



مجموعة أبوظبي للإستدامة
ABU DHABI SUSTAINABILITY GROUP

SUSTAINABILITY JOURNAL

Quarter 2, 2018

"We make every effort to ensure that **sustainability is considered as business as usual**. This applies not only to us, but also to our partners and stakeholders, as we seek to influence our supply chain, the local and regional market as well."

Interview with Mohammed Al Katheeri,
SVP Corporate Strategy & Planning,
Abu Dhabi Airports Company

Interview with Jason Lewis - sustainability campaigner
credited with being the first person to circumnavigate
the globe by human power

Natural Capital Protocol Training Workshop Two:
Measurement & Valuation

The Role of Airlines in the Prevention
of Illegal Wildlife Crime



GULF REGION FINANCE LEADERS' CIRCLE OF PRACTICE

10TH OCTOBER 2018
JUMEIRAH ETIHAD TOWERS, ABU DHABI

We are pleased to invite you to the upcoming Gulf Region Finance Leaders' Circle of Practice), scheduled to take place on 10 October 2018, organised by The Abu Dhabi Sustainability Group (ADSG) in partnership with HRH The Prince of Wales' Accounting for Sustainability Project (A4S) Gulf Region Finance Leaders' Circle of Practice. Launched in 2015, the CoP was established to explore how CFOs in the region might consider the integration of environmental and social issues into business processes and strategy.

This meeting is an important milestone for the CoP, as it will have important updates from the Gulf Region Finance Leaders' Circle of Practice Board on upcoming projects and activities which will help finance leaders drive the strategic sustainability agenda in the region. A brief agenda for the event can be found below:

GULF REGION FINANCE LEADERS' CIRCLE OF PRACTICE (COP) AGENDA

- 12:30 Lunch and Registration
- 13.30 Circle of Practice Meeting Opening Speech
- 13.40 Update from the CoP Board
- 13.50 Progress on CoP Regional Benchmarking and Case Studies Project
- 14.20 Practical Workshop Activity
- 15.30 Review/Summary of Meeting
- 15.35 Close of Circle of Practice Meeting

In the coming weeks, we will be sharing a more detailed agenda with you along with the location details. Kindly save this date in your diaries and RSVP to this calendar invite by confirming your attendance. If you have any further queries, please feel free to contact CFO@adsg.ae

We look forward to welcoming you at the meeting in October.

 #GulfCFO

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GULF REGION FINANCE LEADERS
CIRCLE OF PRACTICE



دائرة الممارسات للرؤساء الماليين
في منطقة الخليج العربي

An A4S programme in partnership with ADSG



Welcome to our readers from far and near. This issue brings a variety of topics showcasing key industries in Abu Dhabi and how they are integrating sustainability into their operations and day to day running of their business by making strategic and far reaching decisions incorporating sustainability from the outset. We are proud to bring to you how Abu Dhabi Airports Company is developing its business sustainably amongst a raft of articles from leading experts and practitioners that we hope will be

inspiring and thought provoking to support you in your sustainability journey.

Looking forward to hear from you and to receive your articles and feedback to help us improve our offering.

Sandra Anani
Sustainability & Communications Consultant



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The opinions and views expressed in the ADSG Sustainability eJournal do not necessarily reflect the ADSG's policy or position. Special thanks to the members of ADSG for providing information, pictures and support in the production of this Journal.

Special thanks to Environment Agency - Abu Dhabi for their support.



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2 DAY NATURAL CAPITAL PROTOCOL TRAINING WORKSHOP AND EXPERT CLINIC

DATE: 6-7 NOVEMBER 2018

VENUE: AL MAMOURA BUILDING A, ABU DHABI, UAE

The AD SG Natural Capital Flagship Program was launched earlier this year during the Abu Dhabi Sustainable Business Leadership Forum, in February 2018. The aim of this flagship program is to raise awareness about the benefits of accounting for and including nature in business decision making and to support organisations in applying the Natural Capital Protocol framework locally.

The third and final workshop will be held from 6-7 November 2018 in Abu Dhabi to support organisations in applying their natural capital assessments.

AGENDA

Day 1 (6th November) 9:30 AM to 16:00 PM

Registration

Overview of the Natural Capital Protocol
Implementation of the Natural Capital Protocol
Workshop Activity
Roundup and Next Steps

Day 2 (7th November) 9:00 AM to 13:00 PM

Half-Day One-on-One Clinic

Participants can have a One-on-One Session or a One Hour Q&A Session open to all

To register your interest, please contact communication@adsg.ae. Booking is free of charge however; seats are limited so please register early to avoid disappointment. This event is delivered by the Abu Dhabi Sustainability Group, in collaboration with the Natural Capital Coalition and supported by the Environment Agency- Abu Dhabi

ABOUT NATURAL CAPITAL COALITION

The Coalition envisions a world that conserves and enhances natural capital. To get there, we have established ambitious goals to mainstream the inclusion of natural capital into decision-making, and to do so quickly and at scale by harmonizing existing approaches to measure impacts and dependencies on natural capital.

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Comment from ADSG Director

Welcome to our 2nd ADSG 2018 Sustainability Journal. I am excited to send you this issue which includes exclusive sustainability articles and updates on ADSG activities through 2018 and our upcoming events.

This issue I would like to thank Mr. Mohammed Al Katheeri, Senior Vice President of Strategy and Planning at Abu Dhabi Airports Company (ADAC), as we bring you our special feature interview with him. This will be an inspiring read for everyone, the ADAC's sustainability journey, from the challenges they have faced to the successes they have achieved in line with their vision to be a leader in the aviation industry with their commitment to sustainability and the environment.

As part of ADSG Energy Efficiency Flagship pilot project in Al Mamoura Building A, with the key objective to identify energy saving opportunities, the project will now enter its second phase, with the launch of a practical and interactive tool designed exclusively for Abu Dhabi. We are excited to begin rolling out this tool in the coming months and you can find out more information on this tool in the journal.

Earlier this year, the ADSG with the support of the environment agency – Abu Abi (EAD) and in partnership with the Natural Capital Coalition (NCC) launched the flagship program to help organisations understand how business success is inter linked with the health of natural capital. We have completed a series of workshops as part of this flagship in the Emirate to engage businesses on the concept of accounting for their use of natural capital in their business operations, which I am sure, will help in building more cost effective and efficient business operations in the years ahead.

As you may be aware, the fourth Abu Dhabi Sustainability Group Awards Gala Dinner Night was held earlier this year in February,

2018 with the theme 'Taking Nature Into Account' framed this year's ceremony with an inspirational keynote speech by Mark Gough, Executive Director of the Natural Capital Coalition and also saw the addition of a new award category in the form of the 'Best Energy Management Program' award. Through these awards, we want to highlight the wealth of benefits of sustainable management practices for organisations, and use this platform as an opportunity to strengthen the partnership between our members, and open more opportunities for collaboration and knowledge sharing. I would like to extend my congratulations to all of our award winners for their dedication in working towards a more sustainable future.

In the coming months we have some exciting activities and projects in the pipeline. We look forward to welcoming you, our members and partners, to our upcoming events and activities, which span from capacity building program and flagship events including the Natural Capital workshop and expert clinic as well as the ADSG peer to peer workshop on UAE's commitment to achieving the Sustainable Development Goals (SDGs) in collaboration with the Federal competitiveness and Statistic Authority to provide global and regional examples on best practices.

I wish to express on behalf of the ADSG, our most sincere gratitude to all our members for your participation and encouragement, as well as our partners.



هدى الحوقاني

Huda Al Houqani,
ADSG Director



"We make every effort to ensure that **sustainability is considered as business as usual**. This applies not only to us, but also to our partners and stakeholders, as we seek to influence our supply chain, the local and regional market as well."

Interview with Mohammed Al Katheeri,
SVP Corporate Strategy & Planning,
Abu Dhabi Airports Company

1. What are the main challenges facing the aviation industry?

There are a range of challenges facing the industry as a whole, from increasing competition and growth in demand from new markets, to transforming customer experiences and delivering new airport infrastructure and capacities. Of course, in its responses to these challenges, the industry must also keep pace with environmental and financial sustainability developments.

2. Out of those, what would you say are the key challenges relating to sustainability?

Aviation plays a significant role in modern socio-economics, providing connectivity and accessibility, and facilitating global commerce. However, at the same time, aviation has a notable environmental footprint.

As an airport operator, we have a wide role in the transition towards a more sustainable aviation industry, we carry a significant social responsibility to provide a safe and secure environment, stimulate economic activity, boost employment and promote connectivity. Throughout all of these activities, we must confront the challenges of reducing our impact on air quality, climate change and natural resources.

3. Do you consider sustainability to be part of business as usual for Abu Dhabi Airports?

We make every effort to ensure that sustainability is considered as business as usual. This applies not only to us, but also to our partners and stakeholders, as we seek to influence our supply chain, the local and regional market as well.

We do so by embedding the principles of sustainability as part of our projects' contracts, mandating Resources Protection & Preservation, Energy & Water Conservation, and Environmental & Human Health. Our projects' sustainability requirements have created opportunities for suppliers of "green" products, materials and services, as well as firms that invest in eco-efficiency and other socially responsible companies. This is achieved by giving them a competitive advantage over those who do not make any efforts in greening their business.

Furthermore, we've set ourselves very ambitious goals as we aspire to become a carbon neutral airport. As a result, we are continuously studying new ways to further improve our

approach to sustainability across our day to day business.

Most recently, this has resulted in Abu Dhabi International Airport being awarded a 'Reduction' level of accreditation from the Airports Council International's Airport Carbon Accreditation. This was a major milestone for us, and came in recognition of our continued commitment to help mitigate against climate change through managing our carbon dioxide emissions. Abu Dhabi International Airport has enrolled in the Carbon Accreditation Program in 2011 and since then have maintained its accreditation within the "Mapping" level, until 2018 when it successfully reached the "Reduction" level.

4. If so, do you think that a sustainable approach to business is a framework that informs business decision making and activities in Abu Dhabi Airports?

Sustainability is at the heart of our decision making, both in the day-to-day operations of our airports as well as the major construction programs

that we are implementing to deliver the airport infrastructure required to sustain the growth of the emirate of Abu Dhabi.

Furthermore, our approach to sustainable development not only focuses on the physical and financial capital sustainability; it also recognizes our business's dependence on natural and human resources. The latter include stakeholders, customers, employees, suppliers and the communities who are affected by our activities.

5. What is Abu Dhabi Airports' sustainability vision?

In line with our vision to be the world's leading airports group we are committed to developing and operating a world-class airport that is recognized for its superior quality, environment, sustainability, passengers safety, security and comfort.

The efficient use of energy, protection of natural resources and



Air traffic control



Abu Dhabi Airports Terminal 3

the minimization of waste are key principles in our efforts to protect the environment. We aim for all of our capital projects to achieve a minimum of a 2 Pearl rating under the Urban Planning Council's Estidama Pearl Building Rating System.

The design of the Midfield Terminal Building (MTB) achieved a 3 Pearl level under the Estidama Pearl Building Rating System, and it is currently the largest single building ever rated. All elements considered and implemented in the MTB design contribute to the building's overall performance and efficiency, while providing a comfortable indoor and outdoor environment.

6. What are the challenges facing Abu Dhabi Airports when implementing sustainability initiatives?

This is something of a cliché, but the main challenge lies in understanding that sustainability is costly and can sustain growth. As a result, sustainable choices are sometimes seen as a trade-off between a healthy natural and social environment on the one hand and healthy business on the other.

However, a business cannot be sustainable if it is not environmentally and socially sustainable. Therefore, at Abu Dhabi Airports we do not view these decisions from a trade-off perspective, but work to ensure our environmental capital and business longevity alike.

This has been our major challenge: a dramatic shift in our mindset and the way we approach sustainability for environmental protection, social

wellbeing, economic development and operational efficiency — all at the same time and in a balanced manner.

7. What tools do you use to measure the environmental and social impact of your business?

We believe that environmental stewardship and operational efficiency can be maximized through long-term planning that compensates for increased demands, through the introduction of eco-efficient infrastructure, technological, and operating strategies.

To this end, Abu Dhabi Airports have adopted Estidama as a framework for the sustainability performance-based evaluation of our airport project design and technological strategies to enhance the environmental capacity of the infrastructure during its life cycle.

Estidama includes specific methods and tools enabling both design project control and sustainability appraisal.

Its methodological approach follows a systematic process analysis, linked to modeling studies and the development of sustainability indicators that inform a site wide approach to the design of airport infrastructure.

Estidama also sets the basis of a framework for overseeing and enhancing investments for infrastructural development by cross-evaluating all the aspects affecting the project design decision process.

In 2011 Abu Dhabi Airports enrolled in ACI's Carbon Accreditation Program, a program that provides a unique common framework and tools for active carbon management at airports, covering operational activities that contribute most to carbon emissions. It consists of four levels of accreditations: Mapping, Reduction, Optimization, and Neutrality. AUH was the first airport in the Middle East and North Africa region to be ACI Airport Carbon

About Abu Dhabi Airports
 Abu Dhabi Airports is a public joint-stock company wholly owned by the Abu Dhabi Government. It was incorporated by Amiri Decree number 5, issued on 4 March 2006, to spearhead the development of the Emirate's aviation infrastructure. In September 2006, Abu Dhabi Airports assumed responsibility for the operation and management of Abu Dhabi and Al Ain International Airports. In 2008, Abu Dhabi Airports added Al Bateen Executive Airport (an exclusive business aviation airport), as well as Sir Bani Yas and Delma Island Airports to its portfolio. These airports are geared to serve the various segments of air travelers, the aviation marketplace, and will help contribute to Abu Dhabi's development as a destination for both business and leisure tourism. Currently under way is the multi-billion dollar re-development and expansion of Abu Dhabi International Airport designed to increase the overall capacity of the airport.

Accredited in the "mapping" level.

This year (2018), having gone beyond the requirements of the 'Mapping' accreditation level during the previous six years, Abu Dhabi Airports initiated its application to the program by providing evidence of its effective carbon management procedures, target setting, and by demonstrating that a reduction in Abu Dhabi International Airport's carbon emissions had occurred through an analysis of consecutive years of emissions data. This enabled Abu Dhabi International Airport to reach the "Mapping" level within the Carbon Accreditation Program.

8. Abu Dhabi Airports is the global gateway to capital of the UAE, how do you try to influence and collaborate with your business partners suppliers and stakeholders around the world in terms of building a more stable and sustainable future?

Abu Dhabi Airports is the first in the Middle East to sign up to a global initiative to promote sustainability in the aviation industry. The Airports Sustainability Declaration, an initiative started by Amsterdam Airport, Schiphol, ties in with current developments such as the

Sustainable Development Goals of the United Nations, COP21 and the ICAO convention on reducing aviation emissions.

Abu Dhabi International Airport remains the only airport in the region to have signed up to the declaration, and is one of just 23 worldwide to have signed up to the declaration. By signing this declaration, Abu Dhabi Airports has committed to working towards and to strengthening the system of sustainable and resilient airports, worldwide, through collaboration, transparency, innovation, and engagement. Abu Dhabi Airports has also committed to sharing best practices, failures and challenges, and developing new cross-airport initiatives.

It is worth noting here that in April this year Abu Dhabi International Airport became the first airport in the UAE to be awarded the Gold Certificate Recognition 2018 by the ACI Asia-Pacific (Airports Council International Asia-Pacific) in the airport category between 15 million to 25 million passengers per year, for its engagement and efficiency in green initiatives, and for displaying consistent commitment towards

energy conservation. The laurel has been merited to Abu Dhabi International Airport for its efficient execution of strategies that would ensure waste minimization at the Midfield Terminal construction site.

**Mohammed Abdulla Al Katheeri
SVP Corporate Strategy & Planning
Abu Dhabi Airports Company**

Mohammed is one of the finest expertise in the aviation business in the Emirate of Abu Dhabi and specifically within Abu Dhabi Airport Company. Mohammed is an experienced leader, with highly developed technical and management skills in the field, experienced in developing and implementing strategic, business and Operational plans, professionally qualified and certified Air traffic Control Supervisor (obtained license # 13 at the scale of the Emirate) with more than 25 years' experience in the aviation industry. Holds 2 master degrees: Masters of Business Administration specializing in Aviation Management from Maastricht School of Management - Netherlands 2001-2003 and Executive Master in Public Administration from Zayed University in partnership with University of California in Berkeley, Indiana University and Utah University - UAE (2007-2010).

He had tangible accomplishments in all areas relating to the air traffic control and services with implementation of International Civil Aviation Organization (ICAO) rules and regulations ranging from Operations to Safety and quality.

Mohammed is currently the Senior Vice President Corporate Strategy & Planning at Abu Dhabi Airports, managing four major areas of Abu Dhabi Airports Business which are, Strategy Department, Planning Department, Risk Management, and Business Excellence Department since March 2017,

He is in-charge of developing and ensuring consistency with the strategy and vision of the Government in developing and sustaining the aviation sector, managing and leading the transformation of the strategic view of the organization into master plans and implementation plans, managing the corporate risk through developing a corporate and detailed risk matrix with necessary mitigation plans, and establishing the corporate functional KPIs for major operating units.

Prior to his current position from May 2016-February 2017, Mohammed was the Acting Chief Operations Officer, under which he managed the daily, short and long term operational plans for 5 airports under the Company's profile; that is Abu Dhabi International Airport, Al Bateen Executive Airport, Al Ain International Airport and the Islands Airports (Delma and Sir Bani Yas).

Mohammed enabled the airport to achieve higher performance standards in such short time as a leader of the Operations Division especially during peak and seasonal bottle necks that confronts Operations with high challenges.

Mohammed was the GM for General Aviation Airports and Al Bateen Executive Airport from 2014-2016. During this time he was executive leader in the delivery of the new VVIP Terminal and the in-charge coordinator for the success take-off and landing of the Solar Impulse airplane in direct communication with its pilot and Masdar leadership.



Abu Dhabi Airports Terminal 1

Natural Capital Protocol Training Workshop Two: Measurement & Valuation



James Spurgeon,
Representative of Natural Capital Coalition



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The Protocol Training Workshops – come and learn how to improve your decision making

On 9th May 2018, business and government personnel came together to learn how they could measure and value their relationship to the environment. They did this in order to benefit their organisations as well as society through improved

management of associated risks and opportunities. They were attending the second in a popular series of three training workshops run by the Natural Capital Coalition and the Abu Dhabi Sustainability Group and supported by Environment Agency - Abu Dhabi, held at the Dusit Thani hotel in Abu Dhabi.

The workshops are free and open to

anyone wanting to understand and apply the Natural Capital Protocol to their own situation. The workshops are led by James Spurgeon, a lead author of the Protocol, along with many others, and a long time practitioner, with over two decades of relevant experience, including several projects in the Middle East.

Building on the first workshop in



Attendees discussing and value Natural Capital



Attendees sharing their ideas about the importance of Natural Capital for all businesses

February 2018, which explained what natural capital is, how its links to biodiversity, and the relevance of this to their organization, the organizations that took part now have the knowledge to scope a natural capital assessment.

The second workshop revealed how to measure and value natural capital, exploring a number of actual company examples. The session also involved all attendees being taken through a complete natural capital assessment example, with a real life situation and context being provided by one of the attendees.

The final workshop is to be held in November 2018 and will consider how companies can use the results of natural capital assessments and further apply the Protocol to other relevant situations. Anyone from business or engaged with businesses, whether through government, financial institution, academia, consultancy or NGO are welcome to come along. Participants do not have to have attended previous sessions as there will be a brief recap of the first two workshops.

In addition to increasing awareness and building capacity on the topic of natural capital, one of the objectives of this workshop series is to encourage businesses to begin to apply the Protocol to their own context. A booklet is to be produced at the end of the year outlining the

workshop series and highlighting how companies attending have applied, or are considering applying the Protocol.

What exactly is Natural Capital?

Natural capital refers to the stock of renewable and non-renewable natural resources, such as plants, animals, air, water soils and minerals, that generate a broad range of benefits to people and businesses. All businesses both impact and depend on this stock of natural assets to some degree, and as a result are likely to experience a variety of potential risks and opportunities associated with these relationships. Natural capital in the Middle East that is particularly relevant for businesses include water, clean

air, beaches, clean bathing water, mangroves, corals, seagrass beds, oil and sand.

Natural capital is just one of several forms of capital essential for all businesses to operate. Others include financial, manufactured, social and relationship, human, and intellectual capitals. There is growing recognition that companies need to better understand and manage all these capitals to be sustainable and successful in the coming decades.

This is particularly true given the dwindling supply of natural resources and the growing demand from population growth and increased consumerism, compounded by the





Attendees going through a complete Natural Capital assessment example

increasingly apparent and significant implications of climate change.

What is The Natural Capital Protocol?

The Natural Capital Protocol is a standardised framework to help businesses identify, measure and value potentially material impacts and dependencies they may have on natural capital. Following the Protocol helps generate trusted, credible, and actionable information for business managers to inform decisions. The Protocol is applicable to any business sector, operating in any geography, at any organizational level. A growing number of leading companies are applying the Protocol to strengthen their commitment and actions towards sustainability. This includes

for example, Dow Chemicals, Jaguar Land Rover, Nestlé, Novartis, Olam, Roche, Shell, Tata Group and many more.

Five main categories of application have been identified for the Protocol. Perhaps the most common is companies simply wanting to better understand their natural capital impacts and dependencies and identify and evaluate associated risks and opportunities. Another common reason for applying the Protocol is for businesses to compare options and trade-offs between different environmental impacts. By determining monetary values for impacts relating to say water, greenhouse gas emissions, other air emissions (e.g. NOx, SOx and

particulate matter) and waste, it makes it easier for decision-makers to ascertain the relative importance of such impacts and compare them on an equal basis with each other and with financial costs for alternative projects. Other applications include assessing impacts on stakeholders, estimating total or net impact values, and communicating internally and externally.

Now that you know more about natural capital and its significance for business, why don't you join us for the third workshop in November. For further details, get in touch with Sandra Anani at sandra@sustainabilitytoaction.com.



The workshop was interactive with participants engaging



The workshop was interactive with participants engaging



ADVANCING THE SUSTAINABLE DEVELOPMENT GOALS (SDGs) IMPLEMENTATION IN THE UAE - THE ROLE OF THE PRIVATE AND PUBLIC SECTOR



DATE: SEPTEMBER 26, 2018

TIME: 10:00 AM TO 15:00 PM

**VENUE: AL HUR A, 2ND FLOOR, AL MAMOURA BUILDING A,
ENVIRONMENT AGENCY - ABU DHABI**

The second ADSG Peer to Peer Workshop will bring together experts from the Federal Competitiveness and Statistics Authority. The FCSA serves as the UAE's vice chair and secretariat of the National Committee on the SDGs. The workshop will also have experts from both the private and public sector to represent UAE's current agenda to adopt and implement the SDG's, exchange on areas for collaboration as well as provide global and regional examples on best practices.

To register, please RSVP to training@adsg.ae

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The Role of Airlines in the Prevention of Illegal Wildlife Crime



Illegal Wildlife Trade Workshop at Etihad Airways Training Academy'

Linden Coppell, Head of Sustainability at Etihad Aviation Group explains the gravity of wildlife crime and what Etihad Airways is doing to support prevention efforts.

Every minute of every day there is illegal activity involving wildlife. Millions of animals enter the illegal pet trade each year. Rhino poaching has increased by a staggering 9,000 per cent since 2007 and one elephant is killed every 15 minutes for its tusks.

Illegal wildlife trade is estimated to be worth up to US\$20 billion a year, the fourth most lucrative transnational crime after drugs, arms, and human trafficking. The direct impact on wildlife is significant, with many heavily trafficked animals becoming seriously threatened with extinction as a result.

In-depth studies based on intelligence gathering and seizures of wildlife and wildlife products indicate that whilst trafficking occurs extensively across the globe, there are clear trends. Africa is a hotspot as one of the main

points of origin for monkeys, turtles, songbirds, cheetah, lion bones, rhino horn and ivory. Likewise, South East Asia is highlighted with countries including China and Vietnam creating high demand.

These two regions of supply and demand makes the Middle East a potential transit option.

Recognising this, Etihad Airways became a signatory to the United for Wildlife Transport Taskforce Buckingham Palace Declaration in 2016, one of the first airlines to do so. Instigated by The Royal Foundation with HRH The Duke of Cambridge amongst its founding patrons, this initiative aims to support efforts to prevent the growing market in illegal trade of several iconic African species, including rhino, elephant and lion, which are all heavily trafficked for their parts.

Recently, the airline became a signatory to the World Travel and Tourism Council's Buenos Aires Declaration. This involvement

obligates Etihad to help in wildlife crime prevention and pledges them to promote responsible wildlife based tourism.

To support these commitments, Etihad have a comprehensive Animal Welfare and Conservation Policy incorporating strict cargo protocols to help prevent the carriage of endangered and threatened species, hunting trophies, shark fins and live animals intended for use in scientific research.

The policy also ensures the airline's commitment towards animal welfare in tourism. In partnership with the Born Free Foundation, the airline established comprehensive best practices for holidays involving interaction with animals.

Whilst the airline cannot play a direct enforcement role, (that needs to be left to police and customs), there is plenty that they can do.

Etihad Airways has instigated three workshops on this subject in



Promoting wildlife protection at Abu Dhabi International Airport on World Wildlife Day

conjunction with the UAE Ministry of Climate Change and Environment which acts as the management authority for CITES, the Convention on International Trade of Endangered Species of Wild Fauna and Flora. The UAE has been a signatory to CITES since 1990. Several other organisations have supported these events, including the Environment Agency Abu Dhabi, Emirates Wildlife Society-WWF, TRAFFIC (the wildlife trade monitoring network) and the International Fund for Animal Welfare, all of which have extensive knowledge of international and regional wildlife trafficking activities.

These workshops were attended by numerous airline and airport stakeholders, including airport authorities, airlines, customs and police. A key aim was to improve each organisation's knowledge of CITES and to understand the main smuggling methods employed by air.

The other focus of the airline has been on broader education and awareness raising, and with 70 thousand people travelling on an Etihad Airways flights every day, there is an opportunity for a broad reach. Numerous articles have been published in their inflight magazine and they have featured wildlife documentaries on the inflight entertainment system.

The #Etihad4Wildlife social media campaigns have kept up the momentum on digital

communications channels while continuing airport campaigns, encouraging travelers to post their wildlife messages on social media, and focusing these events on occasions such as World Wildlife Day in March and World Animal Day in April.

In recognition of their efforts, the airline has been invited to speak at international events. The IATA World Cargo Symposium allowed Linden to make a keynote address on the impact of illegal wildlife trade and the role of the aviation cargo industry. Further to this, she was invited to speak at the Interpol Wildlife Crime Working Group. The first-time non-enforcement agency personnel were invited, it provided the opportunity to speak on behalf of the airline community in identifying tangible support mechanisms for enforcement personnel at airports.

Currently the airline is busy developing toolkits for specific roles within the business. A generic eLearning course has now been completed by over 6,000 colleagues within Etihad Aviation Group and the sustainability team are working now on a course for those responsible for cargo acceptable and handling.

The importance of action on this issue cannot be underestimated; one only has to try and imagine a world without wildlife to realise that this is an issue we simply can't afford to ignore.

Linden Coppell
Head of Sustainability
Etihad Airways

Linden has over 20 years of environmental and corporate social responsibility experience, including the development of carbon management strategies, preparing tailored environmental management systems and preparing Corporate Social Responsibility reports.

Linden joined Etihad Airways at the beginning of 2009 with the responsibility for developing the overall strategy for environmental management for the airline. She is currently implementing initiatives for key areas such as emissions and waste management, as well as managing the charity and humanitarian program and developing a strong culture of environmental and social awareness throughout the business.

A key aspect of her strategy is supporting the development of sustainable alternative fuels for the industry. She ensured Etihad Airways as a founding member of the Masdar Institute-led Sustainable Bioenergy Research Consortium and project managed the first biofuel flight into the UAE in early 2012. In 2014 she project managed the first flight in the UAE using a locally refined plant based biofuel and subsequently established BIOjet Abu Dhabi: Flight Path to Sustainability as a means to bring together stakeholders in establishing an aviation biofuels industry in the region.

Prior to joining Etihad Airways Linden worked as the Environmental Manager of Cathay Pacific Airways from 2003 until 2008.

Linden represents Etihad Airways on the Environmental Committee of the International Air Transport Association (IATA) and the Environmental Policy Group of the Arab Air Carriers Association (AACO).

ADSG Organization Members Participate in ADSG's First Peer to Peer Workshop on 'Impact Valuation to Support Decision-making'



Attendees learn about GRI standards

The Abu Dhabi Sustainability Group conducted a one day Peer to Peer workshop that focused on 'Impact Valuation to Support Decision-making' on April 11, 2018. The one-day interactive workshop discussed the role of measuring and valuing organizations' environmental and socio-economic impacts in improving their social license to operate and interactions with society at large.

The workshop was attended by thirty sustainability professionals from ADSG member organizations, representing governmental and private sectors in Abu Dhabi as well as a range of industries; Hospitality, Healthcare, Oil and Gas, Finance, Aviation and many others.

The workshop began with an introduction from Huda Al Houqani, ADSG's Director, followed by a presentation on the outcomes measurement and valuation benefits by Gus Schellekens, EY's Climate Change and Sustainability Services Partner.

present their business case study for conducting impact valuation. Bruce Basaraba, Head of Health, Safety, Security and Environment at Dana Gas, presented the environmental and socio-economic benefits of their

operations in the Kurdistan Region of Iraq (KRI) and how they improve the lives of local communities and living standards from the creation of jobs, reliable electricity and infrastructure development.



ADSG members attend 3 day certified GRI training course



ADSG Members at certified GRI training workshop

Measuring benefits in monetary value enabled Dana Gas, along with their business partners, to demonstrate the real value added to the public and the government, devise initiatives with the highest socio-economic impact and maintain their social license to operate.

The second guest speaker was Dina Mustafa, Head of Sustainability Operations at EXPO 2020 Dubai, spoke about sustainability being high on EXPO 2020's agenda and positioned as one of the three sub-themes (Opportunity, Mobility and Sustainability).

Dina Mustafa explained how EXPO 2020 aspires to deliver one of the most sustainable World Expos through leaving a legacy of sustainable infrastructure and cutting-edge practices, catalyzing sustainability efforts in Dubai and the UAE, increasing public awareness and engaging society about sustainable living as well as developing solutions that are scalable and beneficial to the wider economy. Her presentation aimed to raise awareness on the sustainability initiatives conducted by EXPO 2020 and possible opportunities for further collaboration with ADSG member organizations.

The main outcome of the 'Impact Valuation' workshop can be summarized as follows:

- It serves as a powerful tool to gain and keep a societal license to operate by assessing possible legislative risks and local stakeholder needs
- It helps organizations make better informed decisions on all levels by building resilient businesses

- It supports external stakeholders/ investors decision to buy a product or to invest resources in a company
- It can be used by governments and regulators to define and implement effective public policies to reduce environmental and social pressure

The session also included global and regional case studies presented to the participants with an interactive round-table exercise and workshop closing the day. The following are the main case study studies that were presented:

- Omran's Social Return on Investment Report
- DP World Dakar Impact Report
- Zain's Socioeconomic Report

- Accor Hotel's Socioeconomic Impact Report

The objective of ADSG's Peer to Peer workshops is to have subject matter experts' present salient sustainability topics that are emerging in the UAE and globally, as well as create open dialogues amongst ADSG members to exchange ideas on best practices and areas for collaboration. The members benefit from the experiences of leading players in the industry who have integrated sustainability to advance their business operations.

The next Peer to Peer workshops will cover the topic of "Advancing the SDGs Adoption in the UAE", which will take place by end of September, 2018.



ADSG members take part in team workshop session on sustainability reporting

ADSG / EAD 'Energy Efficiency Flagship Project: Al Mamoura Building Block A'



In November 2017, the Energy Institute in collaboration with Environment Agency Abu Dhabi and the Abu Dhabi Sustainability Group delivered a 3-day classroom training course in 'Energy Champions Fundamentals'.

The key objective of the course was to bring together representatives of various entities of the Al Mamoura Building Block A to collaborate on energy management best practice. Chris Burgess, the EI's Lead Energy Management trainer, covered fundamental topic areas such as Monitoring & Targeting (M&T), Energy

Management Systems (ISO 50001), practical aspects of the energy auditing process and also how to perform basic energy efficiency calculations.

The course delegates formed a Working Group with the aim of improving the energy performance and also encouraging behavioural change within their respective entities.

Following the successful completion of the 3-day classroom-training course, the Energy Institute delivered

a full-day refresher training workshop on the 22nd of February 2018, day 2 of the Abu Dhabi Sustainable Business Leadership Forum.

The workshop focussed on the key lessons learned during the 3-day course and also on the objectives and outcomes from the energy audits that the members of the Working Group would need to carry out in their respective entities.

During the workshop, Phase 2 of the 'Energy Efficiency Flagship Project: Al Mamoura Building Block A' was

Energy culture

"Culture eats
strategy for
breakfast."
– Dr. Peter F. Drucker



- without the right culture strategy will go nowhere.
- work to people's strengths rather than trying to 'fix' their weaknesses





introduced. Chris Burgess provided training on how to complete a staff awareness campaign using EnergyAware, the EI's 30-minute online awareness programme.

EnergyAware is a practical and fun tool designed to help staff understand how to better manage their energy usage, thereby cutting organisational costs and reducing carbon emissions. As users go through the online tool, they are able to explore typical working environments and identify common energy saving opportunities. They also explore a home environment, which allows them to understand the personal benefits that can come from using energy efficiently.

The Energy Institute has developed a tailored version of EnergyAware specifically for ADSG/EAD. This version includes various useful technical content updates along with new graphic elements to suit the needs of staff members based in UAE.

On completion of EnergyAware users will:

- be able to state ways in which energy bills can be reduced at home
- be able to identify how savings at home can be applied to the workplace

Each individual that completes a post-module quiz will receive a certificate from the Energy Institute.

Phase 2 of the ADSG 'Energy Management Flagship Programme: Al Mamoura Building Block A' is focussed on encouraging behaviour change. Energy Champions will conduct a staff awareness campaign within their entities through rolling out the tailored version of EnergyAware (September - December 2018). The key steps include identifying Al Mamoura staff to complete EnergyAware and maintaining oversight of the participants progress using the EI's online Learning Center.

It is envisaged that the whole project will be completed through the publication of a final report in early 2019.





Middle East HSE and Sustainability Forum

Effective management of health, safety, environment and sustainability

This international technical forum hosted by the Energy Institute will deliver essential learning and sharing of international good practice to help improve the safety performance of organisations, foster a healthy and accident-free work culture, and ensure a sustainable environment. Bringing together research, academia, industry and regulators, the conference will discuss key HSE challenges and opportunities facing the energy sectors in the Middle East.

This is a must-attend event for anyone working in; HSE and process safety, Operations, Risk Assessment, Compliance and Audit, Occupational Health, Medical Prevention and Emergency Response, Environmental Protection, Control and Monitoring, Energy Management, Sustainability, and Clean Energy.

Conference topics covered include:

- **HSE Management:** Organisational arrangements to identify hazards, reduce risks and enhance business performance
- **Health:** Managing health hazards and reducing health impact on workers
- **Process Safety:** Managing hazards that have the potential to cause major accidents
- **Human Factors:** Unlocking the potential of future talent and inspiring people
- **Environment:** Processes aimed at avoiding and mitigating environmental impacts
- **Sustainability and energy efficiency:** Processes aimed at sustainability and energy efficiency

Expert speakers include:

- **H.E. Eng. Suhail Mohamed Faraj Al Mazrouei**, UAE Minister of Energy & Industry
- **Roger Bresden**, Downstream HSE Excellence, Saudi Aramco
- **Abdulla Al Marzooqi**, Manager, Group Health, Safety & Environment Unit, Group Health, Safety & Environment Unit, Abu Dhabi National Oil Company (ADNOC)
- **Hanife Ymer**, Head of Sustainability Services, KPMG Lower Gulf
- **Dr Tarek Bengherbia**, Principal Consultant, DNV GL
- **Islam Adra MEng**, HSE Manager MENA-Turkey, Fortive
- **Glyn Addicott CEng MEI Chartered Energy Engineer**, Operations Director, Hydraulic Analysis

Dr. Waddah S. Ghanem, the Executive Director, EHSSQ & Corporate Affairs, Emirates National Oil Company Limited (ENOC) *'Health, safety and environmental stewardship are non-negotiable priorities for all organisations. ENOC is pleased to host this Middle East HSE Forum in collaboration with the Energy Institute to provide an effective platform for industry experts to get a prime opportunity to discuss key issues, share knowledge and continue raising the bar.'*

Date

1 - 3 October 2018

Location

Dubai, UAE

Contact

Francesca Ferrari
+44 (0)20 7467 7192
fferrari@energyinst.org

Headline sponsor



energyinst.org/whats-on/hse-forum



Free
to
attend

Hosted by



Interview with Jason Lewis



1. Question #1: How the book came about... how Jason and Tammie met

After completing my human-powered circumnavigation, Expedition 360, I was approached by several publishers for the rights to my story. My agent at the time secured a six-figure advance - so far so good. But when it transpired that my 13-year effort would actually be the subject of a ghost written account thrown together in just nine weeks, I committed publishing suicide and turned the money down.

So followed many months of struggle

trying to write the story myself with nowhere stable to live. By this point, with no income and unable to afford the high cost of living in the UK, I found myself camping out in the Santa Cruz Mountains south of San Francisco. It was around this time that I received a message completely out of the blue from Tammie, who ran an animal rescue and pet-sitting business in Colorado. Hearing of my predicament, Tammie found me temporary house sitting gigs that allowed me to keep writing, and suggested we set up our own publishing company.

2. Challenges of the circumnavigating the planet by human power

I had no experience at sea, nor had I ever kayaked or skated before but the biggest challenge wasn't so much the physical exertion - walking, biking, and inline skating over land, and kayaking, swimming, and pedalling a boat across the rivers, seas, and oceans - as it was finding the means to keep the project afloat in lieu of financial underwriting.

Following rejection after rejection, my expedition partner Stevie Smith and I finally set off from the Greenwich Meridian Line in East London having borrowed money from friends and family to pay the boat builders— who we found out later had never actually built a boat before. I had only 319 pounds and 20 pence in my pocket for our global circumnavigation.

Arriving in Miami after a gruelling 111-day Atlantic crossing, we then spent six months paying back our debts by giving talks, selling t-shirts and names on the boat for \$20. This same pattern was repeated in every major city we passed through until the expedition reached Singapore, where we finally managed to secure sponsorship.

“Approaching Australia’s Queensland coast in my kayak, I was intercepted by a 15 foot long saltwater crocodile and had to fight for my life when the creature followed me ashore”





3. Setbacks

Unforeseen mishaps and complications extended the overall timeframe of the expedition from its initial projection of 4 years to 13 years. Steve nearly drowned after our boat Moksha capsized mid-Atlantic.

In Colorado, while rollerblading from Miami to San Francisco, I was run over by an 82-year-old drunk driver with cataracts and left for dead with two broken legs. The Central American leg to Peru had to be aborted in Honduras because of the adverse effects of El Niño - the ocean currents off the Pacific coast had reversed. So that was 7,000 miles in the wrong direction. I contracted septicaemia mid-Pacific, malaria in Indonesia and Laos and altitude sickness in Tibet.

Approaching Australia's Queensland coast in my kayak, I was intercepted by a 15-foot long saltwater crocodile and had to fight for my life when the creature followed me ashore.

Perhaps the worst experience of all, however, was pedalling on the spot for over a month in the Equatorial Counter Current en route to Australia. By this point I was alone, Steve left the expedition in Hawaii. Every day I would pedal for 18 hours, and then I would have to sleep. Each time I awoke and switched on the GPS, I discovered to my horror that I was back where I started from the previous morning. At this point I wanted to give up, but I knew that if I didn't find a way to keep pedalling, eventually my food and water would run out and with no support boat I would die. So, I learned to focus on the very act of pedalling, on being "present", and forgot about the GPS and the lack of progress on the chart. In retrospect, this turned out to be the most valuable life lesson from the entire circumnavigation. It was what helped me claw out of the counter current and ultimately make it back to Greenwich.

4. Upcoming projects

In May 2019, my wife Tammie and I will travel to a remote island in the southeast Pacific where, over the last 3,000 years, the inhabitants have honed a formula for sustainability. We'll use the same pedal-powered boat Moksha to reach the island - there really is no other way, as remote as it is. Just as I set out on the circumnavigation with no experience, this will be Tammie's first time at sea. The only difference is that she cannot swim and is terrified of water. But such is her commitment to making a difference. We'll be filming a feature documentary, and also collaborating with the Centre for Research into Sustainability (CRIS) at London University's Royal Holloway College on a research project examining



exchange frameworks on the island, and what lessons might be drawn for sharing economies in modern societies.

5. The educational programme and how they are getting their learning across in different countries

For the circumnavigation, we teamed up with UNESCO to visit over 850

schools in 37 countries, connecting young people with each other via a series of cultural exchange and environmental education programmes. Since the launch of the Young Adult version of the book series, Tammie and I have initiated a programme in which we spend several days to a week at each individual school, giving talks, and participating in outdoor community service

projects, which gives us more time to make a lasting impact. With her years of theatrical experience, Tammie is able to bring even the shyest of students out of their shells instilling them with the belief that they can and will make a difference in their world.

Our objective is to inspire children, the decision makers of tomorrow, to become better global citizens and

to begin thinking about the impact of human behaviour on the natural world. We find that the students are motivated to begin taking charge of their own ecological footprint to mitigate the compounding effects of our consumer culture. This programme has been successful with students around the globe.

6. What are the practical things you can do today to help both as an individual and as a company

Undoubtedly the single biggest impact each of us can make to become part of the solution to a sustainable future is to avoid meat and dairy*.

Reducing food waste is also high up there, either by individuals or as a company: uneaten food squanders a whole host of resources—seeds, water, energy, land, fertilizer, hours of labour, financial capital—and generates greenhouse gases at every stage, including methane when organic matter ends up in the global rubbish bin**.

Installing rooftop solar or purchasing electricity from a renewable energy provider is another win-win: as well as saving on bills, solar has the potential to keep 40 gigatonnes of CO2 out of the atmosphere between now and 2050, representing 5% of our

remaining carbon budget***. Then there's learning how to repair things instead of throwing away or recycling - you can fix almost anything with the help of YouTube and a few tools.

Small changes at home can make a big difference too. We have stopped the use of paper towels opting for reusable cloth. After all, it worked for our grandparents. This saves trees, and reduces the impact of manufacturing and chemical usage, as well as transport to landfills and the resulting CO2 emissions. We never use bottled water, which is truly one of the worst things for the planet. And after hearing about the devastating



effects of cotton production causing the disappearance of bodies of water like the Aral Sea which is now named the Aralkum Desert, we have stopped purchasing new cotton garments altogether. We purchase from charity shops and support a good cause.

The underlying theme between all these steps is to become more mindful of what we consume, making informed choices that can save us money, safeguard our health, and protect the natural world on which we all depend. Investing in an electric car or a "green" building might seem like the right thing to do, but every new product also has a material impact, so sometimes it's better to just keep with what you've got and cut down on usage. Living better with less is the ultimate goal.

* The livestock sector takes up 83% of farmland, having a huge impact on biodiversity through habitat loss, and provides just 18% of calories while causing 14-18% of global warming.

** The food we waste is responsible for roughly 8% of global emissions.

*** According to IPCC 2014 report AR5, we have a likely (66%) chance of containing global warming to less than +2°C if we emit no more than

another 739 gigatons of CO2 (as of June 2018).

7. What can we learn from the Tribal chiefs and how can that be applied in the modern world

Resources on the island are often shared, including food, cultivable land, and material goods, so one of our goals is to explore whether the exchange frameworks that have worked successfully for the islanders for three millennia can be adapted for sharing economies in complex, post-industrial societies.

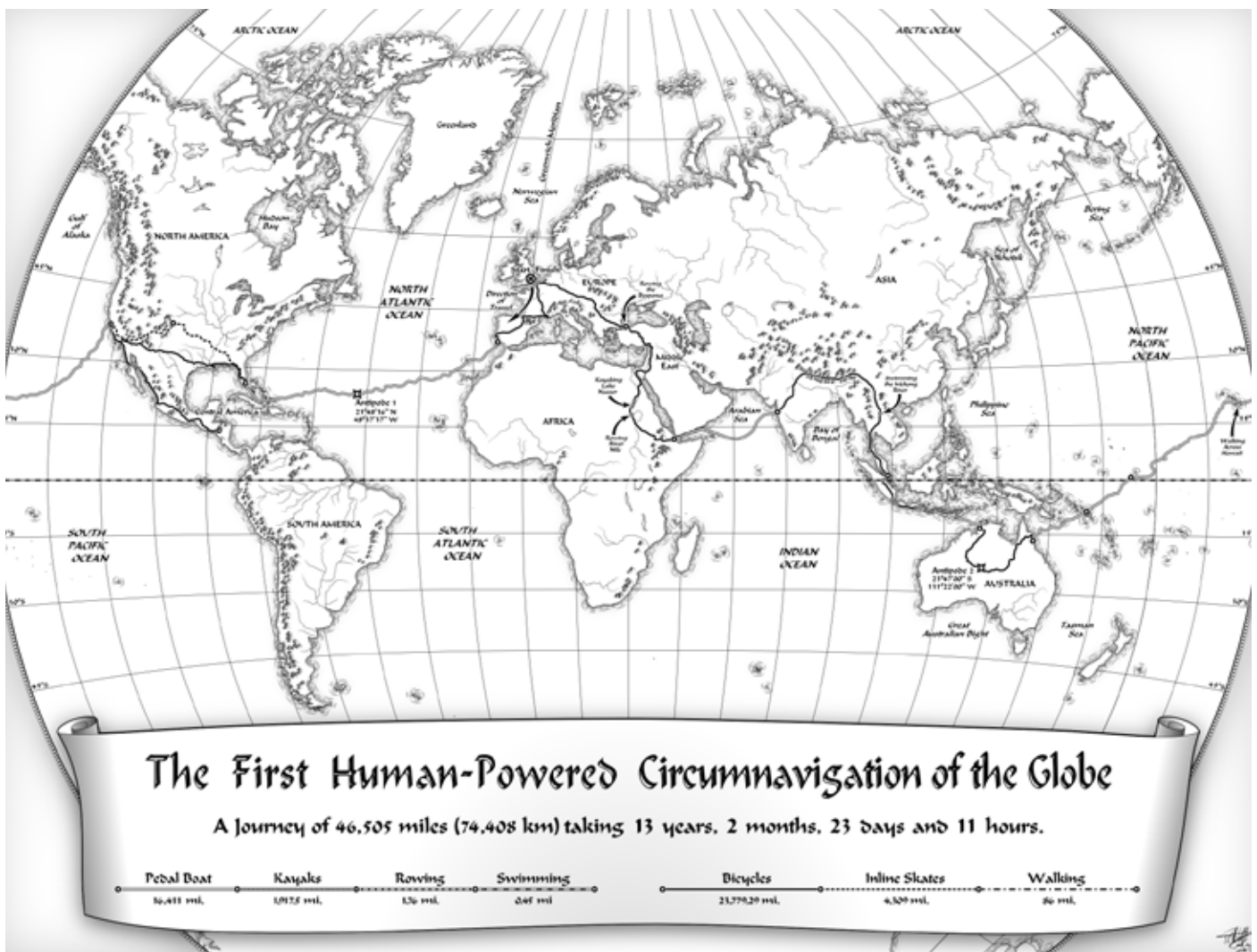
Being past masters at surviving natural disasters, the inhabitants are also pre-emptively adapting to more frequent cyclones (caused by global warming) by diversifying crop cultivation*. Considering climate change is predicted to wipe out 40% of US monocrops such as maize and soy, and 30% of wheat, by 2060, we can learn a lot from these people.

Finally, without the luxury of being able to buy new "stuff" when it breaks, the islanders are experts at repairing almost everything - their outrigger canoes, for example, on which they depend for fishing, are kept in commission for generations due to the scarcity of large felling trees. We'd



like to use these stories of longevity to inspire our audience to distance themselves from the disposable economy, and to resurrect the lost art of repairing things. Viewers of the film and followers online will be able to sign up for a series of weekend classes teaching sustainable living skills inspired by our discoveries.

* Ref: University of Chicago Energy Policy Institute.



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