



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

Outcome Report

Business Pledge: Setting Targets for a Sustainable and Responsible Growth

Date: Tuesday, 2nd November 2021

Location: Zoom Platform

Facilitated by:

Dimitris Tsourolis - Human Resources Director – Crescent Enterprises

Delivered to:

University of Dubai in UAE

Attendees:

21 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 “Setting Targets for a Sustainable and Responsible Growth” and a champion of sustainability, explained to students what the main principles of sustainable growth 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 “Setting Targets for a 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.