



EMIRATES NBD  
CASE STUDY

# THE BUSINESS PLEDGE

SETTING TARGETS FOR SUSTAINABLE AND RESPONSIBLE GROWTH

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# SETTING TARGETS FOR SUSTAINABLE AND RESPONSIBLE GROWTH

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

Emirates NBD as part of their CSR approach have introduced a CSV (creating shared value) model of giving, wherein it tries to create value for all its stakeholders with the simple thought that, what you do comes back to you. They have narrowed their focus down to helping people with disabilities, financial literacy, women empowerment, health and wellness of its people and the environment under this initiative; all these initiatives will help Emirates NBD become a good corporate citizen in its home town as well as other places of operation.



## 4. WHAT WAS THE IMPACT THE INITIATIVE HAD ON THE ORGANIZATION?

The new initiative helped Emirates NBD move from philanthropy to CSR and then to their CSV approach, it helped the company strengthen its position in the society and be more recognized in the corporate world, even though it wasn't their main intention.

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

Emirates NBD developed this initiative under its CSR strategy to fulfill the 4 pillars of the global CSR model, i.e. responsibility towards the society, towards the environment, in the marketplace and in the workplace. When they developed the new initiative, the focus was not only just giving but it was to create shared value that will help the firm in the long term to increase their profits. It also helped Emirates NBD create a dialogue and build transparency not only with its regular customers but all the important stakeholders of the firm.

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

The company has placed utmost importance on building a disability friendly community for people with disabilities, as a result of which Emirates NBD has introduced and now operates disability friendly branches all across UAE for their ease and convenience, with the aim that the community and business will benefit together. They also aim to improve the financial literacy of the Arab youth through their summer internship programmers. They have also segregated and introduced separate products and services for people with disabilities, and have made it easier for the general public to donate for such causes on their website, as a result of this initiative.