



ELECTRA

**Report on Progress
COP 2020-2021**





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Table of Content

- Our CSR 3
- Our Company 4
- Enterprise Actions 5
- Community Actions 6
- Environment Actions 7
- Progression Overview 8



A word from our CEO

For 30 years, our ambition remains to lead the way through ethics and sustainability. Year after year, we take our engagement very seriously with continuous improvement aiming toward a stronger CSR strategy. Our efforts are determined by our core values: Agile, Inclusive and Passionate, that is what guides our global mission.

Despite last year's challenges, we have taken significant steps to accelerate our social and environmental agenda, not only to reduce the environmental impacts of our business operations but also make our team accountable, embracing solidarity and sustainability principles.

Likewise, our Management have clear goals ensuring the protection of our company's policies, health, safety, wellbeing of our people and objectives toward our CSR.

We pride ourselves on providing a fair, ethical, and inclusive working environment: this is where the sustainable journey starts.

With this progression report 2020-2021, we reiterate our firm commitment to UN Global compact principles which help us sustain our legacy and boost our progression further. It is a true testimony of our Philosophy: Resilience, Flexibility, Performance & Ambition.

Benoit Honnart
CEO

Our CSR Priorities

ENTERPRISE HELP. CARE. SHARE.

We treat our employees fairly and ethically.
We improve their well-being through social activities and awareness campaigns. Our ambition is to lead the way through ethics and welfare.

COMMUNITY HELP. CARE. SHARE.

We support charities and the local community by volunteering and donating time, money, products and services to social causes.

ENVIRONMENT HELP. CARE. SHARE.

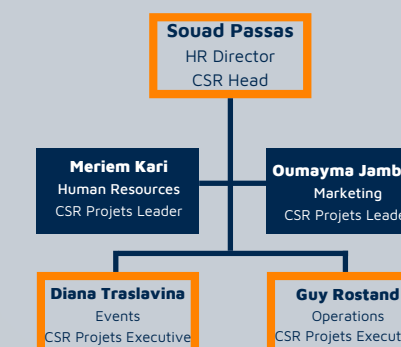
We focus on reducing our carbon footprint with recycling programs and sustainability actions.

Our CSR Committee

We are a diverse team hailing from all parts of the business, motivated to drive positive change through our CSR commitment.

The recent world events have further strengthened our team's attachment to the values of solidarity, and our actions of the past year have been geared towards inspiring unity and resilience with our industry and community. We are excited to share with you, through this report, the numerous actions that served a good cause.

Within this momentum, we have recently joined the regional SDG ambition with the mission of aligning our strategy further with the UN Global Compact sustainable goals.





ELECTRA

*We bring
your concept to life*

Who We Are

Electra is a fully integrated event, exhibition and environment solutions provider and production house in the GCC.



Key Figures

1992

Year of creation

25,000 sqm

in-house production facilities

400

Happy Employees

We are a diverse team...



We value and encourage diversity within our teams, and this reflects in our people's variety in religion, nationality, beliefs, languages and cultures.

According to our 2021 employee survey, 90% of our employees feel that Electra promotes diversity, fairness and inclusion.

We value talents from all backgrounds and generations. Our employees' age repartition is homogeneous and growing talents are as valuable as confirmed and experienced talents.



... and proud award winners

Best Sustainability Initiative



3 Stars Taqdeer Award

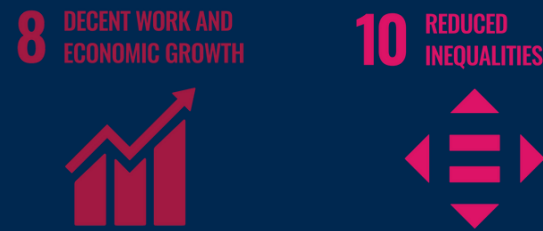


تقدير taqdeer

جائزة حمدان بن محمد بن راشد آل مكتوم
لتكريم العمال وشركات المقاولات المتميزة
Hamdan Bin Mohammed Bin Rashid Al Maktoum Award
Honouring Labourers & Construction Companies for Excellence

WE SUPPORT





We value our people

Our people's health & well-being is always up-front. From learning & development opportunities to women empowerment and employees well-being, we make sure all is done to support employees at all levels.

We lead the way through Welfare & Ethics

Taqdeer Award

We believe that all employees want and deserve a workplace where they feel respected, satisfied and appreciated.



Our Engagement towards Anti-Corruption

Business Code of Conduct Policy

Regular Ethics & Compliance surveys are held among our employees to assess understanding of anti-bribery policy. Action plans are key to sustain a corruption-free workforce and our employees are trained accordingly.

Anti-corruption & Anti-bribery is an integral part of our supplier code of conduct. A full section is dedicated to the Business Integrity expected from Electra suppliers.

We involve & educate our workforce

International Days Celebrations

Beyond acting and making our people act, we make sure our workforce is informed about the social causes that require our attention through internal workshops, gatherings and celebrations.



We nurture a Positive and Healthy Working Environment

Health & Safety

We strive to provide a decent and safe living environment and workplace.



Pandemic Management

A solid emergency response plan has been put in place to mitigate the risks of transmission at early stages of the pandemic. A massive vaccination campaign has allowed us to achieve great vaccination rates since the vaccine release.

Staff and workers were psychologically accompanied to cope with the pandemic effects.



Our Wellbeing Strategy

A comprehensive agenda is made on a yearly basis to make sure regular mental, physical health and well-being activities are provided to our staff and workers.



We value Diversity

Diversity & Inclusion

We promote diversity and inclusion in the workplace, it is our way to foster a collaborative and open-minded working culture. Our diversity mindset starts with fair recruitment procedures that promote employees from all backgrounds



We support Women

Women Empowerment Strategy



We believe that women deserve a special push to build their careers and grow in our industry and we support this by providing a women empowerment culture where our female employees can blossom.

Our motto:

#empoweredwomenempowerwomen

When our people grow, we grow

Learning & Development Strategy

We make sure our employees evolve in a motivating and fulfilling workplace, where learning and growth are key.

From blue collar workers to the highest roles at Electra, each employee can enjoy a learning journey adapted to their needs.



Our Collaborators



Our engagement toward the community

"We make a living by what we get, but we make a life by what we give" Winston Churchill. We take responsibility for the social impact of our business operations.

Our Support during the pandemic

#ForeverThankfulUAE Campaign

During the pandemic, we have joined hands with our clients and partners to show our gratefulness to the brave medical heroes. In collaboration with our client, Auditoire UAE, our team constructed a pop-up Thank You wall at Al Garhoud Hospital. The participants used the dedicated filter on Instagram and their "thank you" messages for the medical teams were streamed on the screen.

[Watch it here](#)



Field Hospital Construction



We are honoured to have participated in an important project for the UAE: The field hospital at Emirates Humanitarian City in Mohammed bin Zayed City, launched by Abu Dhabi Health Services Company (SEHA), spans over 29,000 square meters and served 1,200 patients.

We support Education

International Education Day Video

Our ambition: open the doors of our industry to the young generations.

As a step toward this strategy and at the occasion of the World Education Day, our team put together a video that was shared with 600 Education Specialists in the region.

[Watch it here](#)



Our involvement to support local NGOs

Participation to help the community in several matters and partnering with local NGOs is Electra's top priority to enhance social welfare.

Comitted Blood Donors

Our team's commitment towards blood donation in the region has made us one of the preferred partners of DHA. Our blood donors went from 8 in 2019 to 75 donors in 2020-2021.



10X more Donors



Zero Hunger Commitment

Our pledge

As signatories of the Zero Hunger Challenge of UN Global Compact we make sure we do our part to support the cause.

In 2021, our employees came together to organize a sale and the collected money was donated to "Share the Meal".

170 Meals Donated



Our Human Rights Commitment

Suppliers' Welfare Assessments

Responsible and Human Business is what we strive for. Electra, as a major player, has always followed a strong set of ethical standards in its activities and we expect the same from our suppliers. - Agreements with suppliers involve strict code of conduct guidelines such as Supplier Code of Conduct & Supplier Evaluation Process.

- Regular Audits are performed to check on our suppliers' welfare practices including employment policies, living/working conditions & accommodations.

Our aim: protecting dignity of workers in the region



Our Collaborators



CSR COMMUNITY HELP. CARE. SHARE.

- 1 NO POVERTY
- 2 ZERO HUNGER
- 4 QUALITY EDUCATION
- 8 DECENT WORK AND ECONOMIC GROWTH
- 10 REDUCED INEQUALITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 7 New Partners in 2021
- 40 Workers Welfare Audits in 2021
- 90% Employees Evaluated on compliance, ethics and anti-bribery



CSR

ENVIRONMENT

HELP. CARE. SHARE.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



15 LIFE ON LAND



300 tons of waste recycled

- 20% fuel consumption compared to 2019

132 trees planted

- 40% electricity consumption in HQ compared to 2019

7 environmental initiatives



Our Engagement towards a better Environment

Recycling & Resources' Saving in our Production

100% reused and repurposed items goal

All our departments have internal processes that allow for re-use and repurposing of materials.

Waste Management - 0 waste goal

We have chosen to partner with sustainable companies to help protect the environment in the day-to-day operations of our offices and warehouses. Here are some of our figures:

- 200 tons of wood recycled through Union Paper Mills in 2021
- 3,240 kg of tempered glass recycled through Enviroserve in 2021
- 1,040 kg of Metal Scrap recycled through Enviroserve in S2 2020
- 100 Kg of Offices Waste recycled through EEG in 2021

Part of Net Zero Carbon Events

Because we acknowledge that there is an urgent need to accelerate the transition towards global net-zero emissions, and for the events industry to play its part in helping to deliver sustainability goals, we are part of the Net Zero Carbon Events initiative

We strive for Sustainable Solutions

As a well-established integrated solutions provider, we take responsibility for the social and environmental impacts of our business operations. We innovate in products that are eco-friendly and that can be used for decades.



We have won the **Best Sustainability Initiative Award** for our work on the Global Grad Show 2019 where we were able to use **80% less wood** thanks to SLIK



Sustainable Sourcing Strategy

Working towards a green production is a mindset within our stakeholders. We use eco-friendly products that respect the environment and encourage a sustainable production.

According to our clients' requests, our purchasing department will look for the most sustainable materials available in the market. This helps us bring to life more energy efficient and waste conscious events.

We take responsibility of the environmental impacts of our business operations. Our ambition: Achieve Zero Waste in our production by 2023.

Our Environmental Actions

0 Bottles Initiative

Since 2018, we have committed to zero use of plastic in our offices. Thanks to our investment in a "liquid of life" dispenser, we have saved **1,200 kg of plastic bottles** and still counting!

In 2021, we have extended the action to the plastic bottles used by our teams by providing reusable bottles to our staff and recycling the plastic bottles used by our blue collar workers on site.

300 kg of plastic were recycled by our partner EEG which has made us eligible to be part of the "One Root, One Communi-tree" Project and have trees planted in our name.



Teams Clean Up & Recycling Challenges



1,2 Ton collected

Our sustainable mindset starts with our employees' commitment. Our employees were invited to participate in a clean up in collaboration with the Dubai Municipality. We have organized a Summer Recycling Campaign in 2021 where **200 kg** of waste were collected from our offices.

Energy Savings

Thanks to our Work from Home policy and the awareness raised in saving energy, we have reduced our energy consumption by 40% in our headquarters.

We have also reduced our fleet by 16% compared to 2019, which has allowed for a fuel consumption decrease of 20%.

1 Project 1 Tree

We plant 1 tree for each project delivered to our top clients. More trees can be planted for projects using our eco-solutions such as SLIK, eco-materials, eco-furniture, or reused structures from our past projects, to mark a significant reduction in CO2 emissions. Every year, Earth Day will be the occasion to make a forest report from us to our clients.

In addition, we've celebrated this year's Earth Day by distributing plants to our departments to encourage a healthier and greener working environment.



132 trees planted in 2021



We encourage Individual Contributions

Individual Pledges Wall

To increase employee involvement and create a healthy competition towards more sustainable habits among our employees, we launched the

2021 Sustainability Pledges Wall.

Quarterly carbon footprint updates have been conducted with the numerous participants and one winner will be announced at the end of the year.



25 Pledgers

Our Collaborators



JOINT MEETINGS INDUSTRY COUNCIL



Looking at the future

SDG Ambition Programme

Zero Waste 2023

Towards ISO 45001/ISO14001/ISO9001 Certifications

"Excellence" serving the community

Net Zero by 2050 with an interim target to reduce global GHG emissions by 50% by 2030

Cultural Awareness Promotion

Women Empowerment Strategy

Progression Overview

		2019	2020	2021	%
Enterprise	Health Campaigns	1	1	3	66.67%
	Well-being Actions	7		10	30.00%
	Health & Wellbeing Partners	3	3	7	57.14%
	Site Incidents	13	4	0	-100.00%
	Number of Hours Of Training	-	210	296	30.00%
Community	Blood Donors	8	35	40	12.50%
	Workers Welfare Audits	6	15	42	62.50%
	Donations	2	5	7	28.57%
	NGOS Partnerships	2	5	7	28.57%
Environment	Wood Recycled (Tons)		142	200	29.00%
	Metal Scrap Recycling (Kg)	N/A	N/A	3,040	
	Environmental Actions	1	2	7	71.43%
	HQ Energy Consumption	16,237	8,721	9,924	-12.12%
	Waste Recycled (Tons)	698		297	
	Plastic Bottles Saved	200	400	75,300	99.47%



ELECTRA



Event and Exhibition
Solutions

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