



**CHALHOUB** GROUP

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CASE STUDY

# THE BUSINESS PLEDGE

A MORE INCLUSIVE WORKPLACE

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## 1. WHAT IS THE INITIATIVE THAT THE ORGANISATION HAS ESTABLISHED?

Chalhoub group is practicing sustainability by thriving to have a more inclusive workplace where people from different religions, ages and genders work together and equally contribute to the organisation. From the pillars of the Business Pledge, Chalhoub Group is focusing on 'A More Inclusive Workplace'. As the company says, "Chalhoub group wants to make diversity and inclusion its way of life".

## 2. WHAT WAS THE MOTIVE FOR ESTABLISHING THIS INITIATIVE?

Chalhoub group wants to be sustainable by ensuring that the future generations will continue to use its resources in a better manner compared to what the company is currently doing. Chalhoub also wants to have a workplace where everybody is treated equally. "If everyone is thinking the same, somebody is not thinking". Moreover, if the customers are diverse, the company will be better approached if their employees are diverse too. When there is diversity in the workplace, the employees will be happier. Also, having diversity and inclusion in the workplace helps in attracting the best talents.



### 3. WHAT WERE THE WAYS IN WHICH THE ORGANISATION IMPLEMENTED THE INITIATIVE?

To be a more sustainable company Chalhoub group focused on the following aspects:

1

#### **People (internal employees):**

Chalhoub group is trying to have equality in its workplace by treating employees with respect and making sure they are happy and motivated to work.

2

#### **Products**

##### **(Everything that the company sells):**

Making sure they are selling products that are produced in the right way by dealing with responsible suppliers.

3

#### **Planet (environment):**

Chalhoub is coming up with projects related to energy efficiency like solar panels, recycling, etc...

4

#### **Impact:**

After initiating the business, they find something else to improve it and leave an impact (For planet: implement an intelligent printing system that is always double sided, and employees need to enter a code before printing something so that if they printed something and forgot to pick it up, it will not be printed to save trees, energy, and money).

To be a more diverse and inclusive company Chalhoub has implemented the following ways:

- 1- Increasing maternity and paternity leave.
- 2- Increasing the number of women in top management positions.
- 3- Increasing salaries for women to be equal to the salaries of men.
- 4- Initiate a community of different groups: educational, internal processes, and recruitment
- 5- Have equal training for all age groups
- 6- Change the recruitment process by keeping the gender anonymous for all job applicants.
- 7- Hiring women in the warehouse.
- 8- Celebrate different ethnic holidays

### 4- WHAT WAS THE IMPACT THE INITIATIVE HAD ON THE ORGANISATION?

- 1- Acquiring more talent by hiring women in the workplace to make decisions that everyone agrees on.
- 2- For the planet: Implementing the intelligent printing system has reduced the amount of wasted papers by 30% in a few months.
- 3- Increase in such initiatives will increase retention, creativity and ultimately profitability.