



جامعة دبي  
UNIVERSITY of DUBAI

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DUBAI CHAMBER



United Nations  
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## Communication on Progress

Academic year: 2021/22



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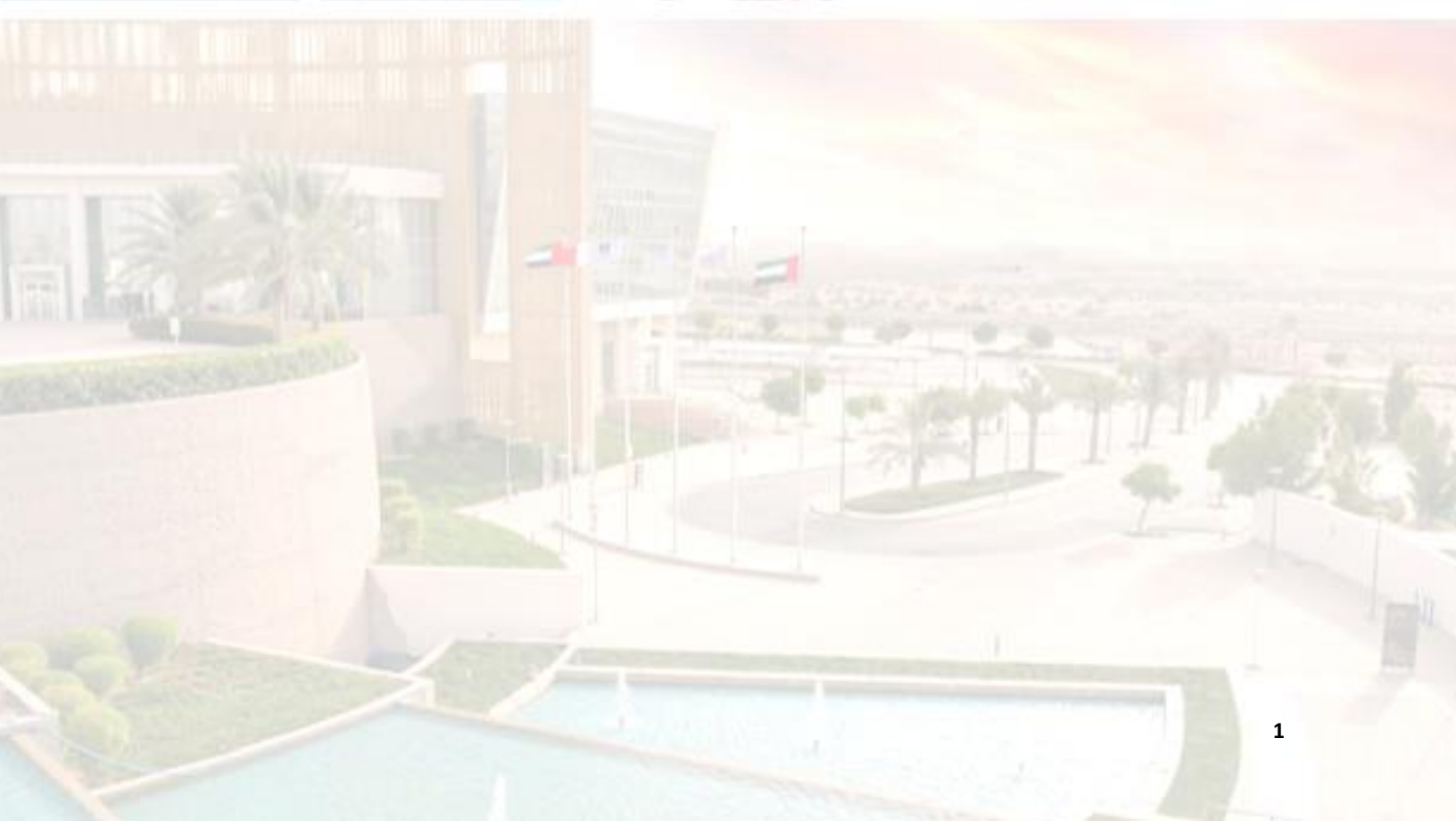


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**Prepared by the University of Dubai PRME  
Committee**

## Letter from the University of Dubai President, Dr. Eesa Bastaki

On April 1st of 2008, University of Dubai (UD) became a UN PRME Signatory and on November 7<sup>th</sup> of 2018 became an academic member of UN Global Compact. Ever since becoming a PRME signatory and Champion, UD has made a lot of progress. I am very proud of this university's faculty, staff, and students for contributing to UD's journey in achieving the Sustainable Development Goals. Our team of professors are top notch, our staff are extremely diligent, and our students are hardworking and ambitious. As long as we uphold the values and principles set out by gracious UN organizations, we will be able to prosper. Thanks to the principles and values set upon by PRME and UNGC, UD will continue to develop and foster alumni who will flourish after their graduation. We have shown great commitment to the principles of UNGC through our environmental activities, sustainable campus, and the general events that we host at our university.



UD is a green and smart building. UD received a platinum LEED certificate. Furthermore, UD is the first university in the world to be 100% NZEC (Net-Zero Energy Campus). The events spearheaded by student services, student clubs, and faculty are usually planned with the thought of "How can we align our events with sustainability?", and I am proud that they were able to realize that thought. Activities such as our celebration of Labor Day, the UD Model United Nations conference, the ICABML conference, and many others highlight our alignment with the UNGC Principles. We have submitted our 2 years report on progress that indicates our activities and commitment. UD will continue to submit a Communication on Engagement (COE) to maintain our association with UNGC and strengthen our ties.

# Letter from the Dean of Dubai Business School

**Dr. Amr Mortagy**

Ever since the start of the COVID-19 pandemic, University of Dubai has been educating its students online. Distance learning was an arduous challenge that we were able to embrace and turn into a strength. Our students were valiant when it came to online classes, and were able to keep up with the difficulties. They showed determination and endurance which are essential in today's environment to be able to solve difficult problems and make the best out of unfavourable situations.



The faculty and professors of Dubai Business School played a pivotal role in ensuring quality education for students despite these challenges which makes me proud as Dean of DBS. Professors and course instructors are arguably the most seminal staff in the university for students as they are the ones communicating with students every day, and striving to provide the best education possible for them. The experiences and tuition of students is critical to the future, so the approaches and methods of the professors and instructors are extremely influential. Our professors and instructors also put in a lot of effort to uphold UD's values and align them with PRME. They do this through their research, teaching methodologies, and their attitudes.

Amr K. Mortagy, PhD, PE  
Advisor to the President and Dean of Business  
University of Dubai



## University of Dubai PRME Committee



**Dr. Eappen Thiruvattal**  
Associate Professor,  
Marketing  
PRME Member



**Dr. Yaprak Anadol**  
Assistant Professor,  
Marketing  
UD PRME Committee Chair



**Dr. Yehia Kamel**  
Assistant Professor,  
Business Management  
PRME Member



**Dr. Arij Lahmar**  
Assistant Professor,  
Logistics and Supply Chain  
Management  
PRME Member



**Ms. Daina Yesuraj**  
Lecturer – General  
Education  
PRME Member



Our UD PRME team features Dubai Business School faculty members, student services representatives, and student coordinators (Left to right standing: Nicolas Perez: student coordinator, Tariq Hindash: student coordinator and UD Student Union representative, Matthias Leterme: student services executive. Left to right sitting: Dr. Eappen Thiruvattal, Dr. Yehia Kamel, Dr. Yaprak Anadol, Ms. Daina Yesuraj).

As a PRME Champion and one of the first signatories, University of Dubai has been committed to promote and actively engaged with the PRME principles and the SDGs. In 2018 DBS PRME Committee was emerged as a more inclusive throughout the Dubai Business School (DBS) as one of the school action committees. The committee leadership is decided to be rotated to share the responsibility and allows to take ownership on the PRME engagement.





Our committee constituted of a management, a Supply Chain and two marketing faculty who are committed to take active role towards sustainability. Supporting the dialog principle, inclusivity is the main approach for the PRME engagement. The members are not only focused on sustainability in their teaching and research but also in their community engagement like supporting the student clubs including Environmental and Beta-Gamma –Sigma clubs in the University. Recently, apart from the Business School, a faculty from the General Education department has joined to the Committee. General education department is responsible for teaching the foundation courses to the students in their first year. The Sustainability course is one of the popular courses during the



first year. The course content has been aligned to cover the SDGs and support the Business and Society course that is designed as a business core course, which support PRME principles.

Along with the diversity and inclusivity of the faculty, a stakeholder approach has been followed and student representatives, staff representatives are also volunteered to be part of the committee. Creating awareness and promoting SDGs create a significant impact on addressing the community engagement opportunities with the stakeholders. For example, students have established a Model United Nations in the University and they are also engaged with the PRME that increase the comprehension of the Principles. This created a unity in allocating the efforts to co-create values with common purpose: To be the responsible leaders in future, they have started to work on it already. For the faculty, a teaching forum has been conducted for SDG introduction for teaching and research. The management has been taking university level actions for the SDG mapping, which is one of our targets for the new cycle.

One of our stakeholder engagement initiatives is to include the student services staff to PRME committee. The staff of the student services are mainly engaged in organizing student activities. With the inclusion of the SDG mindset, the staff is keen to organize the student activities relevant to the UAE and aligned with the SDGs. This approach helps to increase the social and environmental impact of student activities that are in line with the principles of value and purpose.



## Comments from Student Services Acting Director

### Haitham Al Maaini

The staff members of the UD Student Services department are happy to be involved in UD's journey to fulfilling the 17 SDGs and satisfying the requirements of PRME. We believe that students can be the biggest contributors to achieving these goals. Without the energy of our diligent student club and organization members, a large portion of UD's sustainable activities would not be possible. The 17 SDGs were implemented to secure a better future for our youth, and they are the ones that are controlling the outcome of their future. It is up to the youth to decide whether they want a better future for themselves. They have the choice to be active and involved, or not. We are proud to say that UD's students chose the former and are working towards securing a good future for themselves.



Regards,

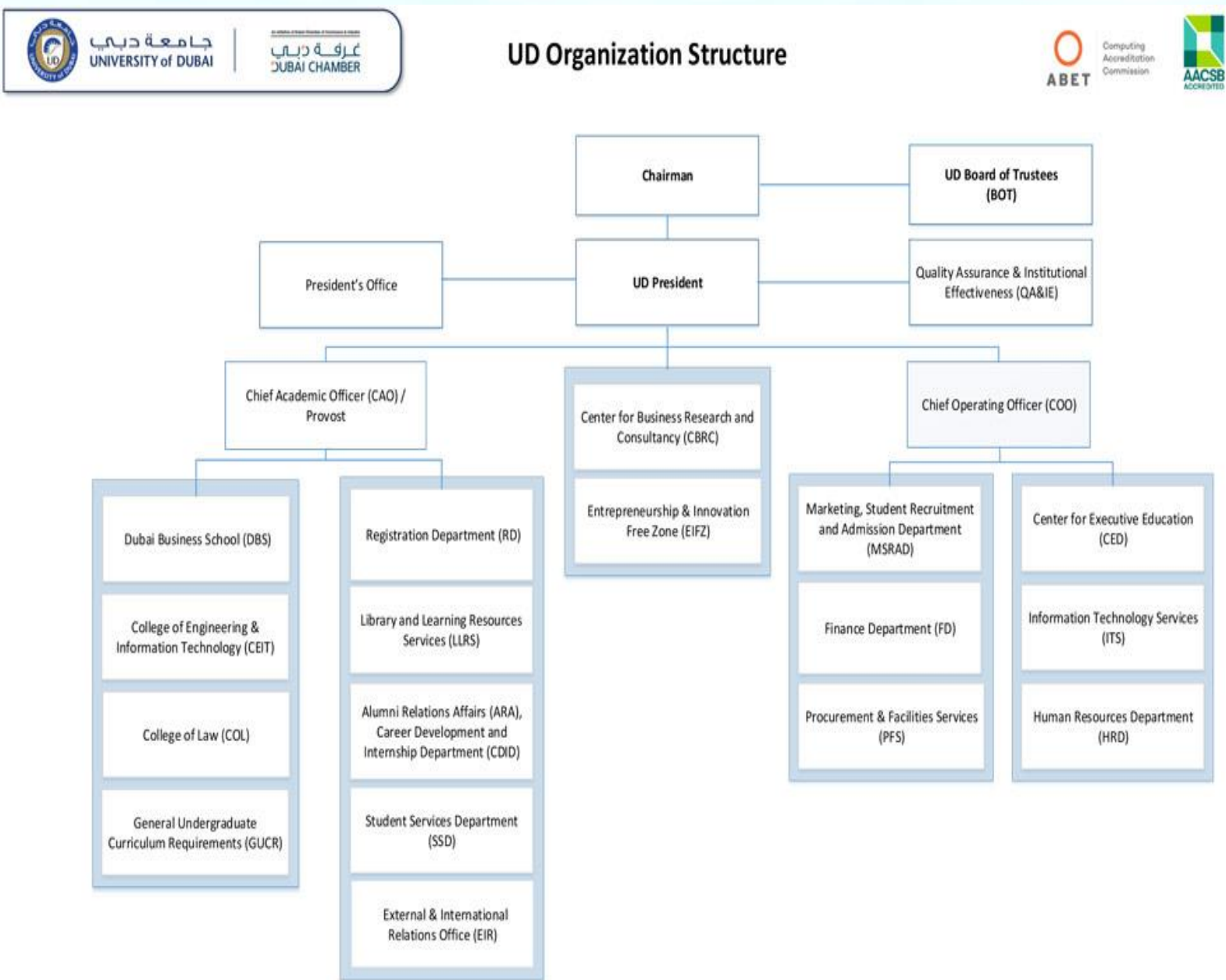
*Haitham Al Maaini*

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## University of Dubai as a Higher Education Institution

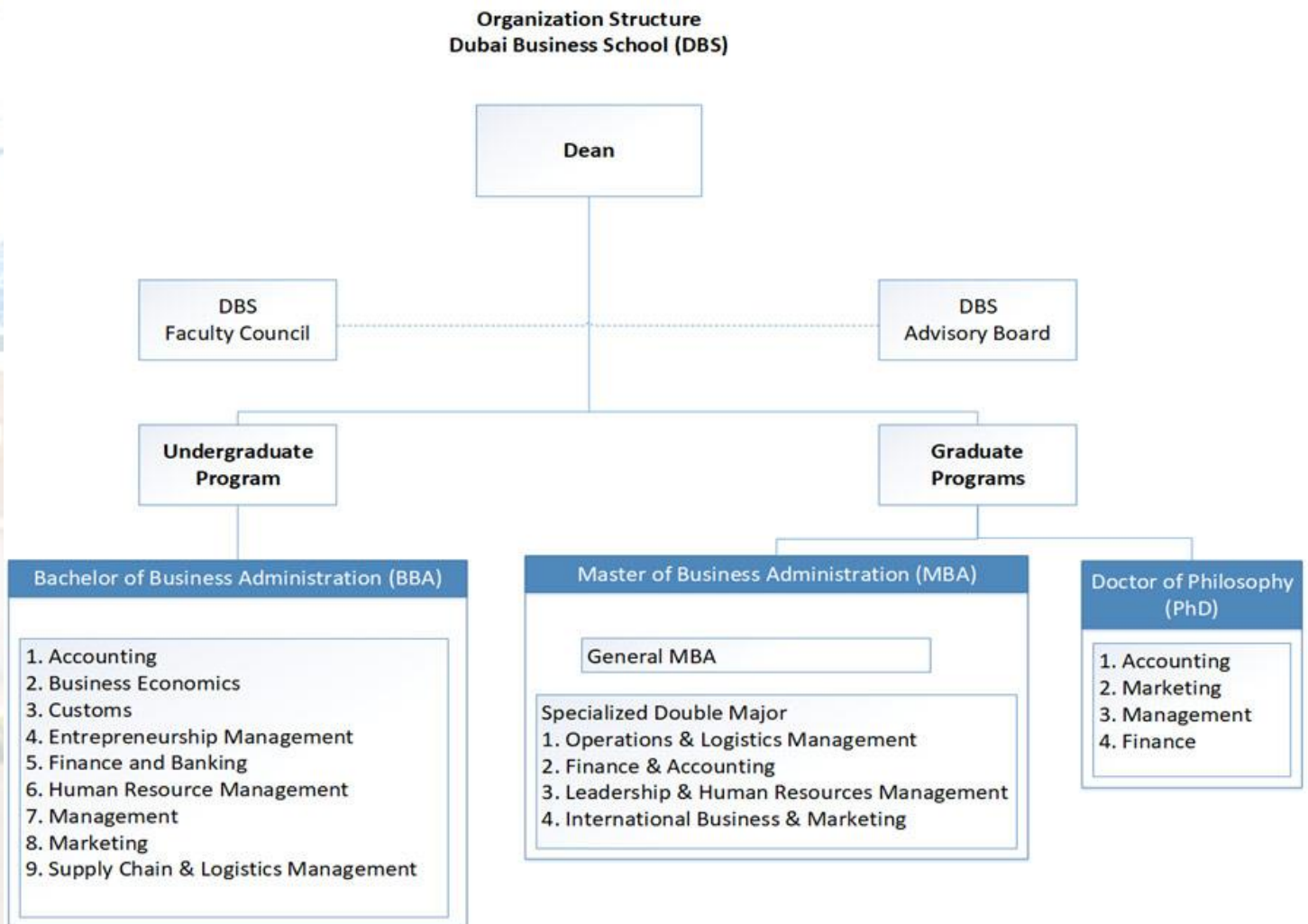


### History

The University of Dubai (UD) is a subsidiary of Dubai Chamber of Commerce and Industry (DCCI). To support educational development in Dubai consistent with the Dubai Vision 2020, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the

UAE and the Ruler of Dubai, granted UD in June 2006 a three (3) million square feet plot of land in the Academic City to build its new campus. The DCCI played an important role in UD's development over the years and aided in the university getting its international academic accreditation. The Dubai Chamber appoints a Board of Trustees to govern the university's activities.

Furthermore, UD has 3 undergraduate degrees; Business, IT, and Engineering. The organization structure for Dubai Business School is as follows:





## UD's Affiliations and Collaborations

UD's degree programs are accredited by the Ministry of Education in the UAE, AACSB International for the College of Business, and ABET for the College of Information Technology. The AACSB accreditation allows UD to collaborate with multiple universities around the world such as:

- Brunel University
- Erasmus University
- Hamburg School of Business Administration
- ICHEC Brussels Management School
- Maastricht University
- Michigan State University
- Montpellier Business School
- National Sun Yat Sen University
- NEOMA Business School
- Nova School of Business and Economics
- Universidade Catolica Portuguesa
- University Airlangaa
- University of Milan
- University Putra

These collaborations (among many others) allow the exchange of students and faculty, bolster research, create internship opportunities, set up conferences, and promote high-quality education. UD has been a signatory of UNPRME since 2008. The last SIP report published by UD was in 2016, and there has been a lot of progress made since then with regards to the principles and sustainable development goals. UD will continue to support projects and initiatives set out by the UN Global Compact.



## PRME Principles

The six PRME Principles give UD a rigid foundation for educating students and giving them the tools to become successful leaders who are well-versed in sustainable and environmental topics.

- We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

### Principle 1: Purpose



- We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

### Principle 2: Values



- We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

### Principle 3: Method



- We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

### Principle 4: Research



- We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

### Principle 5: Partnership



- We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

### Principle 6: Dialogue





## UNGC Principles

To achieve sustainability, we must consider our values and principles, and adhere them to the UNGC principles. Implementing the 10 principles of UNGC into UD's policies and strategies will help us flourish. We are proud to be affiliated with UNGC.

### Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights

Principle 2: Businesses should make sure that they are not complicit in human rights abuses



### Labour

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining

Principle 4: The elimination of all forms of forced and compulsory labour

Principle 5: The effective abolition of child labour

Principle 6: The elimination of discrimination in respect of employment and occupation



### Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges

Principle 8: Undertake initiatives to promote greater environmental responsibility

Principle 9: Encourage the development and diffusion of environmentally friendly technologies



### Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery

## Sustainable Development Goals

Aiming towards achieving the 17 SDGs is one of UD's top priorities. UD is constantly working on achieving them.





## Our Proudest Investment: The Green Campus



UD's campus is prominent for being green and sustainable. The campus earned a LEED (Leadership in Energy and Environmental Design) Gold certification for the "New Construction" Category in 2017. In 2019, UD's campus became the first LEED certified net-zero energy building in the region. The percentage of the university electricity offset by solar power is a whopping 100%. The amount of CO<sub>2</sub> emissions abated thanks to the green campus is 2,040 tons. What makes the UD campus green:

- The construction materials for the campus are chosen from green and sustainable products with minimal waste.
  - Even the interiors of the building such as desks, furniture, teaching equipment, are chosen from environmentally friendly products.
- Smart sensor systems detect whether there are any humans in rooms to turn on lights; they automatically shut off and hibernate when there are no humans in the room.



- Automatic temperature monitoring, blinds and lights control systems are placed in offices and classrooms to ensure efficient energy usage.
  - During winter, the campus is cooled with fresh air to further reduce energy use.
  - The outdoor water fountain in the campus is used as a heat-exchanger to cool areas like the server room that require 24/7 air conditioning.
- Water consumption in toilets is reduced through sensor controlled faucets fitted with aerators.
- Waste is segregated into categories (plastic, paper, etc) to be recycled.
- Carports in the campus are shaded with Solar PV panels that produce 312.7 MWh/year which reduces approximately 140 tons of CO2 emissions.



The campus is one of UD's proudest achievements. It is a benchmark and inspiration for other institutions. We hope that more institutions will follow suit with turning their campuses into green campuses.



## **Producing Future Leaders: Internship Program**

UD has an internship program for students where they are required to complete an internship or industry project prior to graduation. We have an Internship and Career Center that students can consult to obtain internship opportunities. The staff of the center aid students with CVs and interview performance and advise them about which companies they should consider interning for. The internship counts for 3 credits, and students must complete it to be eligible for graduation. Alternatively, the industry project is an option for students who are already employed. They are given a semester-long project to complete during their employment. We believe that providing internships and industry projects for our students is the best way to prepare them for post-graduation.

## **Our Mission and Vision**

UD's vision is to be a world-class institution in education, research, and innovation for the betterment and prosperity of the people in the region. Realizing this vision will help UD serve the educational needs of diverse undergraduates, postgraduates, and professionals. It will also allow UD to produce high caliber graduates, provide education based on international standards, provide a stimulating educational environment to prepare future leaders, and engage faculty in pure and applied research focused mainly on the economic development of the Middle East and Africa region. By satisfying these requirements, UD will produce graduates who are understanding of the world's environmental needs. Our involvement in PRME will benefit us greatly in achieving our mission and vision. The mission and vision of UD are driven by three strategic pillars:

- Innovation – in the content and delivery of education through professional awards besides academic degree, in faculty research and in technology implementation.
- Global Academic Perspective – putting multidisciplinary theory into meaningful practice through collaborative applied research in senior level BBA/BS and MBA/LLM/PhD programs' experience and partnering with international accredited universities and professional certification for expanding global opportunity.
- Building Character and Leadership – among students and graduates that make a lasting difference.

## Student-led Activities

Our students organize a huge chunk of UD's sustainable activities through clubs and organizations. The organizations and clubs that promote the values of UNPRME are:

10  
REDUCED  
INEQUALITIES



### 1) The Voice, Eyes, and Ears of UD Students: UD Student Union

The Student Union represents the UD students, and is a wonderful representation of SDG 10 (reduced inequalities). They are also constantly trying their best to improve students' experience while studying. They mainly organize events between the Top Management and the students.

The events allowed UD students to directly interact and meet UD's top management such as the deans of the schools, the UD president, vice-president, and provost.

The aim of this organization is to improve the education of UD students and reduce the power distance between students and top management.

3  
GOOD HEALTH  
AND WELL-BEING



5  
GENDER  
EQUALITY



10  
REDUCED  
INEQUALITIES



### 2) The Empowerment of Women and Youth: Women Council and Youth Council

These 2 councils are mainly focused on government events linked to their names.

For example, 2 years ago the Youth Council participated in a campaign initiated by the Saudi government against Drugs. They often promote workshops organized by Dubai Police to UD students to boost health and well-being.

The Women Council promotes, participates, or organizes events linked to women, like Breast Cancer Awareness, Women Emirati Day, Women's Day, etc. During International Women's Day, the Council organized a two-days' workshop which included an exhibition to appreciate the efforts of women worldwide and panel discussions.

The exhibition displayed the innovations and achievements of women in areas of arts, food, and design. The workshop included the participation of women leaders, professionals, and entrepreneurs in

the UAE such as Taim Al-Falasi, Amal Al-Badawi, Walaa Al-Shehhi, Lilian Mohammed, and





Awatif Al-Mutawa. These inspirational women discussed women and happiness, women and innovation, women empowerment, gender equality, women and leadership, and the future of women.

Joining the Women Council is a great opportunity for female students and staff at UD to empower themselves, and it is an effective way to achieve gender equality.

### 3) UD's Tree Huggers: The Environmental Club

The Environmental Club is one of UD's most effective strategies to achieve the SDGs.

Environmental Club recently participated in a few events where they cleaned beaches in the emirates of Sharjah and Ajman. The beach cleaning activities are done in partnership with a third-party association called Ahlanwasahlan, and they taught participants about ecology.

The club also regularly hosts environment related workshops to educate students on environmental issues, climate change, sustainability, and clean use of energy.

The Environmental Club made an initiative for UD students to plant trees. The initiative was called Internationality Garden and took place during January 2021 where 10 students planted 1 tree each. Two mango trees, one ghaf tree, one neem tree, one jasmine tree, one lemon tree, one pomegranate tree, one almond tree, one pink poui tree, and one chikoo tree were planted. The top 4 trees were awarded with AED1000, AED750, AED500, and AED250.

Members of the club are constantly encouraging students to decrease their use of harmful products such as straws, plastics, and many other things. They are the biggest supporters of UD's sustainable actions.

### 4) UD's Juggernaut: The Debate Club

Members of the Debate Club participate in debate competitions and Model United Nations conferences. Due to their interminable participation in MUN conferences and interest in UN activities, every single member of the club is well-versed on the topic of the 17 SDGs. MUN conferences are a mainstay of the Debate Club as their members win awards at every conference they attend. In fact, the Debate Club members are currently planning to host the inaugural UDMUN conference in November 2021. The UDMUN conference will have three committees with one topic each;



1. UN Security Council: The Situation in Afghanistan; promotes peace between nations.
2. UN Environment Program: Addressing Marine Pollution; promotes clean water and the protection of marine creatures.
3. World Health Organization: The Spread of Counterfeit COVID-19 Vaccines; promotes health and well-being.

### 5) Don't Worry, Be Happy: The Happiness Club

The Happiness Club promotes mental health. Members of the Happiness Club organized an event for students to discuss mental health and ways to improve it. Members of the Happiness Club hosted a health seminar on April 29, 2019. The health seminar taught students misconceptions about eating habits, best ways to break a fast, and the effects of eating habits on a person's emotional state. During the same year, the Happiness Club collaborated with a charity association named 3yal Zayed, organized a volunteering activity on May 23rd, 2019 to distribute care packages consisting of food and hygiene products to laborers.

### 6) Three Teams, One Goal: UD's Sports Clubs

UD has 3 sports Clubs: Football, Basketball, Table Tennis clubs. The football club is the oldest sports club in UD since football is popular in UAE, and there were bi-weekly matches played. The table tennis and basketball clubs were recently formed in 2020 and 2019, respectively. The formation of these 2 clubs was UD's effort to further promote health and well-being. The basketball team participated in a tournament and had weekly training while the table tennis club was opened shortly before the COVID-19 outbreak and was unable to perform training sessions as the UD campus closed for distance learning. The activity of these 3 clubs is crucial for UD to achieve SDG 3.

### 7) The Biggest Hearts in the UAE: Draw A Smile

Draw A Smile is UD's main community service club and is one of the most active. Other clubs also organize charity events, but Draw A Smile is the most consistent club in that regard. Members of Draw a Smile volunteer to help charity almost every week. Every year, UD gives awards to its most active club members; the 'Trophy of High Achievement' and the 'Leadership





Medal’. However, Draw a Smile’s most diligent members are awarded the ‘UD Ambassador Award’ as they are the best representatives of UD’s values.

On 26th of November 2019, Draw A Smile members attended a First Aid Practices training session, so that they can provide first aid support while working with people of determination. The club organized the 10 Million Food Campaign which ran for 28 days during the holy month of Ramadan 2020 where low-income families, orphans, and widows were targeted to be given nutritious meals and food parcels that contained durable foods. The students were able to reach out to more than 2000 families. On 22nd of July 2020, Draw a Smile members showed their generosity by supporting animals. They organized a campaign to rescue and feed abandoned animals.

Our Draw a Smile team participated in the Aoun Volunteering Competition which was organized by the Red Crescent on August 12th 2020. They finished 4th place and were rewarded with AED15,000 to be used in their budget for future activities and humanitarian events, the budget was later used to build a well in an Indonesian village to help those in need of it. Almost one month after the Aoun Competition, the team took part in the Aoun Initiative where they expressed their gratitude for labourers by providing them with umbrellas, hats, and masks. One week later, they took part in the Made With Love Initiative where they prepared meals and distributed them to labourers at their workplace. The initiatives to help labourers are not enough to fully gratify their efforts, but members of the team hope that these initiatives will at least give the labourers a sense of empowerment, equality, and satisfaction. Members of the team decided that more must be done for the labourers, so they took part in the Living is Giving Initiative that occurs during the UAE National Day where seniors, orphans, and labourers are the main beneficiaries. More than 20 families were given material support and will be able to keep their stomachs full for at least 3 years.

During Ramadan 2021, the organization partnered with Watani El Emarat to start a fundraising campaign to collect money to purchase care packages to distribute them to families in need. They



also distributed care packages to mosques, so that the mosques can provide them for people in need.



### Global Forum: Student Discussion Panel

One of UD's students, Roqaiya Al-Sakkaf attended the Global Forum in the Student Discussion Panel. During the discussion panel, Roqaiya spoke about sustainable education, its impact on future generations, and how to embed it across business school curricula. She spoke about the courses that are taught in the university such as Business and Society, and the Emirates Foundation which incorporates subjects such as globalization, food security, environment, clean energy use, financial literacy, and peaceful co-existence as part of the curriculum. The Emirates Foundation aims to provide students with resources to enhance their cognitive skills to make decisions in a collaborative manner.

She also spoke about the attitudes and responsibilities of students when it comes to sustainability. It is important for students to be open-minded about sustainability concepts, and they must be willing to embrace, learn, and implement them because their futures are at stake.

### Staff-led Activities



#### The Importance of Ethics: Webinar to Combat Harassment

On February 8th, 2021, UD Student Services partnered with Dubai Police to host a webinar to combat women harassment. We believe that the best way to combat harassment is to learn about it in the first place.

The webinar was a general presentation about cybercrime, but it mainly focused on women harassment. Attendees were taught the exact definition of harassment and how to avoid performing it. Both men and women learned about the issues that would arise from harassment as well as ways they can combat it (i.e how to react when they are being harassed and who to alert).







### **Saving Planet Earth: Clean Up the World**

Clean Up the World is an environmental program that was established in 1993 and is a partner of the UN Environment Program. UD students were encouraged to participate in Clean Up the World 2019. The aim of the program was to spread environmental awareness and was ridding Dubai of waste by implementing the 3 R's (recycle, reuse, reduce). During the program, students became aware of the 17 SDGs, and of the harm that is done to marine creatures because of plastic overuse. The event is a great effort to combat plastic pollution and waste, and we are proud of our students that attended the event.



### **Fighting Cancer: Cancer Awareness Day**



During October 2019, which is Breast Cancer Awareness Month, UD organized a Cancer Awareness Day where students were encouraged to wear pink which is known as a representation of solidarity to those fighting against breast cancer. Our generous female students donated their hair to the Friends of Cancer Patients Foundation to make wigs for cancer survivors. UD also generated donations to Al Jalila Foundation. UD is extremely proud of its generous students for their contributions during the event.

### **Promoting Health: Wellness Day 2020**



On January 29th, 2020, UD partnered with Maven Spa, Al Tadawi Medical Centre, and Fit Fresh to organize Wellness Day for staff and students. During Wellness Day, participants were allowed to do a basic screening (BMI, blood pressure, and blood sugar), GP Consultation, collection of blood samples, dental screening, skin analysis, physical assessment by physiotherapists, consultation by nutritionist, and healthy juice distribution. This activity massively contributed to achieving health and wellness as participants became more aware of their health situation and were able to improve it based on consultation.



## Giving Back: World Labour Day

Every year, the UD Student Services department collaborates with the HR and Purchasing departments to celebrate World Labour Day (except for 2020 and 2021 due to the UD campus being closed). In May 2019, UD celebrated labour day by giving our fantastic team of custodians and cleaners with monetary rewards, a special lunch, and personalized letters appreciating their efforts.





## Faculty-led Activities

### Corporate Social Responsibility in our Curriculum

The accreditations for UD diplomas are premium, namely the AACSB International accreditation for the College of Business. UD strives to provide quality education for its students and will keep doing so by abiding to the highest standards.

Aligning our courses with the SDGs is one of the main objectives of the SDG blueprint. As a PRME Champion member, we are taking proactive measures to implement the SDGs in our business programs. We have a sustainability-related chapter included in most course. However, the courses we have that are specifically aligned with the SDGs are the following:

1. **Sustainability:** The Sustainability course is one of four science electives available at UD. Students from all majors are required to take at least two science electives to be able to graduate. The syllabus of the Sustainability course is heavily linked to the 17 SDGs. Students learn about the 17 SDGs, the definition of sustainability, how they can implement sustainable solutions in industries, and waste management protocols. The concept of sustainable waste management is an important part of the course. While renewable energy waste may seem less toxic than fossil fuel derivatives, they are still a hazardous to nature. Not only are they hard to reduce and recycle, but there is also not enough awareness and/or strategies for renewable energy waste management. There is the issue of greenwashing that is discussed throughout the course where students learn about improper ways to implement sustainable methods, and to be wary of these perils. To highlight the importance of these issues, the instructors of the Sustainability course commonly invite guest speakers to the class to discuss them.
2. **Business and Society:** The Business and Society course is a requirement for all business major students to take. It educates students on the connection between corporations, societies, and governments. Students are taught about Corporate Social Responsibility, environmentally friendly methods to manage businesses, and sustainability concepts. They become aware of their responsibilities as individuals of society to care about the environment, and the power that societies hold. Students are also taught about the initiatives of the United Nations, including the 17 SDGs.



3. **Health and Society:** Our Health and Society course, akin to the Sustainability course, is one of four science electives at UD. Students learn about health and wellness in this course. Concepts such as BMI and obesity, disease prevention, cancer awareness, and many other health-related issues are part of the course syllabus.
4. **Innovation, Entrepreneurship, and Career Planning:** The innovation course is a requirement for all students in the university to take. It teaches students to be creative. The aim of this course is to encourage creativity and innovation which are vital skills to have when considering sustainable methods to implement. Students learn about case studies and figures that became successful due to their crafty nature. This course is supposed to spark creativity in students and empower them to come up with solutions for modern problems. Sustainability is a solution to many problems that we are currently facing, but it is not always implemented correctly. The innovation course guides students to the most effective methods to implement their ideas.

### **Faculty Research**

UD's faculty research with regards to sustainable topics is not our strongest suit, but it is an area that we are aiming to improve. One of our targets for the next few years is to urge our faculty to tap into sustainable topics for their research activities as an effort to achieve the SDGs. Though our research efforts for sustainability are not plentiful, some of our faculty did try to incorporate the SDGs into their research activities.

### **Examining the effect of leadership on women career paths in the Middle-East: A mediation effect of glass ceiling**

**Behery, M., Al-Nasser, A., & Parakandi, M. (2017). Examining the effect of leadership on women career paths in the Middle-East: A mediation effect of glass ceiling. *Journal of Competitiveness Studies*, 25(3/4), 266–286.**

This research was conducted to examine the relationship between leadership styles and the success of women's careers in the Middle East with regards to the role of the glass ceiling. This was assessed in an empirical study through a sample size of 466 participants from 14 business sectors. Factor analysis and structural equation modeling techniques were used and revealed that





there is a significant negative relationship between women's career paths and the glass ceiling effect. The study also revealed that there is a positive relationship between leadership style and the glass ceiling effect and women's career paths. It also gives a better understanding of women's career paths in a non-western context. There is a gap between under-researched non-western contexts and western theories, and the study attempts to bridge it. The study was done to give women a better platform to understand their career paths, how they can be affected by the glass ceiling, and to urge employers to use suitable leadership styles.

### **Green supply chain management, economic growth and environment**

**Rehman Khan, S. A., Zhang, Y., Anees, M., Golpîra, H., Lahmar, A., & Qianli, D. (2018). Green supply chain management, economic growth and environment: A GMM based evidence. *Journal of Cleaner Production*, 185, 588–599.**

This research aimed to study the relationship between green logistics operations and energy demand. Generalized Method of Moments (GMM) was used for the study to estimate robust inferences. It was revealed that logistics operations consume fossil fuel and energy, and that the amount of non-green energy sources and fossil fuel lead to a significant harmful effect on the environment and a lack of economic growth. Additionally, below-par transport-related logistics and infrastructure are major contributors of CO<sub>2</sub> and greenhouse gas emissions. Carbon emissions are harmful for fauna and flora and can stall economic growth. The research suggests that green practices and renewable energy sources can decrease the harmful effects on the environment caused by logistics operations and enhance economic growth.

### **Gigawatt-hour scale savings on a budget of zero: Deep reinforcement learning based optimal control of hot water systems.**

**Kazmi, H., Mehmood, F., Lodeweyckx, S., & Driesen, J. (2018). Gigawatt-hour scale savings on a budget of zero: Deep reinforcement learning based optimal control of hot water systems. *Energy*, 144, 159-168**



This research paper discussed energy consumption for hot water production. It is a major draw in high efficiency buildings and optimizing it has typically been approached from a thermodynamics perspective, decoupled from occupant influence. Optimization usually presupposes existence of a detailed dynamics model for the hot water system. These assumptions lead to suboptimal energy efficiency in the real world. In the research paper, the authors presented a novel reinforcement learning based methodology which optimizes hot water production. The proposed methodology is completely generalizable, and does not require an offline step or human domain knowledge to build a model for the hot water vessel or the heating element. Occupant preferences too are learnt on the fly. The proposed system is applied to a set of 32 houses in the Netherlands where it reduces energy consumption for hot water production by roughly 20% with no loss of occupant comfort. Extrapolating, this translates to absolute savings of roughly 200 kWh for a single household on an annual basis. This performance can be replicated to any domestic hot water system and optimization objective, given that the fairly minimal requirements on sensor data are met. With millions of hot water systems operational worldwide, the proposed framework has the potential to reduce energy consumption in existing and new systems on a multi-Gigawatt-hour scale in the years to come. This research paper encourages the establishment of sustainable communities along with innovative production and clean energy.

### Humanistic Leadership in the UAE Context

**Anadol, Y. and Behery, M. (2020), “Humanistic leadership in the UAE context”, *Cross Cultural and Strategic Management*, Vol. 27 No. 4, pp. 645-664.**

The authors of this research aim to understand humanistic leadership in the UAE by studying a humanistic leader in a private university in Dubai. More specifically, the authors interviewed University of Dubai’s president, Dr. Eesa Bastaki. The paper was designed as a single case to examine the application of humanistic leadership behaviors in an organization and their connection to UAE culture. The paper highlighted ten themes which are generosity, well-being orientation, respect, humility, fairness, care, transparency, family focus, and will with humanistic determination. The ten themes align with humanistic leadership theories and Islamic values. The



paper suggests an alternative humanistic leadership approach for semi-private companies, private companies, and government departments to create an organizational culture where the previously mentioned values are flourished. The application of humanistic leadership must also include awareness for youth about the behaviors to increase social welfare. The main limitation of the research is that it does not fully apply to the entire UAE as it is a single case.

### **Towards data-driven energy communities: A review of open-source datasets, models and tools.**

**Kazmi, H., Munné-Collado, N., Mehmood, F., Syed, T. A., & Driesen, J. (2021). Towards data-driven energy communities: A review of open-source datasets, models and tools. *Renewable and Sustainable Energy Reviews*, 148, 111290.**

The authors discussed the importance of developing responsible energy consuming communities, and that the true potential of energy communities can only be unlocked at scale. This scalability requires data-driven solutions that model not just the behavior of building occupants, but also of energy flexible resources in buildings, distributed generation, and grid conditions in general. In practice, collecting and analyzing the data necessary to realize these objectives forms a large part of such projects, and is often seen as a prohibitive stumbling block. Without without a proper understanding of the local context, these projects are often at risk of failure due to misplaced expectations. However, this process can be considerably accelerated by utilizing open source datasets and models from related projects, which have been carried out in the past. These resources are important because they not only help ground expectations, they also provide LECs and other relevant stakeholders, including utilities and distribution system operators, with much-needed visibility on future energy and cash flows. This review provides a detailed overview of these open-source datasets, models and tools, and the many ways they can be utilized in optimally designing and operating real-world energy communities. It also highlights some of the most important limitations in currently available open-source resources, and points to future research directions.



## Connecting Scholars Worldwide: International Conference on Advancements in Business, Management, and Law (ICABML)



UD has hosted the International Conference on Advancements in Business, Management, and Law (ICABML) since 2017. The conference is organized by the Centre for Research and Consultancy at Dubai Business School in collaboration with the Dubai Chamber of Commerce and Industry. Representatives from universities around the world submit their research papers, and the top-quality papers are accepted. Conference attendees give feedback about the research outputs, and they are resubmitted to be published in the issue of International Review on Advances in Business, Management, and Law (IRABML). The conference proceedings are indexed in SCOPUS and ISI. Despite the hardships faced during the COVID-19 pandemic, the faculty of DBS proceeded with the conference online in 2020. The fifth edition of ICABL will take place on November 20th and 21st, 2021 with the theme being “Business Recovery During and Post COVID-19 Pandemic”.

Sustainability is a topic that is commonly discussed in the conference.





## Conference of the Law and Development Institute



UD also hosted the 10th Conference of the Law and Development Institute in 2019. The title of the conference was Law and Development: From the Islamic perspective. The conference hosted 27 emerging scholars and experts from all around the world to present papers regarding key topics relating to law development such as Islam, sustainability, economic crimes, and many more with the main topic being the role of law and institutions for development in the Islamic world.



## Organization-led Activities



### **Our Relationship with Alumni**

We also keep relationships with UD alumni and allow them to participate in our Alumni-Student Mentor Program. We contact some of UD's most successful and experienced alumni and pair each alumni with a current participating student. The mentor program is offered every semester, and students are heavily encouraged to take part in it. The mentoring program is an effective way to teach students about post-graduation experiences, leadership, and success as they are given great advice by their mentors.

The UD Alumni Association launched a charity campaign in collaboration with Beit Al Khair Society from April 13th to May 13th in 2021, with a goal of helping students with financial challenges. COVID-19 affected the financial situations of many families and people around the world, so this campaign was an effort to help students pay their tuition fees and other expenses. The charity campaign is named the Charity Gala Suhoor and is an annual staple of the UD Alumni Relations Office. The campaign allows students with financial difficulties to pay their tuition fees and take the career paths that they desire.



### **Partnership with Government Entities and Charity Organizations**

UD also has close relationships with government entities such as Dubai Police where we allow them to host educational webinars (as previously mentioned in the report). On March 2nd and 3rd, members of the UD Youth Council attended the GOV Youth Summit which is an initiative supported by the General Sports Authority Saudi Arabia and MiSK Foundation. The GOV Youth summit is an initiative that gathers youth leaders and senior industry professionals to empower the next generation in the GCC. UD provides scholarships and tuition discounts to employees from the ADNOC, Dubai Customs, Beit Al Khair Society, Wasl, Dubai Courts, and many other government-related organizations and entities. UD also offers a 100% scholarship for UAE nationals studying Information Technology or Electrical Engineering. This scholarship is



sponsored by the ICT Fund (a programme launched by the Telecommunications and Digital Government Regulatory Authority). On February 14th, 2021, UD partnered with the Red Crescent to start a donation campaign to build a clinic in India. All these partnerships mentioned above give UD a platform to contribute to UNPRME and UNGC.

## Collaboration with Brunel University

UD collaborated with Brunel University in February 2021 to host a webinar on Sustainability. The webinar was about Sustainability Strategies in the UAE - Experts Views from Dubai where 3 of UD's professors attended as speakers. During the webinar, the goals of the UAE for sustainability, UD's sustainability initiatives, and effective strategies on implementing sustainable methods. As per Brunel University's report, more than 100 participants attended the webinar which was marked by lively and engaging discussions. The 3 professors, Dr. Yaprak, Dr. Eappen, and Dr. Arij thoroughly enjoyed their participation in the event and thanked the Dean of DBS for encouraging them to participate in international academic activities. This webinar highlighted UD's openness to partnering with other universities, aim for collaborative research, and its prioritization for sustainability.






### Webinar

#### "Sustainability Strategies in the UAE – Experts Views from Dubai"

Thursday, February 18<sup>th</sup> | 2:00 PM Dubai / 10:00 AM London

Host	Speaker 1	Speaker 2	Speaker 3	Speaker 4	Speaker 5	Speaker 6
 <b>Dr. Monomita Nandy</b> Reader in Accounting and Finance, Director of Internationalization & Exchange Coordinator Brunel Business School Brunel University London	 <b>Prof. Kevin Moneeking</b> Brunel Business School Brunel University London	 <b>Dr. Kamel Mellahi</b> General Manager Dubai Chamber of Commerce Centre for Responsible Business	 <b>Dr. Eappen Thiruvattal</b> Associate Professor Dubai Business School University of Dubai Founding member, UNPRME Dubai	 <b>Dr. Yaprak Anadol</b> Associate Professor Dubai Business School University of Dubai Founding Member Turkish Business Council Member, UNPRME	 <b>Dr. Arij Lahmar</b> Associate Professor Dubai Business School University of Dubai	 <b>Ms. Emma Barber</b> Marketing Director DigiGala, UAE

**FREE Registration**



## Collaboration with Tel Aviv University

UD collaborated with Tel Aviv University in early 2021. This collaboration was a pivotal factor in achieving the SDGs and principles of PRME. Professors from both UD and TAU hosted webinars regarding the overview of the economics of Israel and UAE and discussed Artificial Intelligence and its applications in space and medical fields. These webinars gave attendees different perspectives on these topics and educated them on the effects of the integration of sustainability within economics, space, and medicine.

UD held a webinar on March 24th in collaboration with TAU regarding the following environmental topics:

- Fair trade and fashion: Students learned that they should support businesses and companies that produce apparel based on ethical trade standards.
- The animal industry: Students became more aware about how animal-related products are mass produced, and the effects that the livestock industry has on the planet as it contributes to water, coral reef, and land degradation as well as deforestation.
- Benefits of planting trees: Students were encouraged to plant trees if they are able as trees provide us with more oxygen, and they reduce pollution and erosion in waterways.
- Plastic planet: Plastic planet is a title given to planet Earth for the amount of plastic waste in it that is generated by humans. Students were heavily encouraged to recycle plastic as they became more aware of the effects of plastic waste on our planet.

All these topics are discussed to help students understand the general environmental fields of research. UD is proud of its collaboration with TAU as it greatly benefited both parties in terms of education and achieving the SDGs.



## Summary of the Achievements Table

Previous Targets	Degree of Achievement	Description
<b>Incorporating PRME in our syllabus</b>	Good progress made. We are aiming to further incorporate PRME in our syllabus.	Most of our courses include a chapter that discusses sustainability, its definition, and methods to implement it correctly. The Sustainability course is a great representation of how we incorporated PRME in our syllabus.
<b>Spreading awareness to staff and students about PRME and the SDGs</b>	Currently in progress. We want students and staff to be more involved with PRME.	Our staff and students are fully aware of PRME and the SDGs. The students learn about them throughout their education. The UD PRME committee is constantly communicating with staff to collect information for the SIP Report, and we make efforts to make them understand our purpose.
<b>Ensuring that students understand Corporate Social Responsibility and make efforts to achieve SDGs</b>	Fully achieved.	Our students organize activities and participate in events that show us how much they are concerned with sustainability issues. The efforts of Draw a Smile, the Debate Club, the Environmental Club, Women's Council, and all the other

**Implementing sustainable  
methods in our infrastructure**

Fully achieved.

organizations are a sublime  
representation of what we want  
from students.

Our campus is first LEED  
certified net-zero energy  
building in the MENA region.

We like to accentuate the  
benefits of our campus, and  
how we used sustainable  
materials and methods when  
building the campus.

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Recently University of Dubai started taking an active role in revitalizing the PRME MENA Chapter. The current committee chair will be serving as a Chapter Chair for the PRME MENA Chapter Provisional Committee with a mission of creating an active MENA Chapter. The dialogue principle and partnership goals are to be achieved by creating a strong collaboration with other institutions towards our purpose of Quality education and community engagement to educate the future responsible leaders.

PRME SDG Blueprint has been published by the PRME Champion group as a guideline, and the University of Dubai contributed to co-creation and promotion of this document. In the 2021 Global Forum, an SDG Blueprint introduction has been made and especially in the PRME Global Forum an Eastern Session has been co-organized and University of Dubai faculty and student shared their experiences related to SDG implementation and engagement as part of the Middle East representation.



## Future steps/targets measurement criteria

Although we believe our contributions to the SDGs are effective, there are still some things to iron out. We have a few targets that we hope to achieve before the next reporting period. Our targets include:



### Curriculum targets

- Further integration of SDGs into curriculum.
- Initiate SDG mapping.
- Taking an active role in the PRME Champions group and PRME Chapter



### Institution targets

- Implementing SDG blueprints.
- Enhance SDG awareness and visibility within UD.
- Implement in-campus green building displays.
- Improve sustainability research by creating a research group specifically targeting sustainable topics.



### General targets

- Improve collaboration between signatories in the Middle East Chapter.
- Constitutionalizing the UD PRME Committee and making it more inclusive.
- Publish online SIP Report tool.

In the new academic year our target as the University of Dubai PRME Committee is increase the visibility of PRME and enhance our reach to our internal and external stakeholders for sustainability engagement including implementation of SDG Blueprint in Curriculum, research and partnership. Our institutional and regional aims will be achieved with a strong sense of collaboration and inclusivity.

We hope that these targets aid us in achieving the SDGs and realizing our mission and vision. Furthermore, we believe that the general targets can drive PRME forward. The collaboration between signatories in the ME chapter is crucial to build a presence for PRME in the region. The constitutionalizing of the UD PRME Committee will ensure that UD will keep contributing effectively to PRME for years to come. The online SIP Report tool will change the landscape of SIP Reporting and make it more concrete.

### **Thank you note to contributors**

Thank you to all contributors. UD's status as a UNPRME Champion would not be possible without you. Your contributions are helping us move forward.

