



Pearl Initiative

Event Report: Business Pledge Student Lecture



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Partnerships and Collaborations with Dana Gas

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The Pearl Initiative launched the Business Pledge to call upon senior business leaders across the Gulf Region to make a public commitment to adhere to principles of ethical and responsible conduct when carrying out business and interacting with society.

The Business Pledge allows business leaders the opportunity to showcase their best practices in ethical business conduct while also bringing students and business leaders together to discuss the four pillars of the Pearl Initiative's Business Pledge programme, these being:



Acknowledgements

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- Dana Gas
- Bruce Basaraba, Head of HSSE, Dana Gas
- Skyline University
- Dr. Kakul Agha, Assistant Professor, Skyline University
- Skyline University Students

The Pearl Initiative team would also like to extend a special thank you to PepsiCo as supporters of the programme and the Business Pledge Initiative.





Event Summary

Event Location: Skyline University, Sharjah

The Pearl Initiative held a collaborative event with Skyline University and Dana Gas on 14 October 2019. This event was a Business Pledge session, held as part of the Pearl Initiative's student engagement initiatives.

The Business Pledge is designed to connect students with business leaders, providing them with the opportunity to learn more about the practical aspects surrounding the implementation of sustainable best practices in business.

This session was delivered by Mr. Bruce Basaraba, Head of HSSE, Dana Gas, on the topic of 'Partnerships and Collaborations'.

Mr. Basaraba kicked off the session by discussing what sustainability means to Dana Gas and how this principle has been embedded into the vision, strategy and values of the organisation. Dana Gas recognised that in order to achieve high standards of conduct and accountability when it came to their sustainability goals, strategic partnerships and collaboration were vital.

Dana Gas's sustainability vision is 'To create shared prosperity,' which trickles down to three pillars. These being:

- **Operational Excellence**, the aims is to achieve excellence through the optimum use of company assets while being social and environmentally responsible.
- **Social Responsibility**, where the main motive is to understand the needs of stakeholders through community engagement programmes and training.
- **Sustainability Governance**, the objective is to manage the integration of sustainability related incentives, KPIs and targets and implement sustainability governance mechanisms.

"Sustainability to me is carrying out personal and business activities that leave the world a better place than the way you found it."

Bruce Basaraba

Mr. Basaraba spoke about the numerous initiatives Dana Gas has undertaken to reach out to students, including supporting their education through developing infrastructure and facilitating learning through various internships and design projects. For example, Dana Gas has partnered with the American University of Sharjah and Higher Colleges of Technology for Women to provide internships for talented students.

Dana Gas Egypt also run sustainability projects where funds to the value of \$4,000,000 are invested towards community and social improvement. These initiatives focus on advancing healthcare, public education, job creation and income generation programmes in the region. Mr. Basaraba briefly discussed the Equal Opportunities Programme (EOP), which supports equal opportunities for women in employment and education at Dana Gas Egypt, and aligns the wider industry with strategy for the promotion of gender equality.

Mr. Basaraba concluded the session by discussing Dana Gas' partnership with the Amar Foundation in Iraq. Amar runs health clinics and provides basic education to displaced communities in Iraq, and Dana Gas supports their healthcare facilities, which include reproductive healthcare and mental health services, as well as their education facilities.