports the Sustainable Development Goals: No Poverty; Zero Hunger; Decent Jobs and Economic Growth; Industry, Innovation and Infrastructure; Reduced Inequalities; and Responsible Consumption and Production. Therefore, this programme deserves attention and serves as an example of healthy and sustainable agriculture.

IN DETAIL

Details of the Initiative

PT Pertamina EP Limau Field is one of the companies involved in the exploration and production of oil and gas in South Sumatra. Given its focus on natural resource exploration, the company is committed to environmental stewardship in its operational areas. Situated near Air Talas village, PT Pertamina EP Limau Field acknowledges its role in supporting local communities and fulfilling its Corporate Social Responsibility.

distribution through the system) is applied to monitor soil and irrigation sensor systems using WEB IoT SIUMA and Motor Operated Valve (automation of full open and close gate oil) is implemented in Uma Palak to become an Automatic Irrigation System (automation of solar pumps for the process of irrigating rice fields). Meanwhile, the Refueling Department through Flow Indicator Control (Controlling the flow of Avtur from the stockpile to the apron) is implemented to control the flow of irrigation for Subak rice fields utilising the discharge height.

The Future of Uma Palak Farmers

Farmers are the most vulnerable group in rural Indonesia, and their vulnerability is increasing. When facing extreme climate change and the threat of conversion of agricultural land into residential areas, apart from crop failure, loss of livelihood can also occur if it is not immediately addressed. Therefore, the Uma Palak Lestari programme combines sustainable agriculture and tourism as a form of maintaining the sustainability of Subak Bali

agriculture and livelihoods for farmers. The company has transferred knowledge regarding SIUMA maintenance and has built capital for agricultural tourism infrastructure and Uma Palak Lestari institutions to realise the sustainability of programme benefits in the future.

Management of agricultural land with this technology also encourages young people in Subak Sembung to continue the agricultural activities of their fathers and grandfathers. This regeneration is an asset for the sustainability of Subak as a cultural heritage.

SIUMA System Replication in Denpasar Bali

After the inauguration of SIUMA by the Mayor of Denpasar and the Executive General Manager of Pertamina Patra Niaga Regional Jatimbalinus, the Peguyangan sub-district government plans to implement a SIUMA system for agriculture in Peguyangan Sub-district, North Denpasar. The SIUMA solar panel system will be implemented outside Munduk Palak Subak Sembung, Peguyangan Village, in 2023.



Environmental Impact of SIUMA

This program, based on the results of studies from the Centre for Alternative Dispute Resolutions, Regulation & Policy Analysis and Community Empowerment, Bogor Agricultural Institute (Care IPB), has contributed to environmental improvements in the form of suppressing land conversion of 103 hectares in Subak Sembung, reducing carbon dioxide (CO₂) by 40.3662 kg / kWh / month - 43.94082 kg / kWh / month as well as reducing chemical substances absorbed into the soil (Imidacloprid by 0.03-0.04 lt / Ha, Bentazone by 0.3-0.4 lt / Ha, Zinc Thiazole at 0.2 lt / Ha and Mefentrifluconazole at 125 lt / Ha).

Improvements in Soil Quality

Apart from that, based on the results of laboratory tests carried out at the Soil Science Laboratory at Udayana University on September 6, 2023, there has been an improvement in soil water content thanks to SIUMA's innovation. The water content in agricultural soil in the Uma Palak Lestari programme before the SIUMA innovation was 8.6% of the water content in the soil and very dusty, with dust content reaching 54.42%. After the SIUMA innovation, soil moisture conditions slowly increased to 17.76%, and the dust content in the soil decreased to 39.67%. This shows that with the SIUMA innovation, the condition of agricultural land in Subak Sembung, especially Munduk Palak, has improved.

Economic Benefits of CSR Programs

The benefits of CSR programs for beneficiaries in the economic sector include:

- Savings on purchasing diesel fuel amounting to USD 248.03 per year.
- Reducing losses from crop failure due to lack of water.
- Development of 6 local MSMEs along the Jalan Usaha Tani jogging track.
- Profit from the camping ground amounting to IDR 144,000,000 per year.
- Sales of organic rice amounted to IDR

76,000,000 per year per farmer per 1Ha.

- Savings on purchasing pesticides amounting to IDR 4,500,000 per year.
- Parking lot management generates IDR 54,000,000 per year.

Social Impact of the Uma Palak Lestari CSR Program

- 36 direct beneficiaries.
- 13,853 indirect beneficiaries.
- Formation of the Uma Palak Lestari Joint Business Group (KUB).
- There is mutual cooperation once a month by KUB Uma Palak Lestari.
- There is a farmer discussion forum for joint consensus in determining water flow priorities through the SIUMA application.
- There is no longer the potential for conflict due to fighting over water for agriculture.
- The existence of the Uma Palak Lestari programme opens up opportunities for collaboration between stakeholders.

Environmental Benefits of the Uma Palak Lestari Program

- Farmers no longer use diesel fuel to irrigate rice fields.
- The use of organic fertiliser replaces pesticides.
- Reducing land degradation.
- SIUMA uses water and solar heat as new renewable energy.
- Reduces CO₂ emissions by 40.3662 kg / kWh / month or 91% of the CO₂ emissions produced by 1 kWh of electric steam power plant (PLTU) electricity.

Commitment of Pertamina AFT Ngurah Rai Employees

In this stage, PT Pertamina Patra Niaga AFT Ngurah Rai collects various applicable knowledge which is synergised in a broader and simpler application. The Ngurah Rai Receiving Storage and Distribution (RSD) Department through Human Machine Interface knowledge (monitoring operational control of oil

causes flooding in rice fields close to irrigation wastewater, causing farmers to suffer losses of up to three hundred thousand rupiah per acre. This results in latent conflicts for farmers, especially the struggle for and distribution of water.

SIUMA Solution for Water Distribution

SIUMA, managed by farmers who are members of the Joint Business Group (Kube Uma Palak), provides a solution, firstly, through river engineering by adopting Flow Indicator Control to create two branches of water flow with a dam cover so that it can share water when there is excess water discharge and store water when the water flow is small. Secondly, water is lifted using a water wheel made from PT Pertamina Patra Niaga AFT Ngurah Rai hose reel waste and a solar pump to channel water to irrigation streams for vulnerable rice fields that do not receive water during the dry season. Third, humidity sensors and IoT web applications are integrated into farmers' WhatsApp groups to provide them with information on the degree of humidity and the land's need for water so that farmers no longer fight over water and water is distributed fairly based on the fields that need water flow the most. They can also monitor the condition of their rice fields remotely while they are doing other work.

Impact on Agricultural System and Local Economy

This innovation has an impact on system changes that have added value, changes in the value chain in the form of re-establishing the redefinition of traditional Subak as a fundamental aspect in the water distribution process in Bali, which is able to attract young farmers to farming without leaving the tourism sector and suppressing the conversion of agricultural land. The emphasis on land conversion



was carried out through cross-sector hearings, including PT Pertamina Patra Niaga AFT Ngurah Rai, and has been strengthened by the issuance of Denpasar City Regional Regulation Number 8 of 2021 concerning Denpasar City Regional Spatial Planning Plan for 2021-2041, which stipulates that Subak Sembung is green land that cannot be repurposed. Not only that, this programme has become a healthy tourism destination where Jalan Usaha Tani (JUT) is used by the community as an arena for jogging tracks and getting fresh air in the middle of Denpasar city.

Supporting Local Economy and Sustainability

While exercising, people can directly buy fresh agricultural products sold by agricultural small-medium enterprises and enjoy healthy food in the Rest Area whose raw materials come from agriculture in Subak Sembung. Organic waste from fruit, vegetable, and food waste is taken by the group and used as feed for maggots, which are cultivated and processed as Kasgot fertiliser. Kasgot fertiliser can become a value chain that is reused by farmers as compost to develop a healthy agricultural system, not only by Subak Sembung farmers in Peguyangan Village but also Subak Pakel in Ubung Kaja Village.

Now, farmers no longer have conflicts and are able to provide the necessary water for the agricultural sector during extreme hot climate conditions, thanks to SIUMA's social innovation.

The Pertamina AFT Ngurah Rai Uma Palak Lestari CSR programme has been able to open sustainable economic and agricultural access in Subak Sembung and help maintain Subak as a cultural and religious heritage in Bali.

IN DETAIL

Background of Uma Palak Lestari Programme

Efforts to sustain agriculture amidst the onslaught of climate change and land use conversion will not be maximised if solely undertaken by the farmers themselves without commitment from the government, the consumer society, and even the private sector operating their Community Empowerment Programmes. The SIUMA innovation has become a solution to the problems faced by farmers, especially concerning the increasingly challenging water needs due to prevailing drought. By leveraging renewable energy without adding greenhouse gas emissions or carbon, it offers a sustainable approach.

Uma Palak Irrigation Management Energy Supply

SIUMA is a modern paddy field irrigation system utilising renewable energy sources: hydro power and solar energy. Hydropower is generated from the engineering of unused irrigation runoff in the ditches of the Munduk Palak area, which is then harnessed to move water turbines and generate electricity. Meanwhile, solar energy (solar cells) harnesses unhindered sunlight across the open farmland of Munduk Palak. This innovation has been successfully integrated to efficiently produce electrical energy, aiding farmers in their agricultural processes.

Operational Process of SIUMA Innovation

Technically, the operational process of the SIUMA innovation consists of several stages:

- (1) Engineering the flow of unused irrigation runoff to move water turbines.
- (2) Utilising these water turbines to drive a generator that produces electricity stored in batteries.
- (3) The stored electricity is then used to power Soil Moisture Sensors (SMS) and lighting for detecting drought conditions.
- (4) These sensors are integrated via IoT (Internet of Things) technology connected to a WhatsApp group for farmers to receive drought notifications.
- (5) Farmers conduct irrigation using a solar pump.

SIUMA's Uniqueness

The SIUMA innovation is the first and only one in Bali, particularly for the Subak paddy field irrigation system. The SIUMA innovation is practically integrated for irrigation processes using Soil Moisture Sensors (SMS) and Web IoT. Furthermore, the integrated micro-hydro and solar pump can be monitored through the SIUMA application to determine the values generated by the operating system. This indicates that the SIUMA system is more complex in terms of instrumentation and innovation integration compared to similar previous innovations.

Addressing Climate Change

Uma Palak Irrigation Management Energy Supply (SIUMA) in the Uma Palak Lestari Programme is an innovation in Subak modernising agricultural irrigation. This innovation addresses the problem of climate change, which has an impact on agriculture in Subak Sembung, Peguyangan District, where farmers can no longer predict weather changes, affecting agricultural yields and causing drought in several rice fields during the dry season. In fact, during the rainy season, excessive water discharge

PERTAMINA PATRA NIAGA (AFT) NGURAH RAI UMA PALAK LESTARI

SUMMARY

As a response to the phenomenon of extreme climate change, which could harm farmers if it is not addressed, Pertamina Aviation Fuel Terminal (AFT) Ngurah Rai created a social innovation capable of becoming survival guidance for farmers and the agricultural sector in facing extreme climate change. This innovation is also able to develop sustainable tourism activities.

Uma Palak Irrigation Management Energy Supply (SIUMA) in the Uma Palak Lestari Programme is an innovation in agricultural irrigation. This innovation addresses the problem of climate change, which affects agriculture in Subak Sembung. SIUMA, managed by farmers who are members of the Joint Business Group Uma Palak Lestari, provides

a solution in several ways. Firstly, it involves river engineering by adopting Flow Indicator Control to create two branches of water flow with a dam cover. This system can share water when there is excess water discharge and store water when the water flow is small.

Secondly, water is lifted using a water wheel made from the Company's hose reel waste and a solar pump to channel water to irrigation streams, providing water to vulnerable rice fields that do not receive water during the dry season. Third, the humidity sensor and SIUMA application are integrated into farmers' WhatsApp groups to provide information about the degree of humidity and the land's need for water. This ensures that farmers no longer fight over water, and the water is distributed fairly, based on the rice fields that need water flow the most.



PARC TROSTRE RETAIL PARK

Encouraging Wildlife Through
Nature since 2021



Opening Times
Mon - Sat 8am - 8pm
Sunday 11am - 5am

Parc Trostre Retail Park
Trostre Road
Llanelli
SA14 9UY
Telephone: 01554 775344

dry periods. The water also has more minerals and benefits for our environment than tap water, saving money on utility bills and benefiting our tenants. This was fully funded by our landlords, who fully support our green initiatives.

In 2023, we moved to green cleaning products for both internal and external cleaning. This not only reduces chemical use but also benefits the park, as runoff from walkways and car parks into landscaped areas is better for the environment and wildlife. Additionally, it's cheaper to use, saving tenants around 15% in the first year, with further savings in year two. Additional wildlife bulbs were planted

throughout our wooded areas to attract insects and pollinators from spring to autumn. We also installed a pride garden.

In 2024, we will replace all external waste bins with separate recycling units to reduce landfill waste. This should also increase recycling, reduce general waste, and help reduce costs. The old stainless-steel bins will be reused as plant pots throughout the park, increasing plant variety and diversity, which will further help increase habitats and food sources. Using existing items helps our sustainability and recycling objectives while keeping costs down.





well as lavender, flowering shrubs, heathers, and native trees. Lavender was cut, dried, and gathered into bunches, which were then handed out to our customers for Purple Tuesday, an event that highlights accessibility awareness. This brought the local community together for both environmental and accessibility initiatives.

As part of our engagement with the local community and customers, we launched our 3rd Nature Photography Competition in 2023 (the first being in 2021) through our social media. Prizes were donated by a local wetlands centre. Our intention is to highlight some of the beautiful local scenery and wildlife, encouraging people to care for and support what we have on our doorstep, while also building community. We have added links to local nature walks and parks on our social media platforms to encourage customers and the wider community to explore nature. To help further, we have posted scavenger hunts and blogs about ways to attract birds, butterflies, and bees into gardens.

The team at Parc Trostre is committed to this cause and continues to look for new ideas to support

our growth and development in this area. The dialogue we've initiated with our shoppers and local stakeholders reflects the team's passion for this cause. We all want to celebrate and protect what we have locally, while still running a busy commercial shopping park. We have continued to develop our environmental green program. In 2021, we installed additional cycle shelters and worked with the local council and community to further develop cycle tracks in Llanelli, reducing the carbon footprint as car users are encouraged to use greener forms of transport. I was able to source Welsh Government funding for this, saving tenants and my client money.

In 2022, we installed two electrical twin charging points for customers with electric vehicles, helping to reduce carbon emissions that contribute to climate change. This also improves public health, supports the reduction of ecological damage, and directly contributes to the protection of the local natural environment. Again, I sourced Welsh Government funding for this project, saving the park money. A rainwater harvesting tank, capable of storing 15,000 liters of water, was installed, providing two weeks of landscaping water during

In 2021, we started our project with the goal of providing a food source for bees and helping them increase in numbers due to their decline. We continue to further develop this goal each year, expanding our focus to include other animals and initiatives in our sustainability and environmental program, 'Encouraging Wildlife Through Nature'. We also continue to develop and create more wildlife habitats and food areas for year-round use, while using recycled products to help meet our sustainability focus.

As part of our continual growth and development, we have introduced new wildflower areas (rockeries and logs for habitats) to attract more birds, butterflies, and bees to the area. We have natural and manmade bird boxes, bug and bee hotels, bat, and hedgehog housing in our wooded areas. Additionally, we offer various food sources around the park for insects through strategic planting.

Birds currently nesting on the park include woodpeckers, blue tits, wagtails, finches, seagulls, and a wasp hive. Visiting birds include blackbirds, birds of prey, crows, robins, finches, and sparrows. We hope to encourage more species with the variety of flowers we have planted, which provide year-round habitats and food sources. Our site spans 22 acres, with approximately 6 acres dedicated to landscaped, wooded, natural, and planted areas. Our site team maintains these areas, cultivating planted stock, tending to native floral and ground-covering plants, and cutting grass.

Our team has become highly involved in our initiatives, winning several internal awards for their work. We now use used coffee grounds as fertiliser, donated free by one of our tenants, which,



combined with the park's biodegradable green waste, is used throughout the park. Additionally, we have built a compost bin out of reclaimed wood sourced from contractor works and tree felling on the park. This bin houses our new fertiliser, ready for use as required.

We have also used the reclaimed wood to build fences, plant pots, and log piles in new garden areas to encourage wildlife and insects. Some logs were cut into chippings and used as ground cover, protecting plants and creating habitats for insects. Using recycled timber has also saved us money for our tenants. Our landlords liked our initiatives so much they are rolling them out to the wider portfolio.

A water basin placed on one of our cabins provides birds with a place to bathe and drink. We have a variety of wildflowers and plants at the retail park, including bee-loving plants such as butterfly bush, California lilac, cotoneaster, and red claws, as

PARC TROSTRE RETAIL PARK

ENCOURAGING WILDLIFE THROUGH NATURE

SUMMARY

Parc Trostre has come a long way since 2020 when I took over. We won our first Green Apple in 2021, which was a great achievement for us and gave us the passion to continue to grow. Since then, we have developed our initial project/initiative and continued to add more every year.

We have now won a Green Apple, a Green Ambassador Award every year, as well as a World Green Apple, and International CSR, World Leader Award in 2023. We also achieved CSR accreditation in 2023. We continue to add to the park with cycle shelters, EV units, new green cleaning products, and a rainwater harvesting tank.

2024 will see us add a new recycling waste collection system, which will reduce waste going to landfill. I think we deserve to win as we have continued to look and develop each year. All the

staff have bought into our work and have a new passion for their tasks. Customers continually give us positive comments about the work we are doing.

IN DETAIL

Our ongoing aim of our sustainability initiative is to further develop and enhance our contribution to nature, bringing more wildlife to the park, such as birds, bees, bats, hedgehogs, and other insects. We aim to engage with our local community and customers, encouraging them to become more proactive in supporting the natural environment. Our role is not only to protect and promote wildlife but also to show others what they can enjoy and contribute locally as well. We have won Green Apple and Green Ambassador awards in 2021, 2022, and 2023, including a Green World and International CSR award in 2023.



LED hybrid printer, which uses LED-cured inks. All waste ink is collected by a specialist waste company for recovery.

Looking ahead, our future planning includes Ecovadis for ES, as part of our wider accreditation

requirements, and continuing to replace all petrol and diesel vehicles in our fleet with hybrid and electric alternatives. We expect 95% of our fleet to be hybrid/electric by 2024, and 100% by 2026. In line with this, we will also increase the number of electric vehicle charging points across our sites.



Silver EcoVadis Accreditation, placing us among the top 25 percent of companies assessed. We implemented Voltage Optimisation technology in February 2023, saving 36,441kg of CO2 at our main site to date. Additionally, we have biomass systems in place to remove reliance on fossil fuels at two of our production plants as part of our renewable heating initiative program.

We already have renewable heat source energy embedded in the business, and by 2035, we will have aligned with generating electricity from clean sources, which we aim to achieve ahead of this deadline either through investment in this area or by buying from clean source energy contracts only. We replace plastics with fibrous products where possible, using suppliers with FSC and PEFC accreditation. Our fleet is transitioning to hybrid and electric vehicles, with 90% hybrid/electric currently, and we expect this to increase to 95% by 2024 and 100% by 2026. We also have 6 electric vehicle charging points across our sites.

We offer the Cycle to Work scheme to all employees and are currently re-launching it with plans to complete this by the end of 2023. We operate a hybrid working policy for our colleagues who wish to balance their working life with their family life. About 80% of our office workers work under this policy. Before onboarding with us, all suppliers must complete a Supplier Goods and Services Agreement, confirming their commitment to acting ethically and with integrity in all business relationships. This includes implementing and enforcing systems and controls in the following areas:

1. Documented environmental policies
2. Anti-slavery & Human Trafficking
3. Ethical Trading
4. Equity, Diversity & Inclusion
5. Corporate Social Responsibility
6. FSC and PEFC accreditation where applicable
7. Waste management

We hold ISO 14001 Environmental accreditation, as well as FSC and PEFC accreditation, which we are audited on annually. We work closely with our

material suppliers to source and test sustainable alternative substrates, replacing plastics with fibrous products where possible. We source FSC and PEFC accredited materials, ensuring ethical practices and safeguarding long-term timber supplies.

We've integrated CarbonQuota into our MIS database, which allows us to calculate carbon footprints by customer and job and offer alternative materials and production methods to reduce carbon emissions. We are also a World Land Trust Carbon Balanced Printer and can provide clients with carbon-balanced certification for their paper, board, and packaging usage.

Historically, our waste partner offered limited recycling opportunities, meaning our recycling rates averaged between 50% and 60%. With the help of a new waste management partner, we implemented an extensive training and segregation project at each of our five sites. We segregate our operational waste into three key waste streams:

1. Paper and Card Recycling
2. Dry Mixed Recycling
3. General Waste

We further segregate polypropylene, which gets recycled into pellets and returned to packaging, and bubble and shrink wrap, which are recycled into lower-grade plastic products. By October 2022, we achieved recycling rates of 98% and have exceeded our target rate of 95% ever since. The remaining waste goes to generate energy, with nothing sent to landfill. We produce our own packaging using recyclable corrugated board sourced from a local mill. The optimisation technology we use on the packaging machines minimises wastage, with less than 8% of material wasted, all of which is recycled.

Additionally, we have switched from conventional brown vinyl self-adhesive packing tape to paper-based packing tape and swapped out bubble wrap for paper protection, making all of the packaging suitable for the paper and board waste stream without any cross-contamination. We use mainly UV-cured inks, except for our Agfa Anapurna H1650i

To sum up, at Kolorcraft, CSR goes beyond being a mere responsibility—it forms a core part of our identity. Fueled by our dedicated team, strategic initiatives, and unwavering commitment, we aim to play a constructive role, fostering sustainable development and making a positive impact on the world around us.

IN DETAIL

We are part of the BPIF Climate Change Levy scheme, a commitment in partnership with the UK Government and the Environment Agency to reduce overall energy consumption in our sector. This is measured by how many kWh's of primary energy a manufacturer uses per thousand square metres of substrate it prints upon. By the end of 2022, we had reduced our energy consumption by 31% since 2019. Kolorcraft has reduced its Scope 1 & 2 carbon footprint by 11%, from 639.60 tCO₂e in the March 2022 assessment (for the period 1st January 2021 – 31st December 2021) to 569.46 tCO₂e in the May 2023 assessment (for the period 1st January 2022 – 31st December 2022).

We became carbon neutral for energy in April 2022-2023 by investing in the Cikel project in Brazil to offset our carbon. However, we wanted to make a difference closer to home, and in November 2022, we funded the planting of 250 trees in Tom's Wood, York, which will sequester or absorb 81 tonnes of CO₂. In August 2023, we became World Land Trust certified Carbon Balanced printers by offsetting the equivalent of 569.46 tonnes of CO₂. This will enable World Land Trust to protect and restore 14,237m² of threatened tropical habitat. We've also committed to halving our Scope 1 and 2 carbon emissions by 2030 (2018 base year). We can offer WLT certified carbon offsetting on fibre-based products to our clients.



Additionally, we've integrated CarbonQuota into our MIS database, which allows us to calculate carbon footprints by customer and job and offer alternatives to reduce them. We can also track and monitor our carbon footprint and model supply chains in real time. To reduce energy usage, we have implemented motion-activated LED lighting throughout the factory. Sustainability is at the forefront of our designs, and we follow several principles as standard:

1. Recyclable materials – We use materials that can be easily recycled at the end of life.
2. Flat pack – We ensure displays and packaging are designed for flat pack wherever possible to minimise distribution impact.
3. Sensible design – Displays are designed using just enough material to be fit for purpose.
4. Standardised design – We use standard products to build multiple displays, saving energy, cost, and manufacturing time.
5. Emissions management – All displays can be measured using CarbonQuota to report, manage, and reduce environmental impact.

We also include Mobius loop information on POS to make it easier for correct waste stream management at the end of life. In July 2023, we achieved a

KOLORCRAFT

A POSITIVE IMPACT ON SOCIETY

SUMMARY

Kolorcraft is dedicated to making a positive impact on society through our Corporate Social Responsibility (CSR) activities. Rooted in our commitment to social and environmental responsibility, we strive to create a sustainable and ethical business model that benefits not only our clients and employees but also the communities in which we operate.

Key Personnel

Our CSR initiatives are headed up by our Senior Leadership team, who bring a wealth of experience and passion to drive positive change. The team works in partnership with various departments to ensure a universal approach to social and environmental responsibility.

Motivations

At Kolorcraft, we believe that businesses have a responsibility to contribute to the well-being of society. Our motivations stem from a genuine desire to be effective, promote inclusivity, and address key environmental challenges. By aligning our business goals with social and environmental causes, we aim to create a meaningful and lasting impact.

Initiatives

We are committed to driving positive change on multiple fronts. We have undertaken a variety of CSR initiatives that focus on areas such as environmental sustainability and implementing eco-friendly practices within our operations.

Actions

Our CSR initiatives go beyond monetary donations. We actively promote employee volunteerism, form partnerships with non-profit organisations, and participate in projects fostering positive change.

Impacts

The success of our CSR initiatives is assessed not just by numerical metrics but by the tangible improvements in the quality of life resulting from our efforts. Whether through enhanced opportunities or a reduced environmental footprint, our objective is to create a lasting legacy of positive change that extends beyond our business operations.

Policies

Our CSR policies are rooted in transparency, accountability, and ethical practices. We adhere to rigorous standards to ensure that our initiatives align with the highest ethical and legal standards. Regular assessments and monitoring help us refine and adapt our policies to address emerging challenges and opportunities.



the year, all money collected is distributed between the charities. We also hold a two-day gala with raffle prizes to support the charities. All costs are picked up by the centre, so all money raised is 100% for the chosen charities.

At Christmas, we run the “Have a Heart” campaign in the mall—a Christmas tree with various tags for different ages of children, so the public can take a tag and go and purchase a toy. This is, without fail, every year a success.

The centre is fantastic at supporting our charities. We do get some nice feedback from this, but it’s not about what the centre can gain from it—it’s about giving back to people who need and will appreciate what they receive.

All donations received to support the charities are of people’s own goodwill. We have several team members who also like to donate, which is brilliant. We don’t match the donations as there’s no budget for it, but the team deserves real credit for their efforts.

The centre has been involved with the charities for 10 years plus. We don’t change each year—we like to have consistency, and it’s nice to build that relationship up. The donations of money and toys benefit the charities in being able to distribute to the people who need it. The Wish Upon a Star scheme is a fantastic chance to take seriously ill children to see Santa in Lapland before the unfortunate happens, giving them a lasting memory. I won’t lie—when we meet up with Wish Upon a Star, it’s a tear jerker, listening to what money we raised and how and who benefited from it. It makes you feel appreciative of what you have.

All three of the charities we support have a special meaning, just in different ways. What I like about the shopping centre is that when it comes to the charities and participating, everyone will assist and get stuck in. It’s really brilliant seeing and watching the commitment from the team and giving up their spare time to help.

Over the years, we will have raised a value of somewhere around £20,000. This doesn’t include the YMCA charity, as this is a separate charity. We just allow them to use our facility and provide staff to help them with the event.

The shopping centre is like no other place I have worked at before. We have our everyday tasks and responsibilities that need to be in place. We all have roles of what we need to do to make the shopping centre work—from all aspects of communication, health and safety—but we are never ever away from looking at what we can do differently, how we can sing about our centre, what makes us different, and how we stand out. The centre is just about to go through a big development where we are looking at adding more leisure to the centre. This will be fantastic once it’s been achieved—the additional jobs, footfall it will bring to the area. The challenge is mighty, but not one that any of us will back away from. Bringing any form of capital to an area is always a great success, as it gives much more security, a fresh lease of life, better prospects, and for the community itself, an uplift to what they have seen for years, but now modern and stylish.

assessments and method statements, updated yearly or when needed. Customer care is our big priority— a happy customer is the best way of publicity. We try to keep an open dialogue with our customers and update them with any comments passed to us.

We support our local charities. The onsite team carries out litter picking within the local community areas. Grimsby in Bloom comes into the centre, and with reused recyclable products, they have arts and craft days several times a year, making various garden items.

We have developed and changed a void unit into a social area, which is called the Community Hub. This can be used for local charities, workshop groups, police drop-in sessions, and training, at no cost to anyone.

The centre works with the YMCA every year. They use our car parks to raise money for their charity for homeless people. It is a well-received event, with a vast amount of people who sign up to support and sleep within our car park. We supply the cardboard so they can use it at their leisure to build forts or

dens, as there's a prize for the best one. It's a little bit of fun throughout the night, but at the same time, raising thousands of pounds. The average raised is about £19,000 per event. The centre supplies team members to help manage the event and the usage of facilities within the centre at no cost to the YMCA.

I would say this is one of our strongest points. We deliver within the centre supporting charity work for charities such as Great Ormond Street and Wish Upon a Star—two great deserving charities for everything they do. All funds raised across the year are split 50/50.

When you wish upon a star, you make dreams come true for sick children, while Great Ormond Street Hospital depends on charitable support to give seriously ill children the best chance to fulfill their potential. A better future for seriously ill children starts here.

The team over the years has completed various charity tasks to raise funds for our chosen charities, such as walking, cycling, and completing the Yorkshire 3 Peaks (Never again). We also have within the mall areas coin spinners, so throughout



The changes we have made hold real long-term benefits to the environment, and we are dedicated to achieving a minimum of 25% reduction each year.

Our environmental initiatives have taught us that being 'green' isn't difficult to achieve. Looking ahead, we are already focusing on reducing gas and diesel. Air handling units are our main consumer of gas, and we will continue with a replacement programme for these units, installing motor inverters to improve efficiency and high-efficiency gas burners to improve energy usage. To reduce water usage, we have installed smart trackers on cleaning machines and waterless urinals within the public facilities.

We have also taken steps to reduce our diesel use, acquiring an electric buggy to replace our diesel-powered refuse collection machine and replacing inefficient cleaning equipment with more energy-efficient battery-powered versions. All cleaning chemicals on-site are environmentally friendly, and toilet roll-based products are made from recyclable materials.

The installation on the mall of a chilled water dispenser is promoted with free refillable water bottles to help with recycling and reduce the production of plastics being discarded incorrectly.

In the external areas of the Centre, we have flower tubs, which we collect food waste, coffee grounds, and landscape cuttings. We compost them ourselves. For watering the flower tubs, we have water butts spaced around the service road to harvest rainwater.

Our travel policy aims to reduce the environmental impact that travel and transport to the shopping centre has. The centre encourages sustainable travel through the provision of free electric vehicle charge points in car parks and free cycle parking areas. Business travel is monitored and reported, and sustainable methods of transport are encouraged.

Since 2018, we have reduced the number of visits

made by our waste management vehicles from 104 visits per annum to just 30. This is being achieved by installing a second static compactor, bulk containers, and skips for other waste streams.

Most of the monthly meetings held on-site are now completed using Microsoft Teams.

All the centre's suppliers are local to the area to reduce costs and unnecessary travel time and to reduce the carbon output that travel can create.

Within the centre, we try to promote as much training as possible for the team. All our training is Highfield-accredited. This is a great way of keeping the team not just refreshed but also feeling they are valid members who work within the shopping centre. We want them to be the best we can — not just for us as a business but also for them as individuals. It builds confidence and creates a better atmosphere within the workplace, as we are a team, not individuals. Within the centre, we have various levels of management, who are fully trained to deal with any aspect with the public PR side or team members.

We welcome new team members by writing a piece in the monthly newsletter, which is distributed to the tenants also. If a team member leaves or retires, we have a lot of long-service staff here on site, so recruitment levels are very low. We also run a programme of rewarding the staff for length of service.

We also try to pay the team better wages. If I'm honest, it's not enough for the dedication they bring to the centre, but we always try to keep the pay above what the National Living Wage is set at.

We use social media to promote what happens within the centre. Any feedback, negative or positive, is looked at to see how we can improve. Thanks are passed on if it's an individual.

We take health and safety seriously, not just for staff but also for the public. All staff adhere to risk

change. This all started with us gaining recognition from Green Apple back in 2018. Unfortunately, COVID happened, which paused actions for us. We then rediscovered some form of normality, and we started to look at again what changes we can make. We started with more environmental and sustainability efforts, which received further recognition from the Green Apple Awards in 2022. Then, that led us into CSR early 2023. Each year, we look into what we can achieve, how it will help, and if it can help. You must never say, “Is it worth it?” because any change, small or big, is the right direction to move into. Freshney Place, from early 2024, is about to enter a big development stage for retail and leisure, which is going to be very challenging, but a challenge we are looking forward to. I am very enthusiastic about what the next few years will bring and how we can develop not just the centre but our environmental and sustainability ideas, the area around, and most of all, the key people which make it successful as it is today—the TEAM within the centre. Without these guys helping

you to deliver your message across the board, you won’t be successful.

Electricity usage has been reduced by 30% since we introduced our environmental measures in 2014. With the measures introduced, one of the main initiatives that have carried on for us is continuing our lighting replacement scheme, which has seen LED lighting installed in almost all the shopping centre and car parks. The refurbishment of our lifts added energy-saving features such as gearless operation, LED lighting, low-power modes, and motion sensor lighting.

The cost of specific energy-saving projects, e.g., lighting, has been approximately £150,000. The money to fund the changes has come from the Centre’s owners and tenants, with payback periods typically being under two years. Several savings have come from the cyclical replacement of equipment and plant with energy savings being considered during procurement.



FRESHNEY PLACE SHOPPING CENTRE

Freshney Place going further

SUMMARY

In 2023, Freshney Place achieved something we never thought would be possible: Silver level accreditation for CSR (Corporate Social Responsibility). Along with the Green Organisation for our environmental and sustainability efforts, we are determined to further our journey with both The Green Organisation and CSR. This has now led us to explore the CSR International Excellence Awards. Will we achieve anything from this? Who knows, but it won't stop us from pursuing and believing in the direction we want to move in.

Do I think we should win again? Who knows. It's not about winning, although it's nice to receive recognition for what we do — absolutely, it is. But we don't do it for a pat on the back. We do it to

make a difference. And that difference doesn't matter how big or small it is. If we on-site can see that we are making a difference in what we are trying to achieve, that's all that matters. We know we can't do any more than what we have tried and set out to do from the very first point in our journey.

IN DETAIL

Freshney Place shopping centre was originally an outside complex, and a roof was placed onto us to make us an indoor complex. So, you can imagine the challenges which have come from this for the building, structure, and the environmental aspect. Over the last few years, we have looked at, even though we are an old building, what we can do to make change. A small change is better than no



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CELEBRATING
15 YEARS IN BUSINESS

DESIGN & DIGITAL
MARKETING



MAKING BRILLIANT MARKETING SIMPLE

The **Dm** Lab

ELEVATING YOUR DIGITAL PRESENCE

FROM EXPERT WEB DESIGN, GRAPHIC DESIGN &
BRANDING TO IMPACTFUL SEO & PPC, WE DELIVER
DIGITAL MARKETING SOLUTIONS THAT DRIVE RESULTS

- Show them how to properly and professionally manage other aspects like social media.
- Assist with graphic design, enabling the club to present themselves more professionally to raise their profile.

In exchange for our assistance, we trade a sponsorship deal. We ensure we come at no financial cost to the club, but in exchange for some advertising we use our knowledge of the digital world to help with their digital presence, raising their online profile and awareness which helps to grow the club by giving them a more professional feel that will attract both players and sponsors to the club. Our work directly aids the growth of the club. Consolidating their digital presence, we host websites at no cost and manage them until the in-house volunteers are able to manage the websites themselves after we've trained them.

The DM Lab is committed to expanding its CSR initiatives in the future. The company plans to further develop its involvement in the community, support additional local causes, and explore new ways to contribute positively to society and the environment. This includes ongoing support for the local art gallery, continued participation in the veteran support centre, and exploring additional partnerships and programs to make a lasting impact. The DM Lab's dedication to CSR is not static; it is an

ongoing commitment to create a better future.

It's important to note that The DM Lab hasn't jumped on the CSR bandwagon for kudos or marketing value recently. We have a genuine desire to help those around us. This is evident from our initial sponsorship of Bullinghope FC back in 2012 and reaching the finals of the Midlands Business Awards in 2019 in the category 'Midlands Corporate Commitment to the Community Award'. Recognition helps us understand if we are doing enough or doing it right, but ultimately we will keep on doing. We like to think that if we, a small business in rural Herefordshire, can do it – anyone can. Hopefully, this is an inspiration to other businesses – big or small.

The DM Lab's CSR initiatives serve as a model for other organisations looking to adopt ethical and responsible practices. The company's commitment to transparency, community engagement, and sustainability can inspire and guide others to implement similar CSR programs. The DM Lab's success in attracting top talent and fostering client loyalty demonstrates that its procedures are not only beneficial but also replicable for organisations seeking to create a positive impact on society and the environment.

The DM Lab's CSR initiatives demonstrate clear benefits, originality, and innovation. The company's commitment to its employees, communities, and ethical practices has led to measurable social and economic benefits. The DM Lab is dedicated to the continued expansion of its CSR efforts, serving as an example for others to follow in the realm of corporate social responsibility. The company's commitment to transparency, accountability, and sustainability ensures that its CSR programs are replicable and can inspire positive change in the wider business community.



greater good. There are a number of grassroots teams that would like to be put in front of a new audience to grow the club, whether it's new players or sponsorship investments, and we are the vehicle to do this and have shared in the success of the clubs we partner with. The benefits we feel our offering has over paid sponsorships – although immediately benefiting the organisation or club, have an almost immediate detachment from the donor/ sponsor.

By offering digital expertise, which often goes overlooked, we can offer up a long-term partnership, sharing our knowledge of growing businesses to growing clubs, events, and organisations. We give them a unique online presence instead of an out-of-the-box generic solution using free team-based platforms. The access to digital tools and contacts we have is shared with those we work with so through collaboration, we can all succeed and grow together, improving community life.

The DM Lab's CSR initiatives have demonstrated measurable impacts and benefits. Through transparent reporting, the company provides evidence of the financial, social, and environmental benefits it has achieved. For example, its support for local causes has led to measurable improvements in community relationships and reputation. Clients have benefited from the company's ethical and responsible practices, leading to long-term relationships and financial success. The DM Lab's commitment to sustainability ensures that its actions align with measurable improvements, making a positive contribution to society and the environment.

In The DM Lab's early days, even as far back as our original trading

name, we have been supporting grassroots clubs, events, and organisations. This was before it was labeled CSR. As a business, we felt that it is simply selfish to keep our success to ourselves. As the business grows and our turnover increases, we've been able to help with more causes not just locally but further afield. We have always been driven to put Herefordshire on the map, whether it's promoting businesses, sports clubs, or organisations.

What do we do specifically?

- Firstly, a modern, responsive, and easy-to-manage bespoke website. This includes domain name purchase and hosting the site so the club doesn't need to worry about the technical side of what we offer. No subscription fees, just a fantastic club-oriented website.
- Then we show the club how to use it and manage it, maximising the benefit of a digital presence.





and exposure of the clubs. Are they big little clubs or little big clubs? That's what we ingrain into the clubs' directors to push their internal efforts even further! The DM Lab's employees and leadership have demonstrated unwavering commitment to CSR. The company's CSR initiatives are not just top-down directives; they are deeply ingrained in the company culture.

Employees are actively engaged in community initiatives and are proud to work for an organisation that values ethical and responsible practices. The DM Lab's leadership sets an example by actively participating in local causes and championing CSR efforts. This commitment is a testament to the company's dedication to making a positive impact beyond profit. Communities and areas where The DM Lab operates have unquestionably benefited from its CSR initiatives. The company's active involvement in local causes, such as supporting a local art gallery and a veteran support centre, has strengthened community relationships. The DM Lab has built strong ties with local stakeholders, leading to increased community support, better relations with regulators, and a social license to operate.

The positive impact on local communities is palpable, reflecting the company's genuine

commitment to social responsibility. As touched on in the answer to question 2, our offerings are as simple as they are beneficial. Put our logo somewhere and we'll raise your professional profile whether it be through a digital presence, or design... Or both! However, it isn't just the benefits of the business and its services we bring to the table. The two directors, Chris and Dale, are incredibly active in the local community – both inside and outside of work!

We ran the London Marathon in 2022 raising money for the National Autistic Society and ran 6 ultramarathons in 6 months to raise money for the Herefordshire Veterans Support Centre. We also dedicate a lot of our own free time volunteering, Chris coaches (and runs) Belmont Wanderers FC and Dale volunteers at Junior Parkrun. How do we select who to support? The DM Lab is a small business but we do everything we possibly can to support others. We choose sports we are particularly passionate about, so it helps with our will to see them grow and choose organisations that are close to our hearts. This has zero financial impact – just time. Time we are happy to invest and often, in return, by word of mouth or advertising around the events, clubs, and organisations we generate inadvertent interest in our business.

It doesn't seem innovative but it is a successful model for us, and the clubs especially have seen the benefit of our involvement. The DM Lab's CSR initiatives have led to economic benefits. By actively engaging in CSR practices, the company has attracted top talent, expanded access to capital, and fostered client loyalty. Employees are more motivated and proud to work for a company that values ethical practices, resulting in higher job satisfaction and retention. Furthermore, the company's commitment to sustainability and responsible business practices has the potential to reduce long-term risks, contributing to economic stability and growth.

Balancing the benefits, the only cost to us is our time, which we are happy to exchange for the

IN DETAIL

Our company's commitment extends beyond profit generation to make a positive impact on society and the environment. Through our various programs, such as support for local causes, signing the Armed Forces Covenant, and employing apprentices, The DM Lab has demonstrated a genuine dedication to corporate social responsibility. The benefit is evident in the enhanced reputation, strong community relationships, and client loyalty that the company has gained. The DM Lab's CSR efforts are not merely a marketing tactic; they reflect its core values and purpose.

The DM Lab gives grassroots clubs, events, and charitable organisations an opportunity for a professional, beneficial digital presence in exchange for sponsorship or association. Clubs and charities often don't have a budget or funding for such a presence, so The DM Lab develops this at no cost, other than the residual and mutually beneficial goodwill that follows from the recipients. To demonstrate this, our logo is on the kits of local clubs, and while the advertising for us is an added bonus, what we thrive on is raising the profile of the club and inspiring others to follow our lead in supporting clubs and charities, when all it costs us is our time – which we are willing to give up for far-reaching benefits.

Our CSR work stretches far and wide for a number of causes – an exhaustive document is attached separately. The DM Lab's CSR journey is marked by originality and innovation. The transformation from "McTip IT" to a full-stack software development and digital marketing agency, rebranding to The Digital Marketing Laboratory (The DM Lab) in 2014, showcases the company's willingness to embrace change and innovation. The development of custom software solutions, API integration, and custom website plugins represents novel approaches to addressing clients' unique business needs. These innovative solutions have driven efficiency, growth, and cost savings, demonstrating the company's ability to think creatively and provide tailored,



cutting-edge services to those that wouldn't normally have a budget or funding to elevate their digital profile.

The clubs and charities are able to appeal to other businesses for sponsorship and involvement when they exude a presence greater than they would expect to have – which is part of the satisfaction of our CSR efforts, knowing every club and charity The DM Lab is involved with has a more sleek, professional look to those that are not embracing what we have to offer. The DM Lab is particularly proud of the partnerships we have carved out with Hereford Rugby Football Club and Westfields Football Club. Both clubs have benefited from a mutually beneficial agreement where we have developed a fantastic, modern website for each club and designed and printed matchday programs and venue brochures with the ultimate goal of raising the profile of the clubs, putting them into a position where other clubs strive to be.

It is a fantastic privilege to work with these clubs, complementing the success the clubs have on the pitch with a professional edge off it, despite only being at a grassroots, semi-professional level. This in turn encourages other businesses to sponsor and get involved, and this only continues to the growth

THE DM LAB

BEYOND PROFIT: THE DM LAB'S DECADE OF DEDICATED CSR IMPACT

SUMMARY

The DM Lab's CSR initiatives are driven by a genuine commitment to make a positive impact on society and the environment. These initiatives extend beyond profit generation and focus on creating lasting benefits. The company offers support to local causes, embraces innovative approaches, and actively involves its employees in CSR activities.

The company's employees are deeply committed to CSR, and this commitment is woven into the company's culture. They actively engage in community initiatives, reflecting their pride in working for an organisation that values ethical and responsible practices. This commitment has led to strong community relationships and a positive impact on local communities.

The company's commitment to sustainability and responsible business practices reduces long-term risks, contributing to economic stability and growth. The cost of these initiatives is primarily the company's time, which they willingly invest for the greater good. The DM Lab's innovative approach benefits not only the organisations they support but also their own business. By offering digital expertise and a unique online presence, they provide long-term partnerships that promote growth and community improvement.

Looking ahead, The DM Lab plans

to expand its CSR initiatives further, supporting additional local causes and exploring new ways to contribute positively. Their commitment to CSR isn't static; it's an ongoing dedication to creating a better future for all. Their initiatives serve as a model for other organisations seeking to adopt ethical and responsible practices, with a focus on transparency, community engagement, and sustainability.

The DM Lab's success in attracting top talent and fostering client loyalty demonstrates that their approach is both beneficial and replicable, inspiring positive change in the wider business community.





Staff and Volunteers, Accessible Information for Visitors, Written Information, Visual Information, Audio Information, Technology, Health and Safety, Emergency, and Additional Recommendations.

The Accessible Events Manual is available to the public on DCT's website under the Sustainability page, and it has been communicated with stakeholders that they have a one-year grace period until they implement the mandatory standards listed in the manual. We look forward to ensuring all events in Abu Dhabi achieve a high standardised level of accessibility and inclusivity to ensure a seamless and safe experience for all visitors.

In 2022, we harnessed the power of culture, which showed us the pathway to resilience, recovery, and revival. It was also a year where we embraced the transformative power of collaboration, bringing a newfound sense of energy, partnership, and

innovation. Over the past year, we have restated our purpose as a guiding message: that we exist to enrich people's lives by sharing Abu Dhabi with the world. In our every action, we have strived to deliver on our promise to promote, protect, and progress Abu Dhabi as a cultural and tourism destination, creating unforgettable experiences for our visitors and building a brighter future of limitless opportunities for our youth.

Together, we continue to progress Abu Dhabi innovatively, introducing new sustainable tourism guidelines for the sector and a robust strategy guiding all our activities and initiatives — now and for the years to come. We remain committed to the UAE's 2071 Centennial Plan, under our nation's wise leadership, as we work towards becoming the best place in the world to visit, live, work, and play. As we embrace our heritage and focus on the future, our ambition for Abu Dhabi is limitless.

economic evolution, these endeavors symbolise a future-oriented approach toward sustainability and societal enrichment.

Central to the success of DCT's CSR Community Lives initiative is its robust engagement and communication strategy. The organisation fosters transparent dialogue, internally fostering a shared sense of purpose, while externally building trust and reinforcing sustainability values. Demonstrated by a 98% satisfaction rate in our CSR Initiatives survey, which encompassed the successful implementation of 32 initiatives and facilitated 102 volunteering opportunities via the Internal Labbeh Programme. With over 2,200 volunteers contributing more than 23,534 hours, we've positively impacted 150,000 beneficiaries. Our outreach extends further through 30+ CSR social media posts, engaging a community of over 337.4k individuals via the DCT SM Channel, all while aligning seamlessly with 15 UNSDG benchmarks. Moreover, achieving a 99% satisfaction rate in our 3 million culture site visits and processing 2,000 applications for talent development through Mawhibaty demonstrate our commitment. Hosting representatives from 90 countries at the Culture Summit Abu Dhabi, accommodating 18 million visitors, and maintaining a noteworthy 78% market awareness across 12 markets further reinforce our dedication. Our achievements are evidenced by an 80% visitor satisfaction rate and a consistent 70% hotel occupancy, highlighting the tangible impact of our sustainable performance.

In conclusion, DCT Abu Dhabi stands as a paragon of sustainability commitment, epitomising responsible governance and making a genuine societal impact. Its holistic approach, backed by impactful initiatives and a commitment to transparency and engagement, marks a significant stride toward sustainable excellence, meriting recognition for the International CSR Excellence Award.

Additionally, The Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) aims to promote Abu Dhabi as a global, inclusive destination, attracting

visitors from around the world with its rich culture, unique nature, diverse communities, and distinctive leisure experiences. The Accessible Events Manual has been developed to improve overall accessibility in the events sector and position Abu Dhabi as a regional and international destination of choice for travelers of determination. These guidelines support the UAE Universal Design Code and Abu Dhabi Government's People of Determination Strategy (2020-2024).

The Accessible Events Manual is one of the initiatives that fall under the Universal Access Pillar, one of the pillars of the People of Determination Strategy, which ensures all facilities, experiences, and services are inclusive for all. Abu Dhabi offers many unique experiences that should be inclusive for all, and this manual includes various standards designed to ensure that the emirate will be renowned for its one-of-a-kind leisure experiences that appeal to all types of visitors. Abu Dhabi hosts a wide array of different events throughout the year, and it is essential to consider the needs and requirements of People of Determination to ensure these events are inclusive.

The manual has been developed with the ultimate objective of raising awareness of accessibility in the events sector and ensuring that the needs of all individuals are addressed and facilitated at any type of event hosted and organised in Abu Dhabi, particularly when it comes to physical access, customer service, and visitor experience. The accessibility standards in the manual are tailored for events and venues and were developed based on best international practices for accessible events. These standards are structured around different categories and take into consideration the different needs of People of Determination. There are a total of 188 standards with 81 mandatory standards and 107 recommended standards covering 16 categories: Transportation, Parking, Promotion and Booking, Venue, Outdoor Event Layout, Accessible Temporary Structures, Accessible Viewing and Seating Area, Signage and Wayfinding, Accessible Bathroom Facilities, Food and Beverage Area,

spheres, marking a significant stride toward sustainable excellence. At the heart of DCT's journey lies the "Labbeh (Fulfillment) Volunteering Programme," a testament to the organisation's commitment to community engagement and empowerment. Collaborating with the Emirates Foundation, this initiative fosters a culture of compassion and altruism, providing employees avenues to engage in projects aligned with their skills and interests, nurturing personal growth while driving collective purpose.

DCT's portfolio of social responsibility initiatives extends beyond Labbeh, encompassing diverse community care and empowerment endeavors. From heartwarming donation drives to initiatives fostering community cohesion, the organisation showcases a deep-rooted commitment to preserving cultural heritage and fostering a sense of unity that transcends boundaries. The Labbeh programme stands as an embodiment of DCT's cultural values, embracing social responsibility, cultural preservation, and community engagement. It not only fulfills employees' personal aspirations but also nurtures professional growth,

fosters community solidarity, and enriches the organisational culture. Furthermore, DCT's dedication to community care shines through its comprehensive Corporate Social Responsibility Campaigns. Collaborations with partners in these initiatives have seen remarkable participation and impact, underscoring the organisation's commitment to societal betterment.

DCT's sustainability approach embodies a meticulous cycle of planning, execution, and continuous improvement. By aligning strategies with meticulous execution and regular review, the organisation ensures its Community Initiatives remain on track, driving tangible and significant progress. CSR community initiatives, an initiative emblematic of DCT's unwavering sustainability commitment, permeates its core fabric, policies, and roles. High satisfaction ratings and engagement metrics substantiate its substantial impact across cultural, societal, and economic spheres. Through transformative initiatives like MAKTABA and strategic MICE activities, DCT redefines sustainability. Leveraging culture to foster community cohesion, inspire innovation, and drive





78% market awareness across 12 markets, an 80% visitor satisfaction rate, and sustained 70% hotel occupancy, signifying our tangible impact and sustainable performance.

Our entry reflects a comprehensive, impactful, and innovative CSR framework, deeply rooted in inclusivity, community engagement, and environmental stewardship.

IN DETAIL

The Department of Culture and Tourism, Abu Dhabi (DCT Abu Dhabi), is a beacon of unwavering sustainability commitment, embedding CSR community initiatives across the workplace, community, environment, marketplace, and governance. Seamlessly interwoven into its core fabric are policies, roles, and strategies that echo a profound dedication to sustainability. DCT Abu Dhabi pioneers innovative initiatives, epitomised by sector-specific CSR and sustainability guidelines. These ambitious steps align with Abu Dhabi's vision and serve as guiding principles, delineating efficient and sustainable practices in culture, events, food and beverage, hotels, and attractions.

A pivotal tool in this pursuit is the carbon calculator, empowering hotels to quantify and mitigate their carbon footprint. This fosters sustainable practices and energy audits to drive emissions reduction. Since its inception, DCT has been shouldering CSR initiatives to achieve the Sustainable Development Goals (SDGs). Recognising the inherent link between the UAE's economic progress, societal well-being, and environmental preservation, the organisation identifies six high-level objectives derived from core focus areas: Community Welfare, Equal Opportunities, Employee Volunteering and Engagement, Philanthropy, Health and Wellbeing, and the Environment. These objectives aim to impact the Emirate of Abu Dhabi's communities over the next seven years.

DCT's holistic CSR and sustainability framework, aligned with ISO 26000 and UNSDGs, charts a course toward an inclusive and sustainable organisation. This robust approach harmonises strategy and implementation, fortifying performance, fostering stakeholder trust, and enhancing accountability. This commitment to responsible governance radiates its positive influence across cultural, societal, economic, and environmental

DEPARTMENT OF CULTURE AND TOURISM ABU DHABI

DCT CSR COMMUNITY INITIATIVES

SUMMARY

The Department of Culture and Tourism - Abu Dhabi drives the sustainable growth of Abu Dhabi's culture and tourism sectors, fuels economic progress, and helps achieve the UAE capital's wider global ambitions. Our vision is defined by the Emirate's heritage, language, and landscape. We work to enhance Abu Dhabi's status as a place of authenticity and innovation, represented by its living traditions of hospitality, pioneering initiatives, and creative thought.

We strive to unite the tourism ecosystem around a shared vision of the Emirate's potential, to coordinate efforts and investment, to regulate and to use the best tools, policies, and systems to support Abu Dhabi's reputation as a leading global

destination, locally and internationally. The Abu Dhabi Economic Vision 2030 and the Abu Dhabi Plan guide our strategy and role in contributing to the Emirate's ambitions for economic diversification.

Our collaborations with multiple stakeholders enable us to nurture and cultivate a community that celebrates, preserves, and promotes local heritage and values, attracts national and international investment across our tourism segments, and stimulates growth by building an appealing yet distinctive tourism and cultural destination.

The Department of Culture and Tourism, Abu Dhabi, epitomises a pioneering spirit in corporate social responsibility, aligning steadfastly with the UNSDGs and demonstrating unparalleled commitment across various facets of sustainability. We have pioneered

innovative sector-specific CSR guidelines, driving towards net-zero carbon for events by 2050. With over 32 impactful CSR initiatives and 102 Labbeh volunteering opportunities, we've engaged 2200+ volunteers, accruing 23,534 volunteering hours, benefiting 150,000 individuals, and engaging 337.4k community members through our platforms, all aligned with 15 UNSDG benchmarks.

Moreover, our accomplishments encompass 99% satisfaction in cultural site visits, 2K talent development applications, hosting representatives from 90 countries at the Culture Summit Abu Dhabi, and catering to 18M visitors. These efforts have resulted in



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As mentioned in section 1, the Cobine Carmelson website was audited by the Eco-Friendly Web Alliance, and we were found to be a low-carbon website, green-hosted, and qualifying for the Climate-Positive Website Accreditation.

We currently sponsor the boys' football team at Atletico Trotters, and there is now a girls' team, The Wildcats. We're in discussions with their manager to explore ways to support them as well. We are considering funding places for children who might not otherwise have access to playing on the team, which will help keep the team sustainable. We hope to share this initiative with other businesses that might be interested in offering similar support as part of their CSR.

We are also in the process of opening a company bank account with Triodos, an ethical bank that invests only in opportunities that drive positive change, including environmental, cultural, or social

impact. Triodos does not invest in unethical areas, such as weapons manufacturing or unsustainable energy. We appreciate their transparency in showing what our money supports. Triodos is listed as one of the top 10 most sustainable banks in the world in 2023 by FinTech magazine.

We are eager to get more involved with Young Actors Theatre Islington (YATI), a company that engages over 1,000 young people through performance, education, and outreach. We will be discussing this in our forthcoming CSR meetings in 2024.

Lastly, we've connected with Young Hammersmith and Fulham Federation, a charity making a positive change for young people. We are exploring ways to support them, particularly in their Violence Reduction Alliance program, and are waiting to attend a meeting to design a partnership with CCL.



soon. Until then, the Company Director and all staff work from their own home offices.

When visiting clients, we let the train take the strain. When the company expands and acquires office premises, we plan to implement policies for cycling to work, using public transport, and carpooling to reduce the environmental impact of single-car use and exhaust emissions.

Supply Chain Management

Our main suppliers are insurers working hard on reducing their carbon footprint. We've been a member at Birch Community in Cheshunt for over four years, a business hub striving for carbon neutrality. We chose it as our hub because of their ecological efforts, including growing their own vegetables, composting without pesticides, and rearing bees, chicks, pigs, and hens on organic diets. They also reuse and repair where possible to minimise environmental impact. Unfortunately, the hub has been closed for the last two months, and we look forward to its reopening.

Waste

The company generates very little hazardous waste. Staff are encouraged to handle domestic hazardous waste responsibly, following local council guidelines and recycling when possible.

The team works remotely from their home offices. Staff members have switched from buying plastic-wrapped toilet rolls to paper-wrapped, recycled paper toilet rolls to help reduce environmental pollution. Additionally, toilet rolls without a cardboard centrepiece are now being used. The team composts food waste and recycles plastics, paper, and cardboard according to their local council guidelines. Soft plastics are also recycled

through deposit points at local supermarkets.

Lisa brings a reusable cup to Costa for her coffee instead of using disposable cups. This helps save on waste and reduces her environmental footprint. The reusable cup is produced by one of our clients, and Lisa earns green beans on an app each time she does this, which go towards a free drink.

While we realise there is still much work to be done in encouraging insurance companies to improve their CSR efforts, we will continue documenting and sharing our CSR activities through monthly newsletters and social media. We hope this will inspire others to adopt more CSR practices in their businesses and personal lives.

Upcoming Projects and Initiatives

We have several projects in the pipeline that we plan to discuss as a team. One of these involves improving our carbon footprint related to emailing. Although we offer links to the cloud for clients to access documents, it isn't always customer-friendly, so we are often asked to send attachments. We will work on cleaning up our email inboxes to reduce our carbon footprint by deleting junk emails and avoiding forwarding attachments in email chains unless necessary.





One team member has an allotment and enjoys fresh vegetables throughout the year. Any excess produce is shared with friends and family or made into pickles and jams to extend its shelf life. The allotment also participates in initiatives to share excess produce from plot holders to donate to those in need via charities.

In our most recent CSR meeting, we discussed acquiring Bee

Bricks, which can be used either standalone or as part of a construction. These bricks have cavities that encourage bees to lay eggs, helping to increase the declining bee population and improve the surrounding environment. The Bee Bricks are made from waste material from the Cornish china clay industry, making them strong and eco-friendly.

Natural Resources

The company regularly reviews its purchases and always opts for electrics and tech with the highest energy efficiency ratings. Jason's home office features a water butt, and the water collected is used to promote the healthy growth of flowers to encourage bees, while also saving tap water. Staff members continue to reuse greywater for their gardens and use eco settings on washing machines and dishwashers. We're also more conscious of not leaving taps running unnecessarily, such as when brushing our teeth.

Lisa, our Claims Manager, regularly completes online surveys for Gracechurch London Claims, a research and advisory company serving the commercial insurance sector. For every survey completed, Lisa is offered charity vouchers, an Amazon gift card, or a tree planted in her name. Usually, Lisa requests charity vouchers for her chosen charity, but this year she opted for a tree planted in the Eden Reforestation Project in Mozambique.

Gardening is another eco-friendly activity we engage in. Lisa gardens with her two children at home, and they enjoy harvesting fruit and vegetables each year. This activity is a great way to educate children, teaching them patience as they wait for the fruits of their labor, while also helping them learn about plant growth and change.

Travel

Cobine Carmelson operates as a virtual company, so all staff work from their own home offices. Research shows that people working remotely produce less than half the greenhouse gas emissions of office workers.

Team meetings are held digitally on the Teams App, reducing the need for travel. The company Director has used a coworking office space called Birch in Cheshunt. It served as a meeting and work space for the Director and one member of staff for side-by-side training and meetings. Face-to-face training builds confidence and allows staff to ask questions and problem-solve.

When possible, Jason, the company Director, travels to Birch by bike to reduce his carbon footprint. Birch is a sustainably conscious venue set in beautiful grounds surrounded by trees, making the working day a pleasant experience. Unfortunately, Birch closed in November 2023, but we hope it reopens



sustainable. New prospects can become over-reliant on the insurance company, expecting them to help out, when they could have made a few tweaks internally—something we guide and advise on.

As an SME, we have plenty of selling points for potential employees, including offering more responsibility and autonomy, experience working across different roles, opportunities for training and progression, and a smaller, community environment. Unlike much larger firms, SMEs tend to focus on what they do best and outsource non-core functions to the wider SME community. This produces innovative and effective solutions, providing added value to customers.

The core values of CCL boil down to “Doing the right thing,” being a team, being clear and contactable, enthusiastic, entrepreneurial, friendly, honest, and professional.

IN DETAIL

Energy

Cobine Carmelson operates as a virtual company, so we don't have costly office space that consumes carbon. The company director, Jason Cobine, works from his home garden office, which is constructed from sustainably sourced wood. The company that makes it, Lugarde, only buys from PEFC/FSC certified timber suppliers. We loved the fact that for

every tree felled to construct their products, they replant 1.2 new trees.

We continue to observe all our environmental energy savings. We follow a recycling policy, and all office equipment, including batteries, printer cartridges, and paper, is recycled either through schemes with the providers or through local council waste recycling bins. For Jason Cobine, this takes place at Turnford Recycling Centre in Cheshunt. All office waste is recycled, except for secure waste, which is disposed of according to our IT security policy.

LED bulbs are offered by CCL to staff for use in their home or home offices. Lisa, our Claims Manager, has solar panels at her home, providing a clean green source of energy and reducing her carbon footprint. Lisa also has a soakaway for runoff water. With heavy rainfall becoming more frequent, a soakaway diverts water from sewers and reduces flooding risks. It's considered one of the best eco-friendly surface water drainage solutions because it uses minimal materials and deals with the surface water near where it falls.

We are a CSRA Trees partner. We recently had our website audited by the Eco-Friendly Web Alliance to measure its carbon footprint. We were pleased to confirm that the Cobine Carmelson website is low-carbon, green-hosted, and qualifies for the Climate-Positive Website Accreditation.

COBINE CARMELSON

CSR EXCELLENCE

SUMMARY

Cobine Carmelson Limited (CCL) is an SME. The company staff consists of a male Director and two female members of staff, with additional admin and marketing support from a female Virtual Assistant. We are looking to buy another company when the right opportunity presents itself. Over the last three years, we have welcomed new members of staff to the expanding team, and a couple of members have left. This has involved onboarding and training new recruits and ensuring a smooth transition. Our established policies and procedures have been vital in this process. People who have left now know more about our CSR efforts too.

We were delighted to have been awarded a silver accreditation with CSRA in 2021, and we continually

look for ways to expand on our CSR activities. We hold quarterly online CSR meetings on Teams, in which we share what actions we are taking individually, and what we can do as a team. We discuss collaborations that can be made and how we can help charities not only through donations but also by making them more sustainable. This is documented in a spreadsheet with notes on measurability. Discussions include what we do personally. No action is too small to mention, and it encourages us all to adopt more CSR activity in our daily lives.

We are passionate about supporting young people to create the building blocks in life that will give them the confidence to grow. As an insurance broker, we are working to change the model to non-insurance company-led, making businesses more



local communities. Just some of our commitments that we'll deliver over the next year include:

- Working towards our menopause-friendly accreditation having become a menopause-friendly partner in 2023.
- Developing environmentally-led propositions to support our customers to achieve their sustainability goals.
- Expanding our education programme to deliver virtual skills sessions to school students based in remote parts of the country.
- Developing a formal partnership with our local high school to better track our impact.

- Providing mentoring support to SMEs looking to develop their ESG strategies.

We were proud to be the first water retailer to launch an ESG vision in 2019. Year on year, we're implementing a wide range of new and exciting initiatives to help us make a positive difference to our customers, our people, the environment, and the local communities. It has been hard work but also hugely rewarding, and we believe that there's no reason why our approach cannot be adopted by others to achieve similar results.



To ensure complete transparency in the delivery and impact of our vision, we publish a sustainability report, a carbon report, and the financial and environmental savings we achieve for our customers on an annual basis.

Measuring our impact

We believe that it's not enough to simply implement initiatives; the impact of these need to be measured to ensure we're achieving our goals, with projects adapted and changed as required. To ensure we are accurately measuring our impact, we've undertaken external sustainability assessments, in addition to regularly measuring colleagues' and customers' feedback to ensure our initiatives are making a positive difference.

EcoVadis – Global sustainability assessment

In November 2022, we achieved a Gold rating from global sustainability assessors, EcoVadis. We increased this score in 2023 by 5 percentage points, placing us within the 97th percentile of companies assessed globally. The assessment is based on international sustainability standards, including the Global Reporting Initiative, UN Global Compact, and ISO2600 certification and measures companies' commitment to the environment, labour and human rights, ethics, and sustainable procurement.

Business in the Community (BiTC) Responsible Business Tracker assessment

We participated in the Responsible Business Tracker® assessment in late 2022, which is a measurement tool that tracks progress against BiTC's Responsible Business Map, based on the United Nations Global Goals. The assessment benchmarks companies against other BiTC members (our performance was benchmarked against 91 other businesses).

We achieved the following scores for climate action:

- 100% for Measurement (cohort average 64%)
- 88% for Governance (cohort average 80%)

- 75% for Disclosure (cohort average 68%)

In addition, we scored:

- 91% for health and wellbeing action (cohort average 70%)
- 69% for Education (cohort average 38%)
- 65% for Nature Stewardship (cohort average 28%)

Feedback from colleagues:

In our most recent annual employee engagement survey (2023), 87% of colleagues responded favourably to being asked if they understand our vision and purpose and the role they play in delivering our values.

Feedback from customers:

- In 2022-23, our average customer experience score was 91.2%
- In 2022-23, we were rated 'Excellent' by Trustpilot, achieving an average score of 4.6 out of 5

Business success:

- We've maintained our UK market share of 20% and acquired more new business (by value) than any other water retailer since the English market opened in 2017.
- Since 2022, we've won three sustainability awards, including the 'Carbon Reduction Programme of the Year' award at the 2023 Better Society Awards and the 'Corporate Social Responsibility' Award at the 2022 HR Networks Awards, and we've been finalists in an additional three sustainability categories, including two at the 2023 Utility Week Awards.

Next steps

We're a relatively small company within the utilities space (c300 employees) but have managed to achieve all of the above within a 12-month period. And we're committed to building on our vision by introducing even more initiatives that will help us achieve our goal of making a positive difference to our customers, our people, the environment, and our

- Provided additional financial support measures to businesses impacted by the cost of living crisis, including extending support schemes developed in response to the Covid-19 pandemic.

Making a positive difference to our people

We want our people to feel looked after, supported, and valued. To help achieve that, we've introduced a wide range of health and wellbeing initiatives in the past year across the four wellbeing pillars (mental, physical, financial, and social), beyond our core initiatives which include our commitment to paying all colleagues above the Real Living Wage and providing an Employee Assistance Programme which all colleagues and their families can access 24/7.

New initiatives introduced this past year include:

- Provided free financial planning sessions, free sanitary products in our bathrooms, and a regularly stocked food welfare cupboard for all colleagues to access in response to the cost of living crisis.
- Provided all colleagues with access to a free 24/7 on-site gym.
- Provided all colleagues with access to an on-site quiet room and relaxation rooms.
- Invested in training for more colleagues to become mental health first aiders.
- Rolling out inclusion training to all colleagues.
- Delivered over 2,000 training days for colleagues and supported over 40 talent moves.
- Recognised over 100 colleagues through our MAPD reward initiatives in 2022-23.

Gaining stakeholder support to shape and deliver our vision

Creating our vision was only the beginning. To shape our vision, we have engaged with both internal and external stakeholders to gain their insight and views on how we can achieve our ambitions.

Internally, we've created our Making a Positive Difference Working Group, chaired by our CEO

and made up of representatives from across the business. We've also established a number of sub-groups, including our Environmental Group; Wellbeing and Engagement Group; Equity, Diversity, and Inclusion Group; and Charity Panel, providing our people with an opportunity to drive forward our vision by contributing innovative ideas and helping to deliver initiatives. We've added questions around our vision into our annual colleague engagement survey and regularly ask for feedback through our internal communications channels.

Externally, we've partnered with a number of organisations to help us achieve our ambitions. Our strategy has been developed with expert guidance from Business in the Community (BiTC), Waterwise, and our charity partners. In 2022, we took part in BiTC's Responsible Business Map assessment to help shape our 2023-25 Responsible Business Strategy.

To help gauge our customers' views on our vision, we've incorporated questions within our annual customer survey, allowing us to measure awareness levels around our vision and identify where there's scope to make further improvements.





- Mentored twelve students through social mobility charity, Career Ready, which includes providing a two-year mentoring programme and four-week paid work experience placement at our Head Office.
- Facilitated Career Ready masterclasses for over 300 students across Scotland.
- Supported the DYW skills academy by running skills sessions and mock interviews with high school students and participating in career fairs to promote our Modern Apprenticeship programme.
- Organised regular local beach clean events in partnership with the Marine Conservation Society.
- Supported the BiTC Business Response Network to provide practical support to local charities and businesses, including providing free marketing support to Scottish-based homelessness charity, Social Bite.

Making a positive difference to our customers

Our business model is to support customers to use water efficiently, helping businesses to achieve financial and environmental savings. Over the past year, we've delivered initiatives to help achieve this goal:

- Delivered over £14 million of savings to our customers (saving 7.5 billion litres of water) between 2022-23 through our water efficiency and leak detection services.
- Supported the delivery of the BiTC Climate Action Programme for businesses in January 2023 and June 2023, designed to support SMEs to develop their carbon reduction plans (our CEO chairs the BiTC Climate Action Group that created the programme).
- Completed the delivery of a multi-million-pound transformation programme in 2023 to enhance our digital capabilities and deliver greater efficiencies for customers.

To do this effectively, we aligned our plan to the Business in the Community (BiTC), the UK's largest responsible business network, Responsible Business Map, designed to help organisations assess the contribution they make to the UN's Sustainable Development Goals and since then we've focused on developing and delivering initiatives which will have a measurable impact on the environment and society as a whole.



We've made significant progress across our ESG programme. A non-inclusive list of initiatives that we've delivered in the past year alone is included below.

Making a positive difference to the environment

In the past year, our business-wide prioritisation of ESG has seen us apply creativity, focus, and innovation to drive down our environmental impact while delivering initiatives that will support our local communities, customers, and suppliers to do the same:

- Reduced our carbon footprint by 50% between April 2022-April 2023 (externally verified).
- Partnered with global climate specialists, Ecologi, in October 2023 to invest in accredited projects that support the UN's Sustainable Development Goals and certify us as carbon neutral as we work towards our 2030 Net Zero target.
- Achieved re-accreditation for the Waterwise Water Efficiency Checkmark for 2022-25, awarded by the UK's largest NGO on water conservation, in recognition of our commitment to investing in the right technology, signage, and education to ensure our office is operating as sustainably as possible.

- Partnered with sustainable furniture consultancy, Collecteco, to donate surplus furniture following an office move – helping to divert 9.36 tonnes of kit from landfill; avoiding 5.2 tonnes of carbon and delivering over £36,000 worth of furniture and supplies to the local community.
- Developed our primary school programme, delivering 12 interactive sessions between 2022-23 at primary schools to educate children about the importance of saving water to help protect the planet.

Making a positive difference to our local communities

In the past year, for our local communities, we've expanded our education outreach programme and provided support to local charities and businesses impacted by the cost of living crisis:

- Became the first water retailer to achieve the Scottish Government's Developing Young workforce (DYW) Young Person's Employer Guarantee status in recognition of our efforts to support young people at the start of their careers.
- Delivered over 500 community support hours between Sept 2022-Sept 2023 through our volunteering programme and partnerships.

BUSINESS STREAM

DELIVERING OUR VISION TO MAKE A POSITIVE DIFFERENCE

SUMMARY

Business Stream is one of the largest water retailers in the UK. We provide a range of services to over 300,000 business customers, including billing, water efficiency support, and water and wastewater management solutions. To date, we've helped our customers save over £367 million (£31.5 million in 2022-23) through discounts and water and energy efficiency initiatives.

As a responsible business, we believe we have an important role to play in driving positive change for the environment and society. To achieve this goal, we launched our vision to make a positive difference (MAPD) to our people, our customers, the environment, and our local communities. In the past year, we've delivered an ambitious programme of initiatives that is helping to tackle the climate crisis, support our customers to generate efficiencies,

foster a supportive workplace for our people, and provide much-needed support to our local communities.

We're a relatively small company within the utilities space (c300 colleagues) with a large customer base, so our resources are limited. However, we've prioritised this agenda to ensure we can deliver measurable results that benefit our customers, people, the environment, and our local communities.

IN DETAIL

We were the first UK water retailer to launch an ESG-led vision for the company, which has continued to grow and shape our business decisions. From the outset, we knew that to deliver this vision we needed to agree clear actions and set targets that would hold us to account.





Dynamic Presence at Global Platforms

Ekthaar’s participation in the Climate Hub featured a dynamic presence at the global platform. Experts from the government, private sectors, and academia shared insights into innovative solutions for a more sustainable future, with Ekthaar actively

the future of agriculture. The Ekthaar team actively participated in the 3rd International Conference on Environmental Sustainability - New Paradigms and Developments at BITS Pilani Dubai Campus.

contributing to discussions on climate resilience, energy efficiency, and sustainable practices. This dynamic presence underscores Ekthaar’s role as a global influencer in sustainable practices.

Strategic Participation at International Conference

This engagement showcases Ekthaar’s commitment to staying at the forefront of environmental advancements and sustainable practices. Knowledge exchange and dissemination at the conference provide a platform for the Ekthaar team to share insights and exchange knowledge with a diverse audience comprising professionals, researchers, and academics.

Ekthaar’s Vision for Impact: Co-Partnering with Heriot-Watt Climate Hub 2023 in COP 28

Ekthaar is set to be a part of the Clean Tech exhibition, offering a glimpse into the future of innovative technology and fostering connections with entrepreneurs dedicated to climate change solutions. Ekthaar eagerly looks forward to contributing to future-focused sustainability discussions led by experts from the government, private sector, and academia at the Heriot-Watt Climate Hub. Ekthaar, a trailblazer in Controlled Environment Agriculture (CEA) and sustainable HVACR solutions, made a significant impact at the Heriot-Watt Climate Hub, held from November 30 to December 12, 2023.



innovation. This global engagement underscores BETAM's commitment to international collaboration and knowledge exchange, positioning them as leaders not only in local but also global sustainability initiatives. BETAM's global vision, as demonstrated by hosting Christine Zimmermann, represents a significant stride towards international collaboration. By engaging with a visionary in sustainable farming practices, BETAM showcases its commitment to learning and collaborating on a global scale. Ekthaar, functioning as a sustainable enabler, contributes to this global vision by being an integral part of initiatives that transcend geographical boundaries.

Green Horizons: Cultivating Tomorrow's Leaders

Ekthaar's Educational Initiatives in Sustainable Career Development and Research Mentorship

Ekthaar actively engages with students at Heriot-Watt University, showcasing a commitment to sustainability beyond organisational boundaries. The mentorship of students in research initiatives, particularly in smart farm automation, fertigation, and controlled environment agriculture techniques, establishes Ekthaar's role in nurturing the next generation of leaders in sustainable agriculture. The educational initiatives by Ekthaar transcend traditional boundaries, contributing to the development of future leaders in sustainable agriculture. By mentoring students in cutting-edge research initiatives, Ekthaar plays a pivotal role in advancing knowledge in controlled environment agriculture. This educational commitment positions Ekthaar as more than a sustainable enabler – it becomes a catalyst for sustainable career development and research mentorship.

Research Topics

- **Automated Harvesting for Vertical Farming Applications:** Research focuses on integrating advanced technologies for automating the harvesting process in vertical farming setups. Investigating solutions that significantly reduce the need for manual labor, paving the way for a more streamlined and resource-efficient

vertical farming system.

- **Revolutionising Fertigation:** Focusing on innovative approaches to automate the fertigation process, ensuring precise and controlled nutrient delivery to crops within vertical farming environments.
- **Climate Control Optimisation:** Research aims to optimise climate control mechanisms within vertical farming, utilising automation to create ideal conditions for plant growth.

Successful Collaboration in Research Initiatives

Ekthaar actively participates in collaborative research with Heriot-Watt University, contributing to the development and implementation of cutting-edge technologies in smart farm automation. The research initiatives undertaken highlight a commitment to advancing knowledge in controlled environment agriculture, fostering innovation in sustainable farming practices.

Positive Impact on Students and Industry

The educational initiatives not only benefit students but also have a broader impact on the industry. Through mentorship and education, Ekthaar contributes to a skilled workforce well-versed in sustainable practices, making a positive impact on





commitment to accountability and transparency. The implementation of robust monitoring and reporting mechanisms ensures that the initiatives undertaken yield tangible results. This evidentiary approach not only strengthens their CSR initiatives but also sets a benchmark for industry-wide accountability in sustainable practices.

Future Expansion of the Scheme

BETAM outlines a strategic vision for the future, emphasising the integration of Ekthaar's role as a sustainable enabler in expansion plans. The anticipated societal and environmental needs are addressed, aligning future expansion with global sustainability goals. This forward-looking approach ensures the continued relevance and impact of BETAM and Ekthaar's CSR initiatives, with Ekthaar functioning solely as an instrument under BETAM's leadership. The future expansion plans underscore BETAM and Ekthaar's commitment to continuous improvement and sustainable growth. By anticipating societal and environmental needs, they position themselves as leaders in shaping the future of sustainable practices. Ekthaar, as a sustainable enabler, is strategically integrated into these plans, emphasising its role as an instrumental component in realising BETAM's vision for future expansion.

Replicability

Ekthaar, positioned as a sustainable enabler under BETAM's strategic direction, is designed for scalability and replicability. The success achieved by BETAM and Ekthaar serves as a blueprint for sustainable practices, encouraging others in the industry to adopt similar initiatives. The innovative methodologies implemented are poised for widespread adoption, contributing to industry-wide transformation. The replicability of BETAM and Ekthaar's initiatives positions them as pioneers in advocating industry-wide transformation. By showcasing a scalable and replicable model, they provide a roadmap for others to adopt sustainable practices. Ekthaar, as a sustainable enabler, plays a crucial role in disseminating these practices, ensuring that the impact is not limited to their organisation but extends to the industry at large.

BETAM's Global Vision: Unveiling the Future of Agriculture

BETAM Dubai Investment Park was honored to host Christine Zimmermann, Chairperson of the Association of Vertical Farming. A visionary in sustainable farming practices, Zimmermann's visit marked a pivotal moment for collaborative

agricultural practices. The degree of originality and innovation is a hallmark of BETAM and Ekthaar's collaboration. By utilising construction waste materials in the fabrication of hydroponic system components, they pioneer a sustainable approach to agriculture. This innovation not only sets them apart in their commitment to CSR but also positions them as leaders in developing eco-friendly solutions within industrial zones.

Commitment of Entrants' Involvement of Relevant Stakeholders and Employees

The strategic integration of Ekthaar as a sustainable enabler under BETAM's direction fosters a unified commitment to sustainability at all levels. BETAM's leadership in transferring construction waste management knowledge actively engages industrial zone companies, demonstrating a commitment to involving relevant stakeholders and employees. This collaborative approach positions Ekthaar solely as an instrument for creating a workplace culture dedicated to environmental responsibility under BETAM's umbrella. The commitment of entrants, including stakeholders and employees, is a testament to BETAM and Ekthaar's success in creating a sustainable workplace culture. By actively involving relevant parties, they not only promote environmental responsibility but also ensure that sustainability becomes an integral part of the organisational ethos. Ekthaar, in this context, acts as a facilitator in implementing BETAM's vision of a sustainable workplace.

Social Benefit

BETAM and Ekthaar's collaborative initiatives, driven by Ekthaar as a sustainable enabler under BETAM's guidance, yield significant social benefits. The strategic selection of a warehouse in the Al Quoz industrial zone for the hydroponic facility exemplifies BETAM's commitment to community well-being. This facility, designed and fabricated with construction waste materials, not only stimulates economic growth but also fosters partnerships, instilling a sense of environmental responsibility and

contributing to community well-being. The social benefit extends beyond economic considerations, showcasing BETAM and Ekthaar's commitment to community welfare. The strategic selection of the Al Quoz industrial zone for the hydroponic facility not only contributes to economic growth but also establishes a model for sustainable practices. This not only benefits the local community but also serves as an example for other industrial zones, promoting community well-being at a broader scale.

Economic Benefit

The integration of Ekthaar into BETAM's operations results in economic benefits at various levels. The fabrication of shelves using construction waste materials showcases cost-effective construction projects, aligning with BETAM's commitment to economic responsibility. Additionally, these initiatives, facilitated by Ekthaar as a sustainable enabler under BETAM's guidance, stimulate job creation in the construction and agriculture sectors, contributing to sustained economic growth within the local community. The economic benefit realised through BETAM and Ekthaar's collaboration goes beyond mere cost-effectiveness. By utilising construction waste materials in projects, BETAM not only demonstrates economic responsibility but also contributes to sustainable development. The stimulation of job creation further underscores their commitment to economic growth within the local community, solidifying the economic pillar of their CSR initiatives.

Evidence of Measurable Impact/Benefits

BETAM and Ekthaar provide tangible evidence of measurable impacts across environmental, social, and financial dimensions. From waste reduction through the use of recycled materials to economic impact on the local community, the collaborative initiatives are supported by robust monitoring and reporting mechanisms, enhancing transparency and accountability under BETAM's overarching direction. The evidence of measurable impact and benefits reflects BETAM and Ekthaar's

through solar power deals. Internally, BETAM upholds a culture of sustainability responsibility and accountability. It is committed to a positive and enabling work environment through human rights preservation, protection of workers' rights, employee well-being, equal opportunity, and employee feedback.

BETAM collaborates with various organisations to accelerate awareness and drive positive action within communities. It is pushing hard for the adoption of sustainable farming methods and food self-sufficiency, along with catalysing greater adoption of energy conservation and efficiency to help meet Dubai's target to reduce energy use by 30% by 2030.

IN DETAIL

Unified CSR Excellence: BETAM's Strategic Utilisation of Ekthaar as a Sustainable Catalyst

In the relentless pursuit of Corporate Social Responsibility (CSR) excellence, BETAM strategically leverages Ekthaar as a sustainable catalyst to fortify its unified CSR agenda. This comprehensive exposition explores the initiatives undertaken by BETAM and Ekthaar, wherein Ekthaar functions solely as a sustainable enabler, reinforcing BETAM's central role across environmental, innovation, commitment, social, economic, quantitative, future development, replicability, and scalability dimensions.

CSR Benefit

BETAM strategically integrates Ekthaar as a sustainable enabler, providing a clear and substantial CSR benefit. Ekthaar, as an instrumental entity under BETAM's leadership, plays a pivotal role in transferring construction waste management knowledge within industrial zones. Through workshops, seminars, and collaborative initiatives led by BETAM, Ekthaar actively shares insights on the effective reuse of construction waste materials,

guiding companies in embracing circular economy principles. This collaboration minimises waste generation and optimises resource use, contributing significantly to sustainability goals. The CSR benefit emanates from BETAM's commitment to sustainable practices and Ekthaar's role as a key facilitator in disseminating knowledge and implementing sustainable solutions. By actively engaging industrial zone companies, BETAM and Ekthaar foster a shared commitment to environmental responsibility, contributing to a broader CSR agenda.

Degree of Originality/Innovation

Ekthaar, functioning as a sustainable enabler under BETAM's guidance, introduces novel solutions to problems within industrial zones. The fabrication of shelves using construction waste materials for the NFT hydroponic system in the Al Quoz industrial zone exemplifies a groundbreaking approach. This innovative step not only showcases BETAM's commitment to sustainability but also reflects its originality in repurposing materials for efficient



BETAM

SUSTAINABLE INITIATIVES

SUMMARY

BETAM has a clear strategy of providing sustainable services and products that ensure environmental responsibility and social commitment. They view sustainability as a key pillar of growth and continuous success in a changing world, integrating environmental, social, and governance (ESG) principles into their business. This is evident in numerous initiatives that enhance both economic value and social benefit. Efforts have been made to promote environmental sustainability, human rights advocacy, and innovative solutions within their services.

BETAM also embraces the UN Sustainable Development Goals and aligns initiatives with specific SDGs related to energy, climate, hunger, and more. The company offers a wide range of service offerings in line with current demands for low climate, low-energy solutions and aligns with local mandates on energy efficiency and reduction. Some of these offerings include assessing building energy efficiency through energy audits to identify cost-effective energy conservation measures. They

also provide customised smart metering solutions enabling end-users to monitor their water and power usage. As an ESCO-accredited entity, BETAM has a strong track record of delivering energy-saving projects.

BETAM pioneered CLM in the Nakheel Palm tower project, resulting in greater operational efficiency and energy savings through granular energy consumption data. The company has been at the forefront of building retrofitting and has earned awards for its innovative, cost-effective solutions. BETAM has expanded its portfolio to include sustainable greenhouses and indoor vertical farms, aiming to augment local food production and contribute to ongoing efforts for food security in the UAE. The “ekthaar” unit of BETAM manufactures indoor vertical farming containers that offer a much-needed solution for growing food locally in any weather condition with less soil and water requirement by using recirculated water.

Other areas include clean water and sanitation through smart meters, monitoring pathogens and environmental impacts, and climate action



- Fundraising support: We donate goody bags containing a selection of Bentley products or factory tours to charitable organisations for fundraising. In 2023, we donated 25 goody bags and 5 factory tours.
- Payroll giving: Our payroll giving facility allows employees to donate to charities directly through their pay. The Charities Aid Foundation (an HMRC-recognised payroll giving agency) manages this facility. Currently, 47 colleagues use payroll giving.
- Volunteering leave: Employees can take up to two days' paid volunteering leave each calendar year. This allows them to support charities by sharing their time, skills, and expertise.

Stakeholder Views

Cheshire Community Foundation – Local Stakeholder View:

“The implementation of the ALC strategy provided a fantastic framework for our partnership with Bentley. This built on the Social Audit assessment, where we were delighted to contribute as a trusted partner. Since then, Bentley has continued to innovate with the creation of the Endowment Fund. Alongside this, Bentley has a unique ability to really listen to the feedback from charities on the ground in Crewe. This was most recently evidenced by them championing the introduction of a Credit Union for Crewe as part of Bentley’s ALC Fund – just brilliant for everyone concerned!”

– Margaret Cheshire, Chief Operations Officer

Charities Aid Foundation, National Stakeholder View:

“From the outset, the Bentley Community Impact Team has been focused on improving outcomes for people of all ages local to the factory in Crewe. The launch of the Advancing Life Chances programme in 2023, administered by the CAF, has

been designed as a sustainable and long-term initiative to ensure that community leaders on the ground are adequately funded to continue their vital work. Bentley has created a flagship model for investing in the future of their local community.”

– Laura Yonish, Senior Corporate Advisor

Building on the Result

We are currently exploring a number of further changes for 2024. Locally, we are working with Cheshire East CVS, supporting research into the ways charities can facilitate one-day volunteering to create more opportunities for our employees to give their time through our Volunteering Initiative. Nationally, we are expanding our Bentley ALC Small Grants programme from 200 to 300 awards in 2024, to increase impact further.

Conclusion

As a result of our new ALC strategy, we have seen a step change in our programme. Going back to our 3 original questions, we have succeeded in increasing the number of charities we work with, developed a clear strategic focus, and increased our impact for society. Overall, this has enabled Bentley to reach more people and target support on the social issues that really matter. The overall picture has seen an increase of 150% in charitable interventions between 2022 (130) and 2023 (324) across the UK.



South Cheshire area. The fund focuses on all four pillars of the ALC strategy, awarding grants of up to £24,000 for each 12-month project.

In the past 12 months, we have had two rounds:

- 2023 Grants (awarded in 2022) - we awarded grants to 10 projects: 5 projects for Quality of Life, 2 for Access, 2 for a Better Future, and 1 for Empowerment. The completed projects supported 2,407 people across Crewe.
- 2024 Grants (awarded in 2023) - In the 2023 funding round, we supported 10 projects: 4 for Quality of Life, 3 for Access, 2 for Empowerment, and 1 for a Better Future. We project 7,565 people in the local area will benefit from this support.

Bentley Crisis Fund (supported through the Bentley Forever Crewe Endowment Fund)

Bentley's first-ever endowment fund was a new innovation set up through CCF in 2023. It is an invested fund that generates income we can use to fund grants. This fund will remain in place for the benefit of Crewe forever in perpetuity – a legacy Bentley was keen to create for Crewe. The endowment fund's first project was setting up a new crisis fund with four local charities. The charities use our funding to support those in a crisis situation by purchasing goods or services on their behalf. It's a truly 'grass roots' programme, and we are very proud it has supported 82 people since its launch in August 2023.

CCF Crewe Fund

The Crewe Fund targets social issues and deprivation in Crewe by supporting community projects. This is a group fund run by CCF. We were a founding member and support the fund alongside other Crewe businesses. In 2023, the fund supported 9 charities. We project 2,342 people will benefit from this support.



Education

We supported several activities at the UTC in 2023:

- Work experience: We supported a week-long programme for Year 10 students. They worked on a real Bentley project: designing the steering wheel for a future BEV. They completed research and came up with prototypes quickly – we set the challenge on the Monday, and the students presented some impressive outputs to us on the Friday.
- Employer talk: Our Talent Acquisition colleagues ran a CV masterclass for Year 10 students, which showcased Bentley as an employer and what we're looking for from applications. This was the first session of its kind at the UTC.
- Enrichment activity support: Trainees from our Early Careers programmes supported several after-school clubs, including a Greenpower/F1 activity, where students designed a vehicle.

Internal Programmes

Our internal programmes are all about encouraging our colleagues to get involved in charitable giving and volunteering.

- Match funding: Supporting employees or teams of employees when they undertake activities to raise money for a registered charity, we match the funds they raise (up to a specified limit). In 2023, we supported 21 colleagues with match funding.

In working to advance life chances, our priority is to support organisations working with vulnerable people, disadvantaged, and under-represented communities. The programme's areas of focus under the pillars include:

- Access - Remove the barriers and improve access to services, education, and employability.
- Empowerment - Development of the life skills that enable people to be more self-confident, successful, and thrive in life.
- Quality of Life - Provide support to live a healthier life both physically and mentally.
- Better Future - Safeguarding the environment, improving nature-deprived areas, driving improvement to "place" and boosting community spirit.



Replicability and Governance

As a result of the implementation of the ALC strategy, we used the opportunity to refresh all governance, including our terms of reference for the Charities Committee, policies, application forms, processes, employee intranet (Please see slide 5), external website pages (Please see Slide 6), and impact tracking. The cross-functional team making up the Charities Committee follows our policies and processes to make sure its decisions are consistent, fair, and impartial.

New Programmes and Social Impact

As a result of the ALC strategy, we developed a number of new programmes. Please see Slide 4 outlining our external, corporate-led programmes, and internal, colleague-led programmes. This enables us to now offer a full suite of community investment interventions to help advance life chances in our communities.

Advancing Life Chances Small Grants Programme

Our Advancing Life Chances Small Grants Programme provides grants of up to £500 to support charitable organisations working with vulnerable, disadvantaged, or under-represented communities. It is the first-ever national community grants programme we have offered. The programme supports communities in 19 locations across the UK. We selected locations where Bentley has a presence in the community: 18 Bentley retailer partner locations across the UK and our HQ & Manufacturing site in Crewe. To be eligible for a grant, organisations must be within 20 miles of one of these sites.

In its first year in 2023, we awarded grants to 200 not-for-profit organisations, with a total projected impact reach of 27,339 people. 75% of the organisations supported said the grant was either 'significant or vital' in delivering their project. Data is tracked by CAF.

Bentley Advancing Life Chances Fund

In partnership with the CCF, we set up a projects fund for Crewe, called the Bentley Advancing Life Chances Fund. The aim of this fund is to work with not-for-profit organisations in Cheshire. We prioritise organisations working in Crewe and benefiting the

Our Challenge

Whilst we have been working with our communities for many years, in the second half of 2022 we took the decision to look at how we could enhance and focus our Community Commitment. We asked ourselves three key questions:

1. Quantity - How could we make a step change in the amount of community investment support given?
2. Focus - How could we tackle the most pressing social issues in the geographies we operate in, including expansion nationally?
3. Impact - How could we direct our resources to maximise positive impact in our communities?



Our Social Audit

In order to enable us to answer our questions, we made two key decisions:

1. We would engage with local and national experts to truly understand the external landscape; and
2. We would underpin our community investment approach with a clear strategic focus and scope, to bring all activity across the business under one umbrella.

In Q4 2022, working with the Charities Aid Foundation (CAF), we undertook a social audit. The audit reviewed social issues within Crewe and three key vehicle retailer locations, namely London, Birmingham, and Newcastle, to capture impacts at a national level. The process itself involved a number of stakeholders including our board, colleagues, local council, local & national partners, and community groups. The audit identified a range of salient social issues and challenges, both local and national. A 62-page report was compiled.

Our work provided us with rich insight. For example,

within Cheshire East, Crewe represents a significant pocket of concentrated deprivation that is somewhat at odds with the relatively affluent profile of the Cheshire East borough. Key social issues identified as pressing and particularly challenging in the town of Crewe include multidimensional poverty, crime and antisocial behaviour, a lack of aspiration and poorly funded provision among young people, the prevalence of low-paid, low-skilled employment, poor health choices, and the impact of deprivation on vulnerable groups such as asylum seekers, refugees, and elderly individuals.

In November 2022, a stakeholder day was held to assess the findings, seek input, and validate our draft strategy. Please see Slide 2 evidencing our Community Stakeholder Day.

Developing Our Strategy

The social audit enabled us to create a tailored community investment strategy and develop our innovative four pillars of focus. As a business, previously we had not had one joined-up strategic position on community investment. The new strategy launched for 2023 and has four focus areas – Access, Empowerment, Quality of Life, and a Better Future. We called the strategy Advancing Life Chances (ALC). Its overall aim is ‘to support people and planet to thrive by advancing life chances.’

BENTLEY MOTORS LIMITED

NEW COMMUNITY INVESTMENT STRATEGY - ADVANCING LIFE CHANCES

SUMMARY

Founded in 1919 by W.O. Bentley, our headquarters and manufacturing site are located in Crewe, Cheshire. We employ approximately 4,000 people, many of whom are from our local community in and around Crewe, producing world-leading luxury vehicles. Our Beyond100 corporate strategy has sustainability at its core. Our goal is to become the leader in Sustainable Luxury mobility. Reflecting its importance to Bentley, sustainability is part of the corporate mission, to ‘inspire customers with a magical fusion of craftsmanship, innovation, and sustainability.’

Within our sustainability strategy, Community Investment is a key material focus for our business. We recognise the importance of being an active member of our local community. We have been supporting communities in Crewe and the Cheshire area for decades. However, at the end of 2022 and into 2023, we made a conscious decision to review our approach. We stepped back from the delivery model we had in place and asked ourselves a number of key questions about how we could:

1. Enhance our existing volume of activity.
2. Improve focus on the most pressing social issues; and
3. Increase impact through targeted programmes.

Our Community Commitment award entry is based on the transformation that has taken place in the past 12 months, developing a focused strategy that we have called Advancing Life Chances.

IN DETAIL

Our History

We have been supporting communities, particularly around our home in Crewe and Cheshire, for decades. Some examples of activity include:

- In 2012, we became a founding partner for the Cheshire Community Foundation (CCF). CCF helps connect businesses to local challenges facing communities and the charities who are tackling these issues. For over a decade, we have worked with CCF to offer support. Since CCF launched, we have donated £1 million.
- In 2016, a new Crewe University Technical College (UTC) was launched, concentrating on training local pupils in relevant engineering, product design, and work-ready skills. We worked as part of a collaborative group to establish the specialist engineering and design college for 14–19-year-olds. As a founding partner, we helped secure £10.6 million of government investment. We continue to work closely with them.





increased engagement and participation in other local initiatives. We witnessed a surge in volunteer sign-ups, with community members eager to contribute their time and skills to various charitable activities.

Overall, our collaboration with Brite Box and the success of the Christmas workshop exemplifies the transformative power that comes from uniting with our local communities. Through collective efforts, we are making a lasting difference, raising awareness, and fostering a sense of unity as we work together to support those in need.

Furthermore, our collaboration with Brite Box and the success of the Christmas workshop underscored our commitment to supporting the local community in multiple ways. During the event, we provided a platform for local businesses and entrepreneurs to showcase their products and services, fostering economic growth and entrepreneurship within the community.

Additionally, we partnered with local schools to organise educational sessions during the workshop. These sessions aimed to educate children and their families about sustainable practices, emphasising the importance of recycling and reducing waste during the holiday season.

The positive impact of the workshop extended beyond the immediate event. It sparked a sense of community pride and camaraderie, leading to



IN DETAIL

Our dedication to local communities has resulted in a significant increase in awareness and support for our chosen charity partnership. We proudly collaborate with Brite Box, a nonprofit organisation working in collaboration with 25 schools across 7 boroughs in the UK.

An excellent example of the impact of our collaboration and community support is our Christmas workshop in 2023. This event served as a testament to the strength of our partnership and the assistance it provides to the local community. We were able to welcome 700 children and their families to the Shopping Centre event, where they collectively created over 900 decorations to take home.



The workshop focused on developing essential skills such as measurement, mixing ingredients, and coordination through activities like rolling out dough. By providing resources and guidance, we enable families to comfortably decorate their creations to take home and either air-dry or utilise radiators. This approach ensures that families do not have to worry about the added expenses of heating or electricity while completing the decoration process.

In addition to the workshop's positive impact, it also proved to be a successful fundraising initiative. Through a simple tap donation of £5 directed towards the charity, we were able to raise £1500. This not only aided the Brite Box organisation in their mission but also fostered greater awareness and increased community involvement through volunteering.

THE BENTALL SHOPPING CENTRE

QUALITY OF LIFE

SUMMARY

The Bentall Centre, an iconic Grade II listed building and shopping Centre, resides at the heart of the historic Kingston Upon Thames. It is a symbol of the greatness of Greater London and embraces its diverse cultural mix.

With such an iconic building comes the responsibility to deliver a purposeful vision for the communities that live, work, and visit Kingston. One that encourages inspiration and takes time to support its communities' aspirations.

It was through the lens of social value that we created a vision and focus for everything we do within the Centre to support our communities, using the mission statement "Quality of Life." We question

our decisions to ensure we continue to inspire and aspire our communities with both our actions and communications.

Partnering with locally based charity Voices of Hope, the Centre can help inspire and aspire the community with educational, nutritional health, and wellbeing skills and opportunities.

This partnering supports the charity in providing over 10,000 nutritional meal kits across Richmond, Kingston, and Elmbridge annually, directly challenging the issue of child hunger through fun family activities. The Centre has been able to supply spaces for family-focused workshops throughout the year, awareness campaigns, fundraising opportunities, and achievement celebrations for families within the project.



This collaboration has enabled the charity to reach out further across the UK and NI with Brite Box projects popping up in communities across the UK.

It is through the focus on Quality of Life that we can encourage, inspire, and make available opportunities that speak to the diverse nature of Kingston upon Thames' demographic.

Through our property management social value focus, the Centre environment removes the challenges that often divide diverse communities. Instead, it encourages collaboration and commitment to supporting our aspiring, creative community.

informal waste sector. By engaging these individuals through a pioneering First Collector Survey in 2023, we have sought to understand this community better, so we can better fulfil their needs and see how to improve things for them.

Based on their feedback to date, we have expanded our Prevented Ocean Plastic truck programme, which enabled us to get closer to the collectors—reducing their travel time and increasing their capacity for collection. We’ve also launched our pilot project for activities beyond our own gates—starting with a regeneration project for a community-based informal waste management site, which is known locally as a Bank Sampah. These Bank Sampahs help to clean up their local communities and provide a clean environment, in addition to providing income potential.

Through our 25 by 2025 commitment, the programme will invest a further \$5 million (USD) into the solution, creating an additional 600 direct jobs at collection centre level alone, with an estimated 10,000 further individuals supported indirectly. These centres will offer a combined capacity of 54,000 tonnes annually, ensuring a supply chain that can support the demand that will come. Based on those figures, it is anticipated that the programme could triple our results over the next three years, bringing us closer to six billion bottles (approx. 200,000 tonnes) of waste plastic collected overall. We expect to expand our operations over the next three years with developments happening in Africa, South America, and the Mediterranean.

We will continue to support those within the informal waste sector, starting with the extension of our Prevented Ocean Plastic Standards for Collection Centres in Q1 2024, in which responsible sourcing and ethical trade are key

principles (based upon ETI base code). Subject to successful pilot projects, we will look to extend our regeneration projects (such as the aforementioned Bank Sampah initiative) alongside implementing Social Hubs to ensure those within the sector can access services that are not otherwise afforded to them. We see the programme as a means to create a just transition, which includes those in the marginalised informal waste sector.

To ensure equitable pricing for all of those within the supply chain, we must ensure we leverage all financial mechanisms, current and future, to do so. We are currently reviewing how EPR funding could work for us with a view to implementation in lead markets. The further we expand our infrastructure, the more material becomes available, which needs an end-market. We must consistently challenge the Western cultural bias that there is a supply problem, when in reality there is a demand shortage. We are leading the way for compliance and traceability, and are working to further audit our recyclers through Recyclass, an independent European-endorsed accreditation—and we will continually monitor the same for other regions, in order to provide the best solution at all levels.



with various external organisations, multinational companies, and NGOs. They incorporate the Ethical Trading Initiative (ETI) base code as part of their foundation, of which Bantam Materials UK Ltd. is the first recycled plastic supplier to become a member. The standards are independently audited by a third-party organisation (Control Union) to ensure compliance and impartiality. Everywhere it operates, local business owners and workers inform the development of the programme to ensure it remains most efficient for their specific regions and people.

In 2023, Prevented Ocean Plastic carried out a first collector demographic survey in Ecuador to further inform our work. Our Research Centre team found no evidence of any previous survey of this kind ever being undertaken in this region. A Data Centre will be established in our Bali collection centre during the next two years to capture more first collector feedback there. The programme generates expanded and consistent income opportunities where that consistency didn't previously exist because of a lack of vital infrastructure. Prevented Ocean Plastic also provides career development and new management level opportunities for all genders, and these breakthroughs were recognised by the local trade union, IPI (Indonesian Waste-Pickers Union), who represent over three million bottle collectors, when they held their annual general meeting at one of our collection centre builds in 2022.

Many of our collection centre managers and staff are women who have been skilled-up as a result of the programme. On a UK-level, we work with a number of external consultants, including Kevin Mills, a respected voice within the UK plastics industry (and former Bantam customer) who founded Flight Plastics and has been with the team since 2021; and David Jakubovic (formerly of Procter & Gamble) who has been consulting on sustainability and impact investment since 2023. This has complemented the growth of our team internally at the Research Centre over the course of 2023, particularly in terms of communicating our message and developing an ongoing strategy for continued growth and replication.

As well as growing our team and gaining additional funding to support infrastructure builds, 2023 was a big year for the programme, as we finished with over 300 SKUs available across 31 brands and 13 product categories, with another 150 SKUs to launch in Q1 2024. We had the first 'bottle into bottle' application of the solution, with Lidl GB using Prevented Ocean Plastic in its San Celestino sparkling water range, and we recently expanded our recycled plastic offering to include rHDPE, as well as rPET. We were also recognised by a number of prestigious organisations, including: the Earthshot Prize, as an official nominee for both 2023 and the latest 2024 instalment; the British Plastics Federation as their Top Innovation of 2023; and an award-winner at the Green World Awards in the Houses of Parliament in November— as well as being named a key implementation partner for NextWave and The Circulate Initiative.

Over the last year, we have almost doubled our bottle count and tonnage of plastic waste collected. From 2019 to 2022, the programme collected over one billion bottles (approx. 30,000 tonnes of plastic) and that number has increased to two billion bottles at the start of this calendar year (approx. 50,000 tonnes of plastic). The programme is scaling its impact, and the development of the 25 by 2025 initiative could lead to over two billion bottles (and other plastic sources) being prevented each year. With that in mind, we have the potential to prevent another four billion bottles over the next three years (approx. 100,000 tonnes of plastic waste) which would bring the overall total closer to 200,000 tonnes.

With the introduction of new collection centres in 2024—including our first in Borneo—and the replicable expansion of the programme into other geographies, the solution will be able to protect much larger sections of the ocean from the problem of ocean-bound plastic waste. The programme supports over 1800 direct jobs at dedicated and affiliate sites from collection level to recycling. In turn, these sites support a vast network of individuals working within what is known as the

waste management infrastructure and collection incentives. Secondly, the infrastructure is being overwhelmed by population growth and/or increased tourism. Thirdly, there is a significant risk to wildlife and biodiversity if plastic contaminates their ecosystem. And finally, it is found within 50km of an ocean coastline or major waterway that feeds into the ocean.

Academic research is always at the core of what we do—offering tangible solutions to real-world problems—which is why we established the Prevented Ocean Plastic Research Centre in 2020, and our work continues to be inspired by the latest studies in the field. It is also why we're developing solutions in places like Semarang—which was identified as an area of need in a recent Circularity Assessment Protocol (CAP) by the University of Georgia. In order to support further academic development of ocean-bound plastic, Bantam Materials UK Ltd. is directly funding the University of Georgia's latest research into the category—through the Hydraulic Movement of Litter study and further

CAP assessments—to better understand the problem and the ways in which we can help to solve it.

According to the United Nations' Sustainable Development Goals, over 17 million metric tonnes of plastic clogged the ocean in 2021, and that number is set to double or even triple by 2040. Sun and saltwater degrade the plastic, making its removal a clean-up effort—which, according to recent studies, can have its own negative impact on marine biodiversity—whereas recycling is a preventative measure. 80% of ocean plastic comes from land-based sources, so prevention must start there. At the time of entry, Prevented Ocean Plastic has prevented more than two billion plastic bottles from reaching the water. This is equivalent to around 50,000 tonnes of recycled plastic, providing an alternative to 50,000 tonnes of virgin plastic.

By giving value to otherwise discarded and worthless plastic, the programme has encouraged clean-up in areas that are prone to ocean-bound plastic—covering four of the most populated islands in

Indonesia, which represent 74% of their 273 million people—thus protecting the surrounding ocean and supporting the local economy. Our new-build infrastructure has created almost 2000 direct jobs and generated thousands of workdays for informal waste collectors, and we are currently working with over 30 brands to help them achieve their 2025 and 2030 sustainability goals.

The programme operates according to the implementation of our industry-leading Prevented Ocean Plastic Standards for recyclers and collection centres—with a focus on corporate responsibility, social equity, impact investment, and facilitating a just transition—and were developed in consultation



plastic from at-risk coastal communities to reduce waste entering the ocean and provide a recycled alternative to new plastic, while protecting the environment and wildlife.

We build infrastructure where needed, creating income opportunities for local people, and establishing trust through elevated standards, traceability, and a credible, research-based approach rooted in corporate responsibility, as well as environmental and social equity. The programme works hand in hand with local recyclers in areas at risk of ocean plastic pollution to build waste management infrastructure and give value to discarded plastic. It can then be given a second life as new recycled products to help companies reach their sustainability goals. This is achieved through identifying trustworthy and reliable partners who can help implement these changes in their specific geographies.

We funded our first collection centre in Bali, Indonesia in 2019, and now work with various funding partners (including Circulate Capital and

USAID) to develop further infrastructure across South East Asia. These recycling and collection centres operate according to the Prevented Ocean Plastic Standards, which have been developed to elevate the industry and are independently audited by a third party to ensure the quality of material and a dignified work environment for those involved. Both USAID and Circulate Capital have agreed to further funding, and we have broken ground on a second USAID-sponsored collection centre, which will open in Makassar—the largest city and capital of South Sulawesi—later this year.

The programme is replicable across multiple geographies and continents, which has led to breaking ground in East Africa and South America last year. Our operating definition of ocean-bound plastic was inspired by the work of Distinguished Professor of Environmental Engineering and 2022 MacArthur Fellow, Dr. Jenna Jambeck, and her team. They utilised various criteria in their research, and it is important to consider these in conjunction, rather than looking at one aspect of the problem in isolation. Most importantly, the region lacks proper



BANTAM MATERIALS UK LTD. PREVENTED OCEAN PLASTIC

SUMMARY

Created and launched by Bantam Materials UK Ltd. in 2019, the Prevented Ocean Plastic programme provides an innovative solution for coastal communities that lack formal waste management infrastructure and are at risk of ocean plastic pollution. By working with local recyclers and helping them to develop new collection and aggregation centres, we give value to what would otherwise be discarded waste and incentivise the collection of this ocean-bound plastic. This elevates the industry and local community, while facilitating a just transition at each level of the supply chain.

For World Oceans Day (June 8) 2023, Bantam Materials UK Ltd. announced the 25 by 2025 initiative to develop 25 new collection and aggregation centres in at-risk coastal communities that need them. They received impact investment from Circulate Capital and USAID's Clean Cities Blue Ocean programme via their Prevented Ocean Plastic South East Asia arm for the development of collection centres in Indonesia. The first of these, a large-scale aggregation centre funded by USAID, was opened in Semarang, the capital and largest city of the Central Java province, in July 2023.

A second collection centre held its grand opening in October 2023, as a result of wider Circulate Capital investment in the programme. It was a featured part of their Annual General Meeting, which was inaugurated with representatives from PepsiCo, Procter & Gamble, Dow, Danone, Unilever, Mondelēz International, and other investors in attendance.



Several more collection and aggregation centres have broken ground in the second half of 2023, including new regions such as East Africa and South America, as the programme is replicable across multiple geographies and continents.

We hope to see 25 become 50, then 50 become 100, and so on—each with a view to elevate and create a just transition for all parties involved.

IN DETAIL

We all know there's an ocean plastic problem. As industry experts, the solution is clear: we need to collect and prevent this plastic before it enters the ocean. Since 2011, Bantam Materials UK Ltd. has been a global supplier of recycled plastics, proving that sustainability and profitability are not mutually exclusive. We recognised a need in the market, creating opportunities for consumers and brands to choose recycled materials, while helping to build collection infrastructure and create jobs in coastal regions that need them. In 2019, we launched the Prevented Ocean Plastic programme—collecting

Z

ZURICH INSURANCE GROUP TÜRKİYE

Our Teachers: Insurance of Education

Page 180

Zurich Sigorta's Project supports female teachers in rural Turkey, empowering them with training and resources to overcome any challenges they may face. The initiative has positively impacted over 30,000 students and 150,000 families, promoting gender equality and quality education, aligning with SDGs 4 and 5.

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VENARI PARTNERS

The Venari Partners Challenge

Page 169

Venari Partners launched the Venari Partners Challenge, sending seven individuals on a life-changing trek to Petra, to raise funds for charity. The initiative combined adventure with social responsibility, embodying the company's values of helping others and creating meaningful experiences.

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VERSION 1

Version 1 investment into Environmental, Social and Governance Programmes

Page 174

Version 1 has been dedicated to supporting local organisations and charities. With over 500 employees volunteering, the company fosters community engagement, inclusion, and well-being, making a positive impact on communities globally through its efforts.

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U

UMNIAH

Umniah: Forsa Initiative

Page 160

Umniah's "Forsa" initiative has transformed Jordanian society by refurbishing 17 schools, benefiting over 11,000 students. Forsa promotes education and well-being, aligns with UN Sustainable Development Goals, and drives positive change through sports and volunteering opportunities.

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UNIVERSAL LEAF PHILIPPINES, INC.

Let's P.L.A.Y. (Promote Learning Activities for the Youth) Programme

Page 164

Launched in 2014, Universal Leaf Philippines' Let's P.L.A.Y. programme combats child labour by offering educational and recreational activities to vulnerable children in tobacco-growing areas. It has impacted 40,000 children, promoting literacy, health, and well-being.

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T

TCI CO., LTD.

**Green Ingenuity: Sustainable Actions
through the LCA**

Page 151

TCI prioritises sustainability, focusing on energy efficiency, carbon emissions, and water management. With innovative projects and certifications, TCI ensures trust, environmental responsibility, and eco-friendly practices across its operations.

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TRUSTGREEN

Corporate Social Responsibility Rooted in Nature

Page 156

Honesty, integrity, and compassion guide the organisation's commitment to sustainability. Focused on positive environmental impact, it emphasises transparency in diversity, equality, and carbon emissions. The company strives to accelerate changes for ethical, and sustainable practices.

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S

SKZ FOUNDATION

SKZ Foundation

Page 145

This project focuses on building schools in slum areas, offering quality education and a pathway out of poverty. It emphasises social change, community engagement, and empowerment, with long-term sustainability, measurable outcomes, and strong partnerships.

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SOCIETY OF AUTISM FAMILIES

Tayf Aziz convoy

Page 148

Tayf Aziz Convoy is a mobile project traveling 12,000 km across Saudi Arabia to raise awareness about autism spectrum disorder. It provides early detection through standardised tests, offers consultations with specialists, and educates communities about autism, ensuring long-term support.

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S

SAUDI ARAMCO

Safaniya Area Producing (SAP) Family Day

Page 137

Saudi Aramco's Safaniya Onshore Producing Area (SAP) has significantly contributed to global energy production and local communities. With nearly six decades of operation, SAP has improved employees' and surrounding villages' lives through social, educational, and cultural projects, enhancing loyalty and social responsibility.

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SKY

Time to Care Programme

Page 140

Sky's Time to Care programme empowers staff to combat loneliness in the UK, aiming for one million meaningful interactions. Through befriending services, volunteering, digital support, grants, and fundraising, Sky works to break stigma and create lasting change in communities.

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R

RONESANS HOLDING

**Rönesans Holding – Post-Disaster Support
Programmes**

Page 133

Following the devastating February 2023 earthquakes in Turkey, Rönesans Holding, alongside employees, volunteers, and NGOs, launched the “Rönesans Post-Disaster Support Programmes.” This initiative included building container cities for 10,000 people and collaborating with organisations to offer sustainable support to affected communities.

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QATAR MUSEUMS

Environmental Initiatives & Achievements

Page 126

Qatar Museums, is committed to enhancing lives by promoting a vibrant cultural scene. Their museums and galleries offer enriching experiences, and their dedication to sustainability and CSR is embedded in their mission to positively impact the environment, employees, and communities.

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QUEENSGATE SHOPPING CENTRE

Queensgate Shopping Centre Community Partnerships

Page 130

Queensgate shopping centre prioritises sustainability and community engagement. It fosters a culture of environmental responsibility while supporting both national and regional retailers. The recent leisure development enhances opportunities, creating a positive impact on the local community.

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P

**PT PERTAMINA PATRA NIAGA
INTEGRATED TERMINAL
BANJARMASIN**

**PERTADAYA (Pertamina Bersama Disabilitas
Berkarya)**

Page 124

The programme benefits individuals with disabilities by enhancing their skills, self-confidence, and job access. It promotes innovation through new consumer tools and eco-friendly initiatives. It has enhanced social solidarity, with plans for future expansion and replicability in other regions.

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P

**PT PERTAMINA PATRA NIAGA FUEL
TERMINAL PEMATANG SIANTAR**

Complete Waste Management

Page 113

The Bantan Berseri Abadi waste bank addresses the growing waste problem in Pematang Siantar by educating the public on proper waste management. The programme aims to raise environmental awareness, reduce pollution, and empower the community, improving both the economy and environmental care.

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**PT PERTAMINA PATRA NIAGA
INTEGRATED TERMINAL BALONGAN**

The Impact and Commitment to Corporate Social Responsibility (CSR) for Community-Based Tourism Development in DERMAYU (Tirta Ayu Beach Tourism Village)

Page 118

The DERMAYU programme addresses industrialisation challenges in Balongan Village, promoting community welfare and environmental stewardship through tourism and collaboration. It empowers vulnerable groups, restores ecosystems, and achieves measurable positive social, economic, and environmental impacts.

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**PT PERTAMINA PATRA NIAGA
AVIATION FUEL TERMINAL JUANDA**

**Mangrove Conservation and Community
Empowerment Programme**

Page 103

PT Pertamina Patra Niaga AFT Juanda's initiative focuses on environmental preservation and community empowerment. It helps locals create products from mangroves, enhancing skills and fostering positive relations between the community and the company.

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**PT PERTAMINA PATRA NIAGA FUEL
TERMINAL MAOS**

Green and Climate Resilient Agriculture Of Maos

Page 107

PT Pertamina Patra Niaga Fuel Terminal Maos' programme supports farmers in adapting to climate crises like El Nino and La Nina, helping them avoid crop failures. It also extends agricultural training to the local community, providing valuable skills to sustain farming and improve resilience.

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**PT PERTAMINA PATRA NIAGA AFT
SUPADIO**

**Patra Village: Land Harmonisation Based
on Community Empowerment through the
Integration of Mangrove and Coconut Trees
Plantation**

Page 94

AFT Supadio's Patra Village programme integrated coconut farming with mangrove restoration, reducing emissions, waste, and poverty. Restoring 10 hectares of mangroves, producing 1 million seedlings, and improving local income and welfare, benefiting 297 residents.

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**PT PERTAMINA PATRA NIAGA
AVIATION FUEL TERMINAL BIL**

**Waste Management Kampung Hijau Bank
Sampah Al Haqiqi**

Page 99

This programme, implemented by PT Pertamina Patra Niaga, promotes waste management through the circular economy in Tanak Awu Village. It reduces GHG emissions, encourages economic growth, and advances SDG Goals, transforming the village into a model for sustainability.

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PT PERTAMINA EP LIMAU FIELD

Reviving Air Talas: Empowering Through Innovation

Page 86

PT Pertamina EP Limau Field's "Reviving Air Talas" programme empowers the Air Talas community by addressing CVPD disease impacting orange orchards. Through innovative use of Trichoderma fungicide and food waste, yields have increased, and farmer incomes boosted. The programme supports multiple UN Sustainable Development Goals.

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**PT PERTAMINA GEOTHERMAL
ENERGY TBK AREA LAHENDONG**

Kubemada Maria

Page 90

The 'Maria' sewing group, supported by PT PGE Tbk Lahendong, empowers women in Minahasa by teaching sewing skills and providing income opportunities. They use waste materials, like plastic, to create eco-friendly products, promoting women's independence and contributing to local economic and community development.

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P

PARC TROSTRE RETAIL PARK

Encouraging Wildlife through Nature

Page 76

Since 2020, Parc Trostre has focused on strengthening its CSR initiatives, introducing eco-friendly projects like EV units, cycle shelters, and rainwater harvesting. The park is committed to reducing waste and involving staff in its efforts, receiving positive feedback from customers.

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**PERTAMINA PATRA NIAGA (AFT)
NGURAH RAI**

Uma Palak Lestari

Page 81

Pertamina AFT Ngurah Rai developed the SIUMA irrigation system to address water scarcity caused by climate change in Subak Sembung. Using river engineering, solar pumps, and waste-based water wheels, SIUMA ensures fair water distribution among farmers, promoting sustainable agriculture and preserving Subak as a cultural heritage in Bali.

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K

KOLORCRAFT

A Positive Impact on Society

Page 72

Kolorcraft is dedicated to making a positive impact on society through its Corporate Social Responsibility initiatives. Guided by a strong commitment to social and environmental responsibility, the company strives to build a sustainable and ethical business model that benefits not only its clients and employees but also the communities it serves.

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FRESHNEY PLACE SHOPPING CENTRE

Freshney Place Going Further

Page 67

F

Freshney Place is committed to sustainability, focusing on creating meaningful impact through ongoing efforts. The team are dedicated to continuous improvement, driven by a strong belief in making a positive difference in the community and environment.

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D

**DEPARTMENT OF CULTURE AND
TOURISM ABU DHABI**

DCT CSR Community Initiatives

Page 56

The Department of Culture and Tourism – Abu Dhabi drives sustainable growth, supporting the Emirate’s global ambitions. Their CSR efforts focus on sustainability, net-zero by 2050, and community engagement, resulting in higher cultural satisfaction and improved tourism performance.

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THE DM LAB

**Beyond Profit: The DM Lab’s Decade of
Dedicated CSR Impact**

Page 61

The DM Lab’s CSR initiatives focus on creating lasting social and environmental impact. Employees actively engage in community projects, reflecting the company’s commitment to ethical practices. Through innovative digital expertise, the company supports sustainability, and positive change in local communities.

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C

COBINE CARMELSON

CSR Excellence

Page 50

Operating as a small insurance broking business from home offices with three staff and a virtual assistant, Cobine Carmelson faces the typical challenges of implementing a robust CSR programme. However, their application demonstrates an exceptional commitment to CSR initiatives across the team, striving to enhance their own CSR stance and inspire others to do the same.

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B

BUSINESS STREAM

**Delivering our vision to make a positive
difference**

Page 44

Business Stream, a leading UK water retailer, is dedicated to making a positive impact through its MAPD vision. They focus on environmental sustainability, helping customers with efficiency initiatives, supporting employees, and contributing to local communities to drive positive social and environmental change.

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B

BENTLEY MOTORS LIMITED

**New Community Investment Strategy -
Advancing Life Chances**

Page 33

Bentley's Beyond100 strategy prioritises sustainability. In 2023, the company revamped its community approach with the Advancing Life Chances strategy, focusing on targeted programmes to address pressing social issues and drive meaningful change.

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BETAM

Sustainable Initiatives

Page 38

BETAM's strategy prioritises sustainability, integrating ESG principles. They focus on environmental responsibility, energy efficiency, and innovative solutions like smart metering and building retrofitting. BETAM also supports sustainable agriculture, food security, and human rights, while fostering a positive work culture and community engagement.

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INDEX

B

BANTAM MATERIALS UK LTD.

Prevented Ocean Plastic

Page 25

The Prevented Ocean Plastic programme helps coastal communities without formal waste management tackle ocean plastic pollution. In 2023, the company introduced the 25 by 2025 initiative, aiming to create 25 new collection centres in at-risk regions, including Indonesia, East Africa, and South America.

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THE BENTALL SHOPPING CENTRE

Quality of Life

Page 30

The Bentall Centre in Kingston Upon Thames promotes social value through its "Quality of Life" mission. Partnering with Voices of Hope, it provides meal kits, workshops, and support for families, fostering community collaboration and addressing child hunger across the UK.

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for companies that have a heart

Setting the standard...

The CSR Yearbook is a comprehensive global resource on corporate social responsibility best practices.

It is published by The Green Organisation in tribute to the environmental endeavours and generosity of our CSR World Leaders.

These are the companies, councils and communities who have won the International CSR Excellence Awards for their environmental efforts, and who have taken their commitment to the next level by helping others to help the environment.

They are assisting us in publishing their award-winning papers in The CSR Yearbook, and we distribute this

valuable work of reference free of charge to environment professionals all over the world.

By helping others to follow their environmental lead and learn from their experiences and successes, they fully deserve the title of CSR World Leaders.

Not only do they allow us to publish their case histories, but they welcome any followup inquiries. Each CSR World Leader has a contact name and number shown in the Index, and any of them will do all they can to help others help the environment.



Editor's Note

In the interests of accuracy, these International CSR Excellence Award-winning papers are published here in their original form – basically as provided by the entrants.

As many of the papers are of a technical or specialist nature, it was decided that the experience and expert knowledge of the contenders should not be compromised by the grammatical priorities and

consistency of style that usually dominate the editing process.

Our priority is to communicate the aims, methods and achievements of our winners as they wish them to be presented. To this end, the contents have been only lightly edited and we ask for your tolerance of any grammatical shortcomings that might result.

The International CSR Excellence Awards

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