

# Gender Equality: NEW ERA

**S**upporting and empowering female leaders is essential to leveraging the intellectual dividend of Dubai and the wider UAE. The importance of achieving gender equality in the workplace is increasingly engrained as a symbol of social maturity and economic growth in company cultures – and the value of these efforts is clear.

The UAE is one of the best-performing countries in the Middle East and North Africa (MENA), according to the 2017 World Economic Forum's (WEF) Global Gender Gap Report. The country has reported notable improvements in gender parity in ministerial positions and wage equality for similar work. The UAE also comes close to fully closing its gender gap on the Educational Attainment sub-index. The bullish sentiment is supported by research from Boston Consulting Group (BCG) in September this year, showing female participation in the workplace at 46 percent in 2014 compared to 34 percent in 2000. This remarkable progress is largely attributable to the leadership's progressive mind-set.

“Our job is to provide an environment that unlocks women's potential. One that protects their dignity and femininity, helps them create the necessary balance in their lives, and values their talents and potential. Given this environment, I am confident that women will perform nothing short of miracles,” said His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

While there are positive strides being made across the GCC, with KSA recording the region's largest improvement on the overall Index over the past decade and Kuwait reporting significant improvements in gender parity amongst professional and technical workers, there is still much work to be done in this region and beyond. BCG estimates that gender inequality still creates an average global income loss of 13.5 percent. This figure is the lowest in Europe at 10 percent and highest in the Middle East and North Africa at 27 percent. The key message here? Leveraging the intellectual capital of women pays – literally.

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# 'Women in Energy Award'

**ENOC supports the UAE's 2030 agenda for sustainable development, which encompasses gender equality as a key goal. The UAE's ambitious plans include raising the country's ranking to one of the top 25 countries to promote gender equality by 2021.**

Therein lies the value of ENOC's inaugural 'Women in Energy Award'. Celebrating the longstanding achievements of women who have shown exceptional leadership and have been catalysts for positive change is essential to sustaining positive momentum. Acknowledging their efforts also helps inspire younger generations to join one of the UAE's most valuable sectors.

"The success of this organisation has only been possible because of the dedication, commitment and continued support that we see from our employees. To every female employee working at ENOC, I am thankful and appreciative of your constant efforts juggling your responsibilities and duties at work as well as outside of work. To help you realise your goals and achievements, we will continue to enable each and every one of you by encouraging you to take on more responsibilities to drive your professional and personal growth; and as a result, contribute to our Group's success story," said His Excellency Saif Humaid Al Falasi, Group CEO at ENOC.

Entry for nominations for the 'Women in Energy Award' is open to employees of all nationalities working in any of the organisations under the Dubai Supreme Council of Energy and who have at least three years of experience within the industry. Entries will open in January 2018 and close in May 2018.

## AWARD CATEGORIES:

### Business category

- Best Woman Leader
- Best Woman Leader in the Renewable Energy Sector
- Best Woman Technocrat
- Best Young Woman Leader
- Best Woman Entrepreneur

### Professional category

- Best Innovator of the Year
- Best Professional Personality
- Best Thought-Provoking Woman Leader

### Social category

- Best Corporate Social Responsibility (CSR) Contribution
- Best Volunteering Program for Sustainable Development

## ENOC'S GENDER ETHOS:

At ENOC, salary relates only to the skills required for the job; remuneration is not influenced by gender. Whilst the Group recognises that the male to female ratio is currently weighted towards males, efforts to increase equality are underway. This includes investing in key initiatives such as the establishment of 'ENOC Women's Committee' which is charged with identifying and addressing any barriers in the careers of women working at ENOC, and the annual 'Women's Day', an event that harnesses the power and intellect of women in leading positions to inspire and motivate their fellow female colleagues.



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## Total number of female employees at ENOC:



## Percentage male and female employees in ENOC:



## Six actions to empower female leaders of tomorrow in the GCC

- 1 Including gender diversity as a strategic objective
- 2 Ensuring engagement of senior leadership and middle management
- 3 Fostering retention of high-potential female employees
- 4 Promoting the development of women
- 5 Advocating for women in leadership through positive promotion of role models
- 6 Ensuring fairness and removal of conscious or unconscious biases Source: BCG

## A quick history: Emirati women rising



Source: Compiled using data from The National

**Shaikha Al Haddad**

**Head of ENOC Women's Committee and Sr. Manager, ENOC-Wellness & Social Affairs**

"The establishment of our women's committee is a true testament to our Group's efforts to promote and foster a culture of equal opportunity for both women and men. Today we see ample evidence that an organisation's prospects are conditioned by how engaged women are in the workforce. Industries are now realising that the empowerment of women is a factor of success in business, as well as a condition for

effective development. We are in the midst of progressive change, and I feel honoured to have been appointed to steer our women's committee. My duty as Head of ENOC Women's Committee is to engage my fellow female colleagues to participate fully, so that together with our male counterparts, we can be the combined force that will make ENOC the UAE's innovative energy partner, delivering sustainable value and industry-leading performance."

**Hend Ali Al Rumaithi**

**Director Internal Audit & Chief Ethics & Compliance Officer**

There are no boundaries to what professional women can achieve with perseverance and hard work. My ambitious and positive attitude is largely thanks to my family, especially my grandfather – my greatest inspiration. His strong work ethic is an admirable characteristic that I proudly try to emulate. He invested in my mother's education and raised her to be a valuable contributor to the UAE's future. She went on to become one of the top ten high school graduates in the UAE before pursuing a career in education and entrepreneurship. My father, a self-made man, raised his sons and daughters alike with an emphasis on strength, self-reliance

and confidence. My mentality has certainly been nurtured by all their forward-thinking traits. ENOC has also constantly encouraged me and other women in the organisation to explore professional opportunities and push our limits. This supportive ethos is best illustrated by the fact that I was the only female auditor in the department when I joined ENOC ten years ago – now women account for 50 percent of employees in the department. ENOC appreciates the value of gender equality in the workforce, such as empowering women with the establishment of the ENOC Women's Committee in 2015.

**Best advice for young ladies entering the working world?**

- Compete fiercely and fairly, be confident and strong.
- Learn about how you can actively contribute to Dubai's goal to become the world's number one city.

**Alia Busamra**

**Chief Sustainability Officer**

I was a keen student and my family – especially my mother and grandfather – encouraged me to pursue a career that would actively contribute to the growth of the UAE. My older sister also helped by advising me on how to navigate what was then the very male-dominated world of engineering; she studied Electrical Engineering and I pursued Chemical Engineering. When I joined ENOC fifteen years ago, it was Dr Waddah Ghanem Al Hashmi, our Executive Director, EHSSQ & Corporate Affairs, who inspired and guided me to develop into a true professional in the field of Sustainability. Our Chief Energy Officer in 2007, Mr P. Radhakrishnan, also mentored me and guided me through my Post Graduate studies to achieve my absolute best. Both gentlemen were gender-blind and instrumental in expanding my professional expertise and personal confidence. Hard work does pay off; in 2010, I was one of fourteen Young Future Energy Leaders (YFEL) members selected among

150 delegates – following a 'case study competition' focused on solar energy – to attend the European Future Energy Forum 2011 in Geneva, Switzerland. The competition was designed to assess YFEL members' critical thinking skills and ability to understand the link between technology and policy in the renewable energy industry. We were also treated to a surprise tour of Solar Impulse, the record-breaking long-range experimental solar-powered aircraft project. After the trip, I was honoured to be one of the five YFEL members nominated to debrief His Highness Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces about the trip. His Highness' inspiring words during our brief meeting form an essential part of my motivation to achieve more. No one should impose ceilings on our ambitions, and we should be equally proactive by turning hurdles into learning opportunities.

**Best advice for young ladies entering the working world?**

- Education, education, education. Whatever you learn in the classroom is valuable in the working world. Skills and knowledge lead to greater confidence and an ability to think innovatively.

**Shamma Al Rahmah**

**Head of Strategic Planning and Portfolio Management**

My manager, a woman, played a vital role in inspiring me to work hard and gain experience so that I could compete on a level-playing field with male colleagues during my early days at EPPCO in 2000. Her support and my efforts paid off; my confidence grew, and I became more than able to hold my own in what used to be a male-dominated environment.

Encouraging gender-equality has a direct impact on the bottom-line. Motivated employees perform better and as a result, boost a company's overall financial performance – gender equality is a win-win. The unwavering support shown by His Highness Sheikh Mohammed bin Rashid Al Maktoum for

women across all sectors in Dubai is heartening. The positive guidance from His Highness has encouraged women across the emirate to work hard and regard their professions as a national duty. His Highness has imparted a great deal of pride into our working ethos. Women make up nearly 30 percent of the UAE's cabinet – this speaks volumes in a world where female politicians are still unfortunately well-outnumbered by men.

I am a member of many committees at ENOC, including the Tender Board Committee where I used to be the only female member. Today, there are three of us – a small but significant illustration of ENOC's forward-thinking attitude.

**Best advice for young ladies entering the working world?**

- Learn the fundamentals of your job as greater understanding will lead to stronger performance.
- Think carefully about how you can add value to your department, company and the UAE.

- Be a team player with a positive attitude who relishes taking on more responsibility.



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