



## Pearl Initiative

Event Report: Business Pledge Student Lecture



Event Report

## Promoting Integrity with Novo Nordisk

*Business Pledge Student Lecture*



## Pearl Initiative

Event Report: Business Pledge Student Lecture

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 whilst bringing students and business leaders together to discuss the four pillars of the Pearl Initiative's Business Pledge programme, these being:



## Acknowledgements

The Pearl Initiative team would like to thank the following organisations and individuals for their valuable input, time, and engagement with our programme:

- **Novo Nordisk**
- **Nina Nikolic, Senior Legal Manager, Novo Nordisk**
- **American University of the Emirates**
- **Dr. Nikolina Ljepava, Assistant Professor, American University of the Emirates**
- **Dr. Edyta Skibinska, Assistant Professor, American University of the Emirates**
- **American University of the Emirates 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: American University of the Emirates, Dubai

The Pearl Initiative held a collaborative event with American University of the Emirates and Novo Nordisk on 5<sup>th</sup> November 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 Ms. Nina Nikolic, Senior Legal Manager, Novo Nordisk, on the topic of 'Promoting Integrity'.

Ms. Nikolic started the session by defining the term 'integrity' and gave a brief introduction about Novo Nordisk and her role as a Senior Legal Manager. She shed light on what integrity meant personally to her and how integrity is important at Novo Nordisk.

Her definition of integrity is linked to terms such as accountability, loyalty, honesty, dependability, and more. Ms. Nikolic gave examples of how to best demonstrate a culture of integrity in the workplace to the students who are preparing to be a part of the workforce very soon.

Ms. Nikolic discussed an initiative titled 'Changing Diabetes in Children' which is a partnership with Novo Nordisk, International Society for Paediatric and Adolescent Diabetes (ISPAD), World Diabetes Foundation (WDF) and Roche. The main aim of this programme aims to increase access to diabetes care for children with Type 1 diabetes in developing countries where care is not always available or accessible. The programme has expanded to 14 countries in Africa and Asia reaching more than 24,000 children and adolescents living with Type 1 diabetes.

Ms. Nikolic also threw light on their 'Circular for Zero' initiative which aims to have zero environmental impact by adopting a circular mindset. This is done by designing products that can be recycled or reused, reshaping their business practice to minimise consumption and eliminate waste, and working with suppliers who share their ambition.

Novo Nordisk are in the transition to utilise renewable electricity throughout their global production. By 2030 they aim for zero CO<sub>2</sub> emissions from their global operations and transport. Novo Nordisk are designing eco-friendly products to their existing and future products to be reused and recycled.

Ms. Nikolic concluded this interactive session shedding light on another initiative titled 'Show The Way' which is a set of guiding principles underpinning every decision they make.