



# Event Outcome Report

## Creating Shared Value Workshop

**Event Date:** 12<sup>th</sup> February 2020

**Location:** Jumeirah Emirates Towers, Dubai, UAE



# Event Overview

## Creating Shared Value Workshop

In contemporary society, the pressures for businesses to operate sustainably have become common discourse. However, sustainability and corporate social responsibility (CSR) in the Private Sector are often “bolted-on” as a peripheral element of a business’ core operations. Despite best intentions, this strategy can be short-sighted and limited in its scope.

Through the establishment of Creating Shared Value (CSV), businesses can address and mitigate societal issues, while generating **improved performance** and **impacting bottom-line financials**. By pivoting the focus onto Shared Value policies and procedures, organisations can better understand markets & business management, and **maximise positive community impact**, all without compromising the interests of their shareholders.

CSV can be a powerful tool in prompting businesses to approach social and environmental issues differently. By leveraging the resources and innovation of the Private Sector, organisations can create new solutions to some of society’s most pressing issues by embedding sustainability into the core of their operations. Value creation can be maximised by identifying and strengthening the unmet needs of the community the business operates in, by embedding Shared Value into the core of the business and by recognising its role in the bottom-line of the organisation.

### Key Information

**Number of Attendees:** 37 attendees

**Profile of Attendees:** Heads of Sustainability and Social Investment Programmes

#### Attendee Feedback:

- Event quality – 88% satisfaction rate
- Networking quality – 100% satisfaction rate
- Content quality – 90% satisfaction rate

# Workshop Facilitator

**Leena Al Olaimy** is the cofounder and Executive Chairperson of 3BL Associates (3BL), a people+planet strategy consultancy working on interconnected sustainable development issues.

*For full bio and contact information, see Appendix 2.*





# Agenda Overview

## Understanding CSV

- Evolution & Differences Between CSR, Sustainability & Shared Value
- Impact Opportunities Framed Within the Context of the Sustainable Development Goals (SDGs)
- Introduction to Shared Value: How to Drive Profits Through Serving Social & Environmental Needs
- Understanding the Three Levels of Shared Value
- Deep Dive Into Shared Value Case Studies: Learning How to Increase Profits Through Impact
- Identifying Shared Value Opportunities at your Organisation

*The following slides, shared by Leena Al Olaimy, provide a deep dive into these various topics discussed at the workshop.*



# Event Outcomes

## Understanding CSV

- Creating shared value (CSV) is not just social responsibility, philanthropy or sustainability - but rather a new way of achieving economic success.
- CSV advances the economic and social conditions in the communities in which a company operates, while also enhancing its competitiveness.
- Unlike traditional CSR approaches, CSV creates value for both the company and the community, and heeds profit maximisation.
- CSV balances and leverages business opportunities, corporate assets and social needs while realigning processes and budgets to embrace value creation.
- By investing in environmental and social causes, organisations can increase profits. Through analysing case studies involving Johnsons & Johnsons' investment in employee healthcare, and the Intercontinental Hotel Groups' investment in reducing carbon emissions; the facilitator presented on how this translates into overall savings valued in the millions for the respective organisations.



# Appendices



# Appendix 1

## Event Agenda

**10:30 - 11:00**

Registration

**11:00 - 16:00\***

Creating Shared Value Workshop

Facilitated by Leena Al Olaimy, Co-Founder & Executive Chairperson, 3BL Associates

The session was an interactive focused discussion on the value of embedding sustainability practices to the core of business, to create shared value and optimise social impact.

Designed for sustainability and social investment managers across regional businesses, this workshop provided deep knowledge on how a CSV model can be implemented to create positive social impact, while also achieving better bottom-line results. Topics that were covered in this session included:

- Evolution & Differences Between CSR, Sustainability & Shared Value
- Impact Opportunities Framed Within the Context of the Sustainable Development Goals (SDGs)
- Introduction to Shared Value: How to Drive Profits Through Serving Social & Environmental Needs
- Understanding the Three Levels of Shared Value
- Deep Dive into Shared Value Case Studies: Learning How to Increase Profits Through Impact
- Identifying Shared Value Opportunities at your Organisation

*\*A working lunch was served at 13:00.*

# Appendix 2

## Workshop Facilitator



[leena@leenaolaimy.com](mailto:leena@leenaolaimy.com)

[3blassociates.com](http://3blassociates.com)

[diversityonboard.org](http://diversityonboard.org)

[publicplanetpartnerships.com](http://publicplanetpartnerships.com)

Leena Al Olaimy is cofounder and Executive Chairperson of 3BL Associates (3BL), a people+planet strategy consultancy working on interconnected sustainable development issues. Through 3BL's consultancy arm, she has advised regional corporates, governments, several United Nations organizations, and Nobel Peace Prize nominees on inclusive and financially sustainable models to advance social and environmental progress. Through 3BL's think-do-tank, Leena has cofounded award-winning ventures like Public-Planet Partnerships—a framework for designing interspecies win-win collaborations between humans and nature; and Diversity On Board, which connects exceptional Arab women to organisations, to accelerate board diversity.

Leena was the first Arab consulting affiliate of Michael Porter's 'Shared Value' Initiative. She was also an advisor to the London-based impact investment firm Future Planet Capital. She sits on several regional and international boards and has been a judge and mentor for numerous entrepreneurship competitions, like His Royal Highness the Duke of York's Pitch@Palace, United Nations SDG hackathons, and MIT's Arab Enterprise Forum.

Leena is a Dalai Lama Fellow, a Fulbright Scholar, an Expo Live Global Impact Innovator, a Wall Street Journal "Woman of Note," and is the author of *Compassionate Counterterrorism: The Power of Inclusion in Fighting Fundamentalism*. She holds a BS in Culture and Interpersonal Communications from New York University, an MA in Globalisation Studies from Dartmouth College, and is an alumna of Harvard Business School's Executive Education Program, the THNK School for Creative Leadership in Amsterdam, and Singularity University.



# Appendix 3

## Programme Overview - Governance in Philanthropy

### Governance in Philanthropy

Enhancing the impact of the Gulf Region's philanthropic and non-profit ecosystem

### Activities:

**Resources and Toolkits** – delivering practical guides to enhance the implementation of governance practices in philanthropy.

**Gulf Business Philanthropy Circle** – action focused dialogue that seeks to address challenges and opportunities in institutional giving in an effort to drive more impactful philanthropic and corporate social responsibility programmes.

**Workshops and Roundtables** – sharing knowledge to promote the adoption of best governance practices in philanthropy.



### GOVERNANCE IN PHILANTHROPY FUNDAMENTALS



Programme Partners:

**BILL & MELINDA GATES foundation**

مؤسسة الملك خالد  
KING KHALID FOUNDATION



# Appendix 4

## Pearl Initiative Team



**Yasmine Omari**

*Executive Director*

An expert in governance for family firms, Yasmine joined the Pearl Initiative as Head of Programmes, and became Executive Director in 2019. She has experience in the implementation and operation of corporate and family governance systems, as well as business performance and risk management capabilities for private companies and family offices. Prior to joining the Pearl Initiative, Yasmine was a Senior Manager at Deloitte and supported clients in navigating the business challenges faced by entrepreneurial families in business. Yasmine has a legal background and holds a degree in Law and Arabic from SOAS, University of London.



**Lamia Adi**

*Senior Programme Associate*

Before joining the Pearl Initiative, Lamia worked with Pink Tank, a Dubai-based consultancy focusing on research and knowledge-based conferences in the Gulf Region. In her role at the Pearl Initiative, she supports in planning, managing and implementing governance and diversity programmes across the Gulf Region. A graduate with a bachelor's degree in Foreign Service from Georgetown's University School of Foreign Service with a minor in Arab and Regional Studies, she is keen on contextualising international research and adding tangible value to the region.



**Sumaya Nair**

*Jr. Programme Assistant*

Having previously worked closely with developmental & social enterprises in the UAE, Sumaya is concerned about a range of global matters, including humanitarianism, sustainable development and corporate governance. With a degree in International Politics, she is also passionate about the role the private sector has in pushing forward the SDGs. In her role at the Pearl Initiative, she supports in the managing and implementing of the Governance in Philanthropy and Governance in Family Firms programmes across the Gulf Region.