

# Looking back



## Living Business Programme Middle East

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2020

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## Management summary

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### Program objectives

-  Improve sustainable outcomes at an industry and business level
  -  Improve business practices by promoting sustainability and, hence long-term business profitability
  -  Highlight HSBC's commitment to SME businesses and sustainability
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### The Results

-  More than 1,800 tonnes of CO<sub>2</sub>e reduced as a result of energy savings and renewable energy use across six projects.
  -  Significant amounts of waste diverted from landfill to recycling and upcycling across three projects.
  -  27 introductions made, many of which will only bear fruit in 2021 (there are five significant renewable energy and water treatment projects under evaluation at present)
  -  Almost 15,000 site and social impressions
  -  Over 4,000 individuals actively engaged with the programme through public voting.
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### Goals for 2021



**Deepen support  
for 2020 winners**



**Broaden reach in  
the UAE**



**Expand to other  
countries in  
MENAT**

*“During 2020 HSBC partnered with Get in the Ring, a social enterprise based in the Netherlands which runs global competitions and programmes to encourage innovation and sustainability, and Globally, a UAE based social enterprise committed to supporting the business community in the Middle East embrace and implement sustainable best practice.*

*Together the three launched Living Business in the Middle East commencing with a pilot in UAE.”*

## Program objectives



Improve sustainable outcomes at an industry and business level



Improve business practices by promoting sustainability and, hence long-term business profitability



Highlight HSBC’s commitment to SME businesses and sustainability

*“Businesses have a critical role to play in securing a sustainable future for all of us. HSBC has been associated with Living Business for 16 years in Asia. It is therefore a great pleasure to see the inaugural Middle East program inspiring and supporting businesses to take action on topics as diverse as solar energy generation, waste up-cycling, sustainable sourcing, plastic elimination, and human wellbeing.”*

**Sabrin Rahman, Head of Sustainability, MENAT, HSBC**



## What did we achieve?



Launch event held on 20 February 2020 attended by over **150 people**, mainly potential participants and sustainability professionals.



**51 companies registered** for the programme of which 15 did not qualify, 5 withdrew (Covid) and 7 are yet to finalise projects (long lead times in decision making)



Over **140 hours** spent coaching participating companies.



**27 referrals** of participants to technical partners and solution providers.



**4,287 votes** in the public voting competition; five companies received 500 or more votes



Final broadcast with Tom Urquhart watched on YouTube and Facebook by over **450 views**



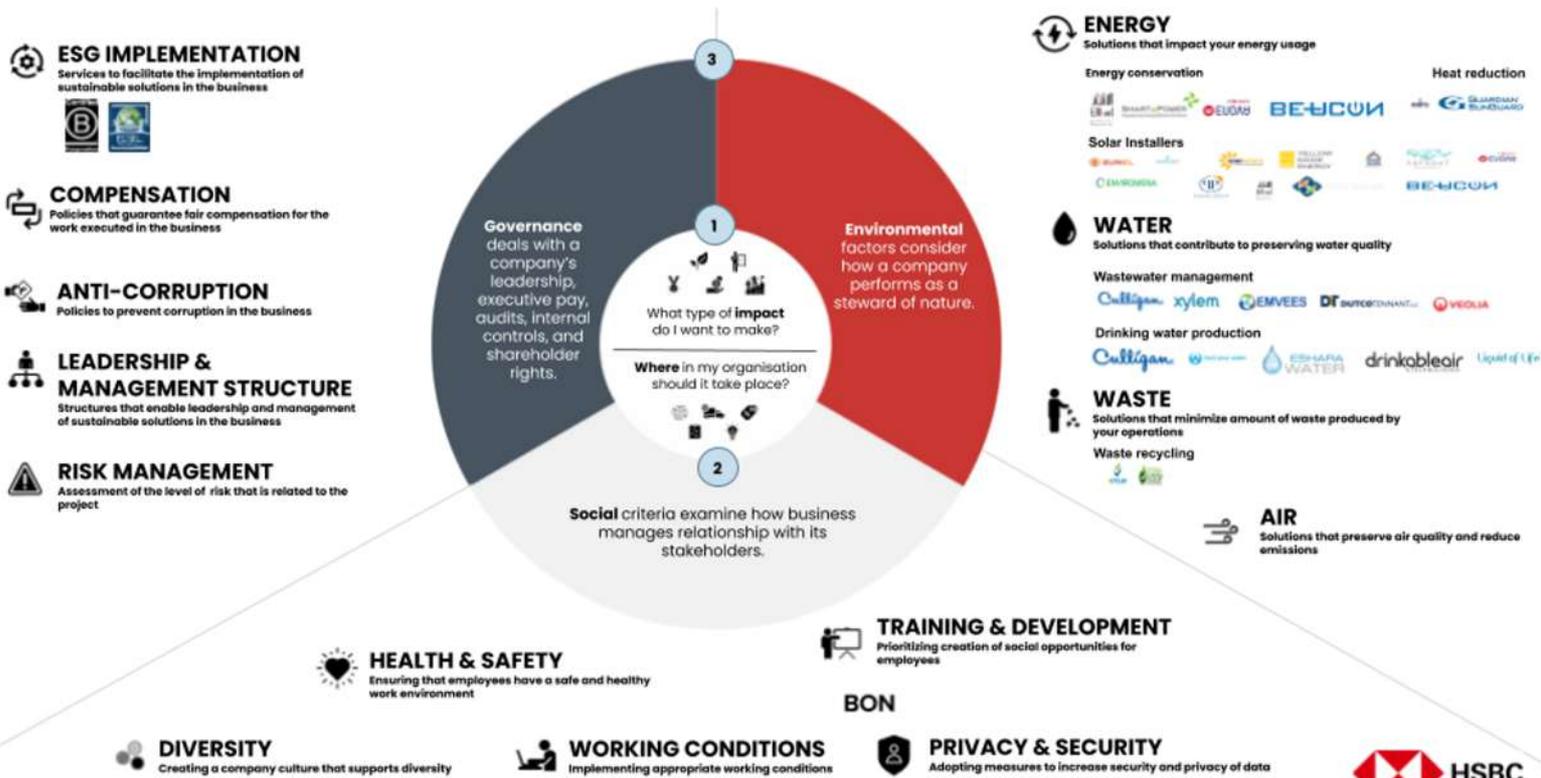
**Social media campaigns** activated at the launch of the programme, during the implementation phase and immediately prior to the final broadcast.

*"We learned a lot from Living Business. We have been guided by the experts in the field and with this guidance this also creates confidence that our strategy is relevant to answer the concerns and expectations of industry and society."*

**Desi Kusumadewi, Head of Palm Oil Sustainability - IFFCO**



# The business sustainability framework



*Living Business has been quite an enabler when it comes to our 2020 goals and that is helping us structure our thoughts and our strategies for the year,'*

**Andrea Janjua**  
Chief Marketing Officer, Fine Hygienic Holding



# What did the participants gain?

(1/2)

## 1. Coaching

*IFFCO signed up for the programme looking for help preparing their first sustainability strategy. The Living Business team conducted a review of sustainability strategies followed by other leading food groups internationally and in the region, made recommendations on the sort of framework that IFFCO might follow and acted as a sounding board for the two mid-ranking IFFCO executives as they developed a sustainability strategy and obtained board sign-off. This gave them confidence to be bold and ambitious. Hundreds of IFFCO staff voted for the company in the public voting demonstrating the extent to which the Group's sustainability agenda is gaining traction internally, in a relatively short space of time.*



**1,824 tonnes  
CO<sub>2</sub>e  
emissions**

reduced across  
six projects



**500 million  
single-use face  
masks**

replaced with a  
reusable alternative



**22,500  
plastic bottles**

saved from  
entering the  
environment



**110 trees**

saved from  
being felled



**500 metric tonnes  
aluminum hydroxide**

diverted from landfill  
to the white cement  
industry



**33,000  
plastic bags**

saved from  
entering the  
environment

# What did the participants gain?

(2/2)

## 2. Profiling Change

*Steel Wood Industries' business is all about sustainability, turning waste wood from the construction sector into fresh timber.*

*It is tough to compete with cheap virgin wood imports from China and so, this year the company focused on creating an additional revenue stream for itself by getting the necessary regulatory approvals to sell carbon credits. For Steel Wood, Living Business has provided an opportunity to showcase its products. It was particularly encouraging that one of the jurors, Sean McQue, Director of Construction at ALEC, has followed up and arranged for ALEC to give serious consideration to buying from and supplying to Steel Wood. This is just the sort of support Steel Wood needs in order to be able to expand its important work.*

*"We're very grateful for working with Living Business as they supported us during the development of our ESG framework and strategy. They provided benchmarks for the industry from where we could develop our own KPIs,"*

**Ashwatha Mahesh**  
**CSR & Sustainability, Tristar Group**



## 3. Network benefits

*In order to support Bin Laden Contracting and Keller Grundbau, both of whom registered for the program, Living Business organised a brainstorming workshop between the Bin Laden, Keller and the sustainability leads at ALEC and Multiplex. The sustainability leads at ALEC and Multiplex had not met before but were both highly complimentary of the workshop and agreed that, irrespective of the outcome with Bin Laden and Keller, the two of them would collaborate on sustainability best practice sharing and, potentially, new initiatives, going forwards.*

## Impact on public awareness



**6,600**

Site impressions



**5,728**

Online Interactions



**4,278**

Verified votes



**7,886**

Social Impressions



**50+**

posts by participants



This is part of the Living Business 2020 program which is sponsored by HSBC of their sustainability commitments and to support companies in transitioning towards operating in a more sustainable way.

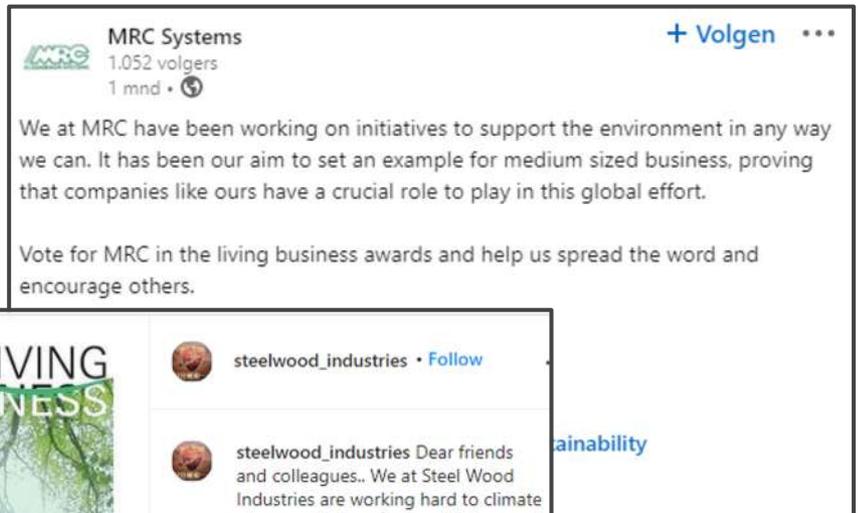
To register for the live cast on September 26th - 3pm to 4pm, visit [www.livingbusiness.me](http://www.livingbusiness.me)

#sustainability #sustainable #solar #energiegcc #energie #renewableenergy #climatechange #solarpanels #cleanenergy #solarenergy #environment #greenenergy #renewables #gogreen #thermodynamics #energyefficiency #energy #engineering #technology #uae #ksa #oman #kuwait #bahrain

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*“Working with our partners Living Business they were able to quantify where we were emitting; it was a very clear moment so from now on we can look at what we do and improve upon it because it’s been measured for us,”*

**Metin Mitchell**  
**Managing Partner, Metin Mitchell & Company**

## Our recommendations:

In order to further enhance the value of the program going forwards and in order to ensure limited resource is channelled for maximum benefit the Living Business team recommend:



**Greater use of social media,** conferences, exhibitions and partner organisations as a way of attracting participants. This can increase the brand recognition and perceived value of Living Business within the ecosystem.



**Formalisation of Living Business Service Providers,** companies who are prepared to provide technical services to the program including an initial evaluation on a pro-bono basis. In 2020 Living Business used a number of such partners but the level of service provided was not always of an acceptable standard. The program could enter into formal Service Level Agreements with partners and publicise their involvement in the program.



**Validating participants.** In a number of cases an enthusiastic member of staff signed up for Living Business but, as we worked with him it became clear that he did not have the necessary support internally to make real change. By building upon the foundations of the Living Business program this year we should utilize the brand to attract the right type of stakeholders in future editions.



**Strengthen engagement within CMB.** We capitalise on the interest in the programme by the Regional Head of CMB and the UAE Head of CMB, who was a juror, to increase engagement with CMB’s own client base.

## Looking forward: 2021

After 10 months of activity, Living Business has established itself as a positive sustainability contributor in the UAE market. It now has a significant network of advocates, not least from the 2020 participants.



There is already significant interest in what comes next. **The vast majority of the 2020 participants are keen to do more in 2021.** In some cases, they have clear plans, in other cases plans are evolving and in one case the CEO has already asked what support might be available to help his business get to the next level.



In the last month, three companies have used the 2020 registration link to register for the 2021 program. **Several companies who withdrew from the program in 2020 because of COVID or other factors definitely want to participate in 2021** and at least three companies who registered in 2020 but did not sign-off solar and water recycling projects before the deadline but will almost certainly commence projects in early 2021.



In short, given the significant pipeline of projects and participants who would like to **continue to engage with the program**, the brand recognition which the program is attracting and the goodwill which the program has thus far created, position it for a significant expansion in 2021.



*"Living Business was, in this process, a very important partner for us because Living Business generated the bridges between all the authorities,"*

**Christian Witsch**  
**Chief Executive Officer, Gulf Extrusions**

## Potential regional rollout

When the project was originally conceived, 2020 was to be the pilot year, with a wider regional rollout occurring in 2021 (assuming 2020 was a success). One upside of COVID-19 is that much of the 2020 Program was run on-line including coaching of companies and the final events. It will therefore be fairly straightforward to expand the geographical scope of the program.

The Living Business team sees scope to take the program regional by:



Opening the program to companies across the MENA region



Partnering with in-country sustainability focused organisations and using social media to publicise the program.

Key challenge will be to find technical partners to work on local fulfilment in each country.





## Living Business.

A joint initiative in partnership with HSBC, Get in the Ring, and Globally.



GLOBALLY

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