



## Outcome Report

# Business Pledge: Sustainable & Responsible Growth Pillar

**Date:** Monday, 13<sup>th</sup> February 2023

**Location:** Prince Sultan University (PSU)

### Facilitated by:

Jaleel Ghani, Corporate Ethics & Compliance General Manager at stc

### Delivered to:

Prince Sultan University (PSU) in KSA.

### Attendees:

132 undergraduate students were in attendance.

### 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:***

Around 18 responses were "Thank you, and that they have benefited so much and learned a lot from the session."

Another student said: "I really liked the speaker, and the event was organized well. For future webinars, I would like to see how we can manage family businesses with all the challenges and how can we grow them and make them sustainable for the future."

Another student said: "I just wish we were able to have our mic open to openly share and discuss our opinions and how they vary."