



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

Outcome Report

Business Pledge: Sustainable & Responsible Growth Pillar

Date: Friday, 15th July 2022

Location: Hult International Business School

Facilitated by:

Wasif Syed Muhammad, Chief Risk and Compliance Officer (CRCO) at Tamer Group, Jeddah, KSA.

Delivered to:

Hult International Business School in Dubai, UAE.

Attendees:

40 postgraduate level students - Master in International Business (MIB) and Executive and Full Time Master in Business Administration (MBA).

Key Takeaways:

The speaker provided an overview and provided multiple definitions on business & sustainability, then he took the students to a historical journey where he stated the changes in business & sustainability from 1700 up to now. He then took an in-depth look on business sustainability from the Environmental, Social & Governance (ESG) lens.

An interactive activity with the students was listing the different challenges & opportunities with ESG in action including the climate change, nature loss, social vitality, wealth generation, innovation, governing purpose, ethical behaviour, stakeholder engagement, etc. The students along with the speaker then highlighted the different well known and large initiatives for embracing ESG.

Finally, the discussion ended with a reminder of why ESG really matters and how we can all be part of the implementation.

Key Outcome:

Most students stated that they have realised the urgency of acting on the ESG aspects, the importance of each of its pillar, the environmental, sustainable and governance.

Below are some of the feedbacks the students shared with PI's team:

“I have learned the importance of focus on the G of the ESG”

“It was interesting to discuss the different examples of companies that failed and what aspects of ESG led to that failure. But I believe that we've had enough theories for ESG and it's time to act”

“ESG aspects are an actual challenge that needs to be addressed”

“Governance supports commercial sustainability and have to be engrained in BizOps (BizOps is a conceptual framework for aligning business and technology)”

“It was interesting to discover the challenges and opportunities associated to ESG”