

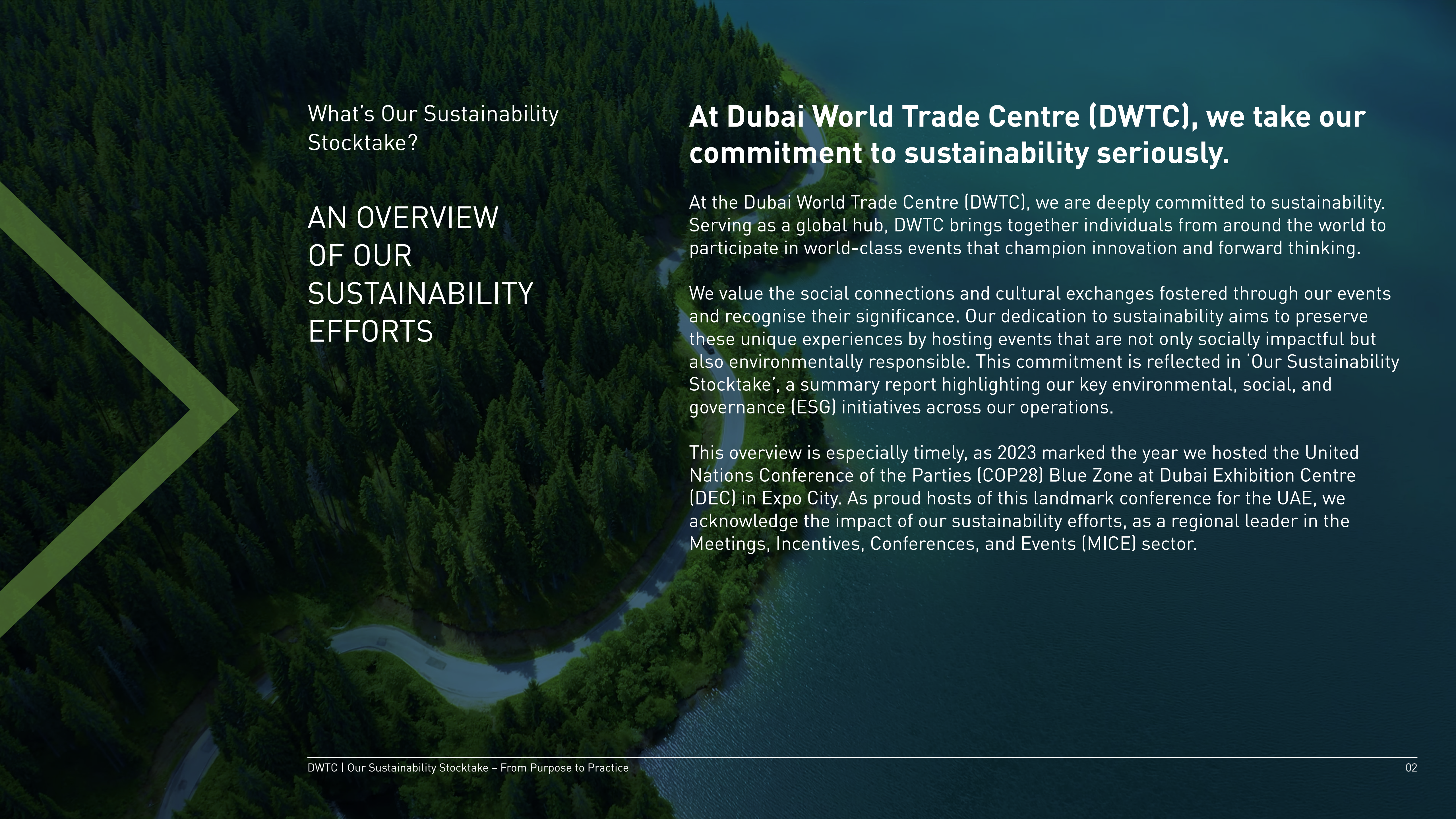


مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

OUR SUSTAINABILITY STOCKTAKE

From Purpose to Practice

Published in March 2024



What's Our Sustainability
Stocktake?

AN OVERVIEW OF OUR SUSTAINABILITY EFFORTS

**At Dubai World Trade Centre (DWTC), we take our
commitment to sustainability seriously.**

At the Dubai World Trade Centre (DWTC), we are deeply committed to sustainability. Serving as a global hub, DWTC brings together individuals from around the world to participate in world-class events that champion innovation and forward thinking.

We value the social connections and cultural exchanges fostered through our events and recognise their significance. Our dedication to sustainability aims to preserve these unique experiences by hosting events that are not only socially impactful but also environmentally responsible. This commitment is reflected in 'Our Sustainability Stocktake', a summary report highlighting our key environmental, social, and governance (ESG) initiatives across our operations.

This overview is especially timely, as 2023 marked the year we hosted the United Nations Conference of the Parties (COP28) Blue Zone at Dubai Exhibition Centre (DEC) in Expo City. As proud hosts of this landmark conference for the UAE, we acknowledge the impact of our sustainability efforts, as a regional leader in the Meetings, Incentives, Conferences, and Events (MICE) sector.

Building a Sustainable Tomorrow

United in Purpose,
Committed to Change

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CEO Message



Helal Almarri
Chief Executive Officer - DWTC

At Dubai World Trade Centre (DWTC), we firmly believe that sustainability is not merely an option but a fundamental responsibility. As the Meetings, Incentives, Conferences, and Exhibitions (MICE) Industry continues its growth trajectory, it becomes increasingly crucial for organisations like ours to spearhead initiatives aimed at forging a greener and more sustainable future.

Our sustainability objectives at DWTC rest upon three core pillars: first and foremost, aligning with the vision and strategies outlined by local and federal government. Second, setting the sustainability benchmark within the global MICE industry and leading by example and third, meeting public expectations for businesses to actively support environmental goals. Our core pillars form the basis of actionable initiatives that encompass reducing energy consumption, conserving vital resources and minimising waste across various dimensions of DWTC’s operations.

Our commitment to sustainability has been recognised through our certification by Green Globe, a leading, international standard for sustainable travel and tourism. At its core, sustainability entails achieving a balance between economic growth, social inclusion, and environmental stewardship. The Dubai Government’s commitment to the UN’s Sustainable Development Goals (SDGs) and the UAE’s Net Zero 2050 Strategy, in addition to

initiatives such as the Dubai 2040 Urban Master Plan, the Smart Dubai Initiative, the Dubai Integrated Energy Strategy 2030 and the Dubai Clean Energy Strategy 2050, offer numerous opportunities for businesses and industries to align with sustainable endeavours.

We firmly believe that a sustainable business model not only safeguards the future of our planet but also generates enduring value for our stakeholders. With unwavering commitment to this cause, we are resolute in leveraging this opportunity to demonstrate our steadfast dedication to sustainability. As an organisation, we have instituted several initiatives to curtail our carbon footprint, promote ethical business conduct, and foster a culture of sustainability throughout our operations.

With the UAE’s recent decision to extend the Year of Sustainability to 2024, we find ourselves at a pivotal moment in the nation’s sustainability journey. Against the backdrop of the COP28 Climate Conference, which we had the honour of hosting at Dubai Exhibition Centre (DEC), this concise report stands as evidence of our commitment to reducing our environmental footprint and contributing positively to the communities we engage with. It underscores the substantial strides we have taken towards becoming industry leaders in sustainability.

Helal Almarri



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About DWTC

A global business facilitator since 1979, DWTC is home to the region’s leading purpose-built convention and exhibition centres.

DWTC provides a platform for connecting people, products, innovation and ideas from around the world through a dynamic calendar of international trade exhibitions and its own roster of sector-leading mega events.

As a designated free zone, complemented by award-winning commercial real estate, DWTC plays an integral role in Dubai and the region’s growth story with an estimated total economic output of AED 200 billion, attracting over 30 million business visitors to Dubai over the past four decades.



Our Vision: To make Dubai the world’s leading destination for all major exhibitions, conferences, and events.



Our Mission: Our mission is to deliver ‘Destination Dubai’ for the region by providing a world-class business networking platform with integrated end-to-end services. We do this by continually innovating and creating an unparalleled calendar of events, providing state-of-the-art real estate solutions within a sophisticated and dynamic business environment, and inspiring our employees with progressive and rewarding career opportunities.

40+
years in
operation

2.4m+
visitors in
2023

53k
exhibiting
companies

121K
square metres
of event space

184
countries
represented

1,500
employees

500+
events
annually



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Our Operations



Venue Service Management

We offer a venue for every event. From conferences and trade exhibitions, to concerts and galas, our scope and scale are unlimited.



Event Management

Our team puts on an impressive portfolio of shows, ranging from mega trade events to niche expos across a diverse range of sectors. Additionally, we offer comprehensive event production and experiential services for the full portfolio of DWTC-owned events and complete turnkey services for a rapidly growing portfolio of events both in the UAE and overseas.



Real Estate

Our developments add new dimensions to our Dubai World Trade Centre location and Expo City Dubai, enhancing the UAE's expansion as an international hub of trade, tourism and commerce.



Free Zone

Through the DWTC Free Zone, we invite both on shore and offshore operations to establish themselves in Dubai, an ideal commercial hub for businesses seeking to reach the wider MENASA region.



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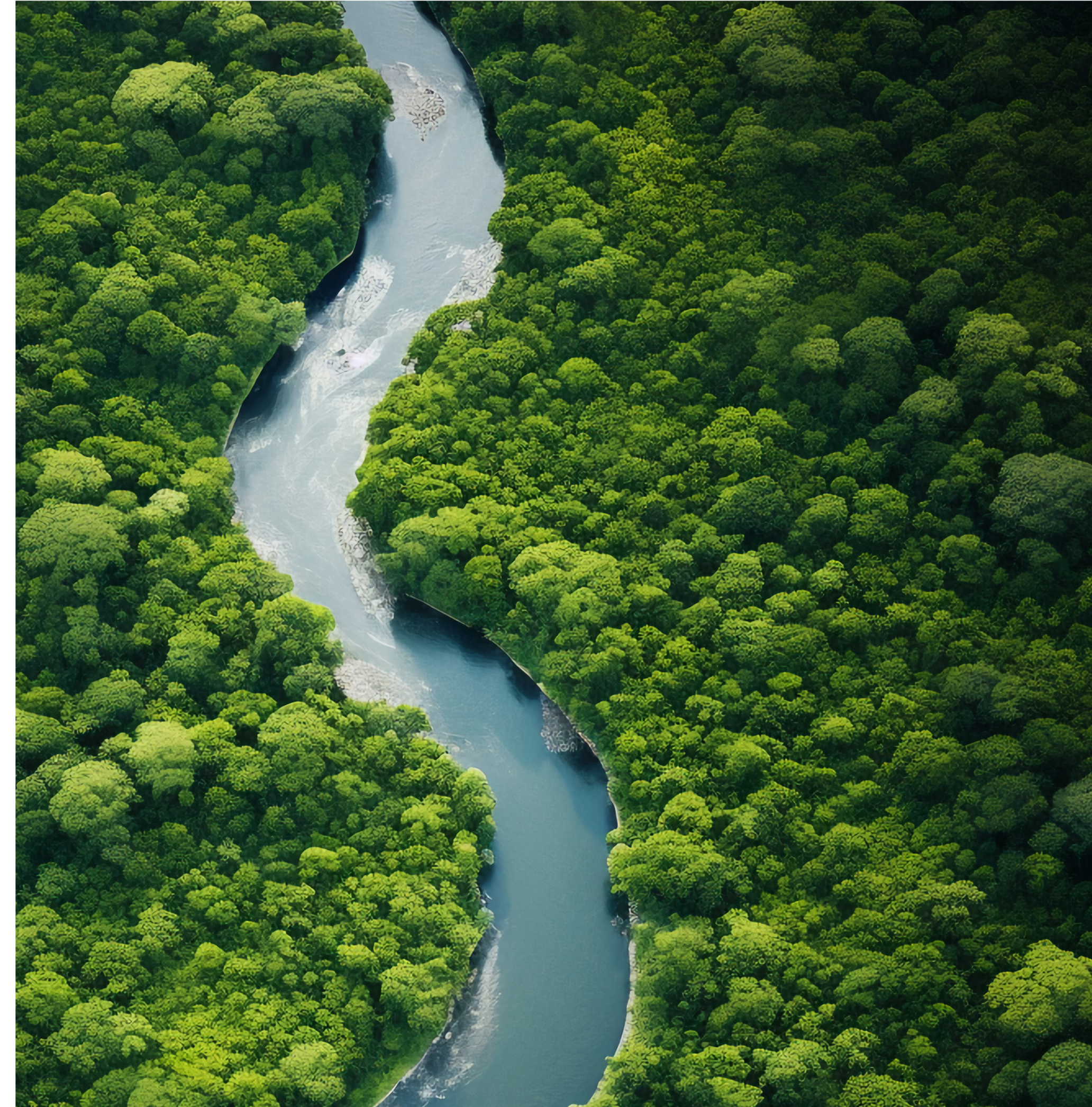
Our Drivers

Our dedication to sustainability isn't just about compliance – it's about making a positive impact and setting the standard for responsible business practices in our industry.

At DWTC, we are driven by our commitment to create long-term value for our stakeholders, encompassing our employees, suppliers, and customers. This commitment prioritises environmental and social initiatives while ensuring economic viability and financial sustainability.

That's why we believe sustainability is not just the right thing to do, it's also the smart thing to do. It involves the creation of financially viable solutions to environmental and social challenges. It allows us to thrive while ensuring that we take care of our people and our planet.

We draw inspiration from global benchmarks such as the United Nations Sustainable Development Goals (SDGs), shaping our sustainability aspirations and contributing to the shift towards a more environmentally friendly and equitable future for ourselves and our industry.



Sustainability is not just the right thing to do,
it's also the smart thing to do.

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Our Commitments



Emissions Reduction

We strive to minimise our carbon footprint through sustainable practices such as energy efficiency, renewable energy, cleaner transport, and sustainable food sourcing and cooking methods.



Resource Preservation

We aim to preserve resources by minimising our energy and water consumption and efficiently managing our waste with a focus on reducing single-use plastics and food waste.



Sustainable Procurement

We strive to source our products and services both sustainably and locally, prioritising suppliers who adhere to ethical and environmentally-friendly practices.



Employee Well-being

We are dedicated to upholding ethical labor practices, promoting a healthy work-life balance, and providing opportunities for professional growth and development.



Customer Experience

We are committed to continuously enhancing our customer experience by implementing measures to improve service quality and satisfaction.



Community Welfare

We actively engage with local communities, supporting economic growth and social development initiatives that create a positive and lasting impact.



Transparency in Governance

We maintain high levels of integrity, ensuring transparent decision-making processes, and practicing responsible corporate governance.

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Our Certifications & Recognition

 <p>Environmental Management Systems 2018-2024</p>	 <p>Occupational Health & Safety Systems 2018-2024</p>	 <p>Quality Management System 2021 - 2024</p>
 <p>Food Safety Management System 2021-2024</p>	 <p>Event Sustainability Management System 2018-2021</p>	 <p>LEED Gold Certified 12 certifications 2016-2021</p>
 <p>LEED Silver Certified 9 certifications 2020-2021</p>	 <p>CSR Label by Dubai Chamber of Commerce 2021, 2022</p>	 <p>UAE Food Bank Award 2023</p>
 <p>MEED Project Awards Engineering & construction 2020</p>	 <p>Green Globe Standard 1.8 Certified Sustainable travel & tourism 2019, 2020-2023</p>	 <p>Best Big Catering Company Food safety & hygiene 2012</p>



Our sustainability-related awards & certifications serve as a testament to our operational excellence.

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Putting it into Action

We embrace sustainability by activating key initiatives* across three areas - planet, people and governance – in alignment with the UNSDGs.

Key areas	Scope for our initiatives	Alignment with SDGs
 Planet	<p>We care deeply about the environment and strive to minimise our impact on the planet and enhance its well-being.</p>	
 People	<p>People and communities are powerful forces for change. We aim to empower our people and create positive outcomes for our community.</p>	
 Governance	<p>Our sustainability relies on a strong governance framework. We emphasise transparent, ethical, and responsible practices across our organisation & value chain.</p>	

*The list of initiatives displayed across this summary report is non-exhaustive.



PLANET

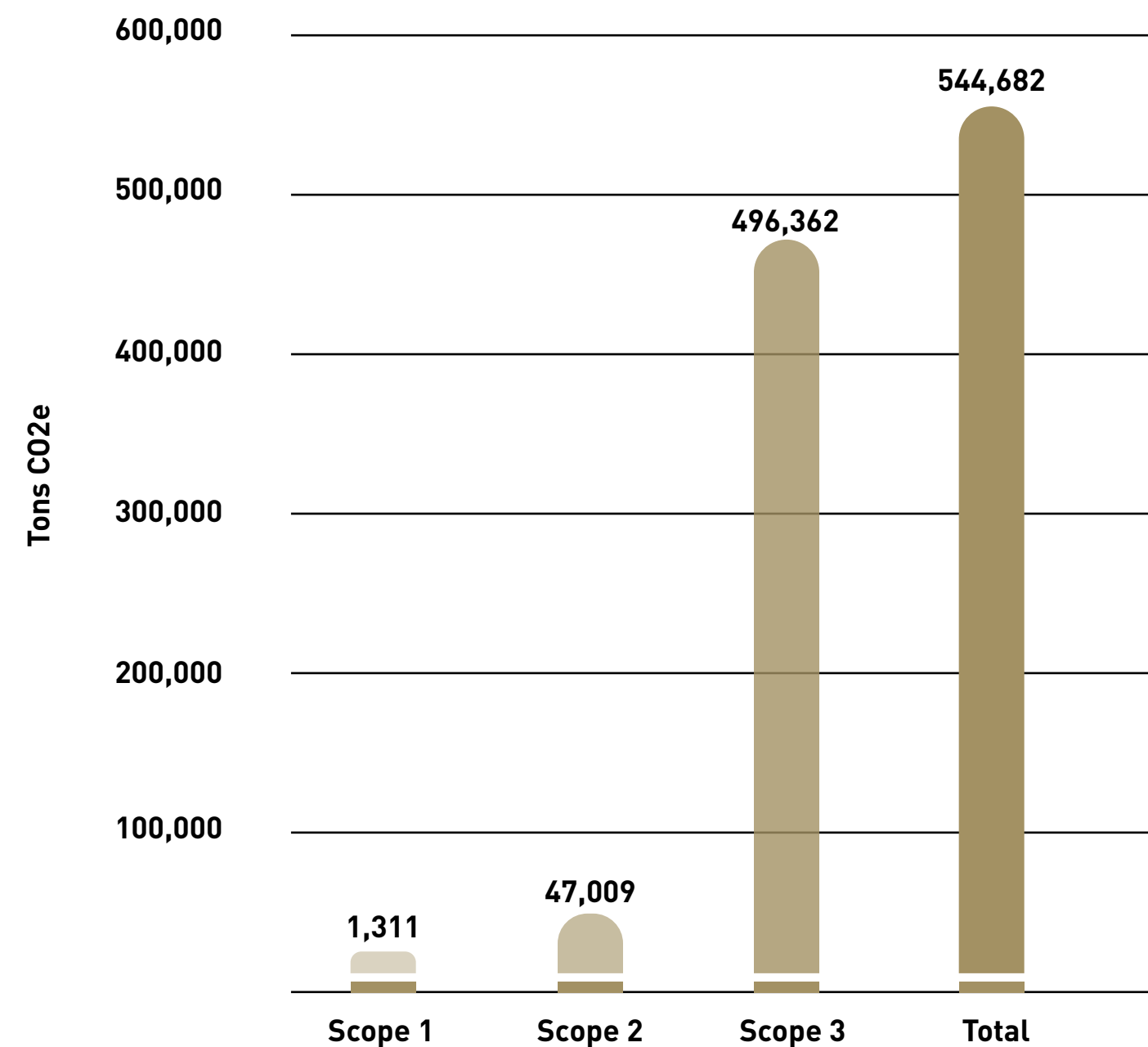
Our commitment to be responsible stewards of the environment drives our efforts to reduce our ecological footprint and contribute positively to the planet.

PLANET

Emissions & Energy

Combatting Climate Change

Our commitment to reduce emissions and mitigate our impact on the climate is at the heart of our sustainability efforts. We developed a range of impactful initiatives from energy-efficient venues to cleaner transportation to mitigate emissions across our operations.



Scope 1

Covers stationary combustion, mobile combustion and fugitive emissions

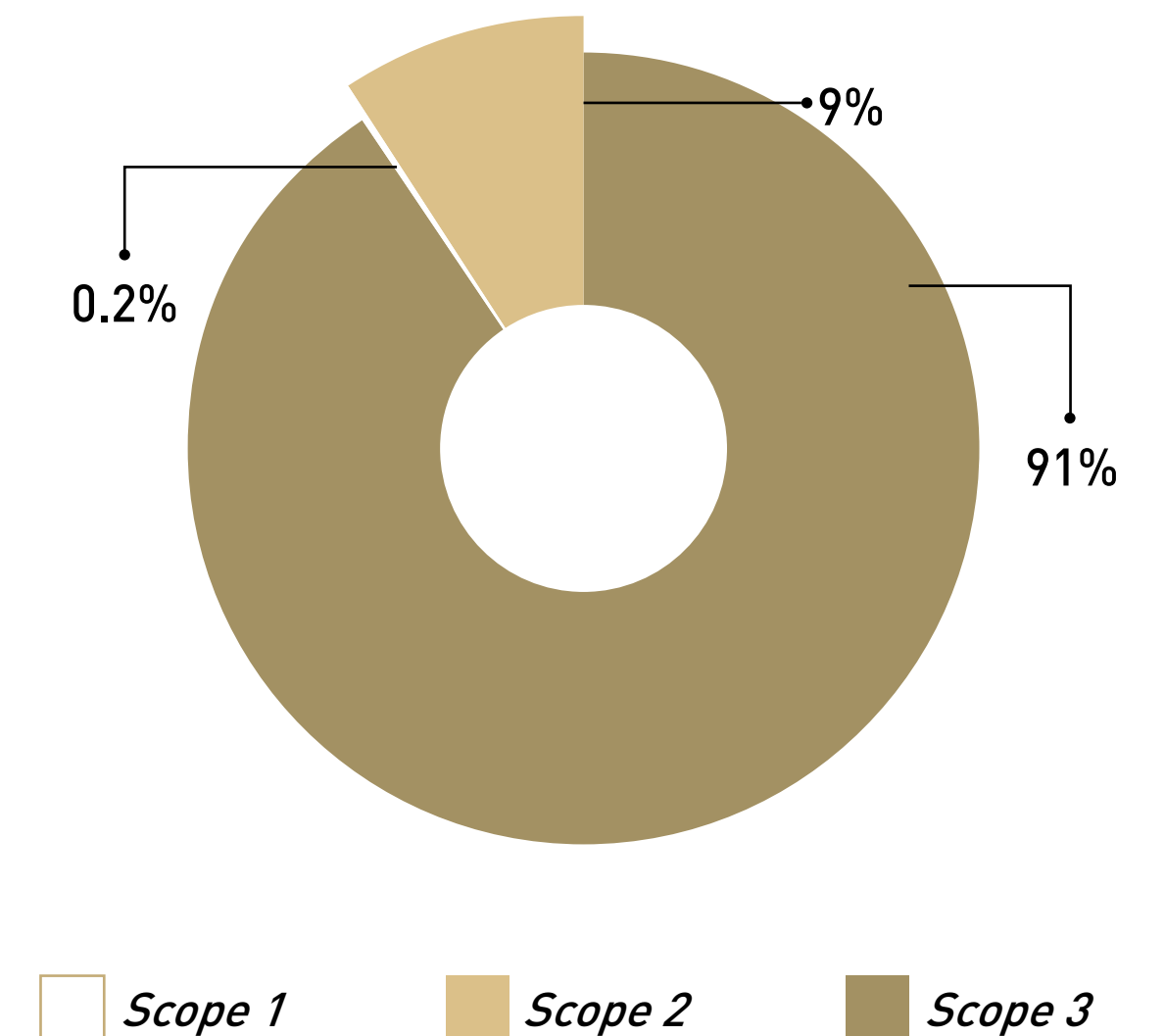
Scope 2

Covers purchased electricity and purchased cooling

Scope 3

Covers waste and attendees travel

EMISSIONS 2022



Mitigating our Impact on the Climate

We are currently developing DWTC's very own, custom-made carbon calculator to assess our carbon footprint with greater precision and make more informed decisions on emission reduction initiatives for Scope 1, 2 and 3 emissions.

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Elevating Sustainability in Transportation

Electric Vehicles & Chargers

We use small electric trucks for food deliveries, on-site transport and at our marshalling yard. Our departments can also request for electric bikes for their operational needs. We provide electric vehicle (EV) charging points and offer electric limousine cars and electric Careem bikes for guests during events.

Smart Parking

Winner of “Best Parking Project” at Gulf Traffic Awards 2018, Al Mustaqbal Street Parking features electric vehicle charging stations, solar panels, and smart technology such as smart payment options and number plate recognition.

Choosing Clean Fuel Alternatives

We use Neutral Fuel’s net zero biofuel, which is sourced from used vegetable oil and burns cleanly, to power part of our fleet, which includes 16 vehicles using B-10 (10%) biofuel. In 2022, we were certified by Neutral Fuels for our emission reduction amounting to 15,071 kg of CO₂.

Buses, Shuttles and Carpooling

We offer group transportation services for our DWTC staff between our venues and staff housing. For our events, we provide Roads and Transport Authority (RTA) shuttles buses and promote carpooling to our attendees.

DWTC Metro Station

We have our own metro station, which offers a quick and eco-friendly option when visiting our venues. We ensure that access to the metro station is widely advertised through our communication channels including road signage and major radio stations prior to major events.



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We Care...Even about the Little Things

Instead of using single-use gel or wicks to keep our food warm at buffets, we use EcoBurners' refillable burners, producing less carbon. We also use eco-chafing dishes for our events, which rely on hotplate technology instead of water pans, completely eliminating the need for staff to fill, heat or transport water to and from the buffet.



Harvesting the Sun

We installed solar panels across our complex, reducing our carbon footprint and harnessing renewable energy to power our operations. Any excess energy produced is channelled back into the Dubai Electricity and Water Authority (DEWA) grid.



Enhancing our Energy Efficiency

With 21 LEED certifications across our operations, our commitment to sustainability guides our adoption of energy-efficient equipment. We acquired energy-efficient fridges and freezers, deployed motion sensors in certain areas of our venues to minimise energy usage, and installed energy-efficient LED lighting for our events.



PLANET

Waste

Reduce Waste, Maximise Value

As leaders in the UAE's MICE sector, we have a nuanced understanding of the importance of responsible consumption and production for sustainable venue and event management.

Our waste management partners: BEEAH, The Waste Lab, and Emirates Environmental Group (EEG).

Primary waste diversion partner

Food waste composting partner

Collaborative recycling projects & reforestation partner



EEG
مجموعة عمل الإمارات للبيئة
EMIRATES ENVIRONMENTAL GROUP



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Say No to Plastic

In line with UAE's Dubai Can initiative for the city-wide reduction of single-use plastic water bottle waste, we introduced our 'No Plastic Bottles' campaign across our operations, events and retail outlets to make DWTC a plastic bottle free venue.

We replaced plastic water bottles with glass or aluminium can options across our operations, and installed counter-top water dispensers, refilling water stations, and water purifiers throughout our facilities. We also encourage sustainable practices amongst our staff by distributing reusable water bottles.

In a move to reduce plastic use in our hospitality operations, we've discarded traditional plastic bags and, instead, introduced reusable bags.

Retail outlets within our complex have started offering bamboo straws, these are provided solely on an on-demand basis, thereby advocating responsible consumption.



At DWTC we are firmly dedicated to reducing the use of plastic across all our operations.

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Waste in its Place

We segregate our waste to ensure that each material finds its most environmentally responsible destination.

At DWTC, we provide sorting bins throughout our complex, which encourages waste segregation and makes recycling easier and more efficient.

We recognise that large-scale events can generate a significant amount of waste. To manage this, we have appointed a dedicated 'Earth Care Team' responsible for segregating waste during these occasions, ensuring appropriate treatment and disposal.

Hazardous waste material, including items like batteries and bulbs, require special handling. We store these separately and hand them over to assigned suppliers who are equipped to process them safely, thereby reducing environmental impact.



Going Paperless

We embrace digital solutions that minimise our paper consumption and drive our journey towards becoming paperless.

We implemented a strict print policy coupled with a quota system to curb excessive printing. Additionally, the integration of automation and process enhancements, as well as the digitisation of paperwork, has further reduced the need for paper in day-to-day operations. In 2022, we achieved a notable 67% reduction in paper use across our internal departments.

We replaced traditional car park tickets with QR code stickers, enabling digital payments and saving paper. We also use paperless advertisements and menus, further driving our agenda on waste reduction.

Fighting Food Waste

We aim to reduce food waste, ensuring that every meal serves a dual purpose, nurturing both people and the planet.



Untouched meals from events are donated to local food banks and charities to support those in need instead of going to landfill. We also compost coffee grounds and other food remnants as part of our food waste reduction efforts. At our retail outlets, innovative strategies have been employed to minimise food waste, including offering a 50% discount on perishable items from 6 – 8pm. Our efforts have yielded significant results. During the GITEX Global 2023 exhibition, we managed to divert a remarkable 10,000+ kgs of food waste from the landfill.



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Reviving Used Resources

We are dedicated to breathing new life into our resources through reusing, recycling and repurposing.

As part of our commitment to sustainability, we introduced Reverse Vending Machines (RVMs), where bottles can be deposited offering an easy and convenient way for individuals to recycle their used bottles. This not only aids in reducing waste but also actively educates and engages individuals, encouraging them to participate in recycling practices.

We even recycle our used cooking oil, which is collected and sold to Neutral Fuels for transformation into biofuel. We also find new life for retired tyres, providing them to Kart Mania Sport Tracks for reuse.

At our retail outlets, we offer a 2 AED discount for customers who bring their own cups. We also replaced single-use condiments with refillable containers across all our dining facilities.

All chemical bottles and diffusers are returned to their respective suppliers for proper disposal or reuse. Practical creativity also plays a role - discarded curtains are repurposed as aprons, old banners from events are recycled and reused, and Nespresso capsules are given new life as bicycle parts and pens.



Waste Projects with Emirates Environmental Group (EEG)

One Root, One Communi-Tree 2023

Participated in the 'One Root, One Communi-Tree' Project organised by EEG, in which DWTC collected 395 kg of aluminum cans and 2,150 kg of glass. DWTC is eligible to plant 12 trees at the "For Our Emirates We Plant" held annually in December.

Can Collection Campaign 2023

Joined the Can Collection Campaign, one of EEG's most successful recycling campaigns, which strives to foster a culture of effective waste management and recycling, and raise awareness on the importance of resource conservation. DWTC collected 132 kg of aluminium for recycling.

Recycle Reforest Repeat Project 2022

Contributed to the Recycle Reforest Repeat Project in collaboration with EEG for paper recycling. As part of the project, one tree would be planted for each 1,000 kg of paper collected. We exceeded our target with a final total of 18,303 kg which contributed to 18 trees planted on DWTC's behalf.

Clean Up UAE Campaign 2022

Participated in EEG's nationwide clean up operation to promote sustainability and environmental consciousness held under the patronage of Ministry of Climate Change and Environment and the Ministry of Community Development.



PLANET Water

Nurturing Our Planet through Responsible Water Stewardship

Quench the Thirst, Save the Planet

We introduced bottle-free refilling water stations, countertop water dispensers and water purifiers to provide convenient and sustainable access to water.

Xeriscaping & Indoor Water Management

To minimise water consumption, we have implemented water-saving initiatives across our operations. We xeriscape for outdoor landscaping using native or low-water drought-tolerant plants to minimise water consumption. Additionally, our Venue Operations Housekeeping team has introduced preserved green walls throughout communal spaces to add greenery without wasting water. We have also replaced most manual water taps with motion sensor technology.

Reverse Osmosis Plant

The plant purifies and recycles greywater from the Dubai Municipality by channelling the water through a membrane into a treated sewage effluent (TSE) and uses it in a cooling tower at our Zabeel Halls.

Dubai Can Water Fountains

We contributed to the installation and maintenance of Dubai Can water fountains across the city, which serve thousands of people every day.

Feb 2022 to Dec 2023

164,238

Litres of water served

Feb 2022 to Dec 2023

328,476

Water bottles saved (500 ml)



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PLANET

Built Environment

Building a Sustainable Future, One Brick at a Time

Sustainable Building Practices

Our dedication to safeguarding the environment extends throughout the entire life cycle of our structures, from design and construction, where we aim to consistently use environmentally friendly building materials, to sustainable operations, maintenance, renovation, and eventual demolition.

In 2020, we conducted an environmental impact analysis (EIA) to assess the impact of our building activities. It included impact areas such as emissions, utility consumption, waste, use of chemicals and biodiversity. We identified specific control measures for each activity within the impact areas in order to mitigate our environmental impact across our operations.

Between 2016 and 2021, we received LEED certifications for One Central, Expo Village and Dubai Exhibition Centre (DEC), signifying our commitment to creating healthy, efficient and green venues.

Nurturing Green Spaces

Our venues feature various green spaces that promote nature preservation and biodiversity across our complex, while enhancing the overall well-being of our employees and visitors.



A close-up photograph of two hands, one light-skinned and one dark-skinned, pouring a stream of bright red soil from the upper hand into the lower hand. The background is a blurred natural setting with green foliage and a clear blue sky. The overall tone is warm and earthy, emphasizing the theme of people and community.

PEOPLE

We believe in the power of people and communities. Through our social efforts, we aim to foster positive impacts, inclusivity, and shared prosperity.

PEOPLE

Employee Engagement

Unleashing Our People's Potential



Empowering our Employees Through Knowledge

We have an Advanced Learning and Development Policy with guidelines on capacity building programs across various topics including regular sustainability and awareness sessions for our staff. During the first half of 2022, we organised 27 training events overall with 364 attendees.



Fair & Responsible Retention Practices

We have a retention strategy, talent acquisition and management policies, a reward and recognition program (TAMAIYUZ), and a dedicated annual budget to enhance talent retention - proposed budget of AED 885,240 in 2022. Our turnover rate in 2022 was 6.72%.



Breast Cancer Awareness Month

We hosted a breast cancer awareness event in collaboration with Dubai Health Authority (DHA). The primary objective was to initiate a dialogue about the significance of early diagnosis and how it can potentially save lives.



Blood Donation Campaign

We organised a blood donation campaign in collaboration with Dubai Health Authority (DHA) to raise awareness and encourage active employee participation. The 2023 campaign contributed to 216 potential lives saved (DHA estimates that each blood donation can save 2-3 lives).

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Health & Safety

Safety in Focus

We are committed to ensuring the health and safety of our people across our operations. Our Health, Safety, and Environment (HSE) Policy guides our practices, emphasising a culture of health consciousness. We also have a Food Safety Policy to ensure that our commitment to safety extends to every aspect of our operations, including the food we serve. In line with our efforts, we obtained the ISO 22000 Food Safety Management and ISO 45001 Occupational Health & Safety Management Systems certifications.

We run a preventive maintenance program across all our facilities while requiring the use of protective equipment in any hazardous work environment. We also follow a comprehensive risk assessment process, coupled with responsible procedures to prevent unnecessary exposures.

All departments and staff within DWTC receive health and safety trainings, with external trainings provided for contractors and exhibitors.

Moreover, we use low volatile organic compounds and lead-free paints throughout our facilities, demonstrating our commitment to reducing harmful substances.

All our properties are 100% non-smoking zones to foster a healthy environment.



- Employee Engagement
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- **Customer Experience**
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PEOPLE

Customer Experience

Delivering Exceptional Experiences

Responsible Customer Relationship Practices

We are dedicated to providing excellent customer service and are always striving to enhance our approach.

We run an annual customer satisfaction survey for organisers, event attendees, and exhibitors. In 2022, we received active participation from a diverse set of stakeholders, including 275 event organisers, 3,102 event attendees, and 259 exhibitors. Organisers ranked DWTC's Net Promoter Score (NPS*) as 73 out of 100 (considered excellent*).

We are also proud to provide 24/7 customer service through our dedicated Customer Care team. When tickets come in, they are promptly shared with the relevant team to ensure swift action. We perform internal quality monitoring through a consolidated report that includes all customer feedback, which helps us identify and solve any issues. In our efforts to streamline customer communication, we are implementing a centralised system for complaint management. We set an 85% targeted monthly closure rate for complaints to ensure that every issue is addressed promptly and effectively.

*Net promoter score (NPS) indicates how likely the respondent will recommend us

*Ranking of 70+ is considered as "excellent" according to Retently's 2023 NPS Benchmark

► **People**

- Employee Engagement
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Communicating our Passion for Sustainability

We are committed to promoting and clearly articulating our sustainability practices not only to our internal team members, but also to our valued visitors and clients. This message is communicated through a variety of channels, including our website and digital banners, where we put forth our values and commitment towards a sustainable future.

We also extend our mission through the Organizer+ online portal, which is a platform where event organisers can find comprehensive guidelines on planning and executing sustainable events. These guidelines empower organisers to craft events that are both engaging and environmentally conscious.

We are ISO 9001 Quality Management Systems certified, which enables us to continuously improve our performance while satisfying our customer expectations.

Knowledge Sharing

We provide educational programs, coaching and mentoring to enhance our customers' knowledge on various topics related to business and tourism. One such event we hosted is the UFI Connect: Reopening Dubai for Business and Tourism, which showcased best practices and our outlook on events in the tourism industry.



► People

- Employee Engagement
- Health & Safety
- Customer Experience
- **Diversity, Equity & Inclusion**
- Community



PEOPLE

Diversity, Equity & Inclusion

Fostering Unity

Non-discrimination

We uphold a commitment to non-discrimination, ensuring that no form of social, gender, or racial discrimination is practiced within the organisation.



Accessibility

We ensure our venues are accessible for individuals with varying abilities and provide accessibility maps across key locations.



- Employee Engagement
- Health & Safety
- Customer Experience
- Diversity, Equity & Inclusion
- **Community**

PEOPLE

Community

Cultivating Communities, Nurturing Growth

Food Donation

One of our most impactful partnerships is with the UAE Food Bank. We work with them to allocate and distribute excess food from our events to local food associations and organisations. In 2022, we participated in the UAE Food Bank's 'One Million Saved Meals Campaign' during the holy month of Ramadan, where 7,650 excess meals were donated. In 2023, we received the UAE Food Bank Award in recognition of our contributions.

In addition to our donations to the UAE Food Bank, we participated in Grace Conservations, a programme by Emirates Red Crescent to collect and donate untouched food during the 2022 Abu Dhabi Formula 1 event.

We also conducted a food distribution campaign in collaboration with IFFCO, a leading food products manufacturer, to provide assistance to those in need.



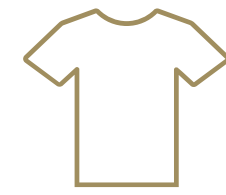
UAE Food Bank Award 2023

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Clothes Donation

In 2023, we conducted a clothes donation campaign to collect and distribute garments to those in need within our community. We did this by placing donation boxes around DWTC properties to encourage visitors and employees to donate their clothes. As part of the campaign, 180 kg of clothes were donated.



2023

180 kg of clothes donated

Local Employment

We support local employment by recruiting UAE nationals at various positions across all levels within our organisation. The UAE Management Trainee Program is designed to hire freshly graduated UAE nationals with an excellent academic record. The program prepares future leaders by providing them with necessary business skills and giving them an opportunity to explore the working environment to its full capacity over the course of two years.



As of November 2023

34% Emirati employees

Culture and Heritage

We promote local architecture, arts or cultural heritage by displaying local works for visitors and delegates, and encourage our Customer Care team to share knowledge about the sites' history, culture, and natural environment. We also provide Cultural Awareness training to our employees.



Sports and Recreation

We organise sports and recreational activities that are open to the public, providing an opportunity for both DWTC employees and the local community to participate. We provide public access to our sports arena ‘Dubai Sports World’ during the summer, organised in collaboration with Dubai Sports Council. With its sprawling 20,000 sqm facility located in Zabeel Halls 3-6, Dubai Sports World offers a variety of sports and academic coaching for all ages, and an array of activities for recreational athletes, pros, and beginners.

We also encourage our staff, visitors, and tenants to maintain a healthy lifestyle by promoting participation in local wellness initiatives such as the annual fitness festival ‘Dubai Fitness Challenge,’ organised by Dubai’s Department of Economy and Tourism (DET). It features a full 30-day calendar of activities that challenge participants to complete 30 minutes of exercise each day for 30 days, also known as Dubai 30X30.





GOVERNANCE

A strong foundation of governance is vital for our sustainable future. Our governance efforts focus on transparent decision-making, ethical conduct, responsible management, sustainable procurement, technology and economic value creation.

GOVERNANCE

Sustainability Governance

Shaping a Sustainable Future

Our Committees and Champions

Sustainability Steering Committee

Decision Makers

The Sustainability Steering Committee decides the overall sustainability strategy, topic specific ambitions and target ranges, and ensures the achievement of DWTC's sustainability roadmap.

Sustainability Operations Committee

Overseers

The Sustainability Operations Committee oversees the development and implementation of DWTC's sustainability roadmap by monitoring, reviewing and improving initiatives, policies and public disclosures.

Sustainability Champions

Action Takers

The Sustainability Champions develop and implement the various components of DWTC's sustainability roadmap including initiatives, policy creation, data collection and reporting.

Our Ambassadors

Our ambassadors serve as our external voice, advocating and engaging with the community on matters related to sustainability and CSR. We have a presence across various groups, with our representatives actively participating on the boards of the UAE Food Bank, Dubai Free Zone Energy Working Group, and the Free Zone Sustainability Committee.

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- Technology
- Economic Value

Under the spotlight



GOVERNANCE

Sustainability Management Plan

Blueprint for Continuous Improvement

We have a Sustainability Management Plan (SMP) that guides our responsible practices as well as the decision-making process for the daily operations of our Venue Service Management team and the MICE segment of DWTC.

The SMP was developed in accordance with Green Globe's criteria, a leading, international standard for sustainable travel and tourism. We have received the Green Globe certification for four years (2019, 2021-2023).

In alignment with the Green Globe standard, the SMP covers various sustainability areas across environmental, social and governance aspects such as energy consumption, waste reduction, health and safety, community development, bribery and corruption, and legal compliance.

The SMP includes our internal targets for 2022 and onwards across key areas such as electricity and water consumption, Green Globe score improvement, and complaints closure rate.

SMP targets for 2022 and onwards:

5% ↓

Reduction in electricity
& water consumption

2% ↑

Green Globe score
improvement (YoY)

85%

Monthly closure rate
for complaints



GOVERNANCE

Sustainable Procurement

Creating an Ethical, Green and Resilient Supply Chain

- 1 We are developing a Sustainable Procurement Policy that outlines our environmental and social procurement principles, guides our purchasing decisions across environmental and social criteria, and promotes sustainability across our supply chain.
- 2 We stay up to date with the latest available sustainable goods and services through the online Tejari eSupply portal and ensure the selection methods are in line with our Sustainable Procurement Policy.
- 3 We have a Supplier Code of Conduct to ensure our entire supplier network aligns with our commitment to ethical and responsible business practices.



Key initiatives we implemented in line with our commitment to sustainable procurement include:



Replaced conventional t-shirts with sustainable t-shirts for event ushers made from Greenspun™ yarn



We provide 'green meeting' packages that include a sustainable set-up and menus with locally produced and sourced products



We acquire our coffee and tea from suppliers with organic product certificates



We offer vegan/vegetarian dishes at our events, and provide the option for event organisers to add more vegan/vegetarian options



All chemicals we use are eco-friendly



We do not use any endangered species for our seafood items

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GOVERNANCE

Technology

Innovating for Impact



We continue to integrate technology into our operations to support our sustainability commitments.



We have digitised our processes (e.g. electronic invoices, automated memos, e-signatures), significantly reducing paper consumption while enhancing overall efficiency.



Our wide range of online tools (Organizer+ portal, Event Plus portal, E2ool application, Contractor+ portal) support our event planners, clients and contractors in managing various event-related tasks such as event management and planning, on-site inspections, and the issuance of digital passes.



We've also implemented a smart payment system in our parking lots, ensuring a smoother experience for our visitors while simultaneously minimising unnecessary waste.



Our biofuel partner Neutral Fuels uses IOT sensors, AI engine and a cloud-based data portal to monitor and track our fuel consumption.

GOVERNANCE

Economic Value

Driving Economic Prosperity

As a key player in Dubai’s thriving economy, we continuously aim to align our strategies with Dubai’s growing economic landscape and ensure our positive impact on the region. Our Economic Impact Assessment (EIA) Annual Report, prepared by our Strategy team, serves as an economic impact assessment tool that allows us to evaluate our organisation’s contributions to Dubai’s economy. The report focuses on our MICE functions, which represent a significant part of our operations. The data within this report is generated through an annual survey that collects

insights and feedback from approximately 50,000 visitors. This information not only helps us gauge the direct economic impact of our MICE activities but also guides our ongoing efforts to enhance our services and contribute further to the economic development of Dubai. This report is an essential tool in aligning our strategies with Dubai’s growing economic landscape and ensuring our continued positive impact in the region.

2022 EIA Report

63 large-scale events

2022 EIA Report

AED 13Bn (USD 3.5Bn)
total economic output

2022 EIA Report

40% international
attendees (49% YOY increase)

2022 EIA Report

7.4x impact generated across Dubai’s
economy from direct investments in DWTC
events



World's largest tech exhibition

Under the Spotlight | GITEX GLOBAL

We hosted the 43rd edition of the internationally-recognised GITEX Global exhibition over the span of five days between 16-20 October 2023. Centered on the future of technology, GITEX Global provides a platform to showcase the latest tech innovations, products, and services including artificial intelligence, virtual reality, augmented reality, 5G, smart cities, robotics across various events such as GITEX Impact, Future Urbanism, and Fintech Surge.

As a responsible host, we developed various initiatives to ensure the sustainable management of the exhibition, focusing on the following six areas: emissions and energy, water, transport, waste, sustainable procurement, and sustainability awareness.

GITEX
IMPACT

GITEX
IMPACT

GITEX
IMPACT

Jobs With Purpose: How Sustainability is
Transforming the World of Work



Hema Tank
Managing Director Higher Education
The London Institute of
Banking & Finance
United Kingdom



Dr. Lina Abu Baker
Executive Director
Arab Women Authority
United Arab Emirates



Maya Makanjee
Non-Executive Director
Cell C
South Africa



Navid Nathoo
Founder
The Knowledge Society (TKS)
Canada



Dr. Ruba Jaradat
Assistant Director General and
Regional Director for States
International
Organization



Moderator
Prof. Fiona Robson
Head of the School of Social
Sciences & Edinburgh Business
School
Heriot Watt University Dubai
United Arab Emirates

UNDER THE SPOTLIGHT | GITEX

Emissions & Energy

Powering Progress



Renewable Energy


Utilised renewable energy from our solar panels at Zabeel Halls and Sheikh Rashid Hall.

 **77.5+ MWh** of renewable energy



Energy Efficiency


Used more energy-efficient tents that reduce heat gain. Our 50 mm sandwich panels are associated with significantly less energy wastage from cooling.

 **79.5%** less energy wastage in our tents



Eco Burners

We used EcoBurners' refillable burners to keep our buffet dishes warm across the exhibition's different locations.

 **75%** less carbon than gels or wicks

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Amazon Rainforest Conservation & Sustainable Development

GITEX Impact, one of the exhibition’s biggest events, received a certification from the Amazon Protection Foundation for its commitment to Amazon rainforest conservation and the sustainable development of indigenous communities through natural capital preservation and community development projects. These achievements were enabled by GITEX Impact’s donations and financial partnerships.

3M tonnes
 Reduction in CO2

Reducing approximately 3 million tonnes of CO2 emissions through conservation activities

50,000
 Acres

Preserving 50,000 acres of native forest in the Amazon

40
 Rivers safeguarded

Safeguarding major rivers and 40 smaller rivers within the reserve, protecting vital water resources

430
 Species safeguarded

Safeguarding over 430 native species of fauna and flora

15
 Communities benefitted

Benefitting 15 indigenous communities through development projects in areas such as health, education, empowerment, income generation, and infrastructure



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UNDER THE SPOTLIGHT | GITEX

Waste

Say No to Disposables



Replaced single-use plastic film with reusable covers for food transportation, along with reusable cutlery and bamboo straws in place of disposable items.



Used Jute bags made from biodegradable materials instead of single use paper bags, and Fit Fresh Biodegradable Bottles to serve fresh juices.



Implemented reusable jars to eliminate the need for individual wrapping for items such as condiments.



Reused exhibition tents for different events to minimise additional setup, dismantling processes, flooring installation and maintenance work, with a total of 15,250 sqm were reused across events.



QR Codes and electronic information boards at various information counters to minimise paper consumption.



Refillable glass water bottles with purified water across the event tables to reduce plastic, with 1,497 refillable glass bottles provided during the event.



Collected attendee lanyards to extend their lifecycle through reuse.



Used IKEA storage boxes across events to minimise cardboard usage and packaging waste.

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Composting

Our most impactful waste initiative was our food composting project with The Waste Lab, one of our main waste management partners. The Waste Lab is a women-owned, Dubai-based, impact-driven startup that creates sustainable solutions for food waste through healthy compost and other by-products that benefit our local soil, farms, food and jobs.

The Waste Lab's composting approach handles the treatment of different food waste types including fruit and vegetable scraps, egg shells, tea bags, compostable bamboo products, egg cartons and coffee grounds.

During the event from 16 to 20 October 2023, 10,866kg of food waste was diverted from landfill. 94% (10,255kg) of the food waste was composted.

The environmental footprint avoided is equivalent to:



49,984 km
not driven



1.5m smartphones
not charged



12,496 kg CO₂e
emissions prevented



6,398 litres of
gasoline not consumed



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Recycling, Reusing & Repurposing

Smart bins and colour-coded bags were used for recycling items such as cans, plastic, glass bottles and Nespresso capsules.



420kg of glass bottles collected



320kg of cans collected



17.9kg of plastic recovery amounting to 33.561 kg CO2 reduction and 987 MJ energy savings

Food Donation

Untouched food from GITEX Global was given either to employees or donated to local food banks and charities.



UNDER THE SPOTLIGHT | GITEX Water

Reimagining Hydration

GITEX Impact & Future Urbanism partnered with Ma Hawa to provide a sustainably produced water bottle alternative for exhibition attendees.



Minimises power usage (only 0.3 kWh per litre of water).



Innovative air-to-water technology.



Meets EPA, FDA and IBWA standards with 99.9% pure composition.



Distributed in recycled glass bottles and collected for recycling after use.

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UNDER THE SPOTLIGHT | GITEX

Transport

Embracing Eco-conscious Mobility

Public Transport Cards

We set up dedicated kiosks at our events to sell public transportation cards to encourage the use of public transport among attendees.

Eco-friendly Luxury Travel

We offered electric limousine cars that provide an eco-friendly transport option to our guests.

Group Transport

We provided Roads and Transport Authority (RTA) shuttle buses for attendees to reach popular destinations within the city such as Dubai Mall and Deira City Center.

Sustainable Bike Rides

As a sustainable alternative to cars and buses, we offered on-site Careem bikes for our event attendees and included promo codes to further encourage their usage.

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Gitex

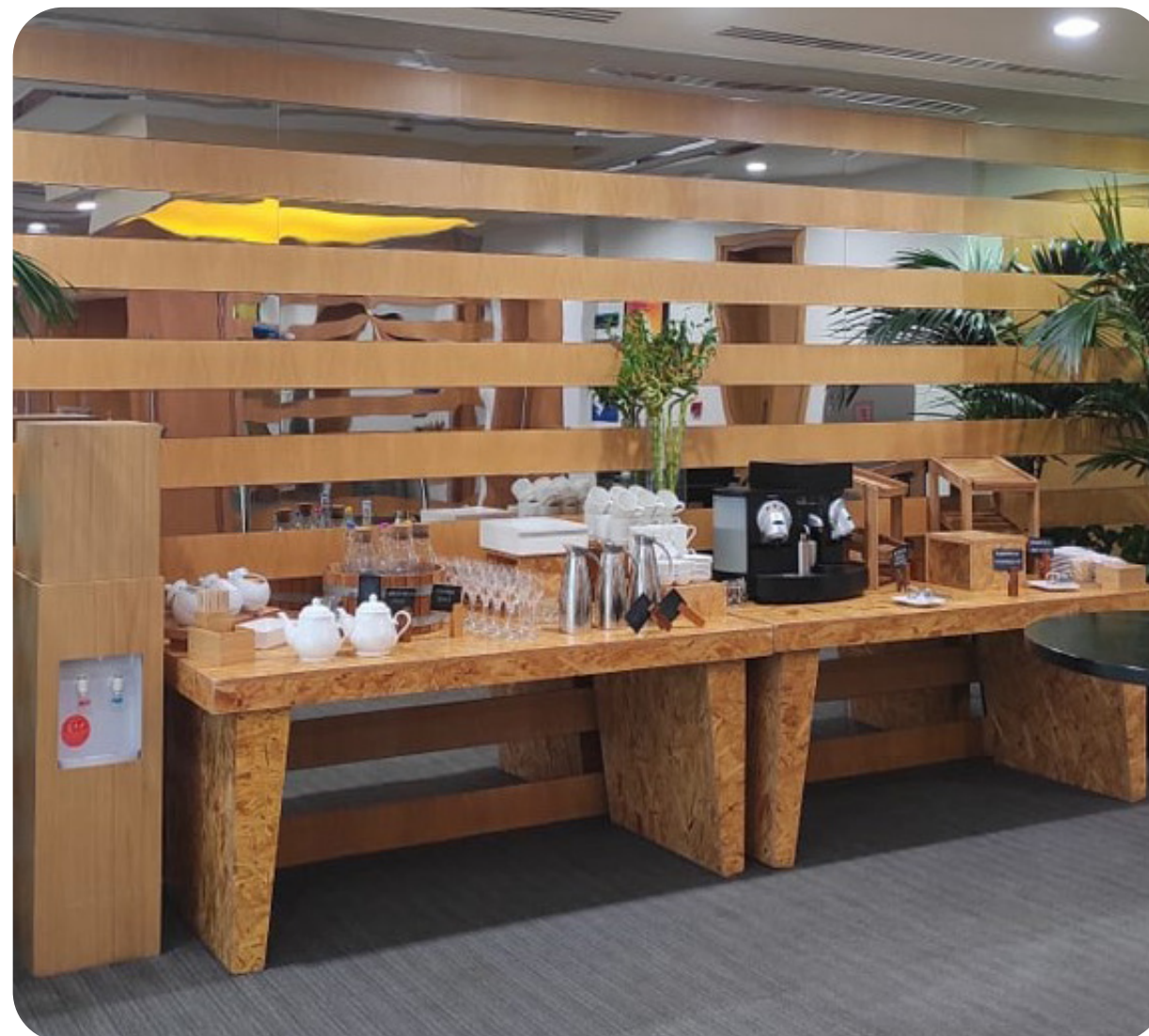
- Emissions & Energy
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UNDER THE SPOTLIGHT | GITEX

Sustainable Procurement

Sourcing Responsibly

Our menu was 54% plant-based, and we offered a sustainable buffet set up in the GITEX Impact event. Aside from food and beverage, we acquired sustainably produced goods made from recycled materials such as lanyards and 100% recyclable Al Ain plastic water bottles, which were also collected for recycling after use.



UNDER THE SPOTLIGHT | GITEX

Sustainability Awareness

Sparkling Conversation, Inspiring Action

It's not enough to just do our part in hosting sustainable events. That's why we go a step further to inspire our attendees to embrace sustainability.



Our GITEX Impact & Future Urbanism events include segments dedicated to sharing best practices and hosting education sessions and training programs for attendees.



We also produce and distribute sustainable merchandise such as reusable cloth bags and Panama hats woven from eco-friendly materials to promote sustainable practices beyond the walls of our venues.



We're big on promoting sustainable transport. We display banners on our in-venue screens and across our social media as well as offer promo codes to encourage attendees to use the metro, Careem bikes, carpooling and shuttle buses.



As part of the "Amazon Protection Foundation X Metamazonia" campaign, Metamazonia announced a giveaway of 250,000 NFTs to GITEX Amazonian NFT holders, promoting climate change awareness and sustainable development.





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