



Fostering a Corporate Culture of **Accountability** and **Transparency**

## Outcome Report

# Business Pledge: Importance of Sustainability

**Date:** Tuesday, 19<sup>th</sup> October 2021

**Location:** Zoom Platform

### Facilitated by:

Dr. Samir Thabet – Corporate Sustainability Manager - Ph.D. Sustainable Development & Diplomacy | ESG Strategy / Net-Zero Strategy – CCC

### Delivered to:

Fahad Bin Sultan University – KSA

### Attendees:

23 undergraduate Students

### Key Takeaways:

The Pearl Initiative’s Business Pledge programme was established in 2016 to bring Gulf Region’s business leaders and students together to showcase initiatives that promote sustainable growth based on good corporate governance practices.

To underline the commitment that already exists in this region and to inspire others to act, the Business Pledge session is to call upon senior business leaders in the Gulf to commit to adhering to the principles of ethical and responsible conduct when interacting with society through meeting university students on an annual basis.

In this session, Auriel Rawling, who is an expert in the field of “Importance of Sustainability” and a champion of sustainable growth, explained to students what the main principles of sustainability are, its different types and how it is directly correlated to having strong corporate governance.

### Key outcome:

Main outcome of the session is to raise awareness around “Sustainable and Responsible Growth” and how it is important for a strong base of corporate governance, by having leading organisations provide specific examples of the initiatives already being implemented by their businesses in the Gulf Region, to help other businesses and students see the practical implementation of corporate governance policies and the positive impact they will have on a business’s growth.