

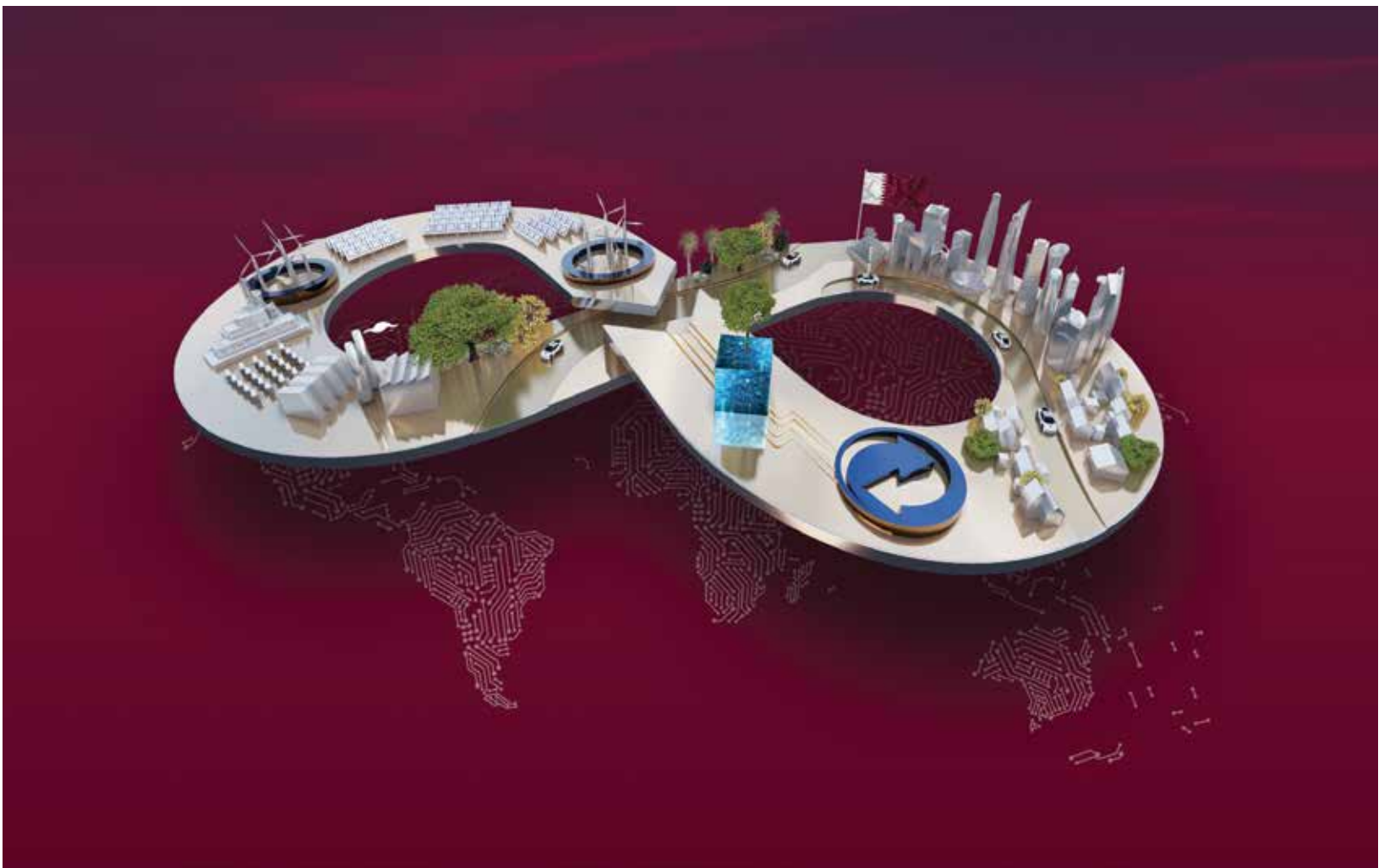
# Social Responsibility – Qatar

## Circle Economy 2024

“Towards a legislative regulation of the circular economy in the State of Qatar”.

Qatar University

11<sup>th</sup> Edition



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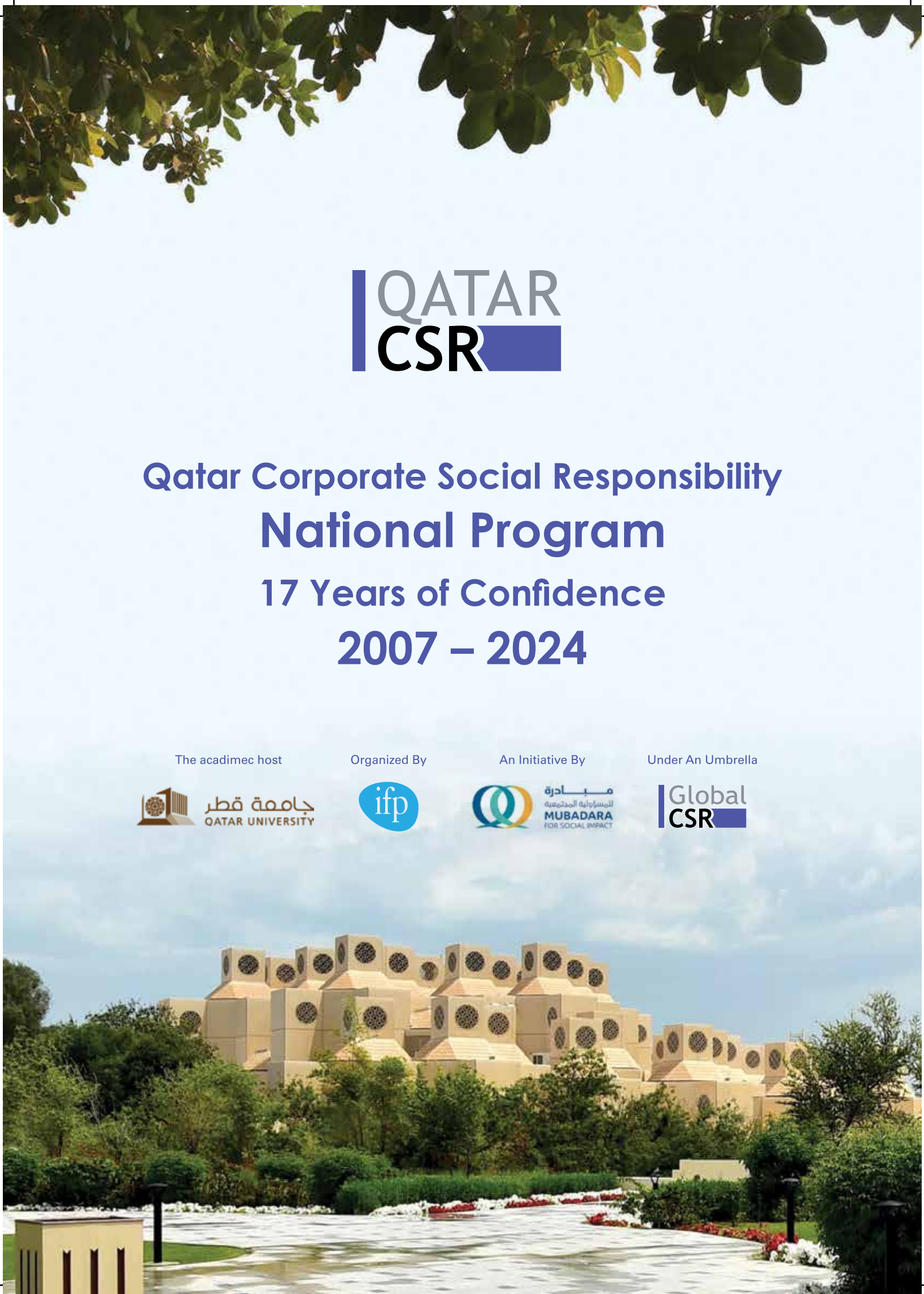
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**Cover** | A modern design that embodies the circular economy strategy that seeks to achieve a balance between economic growth and environmental preservation.

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His Excellency Dr. **Faleh bin Nasser bin Ahmed bin Ali Al Thani**  
Former Minister of MOECC.

Promoting the values of social responsibility enhances the foundations of sustainable development and achieves environmental balance.

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## Qatar's CSR Efforts Are Internationally Appreciated



Social responsibility is the basis of development projects in the State of Qatar.

His Excellency Sheikh **Mohammed bin Abdulrahman Al-Thani**  
Prime Minister, and Minister of Foreign Affairs

**Social responsibility is one of the most important values that we strive to promote in our beloved country, Qatar. The Qatari government has adopted a comprehensive approach to sustainability that focuses on achieving economic, social, environmental, and human development in an integrated manner, by adopting innovative initiatives and ideas that encourage institutions to assume their social role, and urge them to contribute to achieving the sustainable development goals.**

We in Qatar consider that social responsibility is not just a reflection of the sustainable development goals, but is an integral part of the general approach to development in the State of Qatar, and the achievement the well-being of society.

The Qatari government has worked to regulate the business climate

in the local market in a way that motivates institutions to practice social responsibility, by developing the necessary policies and legislation to regulate commercial, financial, and administrative practices.

With the hosting of the FIFA World Cup Qatar 2022™, the results of Qatar's implementation of social responsibility principles and the importance of the role it has played for institutions and individuals in Qatar have become clear to the world.

The tournament reflected the commitment of institutions in the State of Qatar to environmental standards and minimized the negative impact of their activities on the environment.

"The best reward for Qatar is arguably the way the fans enjoyed this tournament," despite the great responsibility Qatar has

had towards society and the environment during the hosting. Naturally, organizations continue to play an important role in promoting social responsibility even after the World Cup, by committing to preserving the environment in Qatar and achieving economic sustainability, which would align with social responsibility and Qatar National Vision 2030 and converge on the same goals related to achieving sustainable development.

Social responsibility is the foundation of all development projects in the State of Qatar. Sustainable development cannot be achieved without respect for human rights and equality for all members of society.

In Qatar, we continue to strive to build a society based on justice, interdependence, and sustainability, which promotes diversity, tolerance, and peaceful coexistence among all.

It can be emphasized that the country's efforts in promoting social responsibility have received great appreciation and attention from many international organizations and the local and global community, thanks to our continuous commitment to achieving the highest standards of quality, transparency, and responsibility.

In addition, social responsibility is a key pillar of our vision for the future, one of the most important factors in achieving a balance between the economy, society, and the environment, and is an essential part of Qatar's overall vision to build a better future for future generations.



## Committed to reducing the University's carbon footprint and supporting environmental sustainability efforts



Integration of the principles of social responsibility into the educational system and academic activities.

Dr. **Omar Al Ansari**, President of Qatar University

**Qatar University is committed to promoting social responsibility at various levels, whether by providing discussion and dialogue platforms such as the Corporate Social Responsibility Summit, or by integrating its principles into the educational system and academic activities, thereby contributing to the development of students' awareness and enabling them to play an active role in society. Social responsibility has been and remains at the heart of our work and our goals.**

We believe that our role goes beyond providing outstanding academic education, and includes the development of student character and strengthening their responsibility towards society. We seek to set an example in giving and contributing to the development of our society, both culturally, socially, and environmentally.

As a leading educational institution in the field of social responsibility, we are aware of the environmental impact of our activities and are therefore striving to reduce the university's carbon footprint.

We are fully aware that climate change is a major challenge for our

planet and that every institution, large or small, must take its role seriously in meeting this challenge.

We are committed to reducing carbon emissions, promoting sustainability, and raising awareness of their importance through a series of practical actions, including the use of renewable energy, improving the efficiency of buildings and facilities, and encouraging the university community to adopt environmentally friendly lifestyles.

In addition, the university continues to use cloud computing to reduce the need for large physical equipment and infrastructure, thereby reducing the university's carbon footprint. These efforts not only reflect our commitment to the protection of the environment, but also reflect our mission to entrench the principles of sustainability in the minds of our future leaders, the students, as well as staff and administrators of the university.

In this context, we encourage faculty members to engage in research on local and regional issues to provide practical and innovative solutions that contribute to the development

of our national economy. Additionally, we are keen on encouraging staff engagement and ensuring they have all the resources necessary to approach their work with creativity. We believe that a working environment that supports mental and physical health and encourages innovation is the key to the success of any institution. We are also developing educational programs that focus on diversity management and inclusivity, thereby promoting a positive working environment, as an integral part of the success of our university.

We also believe in the importance of international cooperation and partnerships with global educational and economic institutions. These partnerships promote the exchange of experiences and knowledge and provide unique opportunities for our students to learn and develop in a global environment. All these efforts underscore our commitment to the development of future leaders with the skills, knowledge, and values necessary to bring about positive change in society.

At Qatar University, we are working together to build a bright future for our country and to leave a lasting positive legacy in our society and the world.





## Social responsibility is the basis of human development and maturity

# QATAR CSR



Social responsibility is a daily practical practice that reflects our awareness and commitment to our society and environment.

Dr. Saif Al-Hajari, Chief Executive Officer National Program for Social Responsibility

**Social responsibility is considered a deeply rooted value that represents the essence of our development as societies, especially with the rapid changes witnessed worldwide on all levels. With these changes, there is a pressing need to reconsider our roles as individuals and as institutions in society. Social responsibility is not just a theoretical concept discussed in seminars and conferences, but rather a daily practical exercise that reflects the extent of our awareness and commitment to our community and environment.**

Our commitment to social responsibility essentially means caring for humanity and represents human maturity. This requires everyone to provide good education, excellent healthcare, and economic opportunities that empower each individual to contribute to nation-building.

However, social responsibility does not stop there; it extends to caring for the environment, preserving natural resources, and working towards sustainable

development that ensures a better future for future generations.

I would like to emphasize here that social responsibility is not the responsibility of the government alone. It is a shared responsibility among the government, the private sector, non-profit organizations, as well as every individual in society.

We must work together as one team, hand in hand, to promote awareness, enhance positive practices, and develop programs that serve the community and contribute to the advancement of the nation.

Qatar has demonstrated, through its developmental projects and social initiatives, how corporate social responsibility can be a driver for innovation and development. We realize that sustainable development is not limited to economic growth alone, but also includes promoting health, education, culture, and environmental protection

In our beloved country Qatar, we take pride in our rich cultural and social heritage, which always encourages us to give, support,

and collaborate. Our society has been built on the principles of brotherhood and solidarity.

These principles are what drive us today towards achieving the goals of sustainable development and building a strong and cohesive society.

Therefore, it can be confidently stated that corporate social responsibility is no longer just an option, but rather a duty for all of us. A duty that requires us to work diligently and sincerely to build a better future for our country and the world. Let us all rise to this responsibility, and work together for a brighter future for Qatar and humanity as a whole.

We call upon every individual in our society to embrace this concept and act with a spirit of responsibility.

Through collaboration and dedication, we can achieve a balance between our personal aspirations and the needs of our community, reaffirming Qatar's role as a leader in corporate social responsibility regionally and globally.



## Our commitment to the goals of social responsibility goes beyond traditional academic knowledge



We direct students towards projects and initiatives that have a positive impact on society and the environment.

Dr. Rana Sobh, Dean of the College of Business and Economics Qatar University

**The business education landscape is undergoing unprecedented change and disruptive trends. The purpose of business itself is evolving towards a more comprehensive approach to value creation, where profitability and positive environmental and social impact are not mutually exclusive. In response, we are committed to preparing our students for success in this rapidly evolving environment. Consequently, the College of Business and Economics has prioritized pushing boundaries and laying the foundation for a business education that addresses the world's most pressing issues while nurturing skilled, adaptable, and resilient leaders.**

At the College Business and Economics, we are integrating sustainability and the principles of social responsibility and ethical leadership responsible in our curricula. Besides, we strive to develop an educational environment that respects diversity and supports inclusiveness. This includes digital inclusion, as we work to ensure that all our students have access to the necessary digital

resources, training in the use of advanced technology and modern artificial intelligence to enhance their educational experience. Our commitment to the goals of social responsibility goes beyond traditional academic knowledge, and we strive to develop innovative and integrated educational programmes that focus on critical thinking, creativity, and leadership.

In addition, one of the key aspects on which we focus is innovation in scientific research, where we encourage students to conduct research focusing on topics such as influential investment and towards projects and initiatives that have a positive impact on society and the environment. In addition, we are promoting the concept of ethical marketing and consumer awareness.

We are teaching our students the importance of creating marketing campaigns that take into account ethical values and stimulate responsible consumption. We aim to develop leaders who can balance business success with maintaining high ethical standards. We believe that

scientific research must contribute to sustainable solutions that serve our society and the world.

During the past year, the College of Business and Economics at Qatar University has organized numerous events aimed at assisting students in their practical future and developing multiple skills, such as the effectiveness of "My Journey" which periodically convenes every semester. It is one of the most prominent events of the College, which aims to guide and motivate students to achieve their goals and explore multiple areas of the world of business.

Bringing sustainability to the forefront of our priorities necessitates a concerted effort. In pursuit of this objective, our college has taken the lead in establishing the MENA Business Schools Alliance for Sustainability (MEBAS). This alliance brings together fifteen AACSB-accredited business schools from prominent universities across the MENA region, aiming to address the unique sustainability challenges in the region and advance sustainability goals regionally and globally.





Social responsibility is the essence of our mission and goals



We continue to promote the achievement of social responsibility goals.

Dr. Bader Abdullah Al-Ismail  
Chairman, CSR Committee, Qatar University

During the past year, Qatar University has witnessed significant developments in the areas of sustainability, educational development, and support for the knowledge economy. The university worked hard to promote sustainability through projects such as improving the quality of life in arid environments. It has also sought to develop human resources through important educational and employment reforms. It also had a strong focus on supporting innovation and the knowledge economy. But most importantly, the University has always placed social responsibility at the heart of its decisions and initiatives.

At the University of Qatar, we believe that social responsibility is not just words to echo, but the essence of our message and goal, a course of action to which we are working, and for which we are making every effort. Our commitment

extends not only to providing the best educational and research programmes, but also to developing the awareness of our students and society of the importance of active and positive participation in various social and environmental issues.

In the Committee on Social Responsibility of the University of Qatar, we are proud of the remarkable progress made in strengthening

the role of the University of Qatar in the field of social responsibility by being the leading institution in this field, following the strenuous efforts made over the past years, in which the University has registered a remarkable development and advancement year after year, as a beacon of social responsibility in the State of Qatar.

We continue our commitment to promoting research and innovation, which is reflected in our pioneering research projects, as well as in our initiatives to develop the knowledge economy.

Perhaps the most notable examples are our participation in workshops and projects to improve quality of life and sustainability, and our continued efforts in developing the human resources and skills needed to lead a more sustainable future. In addition to further highlighting the importance of the circular economy and the need to move beyond the traditional consumption and production model to a model that reuses resources and reduces waste.

We are working at the University of Qatar to integrate this concept into our academic programmes and research, thus encouraging the development of new methods of sustainable development.

We are working to strengthen our commitment to our society and are seeking to serve as a model for social responsibility. In addition, Qatar University plays a pivotal role in contributing to the achievement of sustainable development goals through research and initiatives that support environmental and social sustainability. We also recognize the importance of cooperation with the public and private sectors and civil society to achieve these goals.

In the Commission on Social Responsibility, we continue to work to encourage students and faculty to achieve social responsibility goals and develop innovative solutions to local and global challenges. This is done through business incubator programs, innovation competitions, and research partnerships with different industries. These initiatives not only help to develop the skills of our students, but also contribute to a tangible social and economic impact.



Faleh bin Nasser bin Ahmed bin Ali Al Thani, the Person of the Year in Social Responsibility



Promoting the values of social responsibility enhances the foundations of sustainable development and achieves environmental balance.

His Excellency Dr. Faleh bin Nasser bin Ahmed bin Ali Al Thani  
Former Minister of MOECC.

Qatar University takes pride in selecting His Excellency Dr. Faleh bin Nasser bin Ahmed bin Ali Al Thani, the former Minister of Environment and Climate Change, as the Person of the Year in Social Responsibility for 2023. This recognition is a tribute to his significant contributions in the fields of sustainability and social responsibility, acknowledging his leadership role in promoting these principles and values, both within Qatar and on the global stage. This comes against the backdrop of the contemporary global scene, where environmental and climate challenges are escalating noticeably, emphasizing the importance of wise and prudent leadership at the forefront of efforts towards a more sustainable future.

He assumed his duties at a time when global environmental and climate challenges were escalating, underscoring the importance of prudent leadership in achieving tangible progress towards a more sustainable future. Through his commitment to fruitful collaboration with international organizations and the launch of initiatives with ambitious goals to reduce carbon emissions and transition towards green development, he succeeded in integrating the principles of sustainability and social responsibility within the framework of national policies and strategic plans. His distinguished career was marked by enhancing close cooperation with prominent international bodies such as the United Nations Framework Convention on Climate Change, the Kyoto Protocol, and the Paris Agreement. This

contributed to strengthening the state's capacity to adapt to climate change and develop an economy that aligns with environmental and sustainability standards. He tirelessly worked to elevate environmental and climate management in the country, leading relentless efforts towards a qualitative transformation aimed at improving Qatar's environment.

This was based on well-thought-out policies and strategies that align with Qatar's National Vision 2030, laying the groundwork for a future built on sustainability and environmental responsibility.

During his leadership tenure, His Excellency highlighted the utmost importance of international cooperation and active participation in global conferences on climate change such as COP 28, emphasizing the significance of exchanging expertise and showcasing progress in the field of sustainability.

He seized every opportunity to raise environmental awareness and encourage community involvement



in environmental activities, stressing the role of each individual in this endeavor. Furthermore, he supported research and studies in vital areas such as water desalination, sustainable agriculture, and clean energy.

In addition, he was aware of the importance of promoting scientific research and enhancing the educational infrastructure in Qatar, believing that education and knowledge, along with diligent effort and dedication, constitute the foundation for building a sustainable and prosperous future for future generations.

Furthermore, waste management was among his priorities, as he worked on developing a legislative and procedural framework that aligns with international standards and supports the concept of circular economy.

This approach not only promotes sustainability but also contributes to creating new economic opportunities and fostering innovation.

Therefore, Qatar University's honoring of His Excellency Dr. Faleh as the Person of the Year in Social Responsibility comes not only as recognition of his significant contributions but also as an invitation for everyone to celebrate innovation, continuous work, and passion towards achieving sustainable development.

It is a pivotal moment that illuminates a bright path for future generations towards building a future characterized by prosperity and well-being for all. This reaffirms the crucial role that proactive leadership plays in achieving environmental and social progress.





Respecting and protecting human rights is one of the pillars of the policy of the State of Qatar.

**The Qatari Ministry of Foreign Affairs stands out as a leader in the field of social responsibility on the international stage. Through its strong focus on supporting crisis-affected countries, it has been able to provide a model to be emulated in humanitarian work and international cooperation through its diverse initiatives. This reflects its ambitious vision and effective role in building a better world, especially considering that respecting, promoting, and protecting human rights are among the pillars of Qatar's state policy.**

During the year 2023, the Ministry carried out significant initiatives including supporting countries affected by natural disasters and crises, enhancing diplomatic and developmental cooperation, in addition to focusing on human rights and education. It provided humanitarian

and medical assistance to countries in need, alongside its significant role in promoting international security and peace. The Ministry continues its pivotal role in enhancing social responsibility at the international level and building bridges of humanity during times of disasters and crises.

**Carbon emissions mitigation approaches**

Qatar participated in the "Comprehensive Forum on Carbon Emission Reduction Strategies", hosted by the Organisation for Economic Co-operation and Development (OECD) at its headquarters in Paris. The forum was attended by approximately 570 delegates, including senior representatives of international organizations, and representatives from over 100 countries, both members and non-members of the organization. The forum aims to coordinate policies for carbon emission reduction by first inventorying,

classifying, and analyzing carbon emission reduction policies, and then evaluating the impact of these policies on emission reduction. This enables governments to assess the progress made and derive best practices that can be adopted or adapted according to circumstances.

**Combating racism and intolerance**

Qatar reaffirmed its steadfast and principled stance against all forms of racial practices and discrimination, regardless of the perpetrators, victims, or location of occurrence. Grounded in its firm belief that racism and racial discrimination constitute violations of all international and national conventions and norms, Qatar is committed to promoting the values of equality, combating racism and bigotry, and spreading the discourse of tolerance and acceptance. Additionally, it has adopted numerous measures aimed at enhancing integration and fostering a diverse and safe societal environment free from tensions, manifestations of hatred, bigotry, and racial discrimination.

Qatar emphasized the importance of taking effective measures, particularly by governments witnessing such phenomena in their countries, to prevent ideas and practices that incite racial or religious hatred. It called on the Human Rights Council as well as the Office of the High Commissioner for Human Rights to give sufficient attention to this issue within the framework of implementing their mandates and responsibilities.



**Humanitarian aid to Afghanistan**

A Qatari aircraft carrying humanitarian aid arrived in Afghanistan. The aid includes approximately "60" tons of educational materials aimed at the education sector, along with humanitarian and food assistance, provided by Qatar Charity and the Qatar Red Crescent. This assistance comes within the framework of Qatar's efforts and its steadfast commitment to support and stand by the Afghan people, to provide them with urgent necessary needs.

Two Qatari planes arrived in the city of Herat carrying aid for the victims of the Afghanistan earthquake, totaling 62 tons of assistance including essential food supplies, shelter materials, and medical supplies provided by the Qatar Development Fund, Qatar Red Crescent, and Qatar Charity. This

assistance comes as part of Qatar's support for those affected by the earthquake in Herat, Afghanistan.

**168 Sudanese holders of Qatari residency were evacuated**

The Qatari Ministry of Foreign Affairs announced the evacuation of 168 Sudanese nationals holding Qatari residency permits from the sister Republic of Sudan, via a Qatari aircraft departing from Port Sudan Airport. Qatar had previously evacuated Qatari citizens from Sudan. The Ministry reaffirms Qatar's commitment to establishing security and stability in the sister Republic of Sudan.

**Helping those affected by floods in Libya**

Qatar sent its ninth and tenth aircraft to Benina International Airport in Benghazi, carrying 65 tons of humanitarian and relief

aid in response to the urgent humanitarian situation in Libya. This is part of Qatar's ongoing air bridge to assist those affected by floods and torrents in the eastern region of the sisterly state of Libya.

The aid included shelter supplies, food, relief items, and medical supplies provided by the Qatar Development Fund, Qatar Red Crescent, Qatar Charity, and the Permanent Committee for Rescue, Relief, and Humanitarian Aid in disaster-stricken areas of sisterly and friendly countries.





### Celebrating Sports Day

Qatar's diplomatic, consular, and representative missions abroad continued to organize various sports events in celebration of the country's Sports Day in its twelfth edition under the theme "The Choice is Yours."

Qatar's embassies around the world, including those in Riyadh, Brasília, Addis Ababa, Lisbon, Mexico City, and others, celebrated the country's Sports Day by organizing a variety of sporting activities including football, walking, and various exercises. These events highlight Qatar's commitment to raising awareness about the importance of sports and promoting an active lifestyle, while also emphasizing its major sporting achievements, such as hosting the FIFA World Cup 2022.

### Supporting least developed countries

His Excellency Sheikh Mohammed bin Abdulrahman Al Thani, the Prime Minister and Minister of Foreign Affairs, emphasized Qatar's commitment to continuing its support for the least developed countries in cooperation with its partners around the world. He noted in this regard the allocation of a significant portion of Qatar's international development assistance to these countries.

### Empowering women in all fields

Qatar reiterated its commitment to the importance of empowering women in all fields, especially considering that the Constitution of Qatar



enshrines the principle of equality among all citizens in rights, duties, and equality before the law without discrimination. Qatar has carried these values through its regional and international efforts to achieve this goal and support projects aimed at improving women's lives worldwide.

Her Excellency Sheikha Alya Ahmed bin Saif Al Thani, Permanent Representative of the State of Qatar to the United Nations, called on the international community to continue efforts to raise awareness and enlightenment on the importance of women's participation in the judiciary. She emphasized the application of principles and standards of transparency to ensure non-discrimination between genders, in respect and implementation of relevant constitutions, laws, and international treaties.

She affirmed that the issue of

empowering women in the judiciary must remain a constant item on the agenda of priorities, as equality in participation, inclusive institutions, and gender justice are the pillars upon which the Sustainable Development Goals 2030 agenda is based.

### Investing in people and eliminating poverty

Dr. Turki bin Abdullah Al Mahmoud, Director of the Human Rights Department at the Ministry of Foreign Affairs, affirmed that the Doha Program of Action (2022-2031) represents a good plan for least developed countries, as it includes key criteria, most notably investing in humanity, eradicating poverty, and building capacities without discrimination. He particularly emphasized the importance of these efforts for vulnerable groups such as women, the elderly, and people with disabilities. He called on United Nations entities to effectively support the implementation of the Doha Program of Action, conduct annual reviews of progress made in its implementation to address any challenges that may arise, and consider adding any necessary modifications to such programs.

He emphasized the importance of providing global societal protection for least developed countries, enabling them to access quality education, acquire necessary skills, achieve gender equality, empower women and youth to lead economic growth, improve health, build sustainable peace, and achieve sustainable development. Additionally, he stressed the necessity of leveraging technology to empower communities in least developed countries, increasing the number of scholarships and educational and training opportunities, and supporting access to the internet, electricity, and healthcare.



### Supporting education and orphanages in South Africa

Qatar provided educational devices to schools in the Republic of South Africa as part of the celebration of Nelson Mandela International Day. His Excellency Mr. Tariq Ali Faraj Al-Ansari, Ambassador of the State of Qatar to the Republic of South Africa, delivered the devices during a ceremony attended by the Deputy Minister of Foreign Affairs of South Africa.

He emphasized Qatar's interest in supporting education worldwide to reach modern, peaceful, and resilient generations and communities capable of facing future challenges. He highlighted the progress Qatar is witnessing under its wise leadership, which is centered on education and investing in human capital.

Qatar contributed to a fundraising campaign for an orphanage in the Republic of South Africa as part of the celebrations for Nelson Mandela International Day.

The Acting Charge d'Affaires at the Embassy of the State of Qatar in South Africa stated that Qatar invests in Nelson Mandela International Day to alleviate poverty and suffering among needy communities, emphasizing the importance of caring for children and ensuring the provision of the best living conditions for them to grow in a healthy environment.

### 253 million riyals in aid for earthquake victims in Syria and Turkey

The humanitarian aid provided by the State of Qatar to the victims of the earthquake in Turkey and northern Syria amounted to approximately 253 million Qatari Riyals, including food, medical assistance, and other forms of aid. Qatar continues to monitor field priorities to support rescue efforts and alleviate the suffering of those affected.

Qatar's commitments to the affected brothers and sisters in Turkey and northern Syria amounted to 85 million Qatari Riyals within the first 10 days of the disaster. It was noted that the emergency relief campaign "Awn wa Sanad" launched by the Qatar Charity Organization raised 168 million Qatari Riyals in one night, including a donation from His Highness Sheikh Tamim bin Hamad Al Thani, the Amir of the



State of Qatar, of 50 million Qatari Riyals to support the campaign.

The support included organizing more than 30 air flights transporting around 600 tons of aid and shipping 650 ready-made housing units. Additionally, the Qatari Armed Forces contributed to transporting emergency aid from Jordan and Germany via Qatari Amiri Air Force transport aircraft to Turkey to rescue and assist earthquake victims and aid search and rescue teams.

Furthermore, Qatari charitable organizations continue to provide assistance to those in need inside Syria and Turkey, with the number of beneficiaries in Syria exceeding 1.3 million people and in Turkey surpassing 350,000 individuals. Efforts persist in aiding earthquake victims in the affected areas.

### 25 million dollars in support for Pakistan

Qatar has announced its provision of a total of 25 million US dollars in support to the sisterly Islamic

Republic of Pakistan. This support from Qatar stems from its strong commitment to the spirit of international cooperation and solidarity, and their crucial role in alleviating the burdens of crises.

It emphasizes the importance of meeting the needs and priorities in the stages of recovery and reconstruction following the devastating floods. Qatar continues to intensify efforts, mobilize support, and provide assistance to Pakistan.

Qatar places a significant emphasis on the issue of partnership and international cooperation.

Moreover, it has spared no effort in standing in full solidarity with the Islamic Republic of Pakistan, both its government and its people, by providing urgent relief assistance to support those affected by the floods. This reflects Qatar's recognition of the importance of multi-party cooperation and its commitment to values based on principles of unity and partnership.







**Sustainable Development Goals Summit**

Her Excellency Sheikha Alya Ahmed bin Saif Al-Thani, the Permanent Representative of the State of Qatar to the United Nations, inaugurated the first government consultations session on drafting the political declaration for the Sustainable Development Goals Summit. This summit represents a significant opportunity to assess the progress of the international community towards achieving the Sustainable Development Goals for the year 2030.

International government consultations have commenced on drafting the political declaration for the Sustainable Development Goals Summit, co-chaired by Qatar and Ireland. The paramount importance of the summit as a catalyst for

the Sustainable Development Agenda was underscored, with a call for concrete actions to address shortcomings and expedite progress.

Great hopes are pinned on the anticipated political declaration, particularly in light of the new and existing challenges confronting the implementation of the Sustainable Development Agenda.

**Opening of the United Nations House in Doha**

The opening of the "United Nations House" in Doha on the sidelines of the fifth edition of the United Nations Conference on Least Developed Countries reaffirms Qatar's commitment to the United Nations and its support for the efforts of international organizations in maintaining international security

and peace, as well as promoting and consolidating human rights. Additionally, Qatar continues to provide financial contributions to many United Nations entities and agencies to support their projects in areas such as development, humanitarian aid, culture, and others.

**Course on international human rights mechanisms**

The Qatari Ministry of Foreign Affairs organized a regional training course on engaging with international human rights mechanisms in collaboration with the General Secretariat of the Gulf Cooperation Council (GCC) and the United Nations Centre for Training and Documentation for South-West Asia and the Arab Region, which is affiliated with the Office of the High Commissioner for Human Rights.

**Supporting Gaza**

His Excellency Sheikh Mohammed bin Abdulrahman bin Jassim Al Thani, the Prime Minister and Minister of Foreign Affairs, affirmed that the humanitarian, ethical, and legal catastrophe in the Gaza Strip continues to escalate since the outbreak of the Israeli aggression on the sector, amid the international community's failure to stop the bleeding and curb the aggression.

His Excellency called for cooperation to peacefully resolve this crisis in all its political and humanitarian dimensions, emphasizing that an immediate cessation of hostilities, retaliatory operations, and indiscriminate attacks on the sector, as well as ending the genocidal actions in Gaza, are at the top of the priorities.

He reported that the situation has become tragic, with all the cruelty, horror, and brutality the word implies: thousands dead and wounded, hundreds of thousands forcibly displaced, and two and a half million Palestinians deprived of water, food, fuel, electricity, and medicine. All this occurs amid the open boasting and pride of the occupying army in destroying hospitals and forcing patients, doctors, wounded, and displaced persons to leave under threat of arms, justifying it with unsubstantiated claims.

The total number of aircraft that arrived in the city of El-Arish in the Arab Republic of Egypt from October to December was 49, carrying a total of 1534 tons of aid, including food and medical supplies provided by the Qatar Development Fund, Qatar



Red Crescent, and Qatar Charity, intended for transfer to Gaza. Her Excellency Ms. Lolwah bint Rashid Al-Khater, Minister of State for International Cooperation at the Ministry of Foreign Affairs, welcomed the aid at El-Arish International Airport. These aids come as part of Qatar's support for the Palestinian people and its full backing during the difficult humanitarian circumstances they are currently facing.

Qatar has announced its commitment to provide a \$50 million humanitarian aid package targeting refugees, internally displaced persons, the wounded, orphans, and those affected by the Israeli aggression on the Gaza Strip. During its participation in the High-Level Segment of the Second Global Refugee Forum in Geneva, Qatar also pledged to provide 100 scholarships for Palestinian youth through the Al-Fakhoora program, which is affiliated with the Education Above All Foundation.



**A media stand at the United Nations to support Gaza**

Her Excellency Sheikha Alya Ahmed bin Saif Al-Thani, the Permanent Representative of Qatar to the United Nations, participated in a media event at the United Nations Headquarters in New York. The event was organized by the Arab Group following the adoption of the resolution titled "Protection of Civilians and Compliance with Legal and Humanitarian Obligations in Gaza" by the United Nations General Assembly.

The Arab Group praised the General Assembly resolution calling for an immediate ceasefire in the Gaza Strip and ensuring protection for civilians. The resolution also called for the establishment of humanitarian corridors to facilitate the delivery of humanitarian aid and rejected attempts to forcibly displace Palestinians from Gaza or compel civilians to flee or seek refuge in neighboring countries.







**Opening of the children's department at the Polish city hospital in Garvolin**

The pediatric department at the Garvolin City Hospital in Poland was inaugurated with support from Qatar. The event witnessed the participation of government officials, members of the Polish Senate, as well as diplomatic staff. This support contributed to the

rehabilitation of the department, making the stay of children in the hospital more comfortable and convenient. It was met with great appreciation from the city residents and health officials. This initiative reflects the constructive role played by the Qatari Ministry of Foreign Affairs in supporting humanitarian initiatives internationally.

**Protecting children's rights**

Qatar pays great attention to enhancing and protecting children's rights. This is evident through the enactment of numerous legal legislations and the implementation of administrative and practical measures in various fields at the national, regional, and international levels.



**The Qatari Ministry of Foreign Affairs continues to contribute to peace and humanitarian efforts**



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The Ministry of Commerce and Industry places social responsibility at the heart of development strategies



H.E. Sheikh Mohammed Bin Hamad Bin Qassim Al-Abdullah Al-Thani, Minister of MOCI

The Ministry of Commerce and Industry encourages commercial institutions to adopt social responsibility standards.

The Ministry of Commerce and Industry has woven threads of innovative and sustainable policies, paving the way towards a more distinguished future in the implementation of social responsibility. The ministry has laid the foundations for a business culture that respects the balance between economic growth and environmental conservation, drawing inspiration from Qatar's National Vision 2030 and the urgent need to achieve sustainable development.

The Ministry of Commerce and Industry doesn't limit itself to its role as a regulator and promoter of economic growth alone. It strides forward to become a leader in enhancing a culture of social responsibility and embedding it into the core of commercial and industrial sectors. Recognizing

deeply the importance of sustainable development, the ministry has set a strategic goal to support and incentivize companies and institutions to adopt practices that truly reflect social responsibility.

In its efforts during the year 2023, the Ministry of Commerce and Industry developed a set of robust policies aimed at encouraging and promoting social responsibility among companies and commercial institutions. This was achieved through the implementation of specific standards and the encouragement of green initiatives. The ministry also sought to integrate concepts of sustainability and social responsibility into the national economic system. Furthermore, it aimed to raise awareness among companies and motivate them to adopt responsible business practices that contribute to sustainable development and environmental protection.

Social work

The Ministry of Commerce and Industry, in collaboration with the Qatar Foundation for Social Work, organized an introductory meeting to familiarize the ministry's employees with the services provided by the foundation and its affiliated centers. The aim of the meeting was to strengthen cooperation in areas of mutual work between

both parties and to introduce the foundation, its mission, goals, and the services provided by its affiliated centers. During the meeting, officials from the foundation and representatives of its affiliated centers delivered a visual presentation to introduce various aspects related to the foundation and its specialized centers in areas such as family stability support, orphan care, child and women protection, youth empowerment, care and rehabilitation of people with disabilities, elderly care, and support for those with behavioral disorders. Additionally, the meeting included a review of the nature of work, implemented projects, and services provided to the beneficiaries by the centers.

During the meeting, emphasis was also placed on the role of the foundation and its contributions to community development and the enhancement of its components in national development. Additionally, awareness was raised regarding the importance of supporting the groups affiliated with the foundation and its centers to achieve social and human development and serve the Qatari community.



Qatar Reads Initiative

The Ministry of Commerce and Industry, in collaboration with the "Qatar Reads" initiative, organized a discussion session on the book "The Leader Who Had No Title" by author Robin Sharma, as part of the "Read and Rise" program. The event, attended by several officials from the ministry, aimed to support reading, stimulate participation, facilitate opinion exchange, and foster innovation. The ministry explained that participation in the discussion session is part of a research study in the field of leadership.

The discussion session covered several topics, including defining leadership roles, mechanisms for fostering leadership qualities, and highlighting the importance of leadership. Additionally, it addressed various relevant aspects related to the session's topic.

It's worth noting that the "Read and Rise" program aims to enhance readers' knowledge and leadership skills to support their roles both professionally and socially.

Sports Day

The Ministry of Commerce and Industry, in collaboration with the Qatar Shooting and Archery Association, organized various sports and recreational activities on the occasion of the National Sports Day at the Lusail Shooting Complex.

This national event enhances Qatar's leading position as a premier sports destination, reflecting its visionary

leadership in human and societal development, and emphasizing the role of sports in achieving Qatar's National Vision 2030.

The activities included various sports such as football, volleyball, archery, as well as physical fitness exercises and competitive competitions for children, supervised by specialized coaches.

Ministry members also participated in the Qatar Open Shotgun Championship, expressing their happiness with the participation and affirming its role in strengthening institutional bonds.

Accelerating innovation and creativity

The Ministry of Commerce and Industry celebrated the World Intellectual Property Day under the theme "Women and Intellectual Property: Accelerating Innovation

and Creativity," as part of its commitment to promoting dialogue on the importance of intellectual property and enhancing its role in fostering an encouraging and stimulating environment for innovation and creativity in society.

The event aimed to highlight the state's efforts in the field of intellectual property and the initiatives launched to provide the necessary mechanisms to protect all female creators, whether inventors, authors, or producers of technological, artistic, or literary works, especially for women, and to encourage them to innovate and create.

This contributes to achieving the goals of the national vision aimed at making Qatar by 2030 an advanced country capable of achieving sustainable development and ensuring the continued prosperity of its people from generation to generation.







### Qatar chairs Arab intellectual property

Qatar has won the chairmanship of the Technical Committee for Intellectual Property affiliated with the Arab League, during the tenth meeting of the Technical Committee for Intellectual Property, which was held at the headquarters of the General Secretariat of the Arab League in Cairo, Arab Republic of Egypt.

The Technical Committee for Intellectual Property specializes in establishing rules for cooperation among Arab countries in the field of protecting intellectual property rights, enhancing Arab awareness regarding intellectual property issues, and promoting innovation.

The members of the Technical Committee for Intellectual Property unanimously agreed to elect Ms. Amina Jaber Al-Kuwari, Director of the Intellectual Property Rights Protection Department at the Ministry of Commerce and Industry, as the chairperson of the committee for a two-year term.

Qatar's chairmanship of this committee stems from the significant interest that the state accords to intellectual property issues. The members of the Technical Committee have placed their trust in Qatar as recognition of the progress it has achieved in this strategic field.

During its tenth meeting, the committee discussed the recommendations of the ninth meeting of the Technical Committee for Intellectual Property, as well as the follow-up on the implementation of the recommendations of the subcommittee for industrial property and the subcommittee for copyright and related rights. Additionally, they adopted the launch of the regional network for technology and innovation support centers in the Arab region.

Furthermore, they discussed mechanisms for implementing the preparation of statistics and specific indicators on the status of industrial property in Arab countries, as well as mechanisms for preparing a study on the status of copyright and related rights in Arab countries.

### Supporting entrepreneurs

The Ministry of Commerce and Industry organized an open meeting with a group of entrepreneurs and owners of small and medium-sized enterprises as part of its social responsibility to support and develop these projects. The meeting aimed to discuss the main challenges facing this sector and explore practical solutions for its development.

This initiative is part of a firm commitment to supporting the entrepreneurship sector and providing all means of support to

entrepreneurs and small investors, removing obstacles to their success in their business fields with ease and convenience.

During the meeting, the ministry emphasized the importance of the entrepreneurship sector as a fundamental pillar for economic diversification and innovation, while noting the alignment of these efforts with the national vision 2030 for achieving sustainable development.

The ministry has launched several initiatives and innovative projects and worked on updating laws and regulations to contribute to creating an attractive legislative environment that supports the growth and development of the entrepreneurship sector.

The sessions highlighted the main challenges expressed by entrepreneurs, such as obstacles encountered in company establishment procedures and the implementation of regulations governing investments. The projects and initiatives launched by the ministry to support and enhance this sector were reviewed, in addition to discussing proposals aimed at enhancing the success of projects and reducing the difficulties they face.

This is all within the framework of its social responsibility towards achieving a balanced economy that benefits all members of society.



### The real beneficiary

The Ministry of Commerce and Industry held an intensive training course entitled "Identifying the Ultimate Beneficiary within the Framework of Implementing Due Diligence Measures." This course was part of the ministry's commitment to promoting principles of social responsibility and achieving transparency and integrity in commercial and financial activities. The course was attended by various providers of equity fund services and companies, as well as auditors, precious metal and gemstone traders, reflecting the broad scope of sectors involved in implementing the highest compliance standards.

The course, held at the ministry's headquarters, covered various topics related to money laundering, terrorism financing, and the procedures implemented to combat them. This included definitions and stages of these crimes according to Law (20) of 2019 and its executive regulations. Additionally, the course reviewed the latest methods used in money laundering and terrorism financing within specific financial and non-financial sectors.

Furthermore, there was a focus on the importance of due diligence and customer identification procedures,

as well as identifying the ultimate beneficiary. Discussions also included procedures related to

reporting suspicious transactions, both internally and externally, to ensure compliance with anti-money laundering and terrorism financing obligations.

During the course, the ministry emphasized its effective role in enhancing cooperation and coordination with relevant authorities to curb illegal financing crimes. It also reviewed the achievements made at the national level in strengthening compliance frameworks.

Additionally, the ministry highlighted initiatives aimed at preventing the financing of arms proliferation in financial and non-financial sectors, thereby enhancing its social responsibility in protecting the financial and economic system from illegal activities and supporting the state's efforts in achieving sustainable development.

### Combating commercial fraud

The Ministry of Commerce and Industry, represented by the Intellectual Property Rights Protection Department, organized an intensive training course aimed at distinguishing between genuine and counterfeit goods, in collaboration with the authorized agent for some well-known trademarks.

Several government entities participated in the course, including the Consumer Protection and Anti-

Commercial Fraud Department within the ministry itself, along with the Economic and Electronic Crimes Combat Department of the Ministry of Interior, and the General Customs Authority. This participation reflects the integrated efforts of various government entities in combating commercial fraud.

This training workshop is part of the ministry's initiatives that reflect its commitment to social responsibility, aiming to enhance the efficiency of its inspectors and develop their capabilities in identifying counterfeit goods, thereby contributing to consumer protection and maintaining commercial fairness.

During the course, field applications were conducted through intensive inspection campaigns in local markets, covering 14 commercial establishments in various regions of the country. These campaigns resulted in the seizure of several counterfeit products bearing well-known trademarks.

These efforts reflect the ministry's effective role in raising awareness about the importance of protecting intellectual property rights and promoting a fair business environment that respects innovation and quality.

They underscore its responsibility in consumer protection and support for market integrity.





## The Ministry Of Commerce And Industry Seeks To Activate The Role Of Companies And Institutions In Advancing Society By Following Responsible Practices

**Expo 2023 Doha Horticulture**  
The Ministry of Commerce and Industry inaugurated the Investment Center Pavilion at "Expo 2023 Doha Horticulture Expo" under the slogan "Green Desert, Better Environment," in the presence of both the Minister of Commerce and Industry and the Minister of Municipality.

During this occasion, the pavilion was praised as an exceptional platform that contributes to enhancing trade and investment relations at advanced levels.

The focus was on highlighting the strength and status of the national economy and the leading investment environment filled with promising

opportunities for businessmen and investors from around the world.

In this context, the pavilion did not overlook emphasizing the concept of social responsibility as a fundamental element in sustainable development and investment strategies. It showcased laws and legislation that incentivize foreign investment.

Including those that allow full ownership for foreign investors and facilitate property ownership, as well as regulating partnerships between the public and private sectors. There was a clear focus on adopting business practices characterized by transparency, fairness, and respect for the environment and society.

The ministry's participation through the "Investment Center Pavilion" at "Expo 2023 Doha" embodies the comprehensive vision of the Ministry of Commerce and Industry, which places social responsibility at the heart of economic and investment development strategies.

These efforts aim to solidify Qatar's position as a global commercial and investment hub distinguished by sustainability and responsibility towards society and the environment.

They underscore the importance of building a balanced economy that benefits both businesses and society alike.



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## استكشاف الوعي المؤسسي تجاه تغير المناخ في المنظمات القطرية: الدوافع والتحديات والنتائج

### Exploring Corporate Awareness towards Climate Change in Qatari Organizations: Motives, Challenges, and Outcomes

الدراسة الثامنة للجنة المسؤولية الاجتماعية بجامعة قطر  
The 8<sup>th</sup> study by the CSR Committee at Qatar University

أجريت بواسطة:

لجنة المسؤولية الاجتماعية، كلية الإدارة والاقتصاد بجامعة قطر  
Conducted By: CSR Committee, CBE, Qatar University

بدعم من:

برنامج قطر للمسؤولية الاجتماعية  
Supported by: Qatar CSR National Program

## Linking corporate social responsibility to sustainability performance: A multiple case study approach in Qatari companies

### Abstract

This research examines the impact of Corporate Social Responsibility (CSR) on Sustainable Performance (SP) in six diverse Qatari companies. Utilizing annual reports and official website data, it employs a multiple-case study approach and a tailored assessment tool, informed by previous studies. The findings robustly indicate that CSR adoption positively influences a company's economic, environmental, and social performance. This Qatar-focused study offers significant insights into CSR's role in promoting sustainable development.

### Introduction

In today's business landscape, sustainability has become a critical benchmark for competitiveness and a necessary component for addressing stakeholder needs (MP & PR, 2021). Companies are increasingly adopting sustainable practices to optimize resources and enhance sustainability outcomes (Al-Swidi et al., 2024).

Beyond achieving profitability, businesses must address the negative environmental impacts of their activities (Channa et al., 2021). Stakeholder demands for environmental conservation push organizations to create strategies that mitigate their operational impact on nature. Corporate social responsibility (CSR) is one such strategy, targeting social and environmental obligations to improve sustainable performance (SP) (Channa et al., 2021). Despite the growing interest in CSR's role in enhancing SP's social, environmental, and economic pillars (Morea et al., 2023), the effectiveness of these practices remains debatable (Hong et al., 2023). The link between CSR and SP, especially in developed countries, has gained significant

attention from scholars and practitioners (Mura et al., 2020). Research suggests reassessing CSR's impact on SP, particularly in varying environments and cultural contexts, focusing on developing countries (Morea et al., 2021).

In the Middle East, inefficient resource use and pollution lead to considerable economic losses, indicating a need for better environmental initiatives (Saliem & Zubek, 2016). Companies in these regions might adopt unethical practices for short-term financial gains, jeopardizing their global competitive stance and local GDP (Rettab et al., 2009).

Implementing appropriate environmental standards could prevent economic and competitive declines (Saliem & Zubek, 2016). Despite existing research linking CSR to SP, there's a gap in case studies with definitive outcomes, especially for Qatari firms. This study aims to analyze the impact of CSR on SP in Qatari companies, using a multiple case study approach. It examines firms across various industries that have successfully implemented CSR, assessing whether these efforts have improved their SP.

### Theoretical underpinnings

The prominence of Corporate Social Responsibility (CSR) is escalating in the business world, recognized as crucial for competitive advantage and stakeholder engagement (Belas et al., 2021). Although CSR lacks a universal definition, in developing countries it's often seen as philanthropy, while others define it as activities promoting societal well-being beyond legal mandates (Jamali et al., 2017). CSR spans various domains like environmental sustainability,



community assistance, promotion of local products, and fair employee treatment. These practices range from focused activities like volunteer work and donations to more diffuse approaches integrating product and business-related practices (Pelozo and Shang, 2011).

Studies reveal CSR's significant impact on organizational structure and sustainable performance (SP) (Shahzad et al., 2020a), suggesting that CSR involvement leads to enhanced company performance (Franzoni et al., 2021). Research confirms positive associations between CSR and both social and environmental performance (Anser et al., 2020). Specifically, CSR's influence on SP is notable in manufacturing networks (Li et al., 2021) and SMEs (Waheed and Zhang, 2020), even positively affecting corporate green performance (Abbas, 2020).

There's substantial evidence linking CSR implementation to improved business performance, largely due to effective stakeholder management and conflict resolution (Bacinello et al., 2021). CSR enhances economic, environmental, and social performance, attracting new employees, improving working conditions, and boosting reputation. It leads to heightened job satisfaction and loyalty among stakeholders (Orazalin & Baydauletov, 2020) and promotes environmentally conscious managerial decision-making (Martínez-Falcó et al., 2023).



Despite ample studies on CSR in developed economies, there's less focus on the Arab world. However, the GCC, especially Qatar, actively supports CSR initiatives aligned with socio-economic changes. Qatar has organized four international CSR conferences since 2009, reflecting its commitment (Gualtieri & Topić, 2016). Initially focusing on charitable work, Qatari corporations have broadened their CSR scope to include workers' rights, environmental concerns, safety, and job security (Babikr, 2013).

This study focuses on Qatar, given its rising CO2 emissions, robust economic growth, and diversification. As the largest LNG exporter and a major natural gas producer in the Middle East, Qatar emphasizes environmental sustainability in its National Vision 2030, making it an ideal context for CSR research (Meza & Koç, 2021). This study aims to provide

insights into CSR practices in Qatar, contributing to both academic understanding and practical decision-making.

**Research methodology**

This study adopted a systematic methodology to explore the relationship between Corporate Social Responsibility (CSR) practices and Social Performance (SP). The process began with a comprehensive literature review to identify relevant CSR practices and SP indicators. Based on this, an assessment tool was developed to align with these practices and indicators.

Purposive sampling was employed to select six case companies, chosen for their established status and diverse characteristics, including product types, business natures, and industry sectors. These companies, while similar in their approach to CSR, exhibited varying degrees of CSR adoption, ranging from

advanced to moderate or partial levels.

Data collection involved analyzing annual reports and information from company websites for the last three years. These sources were chosen, inspired by previous studies by Gray et al. (1995) and Adams et al. (1995), for their accessibility and comprehensive coverage of company activities. Annual reports were particularly utilized as they are a primary source of CSR-related data, despite companies typically not providing separate, detailed reports on their CSR initiatives.

The collected data was then thoroughly evaluated for each case company, followed by a cross-case analysis to compare CSR practices and SP outcomes across the firms. This methodical approach enabled a deeper understanding of how CSR influences SP within diverse business contexts.

**Table 1. Data sources**

Company	Data Sources	Years
Alpha	Annual Reports, Company Website	2020- 2022
Beta	Annual Reports, Company Website	2020- 2022
Gamma	Annual Reports, Company Website	2019- 2021
Delta	Annual Reports, Company Website	2017- 2019
Epsilon	Annual Reports, Company Website	2020- 2022
Zeta	Company Website	-

**Table 2 provides a summary of the distinctive features of the companies included in the case studies.**

A thorough examination was conducted on the CSR practices embraced by these companies and their SP during three years.

A cross-case comparison was carried out to identify overarching requirements and guidelines that could substantiate the findings.

**Table 2. Characteristic features of the companies in the case study**

Company	Product type	Nature of business	Sector
Alpha	Construction	Industry	Construction
Beta	Communication services	Services	Communication
Gamma	Transportation and storage services	Services	Logistics
Delta	Electricity and water	Industry	Energy
Epsilon	Financial services	Services	Banking
Zeta	Financial and Development Support (medium as well as long-term for SMEs)	Services	Banking

**Assessment tools**

Based on the goals of the study, a literature review was carried out to pinpoint and compile measures reflecting CSR practices and associated SP. Specifically, an

assessment tool was developed to gauge the implementation of CSR practices and SP. A review of the literature on CSR revealed diverse perspectives on the importance of different CSR practices and three

areas were classified to represent CSR practices; philanthropy-related practices, business-related practices, and product-related practices as shown in Table 3.

**Table 3. CSR construct and practices**

CSR construction	CSR practices	References
Philanthropy	Cause-related marketing	Chen and Huang (2016), Bhatti et al. (2023), and Peloza and Shang (2011)
	Charity event	Peloza and Shang (2011), Reverte et al. (2016), von Schnurbein et al. (2016), and Gallardo-Vázquez and Sanchez-Hernandez (2014), Asiaei et al. (2021)
	Volunteer work	Reverte et al. (2016), Asiaei et al. (2021), and von Schnurbein et al. (2016)
	Financial donations	von Schnurbein et al. (2016), Lamberti and Lettieri (2009), and Peloza and Shang (2011)
	Social sponsorship	Kim et al. (2017), and Lamberti and Lettieri (2009)
Business practices	Waste management	Lamberti and Lettieri (2009)
	Reduce energy consumption	Lamberti and Lettieri (2009)
	Promoting environmental initiatives	Lamberti and Lettieri (2009)
	Diversity	Peloza and Shang (2011)
	Fair treatment	Lamberti and Lettieri (2009)
	Ethical behavior	Peloza and Shang (2011), Lamberti and Lettieri (2009)
	Employee health and safety	Lamberti and Lettieri (2009)
	Employee training and development	Lamberti and Lettieri (2009)
	Supply chain responsibility	Peloza and Shang (2011),
	Response to customer comments/concerns	Reverte et al. (2016), Asiaei et al. (2021), and Gallardo-Vázquez and Sanchez-Hernandez (2014)
Employee relations	Reverte et al. (2016), Asiaei et al. (2021), and Gallardo-Vázquez and Sanchez-Hernandez (2014)	
Product-related CSR	Supplier relations	Lamberti and Lettieri (2009)
	Safe products	Lamberti and Lettieri (2009), and Asiaei et al. (2021)
	Residue-free products	Huang (1993), Peloza and Shang (2011)
	Green products	Sammer and Wüstenhagen (2006), Reverte et al. (2016), Gallardo-Vázquez and Sanchez-Hernandez (2014), and Asiaei et al. (2021)



The second construct SP has been measured using three indicators related to social performance, four

indicators related to environmental performance, and three indicators related to economic performance (AI

Koliby et al., 2024; MP & PR, 2021; Wang et al., 2015) (Table 4).

**Table 4. Sustainability construct and performance indicators**

Sustainability construct	Sustainable performance	References
Social performance	Reduce rate of consumer complaints	Jum'a et al. (2023), Jabbour et al. (2020), and Wang et al. (2015)
	Safety and health	Al-Hakimi et al. (2022), Al Koliby et al. (2024), Wang et al. (2015), and Huo et al. (2019)
	Training and education	MP and PR (2021) and Piwowar-Sulej and Iqbal (2023)
Environmental performance	Reduce environmental wastage	Jum'a et al. (2023) and Wang et al. (2015)
	Reduce emission/unit of production	Al Koliby et al. (2024) and Piwowar-Sulej and Iqbal (2023)
	Reduce energy/fuel usage	Huo et al. (2019), and Jum'a et al. (2023)
	Reduce material usage/output	Jum'a et al. (2023) and MP and PR (2021)
Economic performance	Growth in market value	Al-Hakimi et al. (2022) and Huo et al. (2019)
	Growth in profit	Al Koliby et al. (2024) and Piwowar-Sulej and Iqbal (2023)
	Reduce operational cost	Jabbour et al. (2020), MP and PR (2021) and Wang et al. (2015)

Using the above mentioned measures, CSR practices and SP of the respective companies were investigated and outlined. A thorough examination was then conducted on the CSR practices embraced by these companies and their SP during three years. A cross-case comparison was carried out to identify overarching requirements and guidelines that could substantiate the findings.

**Analysis and discussions**

This study categorizes Corporate Social Responsibility (CSR) practices into three types and assesses their impact on Sustainable Performance (SP) across six case companies. Utilizing a framework from prior research (e.g., MP & PR, 2021), it cross-analyzes CSR adoption and performance enhancements. The findings are displayed in Table 5 and two Spider graphs, highlighting the extent of CSR adoption (fully or partially) and SP improvements (significant or partial).

**CSR Practices in Case Companies**

**Philanthropy-Related Practices:** These include cause-related marketing, charity events, volunteer work, financial donations, and social sponsorship. All companies engage in some form of philanthropy, with variations in adoption levels. For example, volunteering is prevalent in Alpha, Beta, and Epsilon, while financial donations are more common in Gamma, Epsilon, and Zeta. Social sponsorship is partially adopted by all, showing a general but varied recognition of its benefits. Notably, Epsilon and Zeta are the only ones engaging in cause-related marketing and charity events.

**Business-Related Practices:** This category covers waste management, energy conservation, environmental initiatives, diversity, ethical behavior, and employee-related practices such as health, safety, training, and development. While all companies

adopt some environmentally focused practices (e.g., waste management and energy conservation), there's variability in their commitment to other areas like diversity and ethical behavior. Notably, occupational health and safety, along with training programs, are widely adopted, underscoring a commitment to employee welfare and talent development.

**Product-Related Practices:** This involves producing safe, residue-free, and green products. The analysis shows a lower emphasis on product-related CSR, with a focus mainly on safety compliance. The limited adoption of green and residue-free product initiatives suggests these aspects are not prioritized.

Overall, the study indicates a diverse approach to CSR practices across these companies, reflecting their distinct priorities and strategies for enhancing SP.

**Sustainable performance**

This study evaluates Sustainable Performance (SP) within case companies across social, environmental, and economic dimensions, revealing marked improvements in these areas due to Corporate Social Responsibility (CSR) practices.

**Social Performance**

All companies have enhanced social performance, benefiting workers, customers, and communities.

Gamma, Delta, and Epsilon Bank particularly excelled in reducing consumer complaints, showcasing customer-centric strategies.

Significant advancements in training and education across most companies have fostered skill enhancement and employee motivation.

Beta and Delta also improved health and safety, reducing workplace accidents and injuries.

**Environmental Performance**

The focus here is on reducing environmental impact through efficient resource use and minimizing pollution. Except for Beta and Gamma, all companies have improved in reducing environmental wastage, enhancing their eco-friendly profile.

Notable achievements include Alpha and Gamma's reductions in emissions through recycling, eco-friendly processes, and clean technology.

These efforts led to substantial decreases in fuel, energy, and material consumption, underpinning SP enhancements.

**Economic Performance**

Economic performance assessment considers short and long-term profitability and sustainability.

Delta and Epsilon Bank showed improved market-valued outcomes and market growth.

Most companies, barring Beta and Epsilon, demonstrated reduced operational costs, enhancing operational efficiency. Profit growth was evident in all but Zeta, indicating a strong economic foundation for sustainable growth.

**CSR Practices and SP Relationship**

The findings highlight Epsilon and Zeta's extensive CSR practice adoption, with Epsilon achieving more significant SP improvements.

Gamma, despite its recent establishment, outperforms Alpha, Beta, and Delta in CSR adoption and SP.

Beta, while a leading telecommunications company, has lower SP due to lesser engagement in CSR practices.

A clear correlation is identified between CSR adoption extent and SP indicators, affirming CSR's role as a pathway to SP.

This aligns with earlier studies (Ishaq et al., 2023), underscoring CSR's positive impact on SP.

**Conclusions**

This in-depth study examines the impact of Corporate Social Responsibility (CSR) practices on Sustainable Performance (SP) in six diverse Qatari companies, named Alpha to Zeta.

It reveals a significant, albeit uneven, adoption of CSR practices across different industries, with a notable influence on economic, environmental, and social sustainability.

The research highlights that while companies vary in their approach to CSR, prioritizing practices like volunteer work, employee development, community engagement, ethical behavior, and waste management leads to tangible improvements in sustainability metrics.

Aligning with previous research (e.g., Peloza & Shang, 2011), the study finds that companies

selectively adopt CSR practices that align with their specific goals and operations.

Despite the proven benefits of CSR on SP, there is a hesitation among Qatari companies to fully embrace these practices extensively.

The study emphasizes that CSR extends beyond symbolic actions, acting as a real driver for sustainable development.

For instance, Alpha and Epsilon demonstrate how focusing on employee and community-related CSR practices can enhance financial performance and reduce waste.

Similarly, Beta and Delta illustrate the importance of customer-centric and employee development CSR practices in improving operational efficiency and customer satisfaction.

The research suggests a new theory that in the context of Qatar, CSR practices can be equated with sustainability practices, aiding economic growth while fulfilling social and environmental obligations.

The findings are significant for managerial decision-making, urging company leaders to recognize CSR as a key strategy for addressing sustainability challenges in a competitive global environment.

However, the study is limited by its focus on a small sample of Qatari companies and reliance on data from published materials and annual reports, which may not fully represent broader corporate sectors.

Future research could explore the adoption of CSR in different geographical contexts and investigate challenges companies face in implementing CSR for sustainability. Table 5 and Figure 1 depicts the results .



Table 5. (1/2) Cross-comparison of CSR adoption and SP in six companies

CSR construct	CSR practices	Level of adoption of CSR practices in six case companies					
		Alpha company	Beta company	Gamma company	Delta company	Epsilon company	Zeta company
Philanthropy-related CSR practices	Cause-related marketing	-	-	-	-	Adopted	-
	Charity event	-	-	-	-	Adopted	-
	Volunteer work	Adopted	Adopted	-	-	Adopted	-
	Financial donations	-	-	Adopted	-	Adopted	-
	Social sponsorship	Partially adopted	Partially adopted	Partially adopted	Partially adopted	Partially adopted	Partially adopted
Business-related CSR practices	Waste management	Adopted	-	-	Adopted	Partially adopted	Partially adopted
	Reduce energy consumption	Adopted	Adopted	Adopted	Adopted	-	Adopted
	Promoting environmental initiatives	Adopted	Adopted	-	Adopted	Adopted	Partially adopted
	Diversity	Partially adopted	Partially adopted	-	-	-	Partially adopted
	Fair treatment	Adopted	-	Adopted	-	Adopted	-
	Ethical behavior	-	-	Adopted	-	Adopted	-
	Employee training and development	Adopted	Adopted	Partially adopted	Partially adopted	Adopted	Partially adopted
	Supply chain responsibility	-	-	Partially adopted	Partially adopted	-	-
	Response to customer comments/ concerns	-	Partially adopted	Partially adopted	Partially adopted	Partially adopted	Partially adopted
	Employee relations	Partially adopted	Partially adopted	Partially adopted	-	Partially adopted	Partially adopted
	Supplier relations	-	-	Adopted	-	-	-
Product-related CSR practices	Safe products	-	Adopted	Adopted	Adopted	Adopted	Adopted
	Residue-free products	-	-	-	-	Adopted	-
	Green products	-	-	Adopted	-	-	Partially adopted

Table 5. (2/2) Cross-comparison of CSR adoption and SP in six companies

sustainability construct	Sustainable performance	Level of improvement of SP in six case companies					
		Alpha company	Beta company	Gamma company	Delta company	Epsilon company	Zeta company
Social performance	Reduce rate of consumer complaints	-	-	Improved	Significantly improved	Improved	-
	Safety and health	-	Significantly improved	-	Improved	-	-
	Training and education	-	Significantly improved	Significantly improved	Significantly improved	Improved	Improved
Environmental performance	Reduce environmental wastage	Significantly improved	-	-	Significantly improved	Significantly improved	Improved
	Reduce emission/unit of production	Significantly improved	-	Significantly improved	-	-	-
	Reduce energy/fuel usage	Significantly improved	-	Significantly improved	-	-	-
	Reduce material usage/output	Improved	-	Improved	-	-	-
Economic performance	Growth in market value	-	-	-	Improved	Significantly improved	-
	Growth in profit	Improved	Improved	Improved	Improved	Significantly improved	-
	Reduce operational cost	Improved	-	Improved	Significantly improved	-	Significantly improved





Figure 1. 1/2 - Spider diagrams for CSR practices and SP

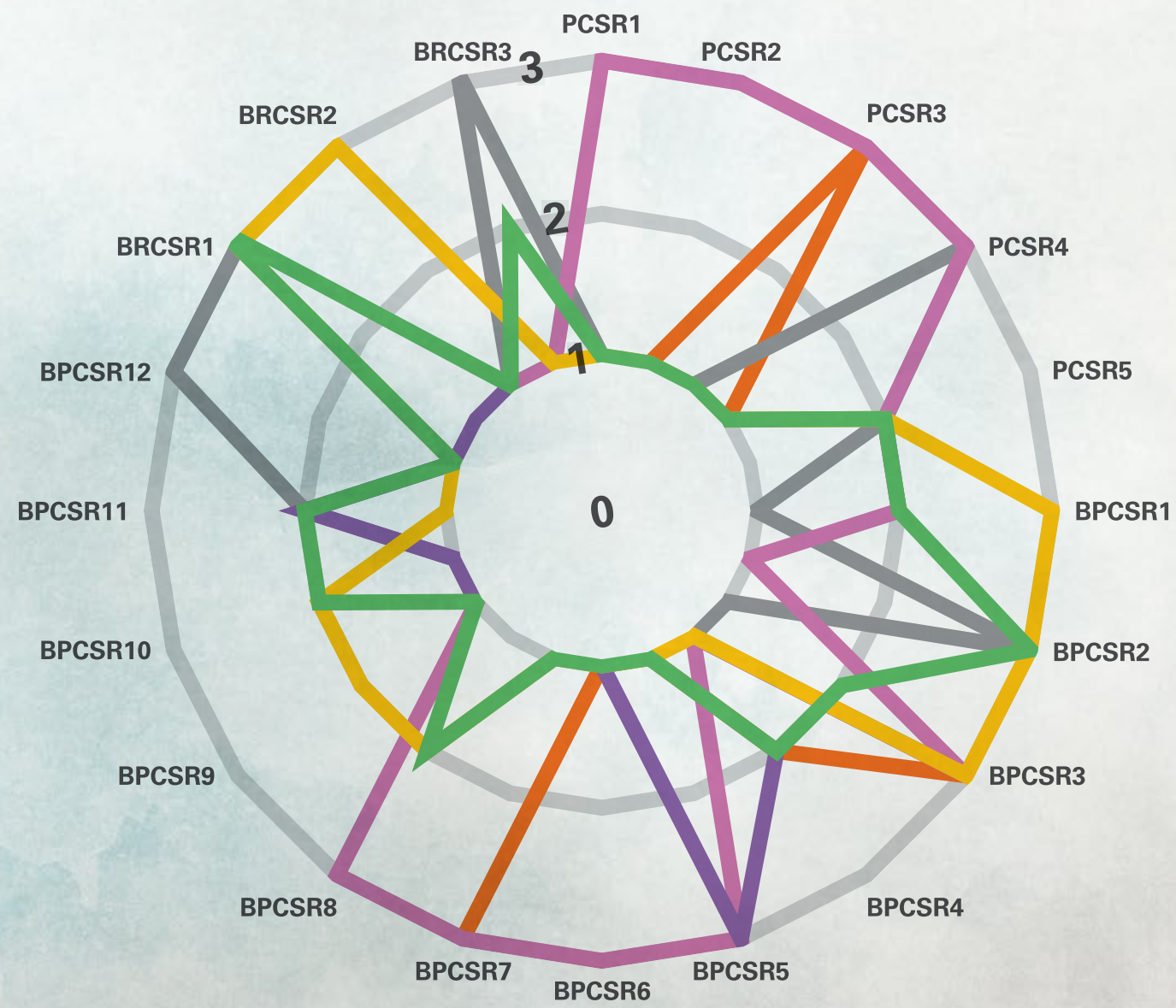
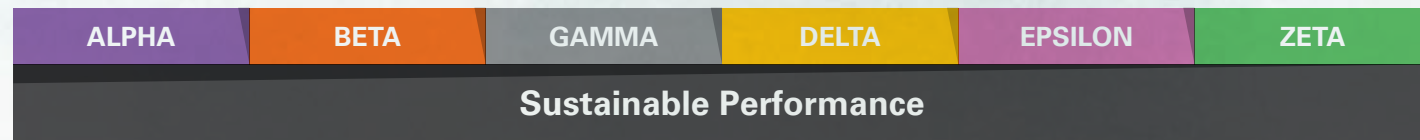
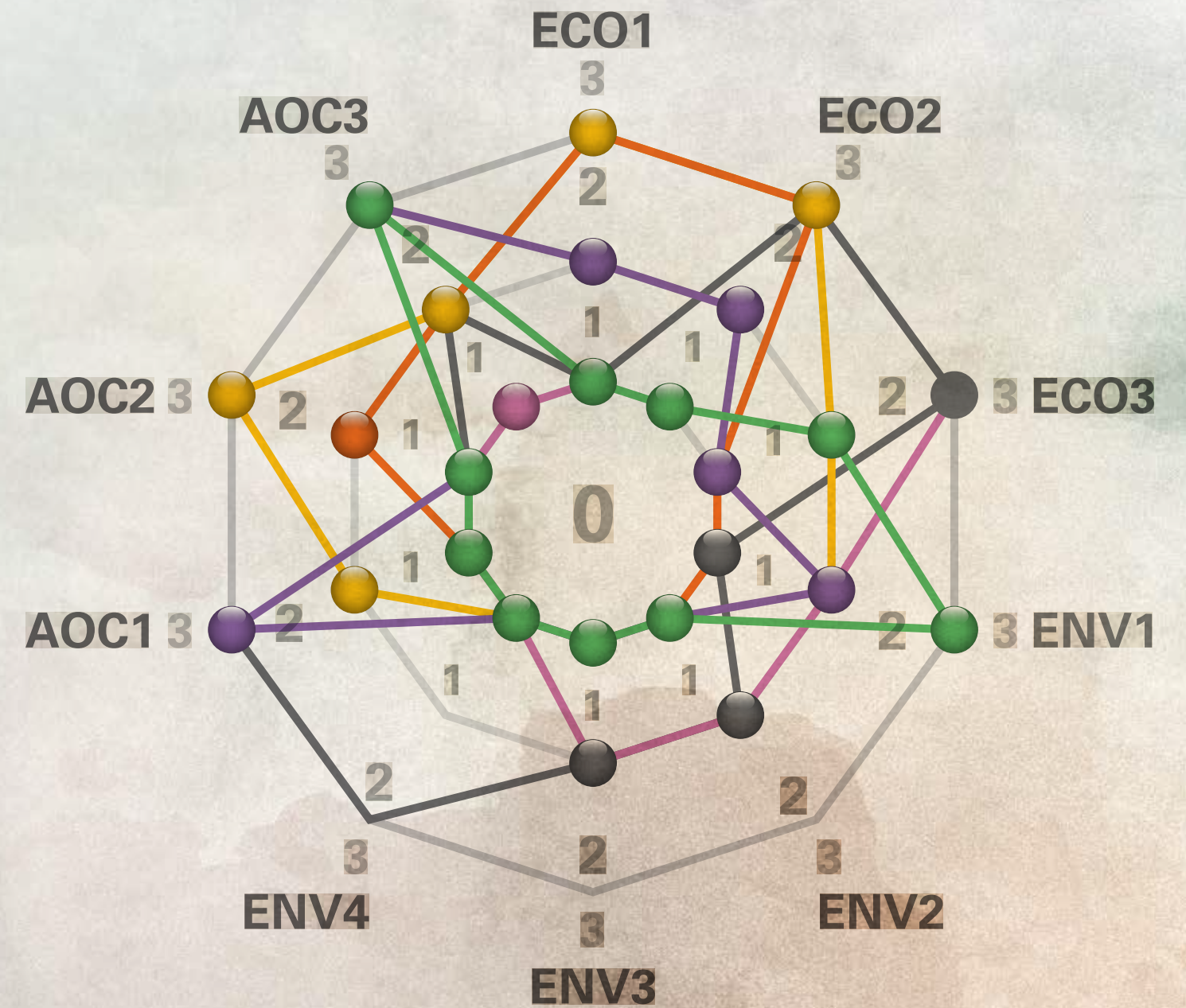
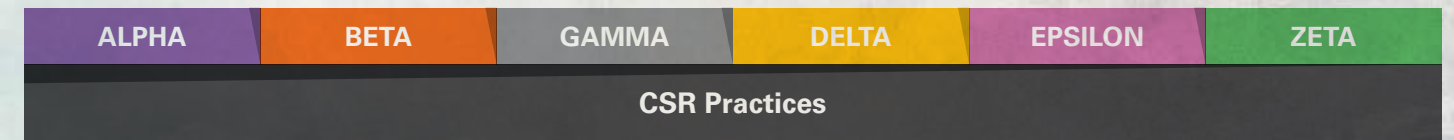


Figure 1. 2/2 - Spider diagrams for CSR practices and SP





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## UNESCO and the private sector join forces to foster Sustainable Development



Through CSR initiatives UNESCO works with various companies exchanging ideas and formulating joint solutions to local challenges, around environmental sustainability, digital inclusion and education.

Mr. Salah Khaled, UNESCO Representative to the Gulf States and Yemen

**The scope and ambition of the 2030 Agenda for Sustainable Development, set forth by the United Nations is a universal responsibility that requires collective action. The involvement of the corporate sector in this endeavor is paramount. Their resources, innovation, and expertise play a pivotal role in ensuring sustainability and contributing to solve global challenges.**

As architects of sustainable solutions, private sector actors are increasingly adopting approaches and business models that focus on profitable solutions while creating positive outcomes for the communities. Their business models increasingly intertwine profitability with positive social outcomes, as businesses now strive for the triple bottom line: profits, people and planet.

It is in this context that UNESCO, the United Nations Educational, Scientific and Cultural Organization, has embarked on many collaborative relationships with private sector partners, ranging from fundraising to strategic global partnerships, being involved in programme delivery arrangements, providing policy guidance, technical assistance and expertise, and playing a strong role in promoting its core ethical and programmatic values through advocacy and awareness-raising.

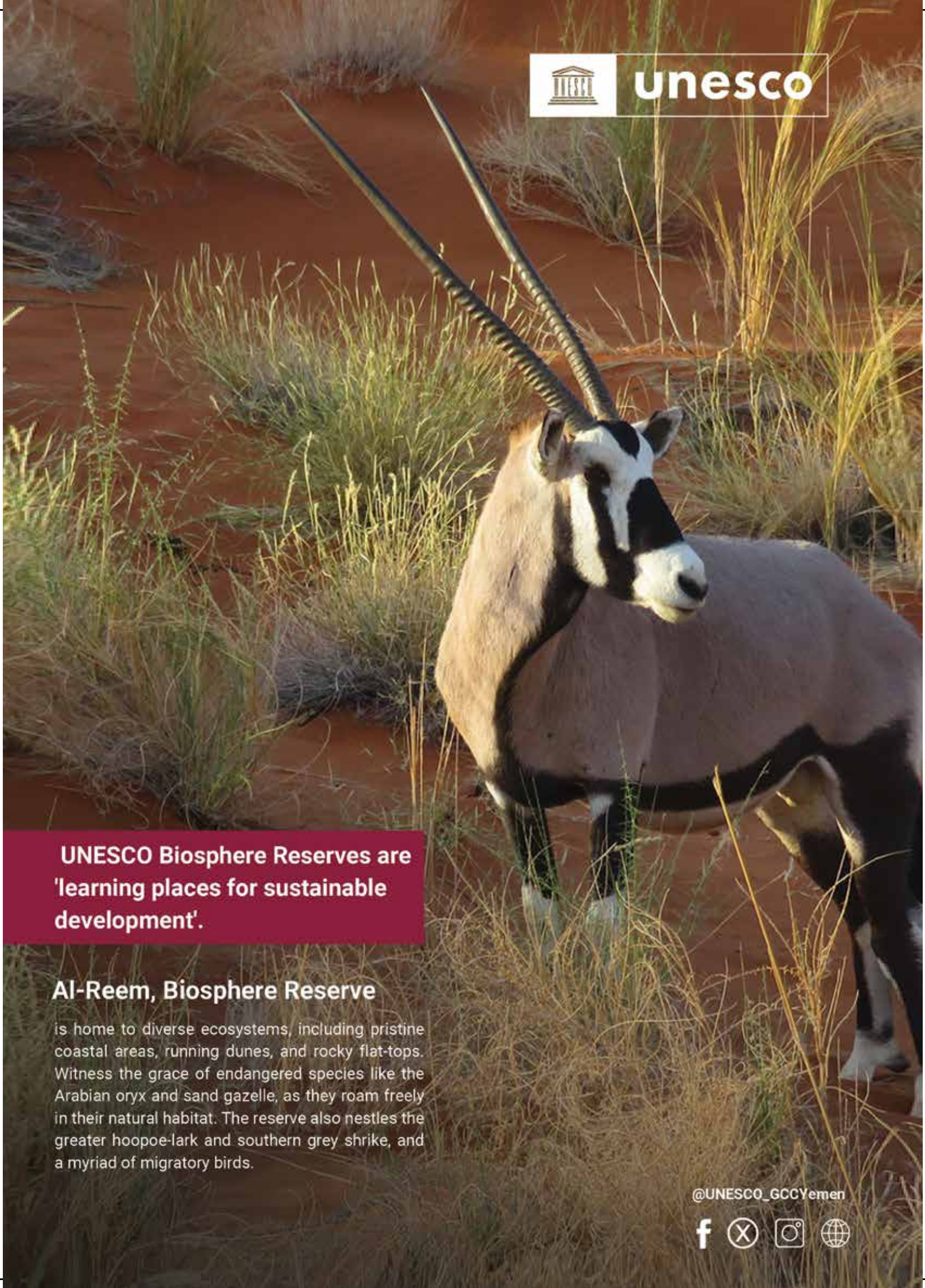
Over these last two decades, the corporate sector has become an increasingly valuable partner for UNESCO.

In line with the Sustainable Development Goals, we have confirmed that there is an immense potential for the corporate sector to play a major role in the protection

of World Heritage sites, by adopting sustainable practices and contributing towards prosperous societies.

Through CSR initiatives, UNESCO has worked with various companies exchanging ideas, and identifying potential joint solutions to local challenges, around environmental sustainability, digital inclusion and education. These initiatives are the legacy of a shared commitment, ensuring that these partnerships focus on impactful actions.

As the sun sets on this decade, let us endure in these collaborative synergies that allow us to build together a sustainable and equitable future. It is imperative that we continue working hand in hand, leveraging our strengths and expertise to unlock future opportunities, knowing that our collective efforts hold the power to shape a brighter future for the generations to come.



**UNESCO Biosphere Reserves are 'learning places for sustainable development'.**

### Al-Reem, Biosphere Reserve

is home to diverse ecosystems, including pristine coastal areas, running dunes, and rocky flat-tops. Witness the grace of endangered species like the Arabian oryx and sand gazelle, as they roam freely in their natural habitat. The reserve also nestles the greater hoopoe-lark and southern grey shrike, and a myriad of migratory birds.



The United Nations Global Compact promotes a more just and sustainable future



Corporate commitment to the UNGC principles represents a smart strategy for long-term growth.

Mr. Roy Hanna, Senior Participant Engagement Manager for the Middle East and Africa

At the midpoint of the 2030 agenda, the world is not on track to achieve the Sustainable Development Goals (SDGs) established in 2015. The private sector plays a pivotal role in achieving the SDGs, and now, more than ever, business leaders are poised to take decisive action.

At the United Nations Global Compact, we are committed to supporting your efforts. As the world's largest corporate sustainability initiative, we can

help you commit to, assess, define, implement, measure, and communicate your sustainability strategy effectively.

Our universal language for corporate responsibility and comprehensive framework guides businesses of all sizes and locations.

In fact, over 80 percent of our 21,000 Participant Companies globally report significant progress in their sustainability strategies as a direct result of their engagement with the Global Compact.

This is a critical moment for the world to alter its course and realign with the goals that contribute towards the world we want. Is your company prepared to rise to this challenge?

Discover how the UN Global Compact can amplify your company's impact by visiting us at:

the Qatar CSR Summit (booth S5) or explore our resources online at

[unglobalcompact.org/what-is-gc](http://unglobalcompact.org/what-is-gc).

# THE WORLD'S LARGEST CORPORATE SUSTAINABILITY INITIATIVE

Long-term business success matters — and so do your workers, communities and the planet. The UN Global Compact helps you do business right for all.

### Want to learn more?

Visit us in the exhibition hall or scan the QR code to discover the business case for sustainability.





## GORD... The CSR imperative



Dr. Yousef Mohammed Alhorr, GORD's Founding Chairman

How GORD helps organizations integrate sustainability into their strategies.

**Facing the growing threat of climate change, organizations worldwide are increasingly recognizing the imperative to integrate sustainability into their corporate strategies. Amidst this urgent call to action, the Gulf Organisation for Research and Development (GORD) is recognized among leading providers of comprehensive CSR support through innovative sustainability solutions in line with the Sustainable Development Goals (SDGs). With dedicated centers and spinouts, GORD assists organizations in achieving their CSR objectives while advancing sustainability across various sectors.**

GORD's research wing GORD Institute develops novel technologies for sustainable development in the built environment. Among its innovations is Synergia – a hybrid ultra-efficient patented cooling system for indoor and outdoor spaces that significantly reduces energy consumption and carbon footprint. On the implementation side, GSAS Trust is responsible for the development and implementation of the Global Sustainability Assessment System (GSAS), which is the fastest growing



green building system in the Gulf with 2,000+ registered projects.

Leveraging its expertise and resources, GORD Advisory offers tailored consulting services to help organizations develop and implement robust Environmental, Social and Governance (ESG) strategies. At the same time, to validate organizations' adherence to international sustainability standards, GORD's Global Sustainability Board provides certification services adding credibility and transparency to projects' climate claims.

To ensure capacity building and knowledge dissemination necessary for catalyzing the implementation of sustainable projects, GORD Academy provides a diverse array of credentials catering to the needs of both professionals and scholars. The Academy has trained 9,500+ candidates through 240+ workshops on sustainable built environment and climate change.

Fast-tracking a market shift towards ecologically responsible products and manufacturing practices, GORD leads dedicated centers of excellence. Among these, GORD 3D offers sustainable additive manufacturing specializing



in functional metal spare parts, composites, and polymers printing. In parallel, GORD Labs provides accredited, high-quality testing services adhering to internationally recognized standards with a focus on verifying energy efficiency, safety performance and indoor air quality. GORD's

spinout Global Accreditation Bureau (GAB) provides accreditation services to third-party certification bodies. Within MENA, GAB is the first body to provide accreditation to organizations providing validation and/or verification of greenhouse gas assertions.

Beyond its regional sustainability drive, GORD's spinout Global Carbon Council (GCC) stands out as the MENA region's first voluntary carbon market with international reach. With more than 1,500+ project submissions from 45+ countries, GCC is expected to reduce 2 billion tons of GHG emissions by 2032, supporting GHG reduction projects from all over the world. Alongside GCC, GORD's Climate Action Center of Excellence launched at COP28 offers high-impact solutions to support governments and the private sector in advancing the goals of the Paris Agreement through Article 6 by mobilizing climate finance, providing countries the technical assistance to enter carbon markets and facilitating the reduction and removal of emissions.

Through its wide range of solutions empowering organizations to fulfill their CSR goals, GORD offers a comprehensive toolkit – from cutting-edge technologies to capacity building – to navigate the changing landscape and build a greener future.



Crafting a Green Legacy

## Helping organizations achieve CSR excellence in line with the Sustainable Development Goals (SDGs)



### Our Solutions

 <b>ESG Consulting Services</b>	 <b>Carbon Management</b>	 <b>Sustainability Certifications</b>	 <b>Green Building Standards</b>	 <b>Research &amp; Development</b>
 <b>Knowledge Dissemination</b>	 <b>Global Climate Solutions</b>	 <b>Accredited Testing Services</b>	 <b>Sustainable Additive Manufacturing "3D Printing"</b>	 <b>Accreditation for Certification Bodies</b>

Qatar Science and Technology Park (QSTP), Tech 1, Doha, Qatar

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QNB's pioneering footprint in the process of giving and sustainable development



Mr. Abdulla Mubarak Al-Khalifa, QNB Group Chief Executive Officer

QNB is the social responsibility compass in the world of finance and business.

**Social and humanitarian work constitute one of the cornerstone pillars of the QNB Corporate Social Responsibility program. QNB Group stands out as a powerful force and a driving factor for positive change, enhancing its role as the largest financial institution in the Middle East and Africa with a deep commitment to social responsibility. The message of QNB extends beyond delivering excellent financial services, to laying solid foundations for a more sustainable and inclusive society, evident in every initiative and partnership it undertakes.**

From supporting sports as a tool for empowerment and inclusion, to promoting public health through blood donation campaigns, and not ending with the strategic sponsorship of events that raise awareness about

environmental sustainability, QNB strives to leave a sustainable positive impact in every step. The group believes that financial success should go hand in hand with social progress and environmental care, thus placing social responsibility at the core of its strategy, directing its efforts towards building a better future for future generations.

By embracing the concept of comprehensive and integrated social responsibility, QNB's contributions are not limited to traditional charitable actions alone, but extend to include strategic initiatives that address fundamental social and environmental issues. In this context, QNB demonstrates an unwavering commitment to supporting sustainable development, affirming that

financial prosperity must be balanced with social welfare and environmental protection. QNB serves as a commendable example in embodying the effective role that financial institutions can play in shaping a sustainable and prosperous future for society as a whole.

**Celebrating employees**

QNB celebrated the graduation of 10 of its employees as part of the eighth batch of the "Financial Cadres" national program for the year 2023, launched by the Qatar Academy for Finance and Business in partnership with the Qatar Central Bank and several strategic partners.

The program aims to empower Qatari graduates or recent entrants into the job market professionally in the fields of finance and business, as well as to encourage future generations to take an interest in these specialties and develop their aspirations and skills through the provision of distinctive professional development programs and internationally accredited certifications.

The bank's diamond sponsorship of the program, which works to qualify graduates or newly employed individuals for leadership positions in the financial services sector, aligns with the development goals that support Qatar's National Vision 2030.



**A campaign to strengthen local blood stocks**

In a gesture that embodies its commitment to advancing social responsibility and promoting public health, QNB Group launched its annual blood donation campaign for its employees in collaboration with the Blood Donation Center at Hamad Medical Corporation.

This initiative not only aims to raise awareness among employees about the importance of blood donation but also actively contributes to supporting the blood bank inventory to ensure the continuous availability of blood for those in need.

QNB's initiative is part of its comprehensive strategy for social responsibility, affirming its effective role in supporting and developing the communities it operates within.

The ongoing partnership with Hamad Medical Corporation highlights QNB's commitment to enhancing healthcare services and public safety by promoting a culture of blood donation. This initiative not only saves lives but also enhances QNB's position as an institution that builds bridges of communication and support among various segments of society.

**Strengthening environmental, social and institutional governance**

QNB Group has launched an innovative and pioneering framework in the market for sustainable finance and sustainable products, supported by a second-party opinion from ISS Corporate Solutions. The sustainable finance and sustainable products framework represent the latest

version of QNB's award-winning approach to financing that aligns with environmental, social, and corporate governance (ESG) standards.

It will replace the current framework for green, social, and sustainable bonds while providing additional coverage. The new framework enhances the approach and methodology for classifying any products, services, or transactions as sustainable or transitional finance in line with the latest standards and classifications, aiming to achieve a positive impact on the environment and society.

The framework reaffirms QNB Group's ongoing commitment to making a positive impact through its financial activities while promoting a fair transition towards a carbon-neutral economy.

QNB's leading sustainable products and services include issuing

the first green bonds and the first environmentally friendly repurchase agreement in Qatar, as well as offering innovative green real estate loans and electric car loans to our individual clients.

**Sponsoring tennis tournaments**

QNB Group announced its golden sponsorship for both the "Qatar ExxonMobil Open for Men" and the "Qatar TotalEnergies Open for Women," held at the Khalifa International Tennis and Squash Complex, featuring top-ranked male and female players globally.

The bank's sponsorship of these two tournaments, which are among the most prominent events in the ATP and WTA world tours, reflects the bank's commitment to solidifying Qatar's position as a global sports destination and contributing to delivering a fantastic experience for fans and followers of this sport.





**Support for people with special needs**

In an initiative that embodies its commitment to social responsibility and belief in the power of sports as a tool for empowerment and inclusion, QNB Group, the largest financial institution in the Middle East and Africa, participates in supporting and organizing the West Asia Blind Football Championship in Ajman 2023. This step not only expresses its support for individuals with special needs but also confirms its effective role in promoting the mental and physical health of this important segment of society. This initiative reflects QNB's embrace of the spirit of determination and perseverance, and indicates its commitment to supporting the empowerment and inclusion of people with disabilities, in line with Qatar's National Vision 2030.

Through this partnership, QNB draws inspiration from the values of courage and resilience among visually impaired athletes, emphasizing the importance of highlighting their capabilities and exceptional achievements as a source of inspiration for everyone. QNB Group sets a commendable example in supporting sports as a platform for positive change and social development, enhancing its position

as an institution that transcends the boundaries of financial services to contribute to achieving sustainable and comprehensive development.

**Annual blood donation campaign**

QNB Group organized its annual blood donation campaign for its employees, spanning three days across several branches and offices, aimed at contributing to enhancing resources and supporting sustainable development. This annual campaign is conducted in collaboration with Hamad Medical Corporation, where representatives of the institution provide various services, including medical and physical examinations to assess the eligibility of employees interested in donating blood.

This campaign also serves as part of the bank's social responsibility and its efforts towards enhancing community health, aligning with the goals of its sustainability strategy towards building a better society, raising awareness about the importance of blood donation to make a difference and contribute to saving lives. Consequently, it helps to replenish the blood bank reserves at Hamad Medical Corporation and preserve resources for future generations.

This initiative is one of several initiatives by QNB in the field of social responsibility, specifically in the healthcare sector, organized annually with the aim of supporting and assisting various groups to instill a culture of volunteerism, promote humanitarian values, and leave a sustainable positive impact.

**Rationalizing electricity and water consumption**

QNB Group has announced its participation as a golden sponsor in the 2023 Conservation Carnival, organized by the Qatar General Electricity and Water Corporation (KAHRAMAA) at the KAHRAMAA Awareness Park. The "Conservation" program is a national initiative aimed at raising awareness about energy consumption. The carnival, held over the course of the week, featured workshops and activities to inform the public and visitors about sustainability developments, aligning with the global vision to enhance sustainability efforts in line with Qatar's National Vision 2030 goals.

QNB's participation stems from its support for sustainability initiatives, one of the fundamental pillars of the group's social responsibility, both in Qatar and across all the markets it operates globally. Through these efforts, the group also seeks to strengthen its sustainability framework by supporting long-term projects. The carnival included various activities and events with the participation of several companies, aiming to promote collaboration between KAHRAMAA and other entities and institutions in the country to raise awareness about conserving electricity and water consumption.



**Celebrating Sports Day**

QNB Group celebrated Qatar's Sports Day with a special program that included various activities and events for employees and their families at the Sports Dome in the Al Gharafa area.

This event is part of the group's efforts to introduce social responsibility initiatives aimed at promoting public health in the Qatari community in line with the Qatar Vision 2030.

The bank's celebration of this significant day reaffirms its active role in participating in sports events and underscores the importance of sports and its impact on individuals' lives.

The event also falls within QNB's efforts to provide enjoyable environments for its employees, emphasizing the concept of living a healthy lifestyle and incorporating sports and physical activity into daily routines.

The activities included a badminton tournament for male and female employees held on various courts, as well as a football tournament for employees, with valuable prizes awarded to the winning teams.

The activities continued throughout the sports day and also featured a variety of different and entertaining challenge games. Additionally, a football match for children was organized, and gifts were distributed to all attendees.

**Paris Saint-Germain race**

QNB Group, the largest financial institution in the Middle East and Africa, participated as the main sponsor of the WE RUN DOHA race,

the first running event organized by Paris Saint-Germain Club in Doha.

QNB's sponsorship of this event aligns with its commitment to supporting Qatar's position as a leading destination for hosting local and international tournaments and is in line with its strategy in the field of social responsibility, which encourages everyone to adopt a healthy lifestyle, in accordance with Qatar's National Vision 2030.

The race, covering a distance of 5 kilometers, was participated by runners aged 18 and above, following the running track at 21 High Street Katara.

This special event offered an exclusive opportunity for the first-place winners (both male and female) to win an exciting trip to Paris to attend a Paris Saint-Germain match during the upcoming season in the VIP Lounge at Parc des Princes stadium. Additionally, the silver and bronze medalists received financial vouchers for purchases from the Paris Saint-Germain store at Villaggio Mall.

WE RUN DOHA is considered an extension of the WE RUN PARIS race, as part of the club's vision to initiate the running experience in major cities around the world (Los Angeles, New York, Miami, London, Singapore, and Tokyo), with Doha being the first capital to host this exceptional event.





### QNB is a sustainability pioneer

QNB Group has successfully made it to Forbes' list of the top 100 sustainable companies in the Middle East. This list comprises leading and key institutions in the region's sustainability sector, demonstrating the most impactful commitments toward sustainable business goals. QNB Group attained the first position in Qatar and the second position in the Middle East in the banking and financial services category.

This recognition reflects the group's significant and effective role in facilitating sustainable financing. It underscores the group's commitment to enhancing its sustainability agenda, focusing on challenges and opportunities related to environmental, social, and governance governance.

As part of QNB's strategy to maintain its ratings and business quality, the bank has integrated sustainability standards into all its operations and operational models. This comes with the aim of enhancing sustainable practices to support the journey towards a sustainable economy in line with Qatar's National Vision 2030.

The bank seeks to promote sustainable prosperity and growth in all markets and communities where it operates in the region. The economic sector plays a significant role in supporting sustainability in the region as it influences the implementation of sustainable finance by financial institutions, the development of green products, and the enhancement of financial inclusion.



### Sponsorship of Expo Doha 2023

QNB Group announced its strategic banking partnership with Expo 2023 Doha Qatar, the first A1-rated international gardening exhibition organized in Qatar and the Middle East and North Africa region.

Through this partnership, QNB seeks to practically draw inspiration from its vision for social responsibility and sustainability.

This collaboration marks the first event of its kind in the region aimed at highlighting the importance of gardening and environmental sustainability under the theme "Green Desert, Better Environment." The event serves as a global platform to showcase innovations in sustainability and address global environmental challenges.

The group aims to contribute to building a better society by supporting sustainable projects and initiatives. The partnership

with Expo 2023 is a testament to QNB's dedication to promoting sustainable innovation and achieving a long-term positive impact on the environment and society.

Through this partnership, QNB demonstrates its commitment to three core pillars of sustainability: sustainable finance, sustainable operations, and non-banking initiatives, by focusing on reducing environmental footprint and implementing sustainability principles across all its operations.

This partnership not only reflects QNB's position as a leader in the banking sector but also confirms its role as a driver of positive change towards a greener and more sustainable future.

By supporting Expo 2023 Doha, QNB highlights its leadership in adopting and promoting green and sustainable practices that contribute to environmental protection and sustainable growth.



## Together towards a sustainable future

Our banking excellence and unique initiatives towards achieving sustainable development and a knowledge-based economy



qnb.com



## Ooredoo Qatar.. Setting a New Standard for CSR Pioneering Progress in CSR



**Ooredoo Qatar..  
Building a More  
Connected,  
Empowering  
and Sustainable  
Future for All.**

Sheikh **Ali Bin Jabor Al Thani**, Chief Executive Officer, Ooredoo Qatar

**Ooredoo Qatar's strategy in 2024 continued to intertwine its commercial aspirations with deep-rooted corporate social responsibility (CSR) commitments, reinforcing its status as a leader in fostering sustainable socio-economic growth. Leveraging its technological prowess and widespread network, Ooredoo not only reached but profoundly impacted various segments of Qatari society.**

This year's CSR initiatives ranged from large-scale community engagement and health-focused events to education and environmental stewardship, further cementing Ooredoo's role as a catalyst for positive change.

In today's interconnected world, CSR transcends traditional philanthropy, morphing into a strategic imperative that shapes the operations and corporate ethos of global leaders like Ooredoo Qatar. By integrating CSR into its core operations, Ooredoo ensures sustainable business practices that contribute positively to societal welfare, environmental protection, and economic stability.

These initiatives reflect Ooredoo's commitment to the United Nations Sustainable Development Goals (SDGs) and underscore its dedication to enhancing life in Qatar through connectivity and community support.

### **Environmental Sustainability Initiatives**

In 2024, Ooredoo also launched

several ambitious environmental, social, and governance strategies aimed at reducing its carbon footprint and promoting sustainability. Initiatives included the deployment of energy-efficient network technologies and extensive recycling programmes. These efforts not only demonstrated Ooredoo's commitment to environmental stewardship but also encouraged other corporations in Qatar to adopt more sustainable practices, influencing broader industry trends towards environmental responsibility. The environmental initiatives also included educational campaigns aimed at raising awareness about sustainability issues among the public and within corporate settings. These campaigns were designed to foster a culture of environmental responsibility that aligns with Qatar's national vision for a sustainable future.

### **Doha Marathon by Ooredoo Celebrates Record-Breaking Participation**

The Doha Marathon by Ooredoo in 2024 exemplified Ooredoo Qatar's commitment to corporate social responsibility (CSR) through sports.

This annual event, now a hallmark in Qatar's athletic calendar, achieved unprecedented success with a record-breaking 13,000 participants from 124 countries.

This event not only doubled the previous year's participants but also highlighted its status as a World Athletics Gold Label-Accredited race, showcasing high standards in organisation and athlete participation.

The marathon is a celebration of Qatar's sporting spirit and community unity, reflecting Ooredoo's dedication to health, wellness, and community engagement.

The marathon was more than a sporting event; it was a celebration of health, endurance, and unity.

Sheikh Ali bin Jabor bin Mohammad Al Thani, CEO of Ooredoo Qatar, and Mohammed Issa Al Fadala, President of the Qatar Athletics Federation, both emphasised the event's importance as a tool for fostering active lifestyles and bringing the community together.



The inclusiveness of the event was notable, with races designed for all ages and abilities, including specific categories for youth and participants with disabilities.

Additionally, the event's integration with philanthropy, with part of the proceeds supporting local charities, underscores Ooredoo's commitment to giving back to the community.

This aspect of the marathon highlighted the company's efforts to foster a spirit of altruism and social responsibility among participants and spectators alike.

The Doha Marathon by Ooredoo continues to be much more than an athletic event and has now become an ever-growing and evolving platform for promoting societal values such as perseverance, teamwork, and resilience.

It also serves as a testament to Ooredoo's role in building a robust community that values health and wellness, demonstrating the company's deep-rooted commitment to enriching lives beyond telecommunications.







**Leaving a Legacy of Endless Giving and Community Support During Ramadan**

Ooredoo Qatar's 'Endless Giving' campaign during Ramadan demonstrated a profound commitment to CSR by harnessing the spirit of the holy month to enhance national welfare.

The multifaceted campaign focused on charitable acts, local community engagement, and promoting health and sportsmanship.

An integral part of the initiative was the partnership with Rafeeq al Khair to distribute Iftar meals to those most in need, demonstrating Ooredoo Qatar's commitment to addressing food insecurity and

supporting the underprivileged—an essential aspect of the company's CSR philosophy.

This initiative not only helped those in immediate need but also promoted a culture of care and empathy within the community that will leave a lasting legacy.

The campaign also extended into the realm of sports, with Ooredoo sponsoring several key events aimed at promoting wellness.

This initiative reflects the company's understanding that physical health is crucial for community well-being.

Events like the Ekbis Volleyball Championship and the Al Kass

Ooredoo Padel Tournament gather communities, foster social bonds, and encourage a wholesome lifestyle.

This year's 'Endless Giving' campaign was characterised by its inclusiveness, reaching various segments of society through different initiatives.

These included a special Suhoor gathering for the Orphan Care Center "Dreama" and partnerships with local charities where customers could donate their Nojoom points to support local good causes, further extending the campaign's reach and impact.



**A Continued Collaboration with the Education Above All Foundation**

Ooredoo Qatar's continued support for the Education Above All Foundation is a powerful expression of its all-encompassing CSR strategy, focusing on educational empowerment. This initiative supports global campaigns to enhance access to education, reflecting Ooredoo's commitment to the United Nations' Sustainability Goals, particularly the goal of ensuring inclusive and equitable quality education.

The collaboration involves raising awareness and facilitating donations to fund education projects worldwide, crucial for building a sustainable future and

alleviating poverty. Ooredoo's efforts to mobilise resources and engage its customer base in fundraising demonstrate a proactive approach to leveraging its business capabilities for societal benefit.

The long-standing partnership with the Education Above All Foundation highlights Ooredoo's dedication to global community development, positioning the company as a leader in CSR within the telecommunications sector.

By supporting education, Ooredoo not only contributes to the personal development of countless individuals but also to the socio-economic development of communities globally, underscoring the transformative power of education.

**'Welcome to the Stadium' Campaign with QSL**

The 'Welcome to the Stadium' initiative, a collaborative effort between Ooredoo Qatar and the Qatar Stars League (QSL), reflects a strategic approach to CSR focused on community engagement and sports promotion. This campaign aims to enhance the match-day experience, encourage participation, and foster fan loyalty—key components of Ooredoo's commitment to improving community life through sports.

The initiative includes a series of events and promotions designed to attract fans to stadiums, offering an upgraded spectator experience and reinforcing the cultural significance of football in Qatar. By integrating competitions, prizes, and interactive activities, Ooredoo and QSL have worked together to create a vibrant community atmosphere at the league's games, strengthening social bonds and promoting a healthy, active lifestyle.

This project not only boosts Qatar's football league and the local sports industry but also demonstrates Ooredoo's role in supporting athletic programmes and initiatives that contribute to the nation's overall sense of shared identity and unity. The company's ongoing partnership with QSL underscores a long-term commitment to leveraging sports as a platform for positive community impact.







**World Arabian Horse Championship Sponsorship**

Ooredoo's sponsorship of the World Arabian Horse Championship (WAHC) in partnership with the Katara Cultural Village Foundation illustrates the company's dedication to CSR through cultural promotion. The 2023 edition, which ran from 6 – 9 December, marked the first time the prestigious championship had been held outside of France. It brought a significant cultural and sporting event to Doha, aligning with Ooredoo's mission to support and promote Qatar's heritage globally.

The partnership was successful in showcasing the elegance and cultural significance of Arabian horses, fostering an appreciation for equestrian sports while boosting tourism and international cultural

exchange. By supporting this event, Ooredoo not only contributed to preserving and celebrating cultural heritage but also enhanced its corporate profile as a supporter of international equestrian events, with the WAHC returning to Qatar in 2025.

This initiative is part of a broader strategy to integrate cultural promotion with corporate responsibility, highlighting Ooredoo's role in enriching the cultural landscape of Qatar and asserting the company's commitment to supporting diverse aspects of Qatari national identity.

**Building a More Connected, Empowering and Sustainable Future for All**

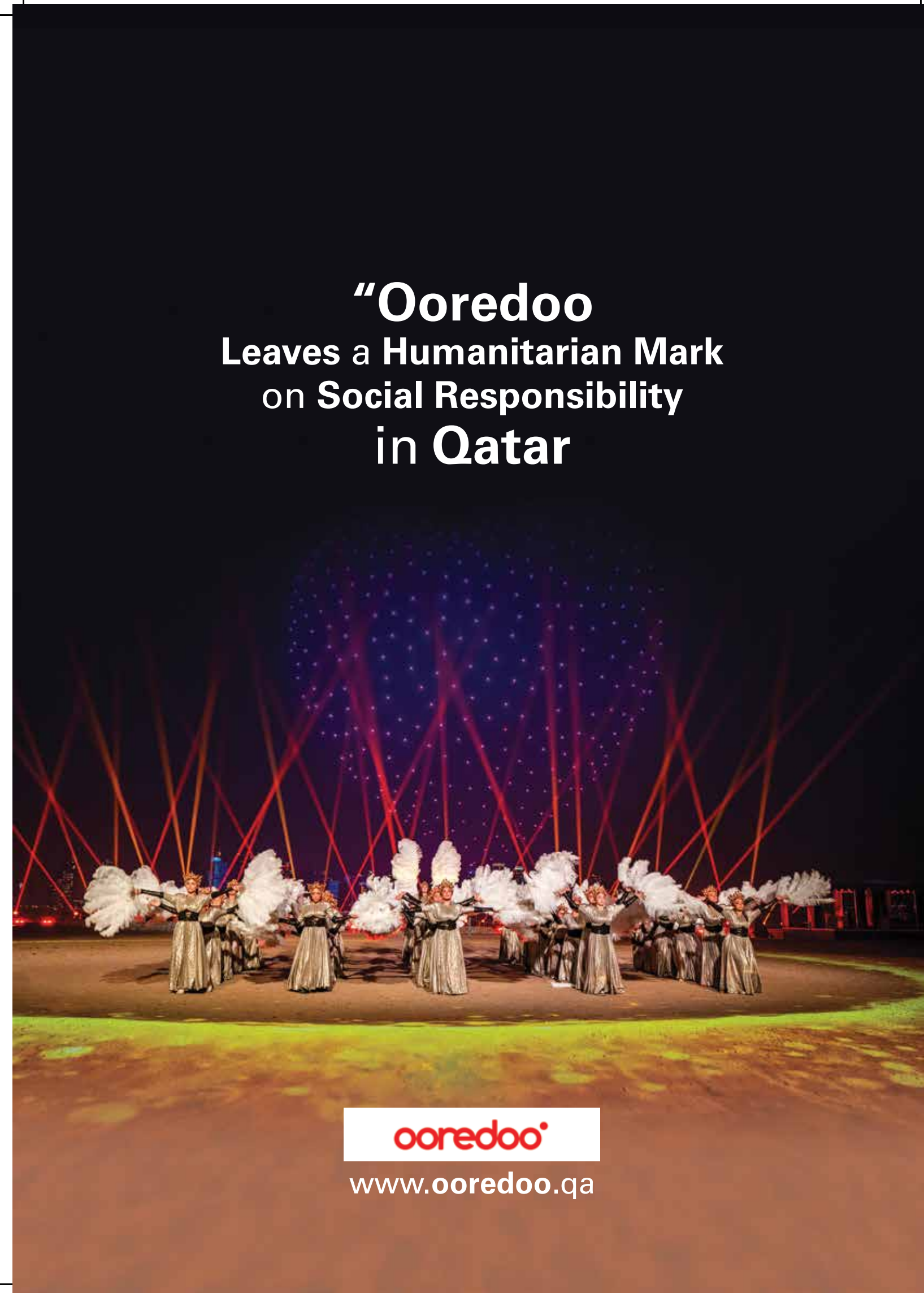
Through its comprehensive CSR activities, Ooredoo Qatar not only

reinforced its role as a leader in telecommunications but also as a champion of sustainable development and community welfare.

These initiatives reflect Ooredoo's holistic approach to CSR, which encompasses health, education, cultural preservation, environmental sustainability, and community support.

Ooredoo's ongoing commitment to these areas demonstrates its dedication to not only enhancing its business operations but also contributing positively to the community and environment.

As Ooredoo continues to expand its CSR efforts, it remains committed to being a key player in Qatar's journey towards a sustainable and prosperous future.



**“Ooredoo Leaves a Humanitarian Mark on Social Responsibility in Qatar**

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Sahtak Awalan - Your Health First promotes healthy lifestyles, environmental sustainability and health literacy for everyone in Qatar.

صحتك أولاً  
YOUR HEALTH FIRST



Nesreen Al-Rifai  
Chief Communications, External Affairs & Development Officer

Good health begins with healthy lifestyles.

Sahtak Awalan - Your Health First, the flagship public health campaign of Weill Cornell Medicine-Qatar (WCM-Q), was launched in 2012 to promote healthy lifestyle behaviors, such as taking regular exercise, eating a healthy, balanced diet, being health literate, practicing self-care, and adopting environmentally sustainable practices.

Your Health First pursues these goals through a range of highly innovative initiatives that provide members of the community with the knowledge, inspiration and opportunities to engage in healthy lifestyle behaviors, as well providing a wealth of health information through an extremely strong social media presence, a dedicated website, plus television programs about a wide range of health-related issues,

radio spots, school visits, information booths in malls, and frequent items published in traditional print media resources.

Key initiatives of Your Health First include The Fitness Box, which offers free exercise classes to the community from sustainable and solar-powered upcycled shipping containers in local parks across Qatar; and Khayr Qatarna, which provides large-scale greenhouses to secondary schools and produces large quantities of home-grown Qatari produce for sale in local supermarkets to boost health, food security and environmental sustainability.

During the historic FIFA World Cup 2022, Your Health First took part in several high-profile events associated with the tournament.

This included Walk the Talk Doha, a

community walk around Doha's largest Fan Zone in Al Bidda Park, where Your Health First fitness instructors provide guided warm-up exercises to all participants. The event was staged by the Ministry of Public Health of Qatar and the World Health Organization in partnership with FIFA and the Supreme Committee for Delivery & Legacy (SC). Your Health First also supports and participates in key national events and initiatives, such as Qatar National Day, National Sport Day, and the annual Back to School campaign of the Ministry of Education and Higher Education.

Your Health First is supported by its strategic partners Qatar Foundation, the Ministry of Public Health, the Ministry of Education and Higher Education, the Ministry of Municipality, and the Ministry of Environment and Climate Change.



# THE FITNESS BOX



## HEALTHY HABITS FOR HEALTHY GENERATIONS

Experience fitness like never before with The Fitness Box, a groundbreaking initiative bringing solar-powered gym containers to public parks across Qatar.

Packed with top-notch training equipment for a full-body workout, The Fitness Box offers a transformative exercise experience. Its giant outdoor screen plays invigorating exercise videos for all levels, available in several languages, blending the benefits of training with the freedom of outdoor exercise.

Join a community dedicated to healthier habits for a healthier generation by learning more about this inspiring initiative at [www.SahtakAwalan.com](http://www.SahtakAwalan.com).



An initiative by Weill Cornell Medicine-Qatar





GOLD Sponsor

## CSR is at the heart of our operations



Mr. Hamad Al Hajri, CEO and co-founder

Snoonu's CSR strategy exemplifies a profound commitment to leveraging corporate resources for sustainable development.

**Snoonu, Qatar's fastest growing tech startup, has woven the United Nations' Sustainable Development Goals (SDGs) into the fabric of its operations, setting a powerful example of corporate social responsibility in the tech industry. This commitment is evident across multiple facets of their business operations, from poverty alleviation and economic empowerment to health and education. Here's a closer look at how Snoonu aligns its CSR initiatives with these global goals to effect tangible change.**

**Combating Poverty with Technology**  
Snoonu has employed its technological resources to combat poverty effectively. During Ramadan, the partnership with Qatar Charity for the Night 27 Challenge leveraged Snoonu's technological capabilities to facilitate donations towards building the "City of Life." This initiative aimed to provide the largest city for orphans, and will be housing more than 2,000. This demonstrates how digital platforms can streamline and enhance the impact of charitable efforts.

Furthermore, the collaboration with Education Above All for the 'Keswet Al Eid' campaign allowed Snoonu to use its logistical network, Snoosend, to deliver new clothes to children during Eid, ensuring that the festivities were inclusive globally. Additionally, Snoonu's financial contribution of one million Qatari Riyals to support the people of Gaza,

as part of its sponsorship of the "Match for Hope", underlined its commitment to addressing global poverty and crises, making direct impacts on improving lives beyond its immediate community.

**Promoting Health and Well-being**  
Snoonu's commitment to health and well-being is multi-faceted, addressing both the physical and mental health of its community and employees. The "No Riders Under The Sun" campaign, which restricts bike deliveries during the peak heat hours of summer, showcases Snoonu's proactive approach to protecting its riders from extreme temperatures. Transitioning to an air-conditioned car fleet during these hours ensures that deliveries continue smoothly while prioritizing rider safety. On the mental health front, Snoonu's policies are equally robust. The company offers flexible remote working options to its employees, acknowledging the diverse needs and well-being of its workforce. Additionally, employees are entitled to five extra days off for mental health and work-related stress, a policy aimed at preventing burnout and promoting mental well-being.

**Enhancing Quality Education**  
Snoonu's contributions to quality education are demonstrated through its comprehensive internship program, which offers hands-on experience in various tech sectors, including IT,

software development, data analytics, product design, and marketing. This program not only aligns with Qatar's 2030 vision of a knowledge-based

economy but also equips the younger generation with necessary skills and industry exposure. Additionally, Snoonu's collaboration with Ehsan to teach older people how to use technology, and partnerships with local schools like Tariq bin Ziyad School, further expand its educational impact across different demographics.

**Fostering Economic Growth**  
Snoonu's "Homegrown" initiative is a cornerstone of its efforts to foster economic growth and decent work in collaboration with the Ministry of Family and Development. By creating a dedicated platform within its app for home-based businesses, Snoonu provides these enterprises with crucial market exposure and access to a wider customer base. This initiative not only supports local entrepreneurs but also contributes to the economic diversification of Qatar, empowering individuals to sustain their livelihoods and participate actively in the economy.

**Building Partnerships**  
Snoonu signed partnerships with several institutions, including Qatar Foundation, Qatar University, the Ministry of Family Development, Qatar Charity, Qatar Red Crescent Society, Qatar Cancer Society, Education Above All, Qatar Museums, alongside numerous schools and ministries.



# CSR IS OUR CORNERSTONE IN ALL OUR PROGRAMS



www.snoonu.com



Al Faisal Holding is a symbol of social responsibility in the business community



Sheikh Faisal Bin Qassim Al Thani, Chairman of Al Faisal Holding

Al-Faisal Holding Company charts new horizons for social responsibility.

**Under the leadership of its Chairman, H.E. Sheikh Faisal bin Qassim Al Thani, Al Faisal Holding adopts a strategic vision that transcends typical business objectives to embrace a pivotal role in promoting sustainable development and social responsibility. The Company, led by its commitment to social responsibility as an integral part of its core identity, is dedicated to building stronger and more sustainable communities. With a diverse investment portfolio encompassing around 50 companies ranging from real estate to hospitality, and from education to manufacturing, Al Faisal Holding underscores its commitment to fostering sustainable development and social responsibility.**

**Commitment to education and development**

One of the company's flagship initiatives is the Al Faisal Education Fund, which reflects the company's commitment to providing high-quality educational opportunities. This fund, which grants students the chance to gain practical learning experiences through managing real investments and financial portfolios,



contributes to the development of Qatar's financial sector, supporting economic diversification goals. The company's collaboration with Qatar University and Qatar National Bank in this regard serves as a testament to its keen vision regarding the importance of partnership between the private sector and educational institutions.

**Health and wellbeing**

Al Faisal Holding was one of the main sponsors of "Aamal Ride". The event saw significant attendance and success, with the participation of over 500 professional and amateur cyclists from 56 nationalities. Al Faisal Holding's sponsorship of this event aligns with its commitment to the health and wellbeing of individuals. SFQ Sports Academy, a subsidiary of Al Faisal Holding, actively integrates sports, education, and a healthy lifestyle. The Academy has developed relationships with a multitude of schools, nurseries, and private organizations across the country, offering over 15 different sports and activities.

**Commitment to Culture and Heritage**

The Sheikh Faisal Bin Qassim Al Thani Museum was designed to preserve



and display the extraordinary artefacts collected by Sheikh Faisal bin Qassim Al Thani, Chairman of Al Faisal Holding. Sheikh Faisal is dedicated to preserving and promoting Islamic heritage for the people of Qatar and its international visitors. The museum has expanded

since its opening to include new facilities for research and education purposes, as well as state-of-the-art facilities for entertainment.

**Al Faisal Without Borders Foundation (ALF)**

ALF aims to educate, engage and empower in Qatar and beyond by contributing to the development of the socio-cultural education and welfare of young people, and corporate social responsibility. ALF has introduced programs such as Destination ImagiNation (DI), which took place in 27 countries around the world with 125,000 school children and students taking part each year and 1.5 million alumni. The program aims to boost Qatar's status as a leader in education in the region, dedicated to the development and empowerment of the nation's youth. Al Faisal Holding also adopts several other initiatives, such as blood donation, organ donation, "Plant Your Country" Program.

**Workforce support**

By supporting the first Doha Conference on Training and Development as a strategic sponsor, Al Faisal Holding demonstrates its commitment to enhancing workforce skills and supporting professional development. This initiative contributes to building a strong skills base that aligns with the evolving needs of the job market.

**الفيصل القابضة**  
AL FAISAL HOLDING

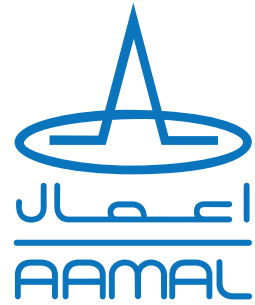
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Working in the spirit of social responsibility is at the heart of Aamal strategy



Sheikh **Mohammad bin Faisal Al Thani**  
Managing Director and Vice Chairman

Wellbeing, environment protection, and community development; the pillars of social responsibility at Aamal Company.

**Aamal company is an example of how businesses can leverage their resources and market leading position to make a positive difference in society. Through a series of activities and strategic partnerships, this leading company demonstrates that social responsibility is not just a part of its strategy but is at the core of everything it does. Aamal proves that social responsibility is the foundation for achieving sustainable development that benefits both individuals and communities. Through its ongoing commitment to health, sports, and education, Aamal sets an example of how the private sector can contribute to a better and healthier community.**

**An ongoing commitment to health**

As it is committed to public health and cancer awareness, Aamal continues to support the Qatar Cancer Society and it was honored at the International Conference on Digestive Cancer for its significant efforts in supporting initiatives aimed at enhancing cancer awareness and early detection.

**Breast cancer awareness**

Aamal organized a special seminar for its female employees in October, which is recognized globally as Breast Cancer Awareness Month. This seminar included

informative sessions on the latest research in breast cancer, prevention methods, and the importance of early detection, considering awareness and knowledge as the first line of defense against diseases.

**"Aamal Ride"**

The 'Aamal Ride', in collaboration with the Qatar Cycling Federation, witnessed great success, promoting sports as a healthy lifestyle. The Ride brought together numerous professional and amateur cyclists, as well as members of the national cycling team and scout groups from national schools. Over 500 cyclists from 56 countries participated. This initiative focuses on strengthening community ties alongside its dedication to sports and health.

**Promoting educational excellence**

Ebn Sina Medical, a subsidiary of the Aamal has signed a memorandum of

understanding with Qatar University to support excellence and provide enriching educational opportunities for pharmacy students. This partnership reflects Aamal's commitment to delivering the best to the community and nurturing student development. Aamal is a model of how companies invest their resources and expertise for building a better and more sustainable future for the next generations.

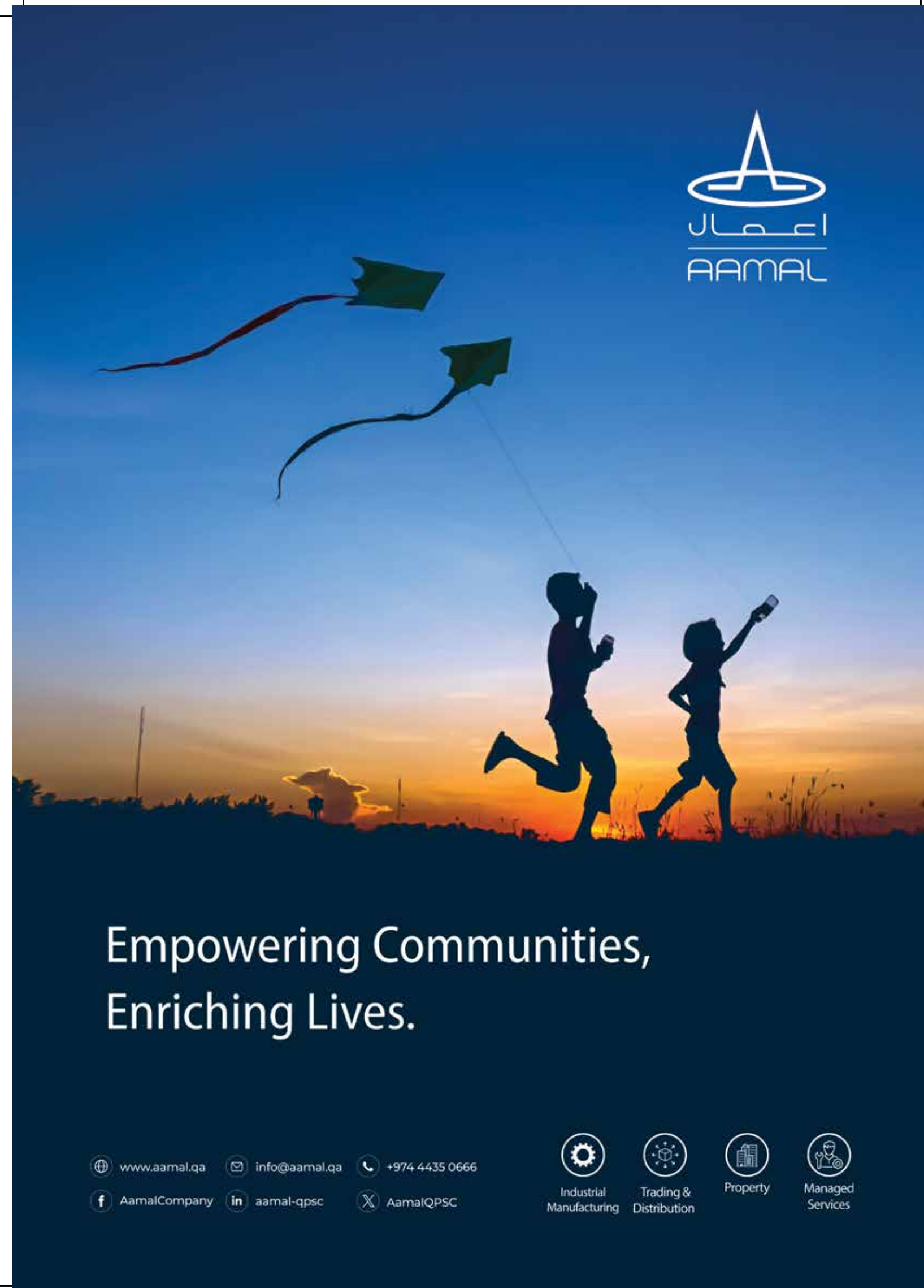
**Protecting the Environment**

Aamal prioritises minimising its environmental footprint, refining its waste disposal methods, and implementing efficient resource management strategies for essential natural resources, including water, energy, materials, and biodiversity.

A notable achievement is the ISO 14001 Environmental Management Systems Standard certification obtained by Aamal's subsidiaries, Aamal Cement Industries and Aamal Readymix. This certification underscores their commitment to responsible business operations that contribute positively to environmental wellbeing.

Aamal remains dedicated to further improving water consumption and recycling metrics as part of our ongoing commitment to sustainable practices, including but not limited to:

- Aamal Cement employs recycled filter papers for the wet press plant.
- City Center Doha has installed coded bins designed for efficient recycling.
- Doha Cables actively recycled PVC material used for insulation, bedding, or sheathing in cables.



Empowering Communities,  
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Al Abdul Ghani Motors Company enhances its role in social responsibility



Mr. Abdul Ghani Nasser Al Abdul Ghani, CEO

Responsible strategies for Al Abdulghani Motors to achieve sustainability.

We take pride at Al-Abdulghani Motors in the approach we follow to enhance social responsibility, aligning with our philosophy of continuous improvement and development. Through this approach, we aim to make the world a happier and brighter place. Through our voluntary efforts to create a community of good citizenship, we seek to make a tangible impact on the world around us and realize the pillars of our national vision. As a leading company in the field of mobility, we strive diligently to leave a lasting and positive imprint on the society and environment in which we operate. Our entire corporate family, starting from our employees and extending to our dear partners, suppliers, and our loyal customers, participate in this endeavor. Together, we have driven the wheel of progress and ensured that environmental responsibility is embedded in our operations, through which we safeguard and sustainability of the environment.

Sports initiatives

Al Abdulghani Motors continuously provides support for various activities, tournaments, and sports events organized by foreign communities in the country, in addition to sponsoring several prestigious local sports events

such as football, chess, and equestrian tournaments. This support reflects Al Abdulghani Motors' commitment to supporting important activities and events in Qatar. They also provide care and support for Qatari athletes with disabilities, solidifying their role as an integral part of Qatari society, committed to enhancing social responsibility and contributing to the achievement of the community's development goals.

Green initiatives of Al Abdulghani Motors

One of our inspiring initiatives is the planting initiative, where the team planted 154 trees around the vehicle storage yard in the Birakat Al Awamir area, transforming the solid buildings into a green oasis adorned with trees and plants. The team didn't stop at greening the external areas but continued to convert their offices into green offices by adding plants to the work environment, recycling the wooden pallets used for equipment transportation into kiosks, removing mud from car wash drainage pathways and using it as additional soil for the garden as a great way to recycle and ensure cleanliness of the drainage pathways.

Educational and human development initiatives

Al-Abdulghani Motors reaffirms its commitment to achieving the United Nations Sustainable Development Goals and Qatar's National Vision 2030 by supporting human development and social development programs. As one of the main sponsors, the company supports the Education Above All Foundation, part of the Qatar Foundation, which provides academic support to children in impoverished areas, conflict zones, and disaster-affected areas. Additionally, Al-Abdulghani Motors collaborates with Qatar University to

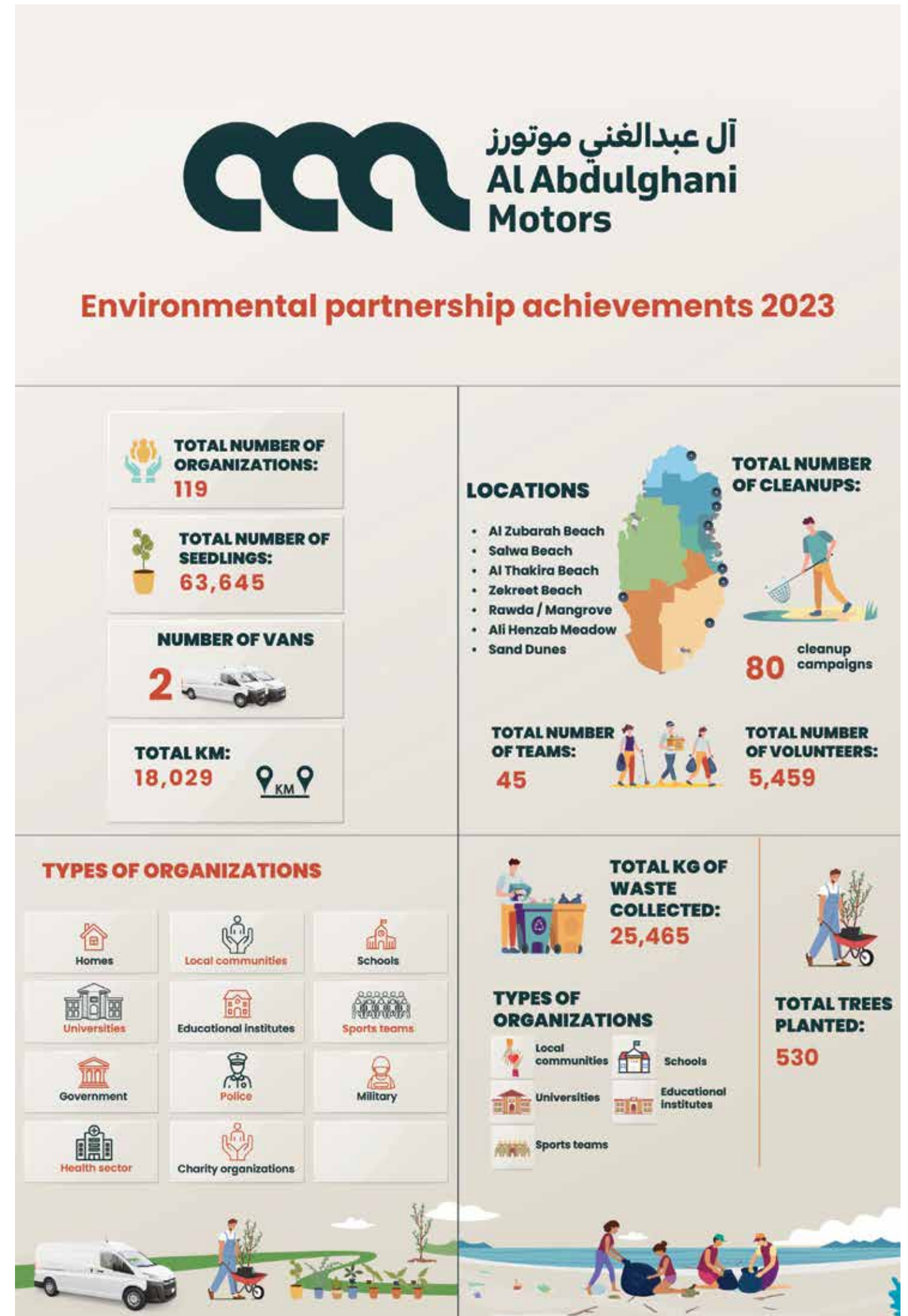
provide support for university students in implementing scientific research projects and fieldwork. Moreover, the company supports scientific research in the field of mobility through scientific research centers in the country.

Sustainability initiatives

At Al-Abdulghani Motors, we have recycling programs to encourage employees to manage and reduce waste, minimize paper usage, and separate waste into paper, plastic, and metals. We hold weekly events where employees gather recyclable materials and assemble them for reusability. In addition to following environmentally sound practices in our daily operations, we have launched initiatives to enhance the environment in the country. For example, our beach cleaning initiative, in collaboration with volunteer teams, successfully collected over 25.4 tons of waste from Qatar's beaches in 2023. Furthermore, Al-Abdulghani Motors provides transport vans for the Ministry of Municipality to distribute and plant over 63,000 seedlings across Qatar.

Community and volunteer initiatives

Al-Abdulghani Motors emphasizes its role as an integral part of the Qatari society by enhancing social responsibility and contributing through initiatives for all segments of the community. One of the most prominent initiatives is the "Rashfa" initiative, which distributes free cold water bottles to workers and visitors of the industrial area during peak heat hours in the summer season. Additionally, during the month of Ramadan, Al-Abdulghani Motors distributes daily Iftar meals to fasting drivers across the country and sets up a Ramadan tent providing free Iftar for all residents of the area surrounding the company's headquarters at Al Abdulghani Tower.





## Lulu Hypermarket seeks to achieve sustainable community development



**Lulu Hypermarket... a trendsetter in developing and supporting social and humanitarian issues.**

Dr. Mohamed Althaf, Director of Lulu Group International

**Lulu Hypermarket Qatar has established itself as a leader in the retail sector, offering a distinctive shopping experience that caters to diverse customer needs. With a wide range of stores including Hypermarkets, Supermarkets, and more, Lulu prioritizes ethical business practices from sourcing to pricing. Operating 23 modern stores across strategic locations in Qatar, Lulu employs over 6,000 staff representing 16 nationalities, all dedicated to a unified vision of customer service.**

Lulu Hypermarket excels in social and environmental responsibility through robust CSR policies, garnering widespread community acclaim. Since its inception, Lulu has undertaken diverse initiatives, such as the "PRICE FREEZE POLICY," partnering with Education Above All Foundation, introducing sustainable bags, and supporting campaigns like Breast Cancer Awareness.

Additionally, collaborations with Qatar Charity, sponsorships of events like "AGRITTEQ," and initiatives like "Adopt a Fruit, adopt a Vegetable"

demonstrate Lulu's multifaceted commitment to societal welfare. Noteworthy efforts include removing

tobacco products, participating in Earth Hour, providing advanced workforce training, extended financial support to the Autism Day Campaign with 'Shop & Donate' initiative and lit up all Lulu buildings in honor of the World Autism Awareness Day, and supported the Qatar Society of Rehabilitation of Special Needs.

Lulu Group won the Tarshheed Award: Lulu Group's various sustainability initiatives in Qatar in the last two decades have been recognized during the 10th anniversary celebration of the National Programme for Conservation and Energy Efficiency (Tarshheed).

Amidst the COVID-19 outbreak, Lulu's extensive CSR activities further underscore its dedication. These ongoing endeavors underscore Lulu's unwavering dedication to societal well-being and environmental sustainability.

Lulu Hypermarket Qatar was honored with the 'Sustainability Award 2019' by the Gulf Organization

for Research and Development (GORD) for its unwavering commitment to sustainability.

As the 'Green Retail Partner' of the Qatar Sustainability Summit 2019, Lulu provided whole-hearted support for the event's success.

In a significant move towards sustainability, Lulu has introduced shopping bags made of sustainably sourced paper and home compostable bags crafted from potato starch.

They have also introduced a 'refill' option in selected categories, empowering shoppers to reduce plastic waste.

Lulu's sustainability efforts extend beyond packaging innovations. They design energy-efficient buildings, transition to LED lighting, and employ energy-efficient refrigeration units and bakery ovens.

Collaborating with vendors, Lulu is working on recycling empty cans and bottles and reducing packaging waste. Additionally, measures to control carbon emissions in transportation logistics are being implemented.

As a leading retailer, Lulu Hypermarkets have established a prominent presence in Qatar, offering a unique shopping experience across its retail stores strategically located throughout the country. They remain a key player in the retail sector, committed to sustainability and customer satisfaction.



As a company with strong CSR policies, LuLu has always been at the forefront when it comes to giving back to the society. A committed supporter of various social initiatives of the government, LuLu Group's efforts have been very well appreciated by the authorities.



Capturing the essence of sustainability our moment of triumph.



Lulu Group shines bright with the Tarshheed Award.



Cultivating innovation at Agriteq.



Proudly accepting 'The Best Company in the Private Sector' for CSR



Lulu Qatar demonstrating true leadership in sustainability

### Illuminating moments of hope: OUR CSR JOURNEY

As a CSR-driven retailer with strong CSR policies, Lulu Group's sustained efforts towards Corporate Social Responsibility started since its inception and have been pursuing the mission with diverse activities with a view to bring positive impact and to disseminate hope in the communities around where we serve.

Corporate Social Responsibility (CSR) is one its key priorities at Lulu, not just as part of its policies but part of its strong commitment to the community. Lulu Hypermarket has always stood for the cause of society and the environment all along its journey as a true retailer, and all its expansions were done in a socially responsible manner.

Reflecting on our journey, we recall the profound transformations we have catalyzed and the lives we have enriched. Looking ahead, we reiterate our solemn vow to sustain these meaningful CSR endeavors, fueled by the same fervor and determination. Our aim remains unwavering: to serve as a catalyst for goodness within our communities.

Together, let us forge ahead, continuing to make a tangible difference and sculpting a better and brighter tomorrow where life in tranquility is possible for all.



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### FMM's Corporate Social Responsibility: Redefining Leadership in Facility Management



Eng. Irene Vidal, CEO

The corporate social responsibility is the cornerstone of FMM's mission.

FMM is moving in tandem with Qatar's dynamic progress, ensuring its corporate social responsibility initiatives are in harmony with the goals of Qatar's National Vision 2030.

To do this, we have focused our CSR strategy on 2 main objectives. One of them is promoting sustainable development in the ecosystem of Facility Management (FM) and the other objective ensuring societal well-being, whether for our staff, customers and local community.

As such, our approach has tackled CSR pivotal sectors such as Education, Health, Social Inclusion and Environment.

In the field of Education, we have launched successful internship programs where more than 60 engi-

neering students from Qatar University and Texas A&M University have been enrolled. This is aimed to give inspiration to the new generation of leaders while consolidating our reputation of "Employer of Choice"

With more than 4000 employees working on the daily field of FM operation, health is our number one concern. Our healthcare initiative "Close the Care Gap" done in partnership with Qatar Cancer Society has enabled screening awareness campaigns for all of our employees.

In Social inclusion, FMM has managed a double partnership with Al Shafallah Center and Dreama Orphan Care by respectively promoting work inclusion for all and cementing the education and future of orphaned children.

Finally, continuous innovation and technology placed at the very heart of our services activity contribute to the Environment.

The adoption of cleaning robots, electric vehicles, recycled cleaning materials, and regular environmental awareness campaigns among our employees has reduced our carbon footprint in the last fiscal year.

As we enthusiastically participate for the second time in the Qatar CSR Summit, we anticipate gaining fresh insights, forge new partnerships and expand our CSR perspective for a sake of renewal and constant improvements.



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**Baladi Group..** Commitment to social responsibility is an integral part of business success



**Mr. Mohammed bin Abdullah Al-Attiyah**  
Chairman of the Board of Directors of Baladi Group

Baladi Group places sustainability at the heart of its operations to promote environmental practices.

The Baldi Group and Baldi Express, operating under their umbrella Baldi Market, adopt a strategy in their operations based on incorporating social responsibility into the core of their business and all their directions, evident in their sustainable contributions and activities benefiting the community. The Baldi Group stands as an inspiring model in embracing social responsibility, diligently working to achieve a perfect balance between economic growth and social contributions. The efforts of this group are manifested in enhancing the Qatari community and preserving the environment, as well as applying sound governance standards, reflecting their deep commitment to the principles of social responsibility that constitute the essence of their business. This approach not only contributes to supporting the Qatari economy but also inspires other companies to follow its path towards a more sustainable and responsible future.

**Environmental sustainability**

The Baldi Group prioritizes environmental conservation by adopting eco-friendly practices at all stages of its operations. This includes using technologies that reduce harmful emissions, managing waste in environmentally friendly ways, and promoting sustainable products that support the circular economy. Additionally, the Baldi Group follows

innovative strategies for recycling and safe waste disposal, contributing to reducing environmental impact and enhancing resource efficiency.

Through these practices, the Baldi Group demonstrates that commitment to environmental sustainability can be an integral part of business success, affirming its role as a responsible partner in building a green future for Qatar and the world.

**Cooperation with FC Barcelona**

One of the prominent aspects illustrating the group's commitment to social responsibility is its recent collaboration with FC Barcelona. Mr. Mohamed bin Abdullah Al Attiyah, the chairman of the group's board of directors, visited the Spanish club in response to an invitation from Mr. Joan Laporta, the club's president. During this visit, avenues of cooperation between the two parties in economic and marketing fields were discussed, reflecting the group's vision of enhancing international partnerships and exchanging expertise and knowledge.

**Sponsorship and Participation in Local Events**

Translation: The municipality sponsors and participates in various community events, such as participating in the Agratech agricultural exhibition, Qatar National Sports Day, Expo, and local sports activities. As an example, it participated in the Sports Day for the municipality's employees, which included sports activities, exercises, and events for employees and drivers, as well as physical marketing activities. On another level, an event was organized in partnership with the Ministry of Municipality that offered healthy foods and discounts for ordering healthy meals, in addition to a range of activities and events in the international area. Furthermore, the municipality group provided strategic sponsorship for the Saliya Ramadan Championship as part of its interest in

Qatar's sports sector. Through these continuous efforts, the municipality group contributes to enhancing the principle of social responsibility, not only as part of its ethical commitment but also as a fundamental strategy that benefits both the company and the community. Thus, the company reflects a positive image of the private sector's role in supporting the journey of sustainable development in Qatar.

**Supporting Local Projects to Enhance the Qatari Economy**

An initiative has been launched to empower small enterprises and productive families. The project aims to facilitate these projects' access to the market through a widely-used delivery application, which helps expand their reach and visibility. The application provides digital sales outlets, promotional services, and simplified delivery, reducing costs and expanding opportunities for dissemination in Qatar. It also enhances the marketing experience for projects, contributing to the improvement of products and services. The initiative supports home-based and local projects such as chefs, foods, and handicrafts, enhancing the sense of community and the spirit of entrepreneurship. It contributes to creating a fertile environment for national projects, enhancing economic sustainability, and supporting local entrepreneurs to adapt to changing market trends and grow the local economy.



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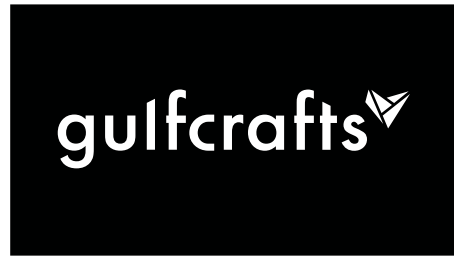


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## Gulcrafts initiatives illuminate the path to social responsibility



Gulf Craft targets sustainability and social innovation.

Mr. Vicken Deyirmenjian, Co-Founder and General Manager

**Corporate social responsibility is no longer just an option or a secondary addition to business strategies but has become an integral part of sustainable success and the ethical evolution of any institution. This importance is clearly evident in the strategies of Gulcrafts, a leading company in the design and manufacturing sector in Qatar. The company adopts a comprehensive approach that embodies its core values and reflects its firm commitment to achieving a balance between economic efficiency and social effectiveness. Gulcrafts emphasizes its role as a key player in promoting social responsibility through its continuous support for sports and culture, promoting responsible design and manufacturing, and adopting high standards of integrity and professionalism.**

### Strategic approach

Since its establishment in 2001, Gulcrafts has evolved to become one of the leading companies in the design and manufacturing sector in Qatar. However, what sets Gulcrafts apart is not only its industrial achievements but also its deep

commitment to social responsibility. The company's philosophy is based on providing its services and products in line with the highest ethical and professional standards, which is clearly reflected in its strategic vision and development plans.

### Passion for innovation and excellence

Gulcrafts places innovation and excellence at the core of its strategies. The company strives to maintain its leadership position through continuous development of its products and services, aiming to provide the best possible solutions for its customers.

At the same time, the company's innovative approach allows it to explore new solutions and technologies that promote sustainability and minimize its environmental impact.

### Social and cultural responsibility

Gulcrafts dedication to supporting various sports and cultural activities underscores its commitment to fostering youth development, promoting heritage sports, and contributing to social cohesion.

Gulcrafts partnership with the Qatar Basketball Federation not only reinforces company's support for sports and young talents in Doha and Asia but also provides a platform for aspiring athletes to showcase their skills on a regional stage. The company also sponsors a number of local sport events as well as competitions of international level, such as the most recent 16th Artistic Gymnastics World Cup.

Furthermore, for the past two years, Gulcrafts has been actively expressing its strategic vision to promote sports deeply rooted in Qatari and Arab traditions. Cooperating with Qatar Equestrian Federation and Al Shaqab Arena, the company has been acting as a space branding partner to a number of prestigious equestrian events. Similarly, Gulcrafts became a proud sponsor of this year's Qatar Camel Festival, bringing the colors of Qatari nature and cultural heritage to live. Beyond sports, such activities resonate with local communities and demonstrates company's commitment to enhancing social cohesion and contributing to the overall development of the regions it serves.

### Celebrating the team

Gulcrafts not only aligns its corporate values with the external initiatives but also strengthening its internal community, actively investing in activities that enhance the health and lifestyle of its workforce. Through this holistic approach to supporting sports, cultural heritage, and community engagement, the company demonstrates its commitment to fostering a thriving and interconnected ecosystem both within and beyond its organization.



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Dallah Holding adopts the philosophy of cooperation to achieve sustainable development



Mr. Rashid Mohammed Al Nuaimi, Chairman

Embodying the values of "We" are deeply rooted in Dallah Holding Media strategies.

In an era where awareness of the social impact of companies is increasing, Dallah Holding Media stands out as a leading model in adopting social responsibility, emphasizing its commitment to actively contribute to community development and advancement. Through an integrated vision that combines sustainability and innovation, the company embraces the principles of social responsibility not only as part of its strategy but as the essence of its cultural identity, thereby enhancing its role as a key driver of positive change in society.

**Honoring employees**

Dallah Holding Media organized a distinguished celebration on Employee Appreciation Day, reflecting its deep appreciation for dedication and perseverance. This event, witnessed annually by the company, is part of its strategy aimed at recognizing outstanding achievements and motivating promising talents within its workforce. The event is a well-established tradition that underscores the management's commitment

to boosting morale and enhancing a positive work environment by acknowledging exceptional performance and the continuous effort exerted by employees towards achieving common goals.

**Friendship Day**

Dallah Holding Media's celebrated World Friendship Day in a manner that combines innovation and meaning, emphasizing the importance of building positive and strong relationships among employees. The company values friendship as a fundamental element in creating a motivating and inspiring work environment, in parallel with its commitment to achieving professional and personal success for each individual within the team.

**Interest in sports**

Due to Dallah Holding Media keen interest in the sports sector, driven by its belief that sports have a unique ability to unite people from different nationalities and backgrounds, it takes pride in its role as a contributor to various sporting events. The company

organizes promotional campaigns, markets the stadium brand, and designs the stage. Additionally, Dallah Holding continues to celebrate National Sports Day, encouraging all employees to participate in sports activities with their families and colleagues.

**Training courses**

Dallah Holding Media recognizes the importance of occupational safety as the foundation for a safe and productive work environment. Therefore, its training courses are designed to cover all aspects of occupational safety. The company offers a wide range of training courses tailored to meet the diverse needs of employees, including personal safety, risk management, first aid, and emergency response. These courses are delivered by qualified specialists with extensive experience to ensure the provision of a practical and effective educational experience that meets international standards in the field of occupational safety.

**Celebrating Women's Day**

The Dallah Holding Media Company celebrated International Women's Day as part of its commitment to promoting diversity and inclusivity. The company organized a series of events specifically designed to honor women's achievements and support their active role in society and the media industry. This celebration is part of the company's broader strategy to build an equitable work environment that celebrates equality and recognizes merit, emphasizing that empowering women is fundamental to achieving comprehensive success.



# WE COULD CARE LESS

BUT THEN WE WOULDN'T BE WHO WE ARE

At Dallah Holding Media, the people and places we impact every day, mean everything to us.

We aim to make a real difference through our programmes, and we can do the same for you, with CSR consultancy and omnichannel execution bespoke to your business.

*Let's talk*





## talabat's Impactful CSR Initiatives

# talabat



Mr. Francisco Miguel De Sousa, Managing Director of talabat Qatar

talabat Qatar builds bridges between technology and social responsibility.

### Ramadan Campaigns

In 2023, talabat demonstrated its commitment to social responsibility through impactful initiatives that resonated deeply with communities. Collaborating with esteemed organizations like Qatar Red Crescent, Qatar Charity, and Qatar Cancer Society, Ramadan Campaigns of talabat exhibited dedication to serving the community by facilitating the donation of

meal kits, gift boxes, and essential funds during the holy month.

From affordable iftar meal boxes to specially curated gift boxes for children undergoing cancer treatment, each endeavor showcased the generosity of customers, embodying the true spirit of Ramadan.

### Morocco Earthquake Relief

In response to the Morocco earthquake, talabat launched a donation campaign, reaffirming the organizations #techforgood commitment.

Proceeds from this initiative served as a lifeline for survivors, offering urgent relief.

### Pinktober

talabat Mart successfully executed its annual Pinktober campaign in

October, raising awareness about breast cancer in collaboration with Qatar Cancer Society.

Customers contributed by adding pink ribbons to their orders and joined hands in the fight against breast cancer, echoing talabat's commitment to women's health and empowerment.

### Gaza Relief Efforts

In solidarity with Gaza, talabat extended vital support through in-app donations and humanitarian aid initiatives, partnering with organizations like Qatar Red Crescent Society and the UN World Food Programme.

### Sustainability Initiatives

talabat set on a journey towards sustainability, aligning with Qatar's visionary goals for a greener future. Through carbon mapping exercises and collaborations with local partners like Enavra, talabat reduced their carbon footprint.

By introducing innovative solutions like electric bikes into the delivery fleet, talabat decarbonized their logistics operations.

Looking ahead, talabat remains steadfast in its pursuit of excellence, guided by principles of empathy, innovation, and social responsibility. Through each initiative, talabat reaffirmed its role as a force for good, igniting hope and facilitating positive change in the region.



# talabat

## talabat Leads the Way in Social Responsibility

From partnering with Qatar's biggest charity organizations for providing aid during Ramadan, to extending support to survivors of the Morocco earthquake, raising awareness for breast cancer through Pinktober, and contributing to donation for Gaza, talabat is dedicated to creating meaningful change!





Darwish Interserve Company is fully committed to social responsibility



Mr. Mohamed Saadeh, General Manager

Social responsibility advances companies and society and achieves sustainable development.

The Darwish Interserve company places social responsibility as an integral part of its principles and core values, manifested in achieving sustainable development. This goal transcends the balance between financial profits and concern for the social and environmental dimensions of its activities. Through its strategic investments and sustainable partnerships, the company seeks to promote innovation, provide sustainable employment opportunities, and improve the quality of life for the community. Thus, the principles of social responsibility govern the successful operations of the company.

**Staff safety**  
Creating a safe and healthy work environment is essential for Darwish Interserve company. It is committed to developing a proactive safety culture in all aspects of its work, aiming to ensure that none of its employees, contractors, or those dealing with it are exposed to injury or harm due to its operations. The company strives to

achieve its goals of reducing rates of occupational injury, lost time due to injuries, and work-related illnesses. It conducts regular site inspections and deploys health supervisors for employees facing the highest health risks due to their work. Each employee is responsible for their personal safety

and that of their colleagues, receiving specialized training in health and safety. The company encourages proactive measures and wise handling of unsafe conditions or practices at work. Its campaign "Wait: Think, Act Right" reflects its program aimed at changing behaviors to achieve safety.

**International Women's Day**  
Darwish Interserve company celebrated International Women's Day, expressing its pride and gratitude for the remarkable contributions made by women. It reaffirmed its commitment to promoting an encouraging work environment that empowers every woman to fully achieve her aspirations and dreams. The company expressed its gratitude to all women, whether within its workforce or outside it, for their vital role in building a more

diverse and prosperous society.  
**Sport Day**  
The company considers sports an integral part of its approach to building a healthy and supportive work environment for general well-being. Based on this approach, the company celebrated Qatar's Sports Day, reaffirming Darwish Interserve's commitment to promoting a culture of physical fitness and sports activity among its employees and in the community at large.

The company also seeks to promote sportsmanship and interaction among its employees through participation in group sports activities. Additionally, the company supports participation in sporting events such as marathons, local, and international sports tournaments.

**Breast cancer awareness**  
During the month of October and in light of Breast Cancer Awareness Month, Darwish Interserve adopts a leading position in supporting global efforts to combat this disease that affects millions of women around the world. Through a range of purposeful initiatives and activities, Darwish Interserve reflects its commitment to raising awareness about the importance of early detection and preventive healthcare in confronting breast cancer. The company's role is not limited to providing financial support for research and health programs but also extends to encouraging its employees to actively participate in various awareness campaigns and charitable events.



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Qatar Cancer Society is a true champion in the field of social responsibility



The Qatar Cancer Society's unwavering commitment to social responsibility.

His Excellency Sheikh Dr. Khalid bin Jabr Al Thani, Chairman

The Qatar Cancer Society emerges as a true champion in the field of social responsibility, embodying an unwavering commitment to promoting public health and community well-being. Through its innovative initiatives and comprehensive awareness programs, the society not only spreads awareness about the risks of cancer and the importance of early detection but goes beyond to provide psychological and financial support to cancer patients and their families, thus reinforcing the values of solidarity and community support.

Promoting awareness of types of cancer

The Qatar Cancer Society, in collaboration with the Qatar Red Crescent, launched a quarterly awareness campaign targeting the labor force, aiming to raise awareness about the most common types

of cancer according to the global awareness calendar. The campaign, which began in June and lasted for three months, targeted approximately 1800 workers from various health centers and private companies, covering topics such as skin cancer, liver cancer, and blood cancers.

World Cancer Day

The Qatar Cancer Society successfully concluded its awareness campaign on the occasion of World Cancer Day, held under the theme "Towards Fair Care for Cancer Control," showcasing its commitment to social responsibility by promoting awareness and supporting equality in healthcare. The campaign featured an event called "Close the Care Gap" at the Old Al Wakrah Market, including contests and awareness activities targeting the public to raise awareness about the importance of early detection and equal treatment opportunities. Additionally, there was a car parade

in collaboration with the Sealine Racing Club to raise awareness about the importance of prevention and early detection, along with workshops and educational lectures.

Tobacco control

As part of the celebration of World No Tobacco Day, the Qatar Cancer Society held an awards ceremony for the winners of the "This Is the Time... Leave It" competition,

aimed at school students to raise awareness about the dangers of tobacco and the importance of quitting. The event highlighted community efforts and the role of various institutions in combating tobacco, emphasizing the importance of collective action among all members of society and institutions to curb the spread of this menace.

"I am a survivor, and I will inspire you with my story" campaign

The Qatar Cancer Society launched the "I'm a Survivor and I'll Tell You My Story" campaign during Cancer Survivors Awareness Month, as part of its efforts to support and empower survivors and provide psychological and community support. This campaign included the "Together We Can" program to enhance the community's role in supporting survivors, including in the workplace and educational environments. It involved workshops and awareness events for social workers and health and safety officials, as well as stories of hope from survivors and awareness campaigns on social media platforms.



YOUR DONATION Means a greater chance for recovery



Donate Now to Treat Cancer Patients in Qatar



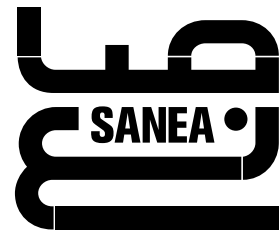
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## Empowering Qatar's Youth: Sanea Fosters Innovation and Future Leaders



Powered by **ibtechar**  
ابتكار



Mr. Nayef Al-Ibrahim, Founding Partner and CEO

“Sanea” is an Educational Technology program launched by Ibtechar Company.

**Sanea is an EdTech program by Ibtechar, a local company that develops and manages innovative solutions for capacity building, empowering Qatar's youth to become the architects of their future. Aligned with Qatar National Vision 2030 (QNV30), Sanea promotes a culture of making and innovation, nurturing a generation of problem-solvers and future leaders.**

Over the past 7 years, 6,700 students across 80 schools and 300 educators have embraced Sanea's methodology, collaborating on over 200 projects.

At the heart of Sanea's mission is "Sanea Competition," a platform that empowers youth to harness their creativity and transform their ideas into tangible realities. This competition equips participants with essential creation and innovation skills while enhancing educational

institutions' capacities through providing cutting-edge technology infrastructure and comprehensive training programs for educators.

Sanea Competition's methodology emphasizes a problem-solving cycle - identifying an issue, brainstorming solutions, designing a prototype, and testing and refining it through iterations - which fosters self-learning, design thinking, critical thinking, and effective communication in young participants.

The Competition discovers and nurtures young talents, empowering future leaders to be active and innovative members of their local communities and Qatari society at large.

The impact is tangible and transformative, reflected in inspiring success stories about teams competing with their projects

in regional and international competitions like Injaz, ITEX, and the Geneva Invention Exhibition.

Building on its success, Sanea has launched a new project in collaboration with the Ministry of Education and Higher Education, which aims to democratize access to innovation by empowering preparatory and secondary schools with essential infrastructure, methodologies, and training. Together, they aspire to cultivate a generation of forward-thinking leaders who can further Qatar's prosperity and progress on the global stage.

Sanea is more than a program; it's an investment in Qatar's future. By empowering its youth, Sanea is actively shaping the nation's educational landscape, building a knowledge-based economy and learning ecosystem where current and future generations can thrive.



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Unleashing Learners' Potential

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CSR at **Awsaj Academy** is an integrated educational model.



عضو في مؤسسة قطر  
Member of Qatar Foundation



Mr. William Fu, Director of Awsaj Academy

**Awsaj Academy works to develop students with educational challenges.**

**The Awsaj Academy in Qatar represents a turning point in the private education system, emerging as a true model in the application of social responsibility. As an educational institution affiliated with the Qatar Foundation, the academy dedicates its efforts to supporting students with educational challenges from kindergarten through twelfth grade, through specially designed educational programs to meet their unique needs and enhance their personal and academic capabilities.**

**Respect diversity and inclusion**  
One prominent aspect of the academy's strategy is its commitment to providing an educational environment that respects the individual differences among students and encourages them to respect diversity and inclusivity. This approach not only contributes to the academic development of students but also teaches them how to interact with others in a multicultural and diverse society. The academy also emphasizes the development of students' skills in both Arabic and English languages and enhances their understanding of Islamic values and respect for cultural diversity. Additionally, the academy promotes Arab identity values by

organizing events for the International Arabic Language Day and encouraging students to participate in Quranic competitions, thus strengthening their connection to the rich cultural heritage.

**Sport activities**  
The national sports day, in which Awsaj Academy participates, serves as an opportunity for all students to engage in activities that promote teamwork and physical health. Additionally, the academy demonstrates its interest in the arts by organizing art exhibitions that enrich students' creative senses and provide them with valuable educational experiences.

**Health Awareness**  
By organizing World Diabetes Awareness Day, the academy provides opportunities for students and staff to participate in informative and entertaining activities that contribute to raising health awareness. Additionally, the academy is keen on organizing special events on the International Day of Persons with Disabilities, highlighting its commitment to supporting inclusivity and diversity.

**Effective participation**  
Awsaj Academy takes pride in its

active participation in community events such as supporting the Palestinian people, raising awareness about cerebral palsy, and promoting awareness against bullying through educational workshops for students.

The academy has organized numerous entertainment and educational events for students in collaboration with school teachers, Qatar Charity, and the SENSE Center on the occasion of the International Day of Persons with Disabilities. These events included various artistic, sustainable activities expressing solidarity with Palestine.

**Psychological and social counseling**  
In addition to its focus on academic education, Awsaj Academy is dedicated to providing a range of support services, including psychological and social counseling, as well as programs to enhance life and social skills, enabling students to achieve comprehensive development. These programs not only serve as tools to help students overcome their challenges but also work to instill values of social responsibility and active participation in the community.

Through these efforts, Awsaj Academy demonstrates an unparalleled commitment to the education and development of students facing educational challenges, making it a role model in the educational community in Qatar and beyond. With the support of the Qatar Foundation, the academy continues to realize its vision of preparing a new generation of citizens capable of effectively contributing to their society and the world.



**AS WELL AS BEING A SCHOOL WE ARE MUCH MORE**



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“Naia Water” an Innovative Advertising Platform that support Social Initiatives



Sheikh Mansour bin Hamad Al-Thani CEO

“Naia Water” is an innovative Advertising Platform that support social initiative and contributes to building a healthier and more sustainable society.

The “Naia Water” initiative represents an unprecedented step in the company’s commitment to social responsibility. The “Naia Water” platform shines as a pioneering initiative that provides an innovative model combining innovation in advertising with deep commitment to social and environmental issues, amidst increasing global demand for transparency and social responsibility in business practices. This platform, which uses water bottles as a means to convey corporate messages, is not merely a marketing tool but reflects a new trend towards embracing social responsibility. Innovation in this field extends beyond just advertising methods to include the impact of these advertisements on society and the environment. “Naia Water” allocates a portion of its proceeds to support environmental and social projects, including those aimed at improving water quality and providing access to it for communities.

**Free, clean and refreshing water**  
Not only did “Naia Water” commit to providing clean water, but it also ensured the quality and safety of this water through the use of state-of-the-

art water filtration technologies. The company affirmed that the “water is clean and safe to drink,” while ensuring the use of bottles completely free from BPA material and made from food-grade materials, reflecting its commitment to providing a safe and environmentally friendly product. Additionally, the initiative is based on

fundamental principle that access to clean and refreshing water is a right for everyone, as evidenced by providing water bottles free of charge, embodying the company’s commitment to social responsibility. The motto “every individual deserves access to clean and refreshing water” encapsulates the philosophy of “Naia Water,” which promises to turn access to clean water into a tangible reality for all members of society.

**Environmental responsibility**  
The initiative aimed to raise awareness about the importance of hydration and environmental responsibility by offering bottles designed in a way that allows both companies and individuals the opportunity to participate in the sustainability message. These bottles, which provided space for advertisements and creative designs, encouraged the adoption of a responsible and innovative approach that supports sustainability. In doing so, “Naia Water” set a commendable example of combining business success with environmental and social responsibility by adopting marketing initiatives that carry a commitment to issues larger than mere profit. It demonstrates how companies can be active and impactful contributors to solving social and environmental challenges. The company is redefining the relationship between business and society, emphasizing that success in the modern era requires more than just profit-making; it also involves

contributing to building a better world.

Contributed more than 100,000 bottles One of the achievements that “Naia Water” takes pride in, reflecting its deep commitment to community contribution, is the Contributed of over 100,000 bottles to mosques in Doha. This initiative, bearing the slogan “From Our Hearts to Theirs,” is not only evidence of the immense joy felt by the “Naia Water” team in achieving this milestone but also an expression of their ongoing commitment to improving living conditions and supporting communities. The company emphasizes that this initiative is just the beginning of more to come in the future, further enhancing its role as a leading example in giving and social responsibility.

**Sponsoring “Graduates Family Day”**  
In a move reaffirming its commitment to supporting the community in Qatar, “Naia Water” sponsored the “Graduates’ Family Day” in collaboration with a corporate social responsibility initiative company, highlighting its prominent role in social and educational events. As the official water provider for this event, “Naia Water” not only provided water for the attendees but also emphasized its core message of promoting sustainability and positive contribution to the community.



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Sheraton Hotel achieves a balance between luxury and social responsibility



SHERATON GRAND

Doha  
Resort & Convention Hotel



Mr. Bilal Al Qadri, General Manager

Adopting sustainability practices is a priority for the Sheraton Grand Hotel & Resort.

The social responsibility of Sheraton Grand Doha Resort & Convention Hotel goes beyond being just a part of its business strategy to become a commitment to building a brighter future for our communities. The hotel consistently emphasizes the vital role that the hospitality sector can play in achieving a balance between prosperity and responsibility. At the heart of the hospitality world, social responsibility emerges as not only integral to business strategy but also as a fundamental pillar for weaving a cohesive societal fabric. With its rich history and global presence, Sheraton Grand Doha Resort & Convention Hotel provides an exemplary model of how leading hotel brands can transcend mere luxury offerings for their guests to actively play a meaningful and impactful role in the community and the environment they embrace.

Community initiatives

Sheraton sets an example of how to contribute to the economic and social growth of surrounding communities, demonstrated through its extensive support for charitable endeavors by organizing fundraising events for charitable organizations and schools.

Its commitment extends beyond social aspects to the environment we inhabit, as Sheraton Grand Doha Resort & Convention Hotel places environmental conservation among its priorities.

By adopting sustainable practices such as reducing energy and water consumption and promoting recycling, the hotel demonstrates its commitment to protecting our planet for future generations. Additionally, Sheraton celebrates and highlights local culture, supporting local artisans and artists by showcasing their work and organizing cultural events. These initiatives not only enrich the guest experience but also contribute to preserving heritage and stimulating the local economy.

Road to Education

With 400 participants in the charitable bicycle race at Sheraton Grand Doha Resort & Convention Hotel, the "Road to Education 2023" event embodied the hotel's ongoing commitment to making a positive impact in the lives of underprivileged children. In line with the Road to Awareness initiative, this event reflects the hotel's dedication to shaping a

brighter future in local communities. Participants in this significant event raised 108,434.75 Qatari Riyals with support from sponsors to help raise awareness and funds to support children's education worldwide. This contribution assists the Education Above All Foundation in fulfilling its mission of providing quality education to children around the globe.

Support women

In a pioneering step in the field of social responsibility, Sheraton Hotel announced the continuation of its "Circle of Women" initiative, a unique platform dedicated to supporting women in various aspects of life. The event coincides with the hotel's ongoing efforts to empower women and support Breast Cancer Awareness Month, highlighting Sheraton Grand's commitment to initiatives aimed at building a cancer-free and healthy community in Qatar. The "Circle of Women" initiative specifically focuses on breast cancer awareness to emphasize the importance of early detection and diagnosis by engaging and educating the community about the significance of immediate treatment and the possibility of recovery. Through solidarity, education, and communication, the initiative aims to raise awareness about the importance of adopting a healthy lifestyle as an essential part of prevention and treatment. This notable effort by Sheraton Hotel underscores the power of unity and community support in addressing health challenges, sending a message of hope and inspiration to women in Qatar and around the world.



**WOMEN IRCLE**  
WHERE WOMEN COME TOGETHER

Sheraton Grand Doha x Anahi - The Self-Worth Coach Experience

**I am A woman.**  
What's your superpower?

**Where Women Come Together**

The Women's Circle - an experience by Sheraton Grand Doha x Anahi is a welcoming space for women to come together and discuss the realities, challenges and joys of today's womanhood, and it aims to bring women together to create a safe platform with monthly unique concepts and collaborations.

Join us at Sheraton Grand Doha to experience this unique initiative and be part of the growing community of the Women's Circle.

**WOMEN SUPPORT WOMEN**

Join The Circle

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Doha  
Resort & Convention Hotel

+974 4485 4444 | womenscircle.qa | Women's Circle - Where All Women Come Together





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# Toward Promote Awareness Among The Public Of The Economic And Cultural Importance Of Camelids



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## IFP Qatar...a symbol of sustainability and social responsibility



Major events promote sustainable development in Qatar.

Mr. Haidar Mshaimesh, General Manager, IFP Qatar

Major events play a crucial role in promoting sustainable development in Qatar, benefiting from its strategic geographical location and its commitment to social and environmental responsibility. These events serve as windows to the world, showcasing Qatar's rich culture, ancient heritage, and technological advancements, while simultaneously emphasizing its commitment to sustainability principles. Qatar takes advanced steps towards enhancing sustainable development by hosting major events that attract global attention. Additionally, Qatar aims to leverage these events as platforms to showcase its sustainability initiatives and provide a model for responsible tourism, in parallel with its deep commitment to social responsibility.

The International Exhibition Company in Qatar aligns with the country's vision in attracting major global events. The company firmly believes, for

example, that Qatar's hosting of the FIFA World Cup 2022 was a pivotal moment in its history, not only as a global sporting event but also as an opportunity to highlight its commitment to sustainability. The stunning stadiums were designed according to the highest safety and sustainability standards, using environmentally friendly building materials, advanced cooling systems to reduce energy consumption, and removable seats donated to sports projects in developing countries.

These initiatives demonstrated how major events can promote sustainable development by integrating innovation and environmental responsibility into all aspects of planning and implementation.

The International Exhibition Company in Qatar believes that Qatar's hosting of numerous major events, such as the 2023 Asian Cup and Expo Doha 2023, highlights its commitment to sustainable development. These events were not only platforms to showcase Qatar's rich culture and unique heritage but also served as testaments to Qatar's ongoing efforts in developing green infrastructure and promoting eco-friendly practices. Through these events, Qatar presented itself as a hub for thought and innovation in sustainable development, a key player in fostering dialogue and international cooperation on best practices in this field.

The International Exhibition Company in Qatar takes pride in the significant role it has played over the past two decades in managing and organizing major events in Qatar. These events have not

only focused on promoting sustainable development through enhancing infrastructure and environmental innovations but also on raising public awareness about the importance of preserving cultural heritage and supporting the local economy.

By incorporating Qatari culture into these events, from traditional arts to local cuisine, the company has contributed to highlighting the importance of culture as an integral part of sustainable development.

The International Exhibition Company in Qatar will continue its efforts and commitments required to be part of Qatar's commitment to achieving the United Nations Sustainable Development Goals, affirming that economic success and sustainability can go hand in hand. The company will remain true to its social responsibility by providing major events for Qatar and investing in unique opportunities to contribute to this balance and encourage visitors and the international community to adopt a similar approach to development across various sectors.

The International Exhibition Company in Qatar has proven that major events can be more than just entertainment; they can serve as platforms for innovation and positive change in the field of sustainable development. Through successful integration of sustainability, culture, and economy, the company has contributed to showcasing Qatar as a global model for responsibly hosting major events with a forward-looking vision, emphasizing the importance of social responsibility in shaping the future of comprehensive development.



## Creating Impact Beyond Profits

Making a *Difference* with CSR





**Mubadara for social impact...**

Empower businesses to effect positive change through CSR



Mr. Jack Saba, General Manager

**Fostering Social Change: Mubadara's Leadership in Qatar's CSR Landscape.**

**"Mubadara for Social Impact" is an organization dedicated to driving social change and fostering corporate social responsibility (CSR) in Qatar. CSR has become increasingly important worldwide as businesses recognize the significance of contributing positively to society beyond their core operations.**

In Qatar, where economic development has surged in recent years, there's a growing need for businesses to align their activities with social and environmental concerns.

Mubadara for Social Impact is playing a crucial role in advocating for CSR practices among businesses operating in Qatar, starting with the Qatar CSR National Program and the annual Qatar CSR Summit in partnership with Qatar University.

Every aspect in this summit from the conference, exhibition, awards and the annual CSR report is developed in a way to attract businesses to participate, to develop their own CSR initiatives, to promote them at the conference and the exhibition, and to apply to the Qatar CSR Awards. This initiative is a large drive towards increasing the involvement of businesses and institutions, whether in the private

or public sector, in being socially responsible, and then these businesses will start seeing the return on their investment in the short and long run, when they measure it properly.

We support corporates to start with their CSR practices through various means:

**1. Advocacy and Awareness:** Start with raising awareness about the importance of CSR internally and externally, among staff, stakeholders and suppliers. This could involve participating in Mubadara's CSR Empowerment Program, organizing seminars and workshops to discuss CSR principles and best practices.

**2. Consultation and Guidance:** Mubadara's consultation services helps businesses develop CSR strategies tailored to their operations and the needs of the Qatari community. This could involve advising on sustainability initiatives, community engagement programs, and ethical business practices.

**3. Partnerships and Collaboration:** We support and foster partnerships between businesses, government agencies, non-profit organizations, and other stakeholders to collectively address social and environmental issues in Qatar. Collaboration can

amplify the impact of CSR efforts and promote sustainable development.

**4. Research and Advocacy:** Mubadara works with partners such as Qatar University and HBKU's UNESCO Chair on Governance and Social Responsibility in Sport, to conduct researches on CSR trends and their impact on society and the economy in Qatar. Businesses could use this research to advocate for policy changes that promote CSR, as well as to showcase the benefits of responsible business practices.

**5. Recognition and Awards:** Recognizing and rewarding businesses that excel in CSR can incentivize others to follow suit. Through Qatar CSR Awards, companies that demonstrate outstanding commitment to social impact in Qatar get awarded.

Overall, by pushing the agenda of CSR in Qatar, Mubadara for Social Impact plays a crucial role in fostering a culture of corporate responsibility and sustainable development in the country. This not only benefits local communities and the environment but also contributes to the long-term success and reputation of businesses operating in Qatar.



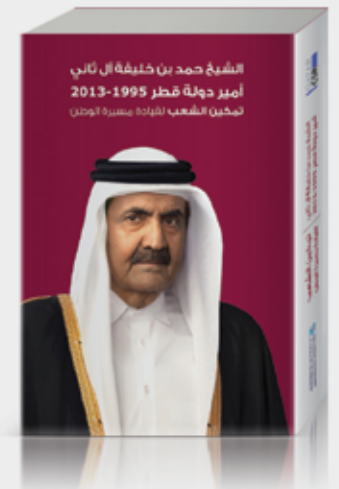
Building a Legacy of Impact and Innovation

Mubadara's mission is to empower businesses to effect positive change through CSR.

We are honored to launch the book titled:

**Sheikh Hamad Bin Khalifa Al Thani, Emir of the State of Qatar 1995-2013**

**Empowering the People to Lead the Nation's Journey**



We are proud with our key initiatives:



In Association with:



We Support:



Join us in shaping a future in which businesses thrive while making meaningful contributions.

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### Social Responsibility Program: Towards Enhancing Stability and Sustainable Development in the Face of Global Challenges



Mr. Haitham Hossam Al-Dein  
Chief Strategy Officer, National CSR Program

Social responsibility is a vital tool for support and recovery during times of wars and crises.

**The importance of social responsibility multiplies during times of war and crises, where it becomes a lifeline for conflict-affected areas and a fundamental pillar for hope and the return of life once again. Social responsibility shines brightly during times of war and crises as a beacon of hope, highlighting the capacity of institutions and countries to play a positive and impactful role. During these challenging times, the need for humanitarian support and responsible interventions becomes more urgent than ever before.**

Thanks to its strategic vision and deep belief in social responsibility, Qatar provides an inspiring model of adopting a comprehensive approach to assisting those affected by wars and crises, leveraging its financial, logistical, active and flexible diplomatic capabilities to provide emergency support and aid during critical times, and utilizing its soft power to support global peace and stability.

Through its governmental institutions, private sector, and civil society

organizations, Qatar launches a series of humanitarian initiatives

and programs aimed at alleviating the severity of crises and providing rapid and essential support to the affected, whether in terms of immediate relief, including food and medical aid, to conflict-affected and disaster-stricken areas. It also initiates the rebuilding of damaged areas and supports basic infrastructure such as schools and hospitals to ensure the return and continuity of life.

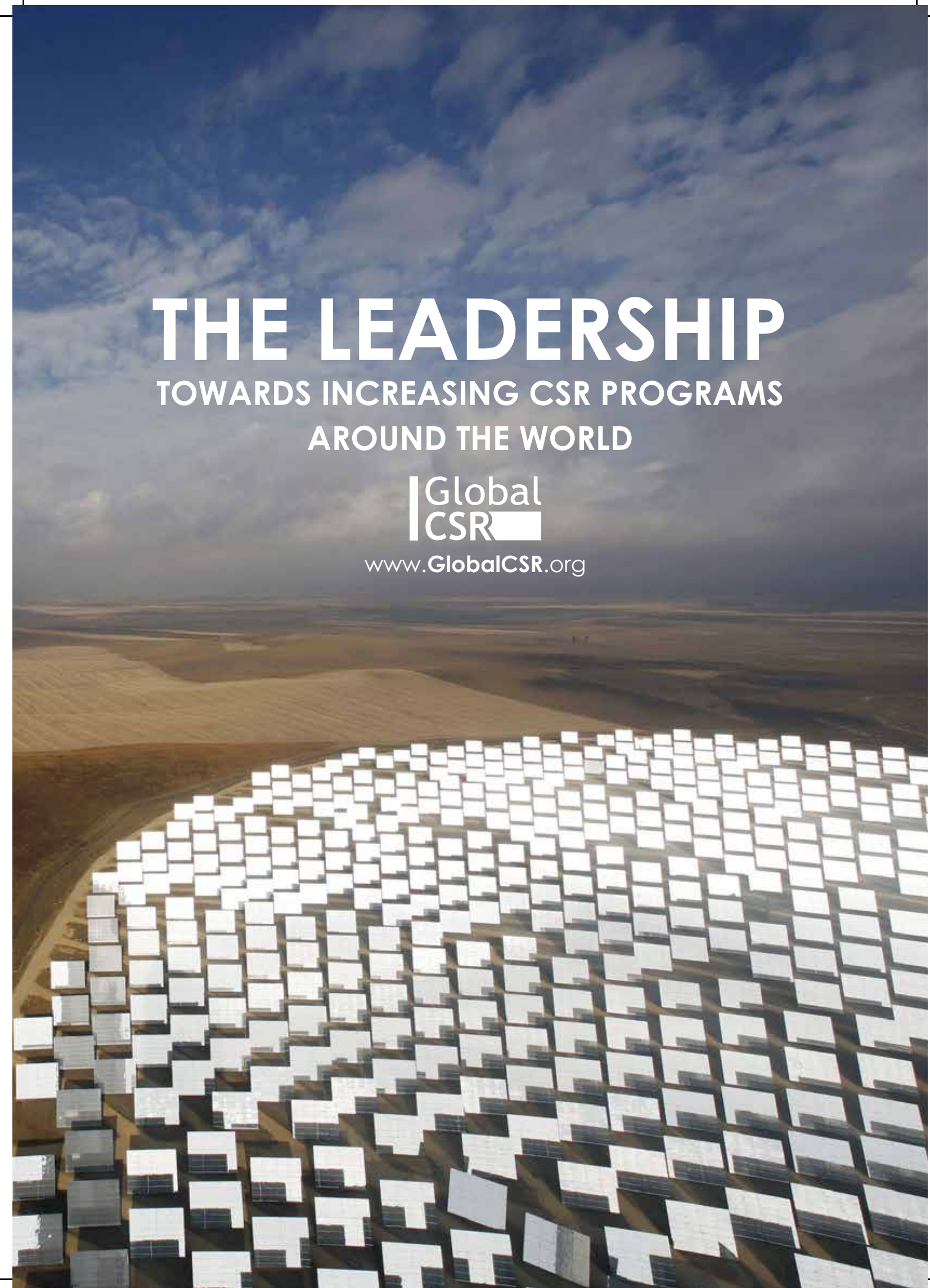
Social responsibility during times of war and crises is not limited to humanitarian support alone; it extends to preserving the social and cultural infrastructure that is threatened by the repercussions of such crises. Through enhancing education and dialogue among cultures, Qatar provides significant support for preserving cultural identity and enhancing social cohesion, aiding communities and conflict-affected areas in resilience and reconstruction. By highlighting the importance of education during times of war and crises, Qatar underscores the significance of educational initiatives aimed at assisting children in affected areas, considering education as the cornerstone for rebuilding societies and

achieving long-term peace and stability.

Furthermore, Qatar's commitment to the approach of social responsibility, which it considers a fundamental pillar of its strategy, plays a pivotal role in facilitating dialogue among conflicting parties, contributing to international peace efforts, and building trust between the parties involved. This demonstrates the state's commitment to achieving international peace and security, believing that peaceful solutions are the foundation for lasting recovery.

Through these efforts, Qatar positions itself as an active partner in the international community, contributing to the achievement of global sustainable development goals and addressing humanitarian challenges with a spirit of solidarity and social responsibility.

Social responsibility in Qatar is not merely a strategy or policy but an integral part of the country's culture and identity. It is evident in how it responds to humanitarian crises locally and globally, demonstrating clearly how commitment to social responsibility can make a significant difference in the lives of individuals and communities affected by conflicts and crises.



# THE LEADERSHIP

## TOWARDS INCREASING CSR PROGRAMS

### AROUND THE WORLD



[www.GlobalCSR.org](http://www.GlobalCSR.org)