



COMMUNICATION ON ENGAGEMENT (COE)

Period covered by this Communication on Engagement

From: November 2019

To: March 2022

Part I. Statement of Continued Support by the Chief Executive or Equivalent

28 March 2022

Dear Stakeholders,

I am pleased to reaffirm the support of the Al-Attiyah Foundation to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. As Managing Director of the Al-Attiyah Foundation, I present this Communication on Engagement with the United Nations Global Compact, that describes the actions that our organization has taken, in the past couple of years, to support the UN Global Compact and its Principles.

Due to the coronavirus pandemic, 2020 and 2021 were full of many challenges but I am proud to say that the Foundation has emerged stronger than it was when we submitted our first Communication on Engagement in October 2019. As the Foundation continued its excellent use of technology, supplemented by positive relationships with leaders and stakeholders within the energy industry, to host more interactive CEO roundtables, high level strategic events, webinars, and podcasts, we remain very optimistic for the future.

With regular dissemination of high-quality content on topics such as net-zero, energy transition, alternative energy technologies, climate change abatement, corporate social responsibilities, etc., the vision to become a leading think tank in the region and the world is becoming a reality. The Foundation invites and attracts leading global experts to share their thinking, without the burdens and pressures of bureaucracy or politics, and to work in collaboration with like-minded organisations.

The information shared in this Communication on Engagement is also contained in our 2020 and 2021 Annual Reports, and we welcome our esteemed stakeholders to read the full Annual Reports on our website: www.abhafoundation.org

Yours sincerely,

Reda Ibrahim Ali
Managing Director
Abdullah Bin Hamad Al-Attiyah International Foundation



Part II. Description of Actions

The next four boxes below, summarise the relevant actions and activities that were undertaken by the Abdullah Bin Hamad Al-Attiah International Foundation, in support of the Global Compact.

In furtherance of its vision and mission, the programs and activities of the Foundation continued to be focused on three main categories: Publications; Events; and Partnership, support, and outreach. Our activities in all these three categories are related to the specific activities suggested for non-governmental and not-for-profit organizations within the UN Global Compact.

The overview plan shown in Table 1 below is indicative of how the themes and activities of the Foundation were rolled out during 2020 and 2021.

Table 1 – Overview Plan of Themes and Activities for the Four Quarters in 2020 and 2021

ACTIVITIES AND PROJECTS	QUARTER 1 (JANUARY- MARCH)	QUARTER 2 (APRIL- JUNE)	QUARTER 3 (JULY-SEPTEMBER)	QUARTER 4 (OCT-DECEMBER)
CEO Round Table Series (only later part of 2021)	(Theme: LNG) 26 th March	(Theme: Carbon Pricing) 24 th June	(Theme: Circular Economy) 16 th September	(Theme: Outlook for 2021) 3 rd December
Senior Managers Dialogues		25 th June	17 th September	
Podcasts	LNG: CEO Speakers	Carbon Pricing: CEO Speakers	Circular Economy: CEO Speakers	Outlook: CEO Speakers
Webinars	Two Webinars per Quarter			
Special Reports	Minimum of one Special Report per Quarter Prepared by Alumni and External Writers			
Whitepaper Distribution – Reuters, Natural Gas World, and Website	LNG Whitepaper	Carbon Pricing Whitepaper	Circular Economy Whitepaper	Outlook Whitepaper
Daily News Flash	Every weekday	Every weekday	Every weekday	Every weekday
Weekly Energy Market Review	Every Monday	Every Monday	Every Monday	Every Monday
Sust News Bulletin	First and Third Week of Each Month			
Sust Research Papers	First Sunday of each Month			
Energy Research Papers	Second Sunday of the Month			
Annual Report 2020	Final for Design – 28 Feb; Final for Printer – 15 March; and Printed Copies – 1 st April			
Book on Renewables	Final for Design – 31 August; Final for Printer – 15 Sept; and Printed Copies – 1 st October			
Media and Communication	Strategic Media Outreach	Strategic Media Outreach	Strategic Media Outreach	Strategic Media Outreach
Brand & Marketing	Social Media ... Digital Marketing ... Design-Production-Distribution of Collaterals			
Collaboration with Qatar Foundation	Strategic Partner in the First Qatar Climate Change Conference Held on 8 th September 2021			



Publications

Our regular publication list includes:

1. **Daily News Flash**
2. **Weekly Oil Market Review** – This is a weekly energy market newsletter in Arabic & English, covering an analytical overview of the global developments in oil and gas. It is distributed to the members of the Foundation and senior policy makers in Qatar, as well as, circulated widely through the media channels and Foundation’s social media accounts.
3. **Bi-Weekly Sustainability News Bulletin** - This is a compilation of current news and developments on sustainability and climate change, in both English and Arabic. It is distributed to Foundation members, partners, and other stakeholders.
4. **Monthly Research Series** – These monthly in-depth research papers cover relevant energy topics that are of interest to members, partners, and policy makers. They are circulated to Foundation members and senior government officials and have served as useful sources of information.
5. **Monthly Sustainability Research Series** – The Monthly Sustainable Development Research Series provides in-depth insights on prevalent sustainable development topics. It synthesises news and developments on selected sustainability and/or climate change topics. It is produced monthly and circulated to Foundation members; partners; and individuals in government, private sector, academia, and civil society, who have an interest in sustainable development issues.
6. **Books on relevant topics** – Every year, the Foundation has produced a Book, as an academic contribution on topics such as: *“Sustainable Development Goals and Energy Nexus” (2017)*; *“Corporate Social Responsibility Best Practice Guidelines (2018)”*; and *“The growing world of renewables” (2019)*. The manuscript for a fourth book on *“Best Practice Guide on ESG”* was finalized during 2021 and due for publication in June 2022.

In total the Foundation’s publications during 2020 and 2021 are as shown in Table 2.

Table 2 – List of Publications in 2020 and 2021

List of Publications in 2020	List of Publications in 2021
<ul style="list-style-type: none"> • About 250 editions of Daily News Flash. • More than 45 editions of Weekly Energy Market Review (WEMR). • 28 articles. • 12 copies of Monthly Energy Research Series. • 12 copies of Monthly Sustainable Development Research Series. • 9 Podcasts. • 8 Webinars. • 6 Interviews. 	<ul style="list-style-type: none"> • About 250 editions of Daily News Flash. • More than 45 editions of Weekly Energy Market Review (WEMR). • 22 editions of Bi-Weekly Sustainability News Bulletin. • 28 articles. • 12 copies of monthly Energy Report. • 12 copies of monthly Sustainable Development report. • 25 Podcasts. • 8 Webinars. • 6 White Papers.



Online Presence and Awareness

In the 2-year period covered by this Communication on Engagement, the world was profoundly impacted by the Covid-19 crisis. During this era, where work-life was completely thrown into turmoil, the global community demonstrated great evidence of ingenuity and innovation, highlighted by the way the world responded to the coronavirus pandemic. The Foundation quickly adapted to a new way of working and drew several outputs that highlighted some positive things at a time of great challenge:

- With perseverance, it is possible to turn challenges into opportunities.
- With understanding and cooperation, mankind can overcome vulnerability to catastrophic events.
- With creativity, the use of technology could be limitless.
- With coordinated efforts, it is possible to mount effective universal responses to global challenges.
- With solidarity, humanity has the capacity to tackle crisis through the combination of small individual acts of selflessness and larger professional sacrifices.
- With goodwill, there are enough collective energies and resources that can be harnessed as a stimulus for global recovery and regeneration.

Social Media

While the Foundation was unable to host its regular CEO events, as a result of the pandemic, the Foundation expanded its social media presence by:

- Launching YouTube Ad Campaigns.
- Launching database subscription campaigns.
- Launching 60s Shorts on YouTube.
- Developing 180 podcast promotional shorts for Twitter & LinkedIn.
- Developing new templates for all social media platforms, and mail chimp Distributions.

Some sustainability themes featured in the Foundation's publications and social media platforms include:

1. Green LNG – Opportunities and Challenges
2. Carbon pricing: Lessons for the Middle East
3. Renewable Energy Policies: Work in Progress
4. Carbon Capture and Storage: What is its role in climate mitigation?
5. Climate Adaptation: Risks and Measures
6. Waste Management in the Oil & Gas Industry
7. Corporate Social Responsibility in the Energy Sector
8. Are Methane Emissions Driving Us to A 3°C World?
9. Carbon Disclosure and Carbon Neutral Certification
10. Plain Sailing and Soaring Smoothly: Emissions Reduction Strategies in Shipping and Aviation
11. Climate Change and Food Security
12. Net-Zero Carbon Economy By 2050
13. Critical Materials for Energy Transition
14. Waterfall: The Role of Hydroelectricity
15. Pathways to Hydrogen as an Energy Carrier: The Hydrogen Economy
16. The EU's green taxonomy: policy and politics.
17. Carbon markets after COP26: A Price on Carbon.
18. The Role of the World's major Forests in the fight against Climate Change.
19. Implications of COP26 on the future fuel mix.
20. COP26: Consensus forecasts of the impact on long-term fossil fuels demand.



Partnership, Support and Outreach

The Foundation continue to strengthen its partnership, support and outreach, the following activities:

- Support for projects that are of interest to our members and partners.
- Support education and training initiatives in collaboration with universities.
- Have a presence at key public conferences, forums, and seminars, in collaboration with other organisations, on challenges related to energy and sustainable development.
- Conduct or support independent studies.
- Strengthen interactions with members through high-level second- tier events – Senior Managers Energy Dialogues.
- Enhanced and consistent visual identity across all collateral – in print and on-line.
- Refreshed and updated website.

The projects engaged by the Foundation and completed during the period covered include:

1. Project researching the “Public and end-user perception of the reuse of by-products of oil and gas industry (Bio-sludge and treated industrial water)”. The project that was conducted in partnership with Hamad Bin Khalifa University (HBKU) has been completed. The outcome was discussed in a webinar and publicised in local media and published in an international journal.
2. Research Project focusing on Measures to Improve Energy Efficiency in Qatar. The project, in partnership with Mitsui and the Institute for Energy Efficiency Japan (IEEJ), is still ongoing. In 2020, the Foundation facilitated the involvement and participation of Kahramaa in the project.

Some specific partnership activities include:

1. **Qatar Climate Change Conference 2021** – In September 2021, the Foundation jointly organized a Climate Change Conference with Qatar Foundation (QF), to create a bigger impact on Qatar’s climate change actions, in preparation for the COP26 UN Climate Change Conference in Glasgow. The conference brought together top international and local experts, to discuss social, economic, and environmental climate change implications in Qatar, private and public sector’s climate change risk mitigation and management, policy, and technology adaptation to changing environment, and climate change international relations.
2. **Speaking Engagements** - The Chairman and Foundation experts are regularly invited to speak at major international and local events. Examples of events that the Foundation participated, include:
 - Keynote speech at the Qatar Climate Change Conference.
 - Keynote speech at the International Conference on Sustainable Energy-Water-Environment Nexus for the Desert Climate (ICSEWEN).
 - Presentation on “The Energy Transition – Leading with Experience” at the Energy Efficiency and Renewables Conference organised by the Energy Chamber of Trinidad and Tobago.
 - Panel discussion on "Top recommendations for the energy industry to swiftly adopt a sustainable strategy that caters to the triple bottom line: people, planet, and profit?", at the Oman Energy Forum 2021.
 - Presentation on “Impact of COP26 Outcomes on Carbon Management and the Race to Net-Zero” at CO2 Management Workshop organised by the Gas Processing Centre, Qatar University.
 - Presentation on “Energy Strategy in the Context of the Race to Net-Zero Carbon Emission” at the Energy Security Lecture Series, Georgetown University.
 - Presentation on “Energy Strategy and The Hydrogen Economy” at the Energy Security Lecture Series, Georgetown University.



Part III. Measurement of Outcomes

The box below contains the most relevant qualitative and/or quantitative indicators that highlight the outcomes achieved for some of the activities described in Part II above.

Highlights of Publications and Events in Numbers

In the 2-year period covered by this report, the Foundation continued to produce industry leading content from in-depth reports, topical articles, podcasts and much more. In total, the following numbers of Foundation’s publications were posted on its social channels and sent directly to its members, senior policymakers, and the wider community, in Qatar and globally:

- Approximately 500 editions of Daily News Flash (DNF).
- More than 90 editions of Weekly Energy Market Review (WEMR).
- 22 editions of Bi-Weekly Sustainability News Bulletin.
- 56 articles.
- 24 copies of monthly Energy Report.
- 24 copies of monthly Sustainable Development report.
- 34 Podcasts.
- 16 Webinars.
- 6 White Papers.
- 6 Interviews.

Table 3 – Social Media Statistics

Item	Twitter	LinkedIn	YouTube	Cumulative
Posts	249	249	55	553
Total Followers	2386	7621	191	10,198
New Followers	341	1758	191	2,290
Impressions	1,854,600	1,100,425	697,037	3,652,062

Articles in the Media

The Foundation published a number of articles in local and international newspapers, magazines, and websites. Some examples of such Articles are listed in Table 4 below:

Table 4 – Publications in the Media

S.N.	Paper Tittle	Publishing Date
1.	Methane – Tackling GHG Emissions	21 June 2021
2.	Global Gas Price Rally	15 July 2021
3.	Carbon Pricing Gains Traction	31 Aug 2021
4.	Russia zooms in on its Arctic reserves and trade routes to become LNG giant	27 Sept 2021
5.	Science points the finger at global warming for deadly heat wave	17 Oct 2021
6.	All aboard! Air travel set for green revolution	27 Oct 2021
7.	Milestones in the Climate Summit's Journey	01 Nov 2021
8.	It’s already happening: Thousands of people are leaving their homes because of climate change	19 Nov 2021
9.	Leaving nothing to waste, Qatar public supports reuse of treated industrial water	24 Nov 2021
10.	Oil, Gas Escape COP26 Unscathed Despite New Alliance Threat	29 Nov 2021