

# The Middle East & Africa Forum for Sustainability Leaders

## Views You Can Use

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### **Drilling down sustainability strategies to every region's specifics**

The implementation of sustainability strategies for large multinational organizations is a huge task, for which there is a need to follow a very structured approach across different regions. It's necessary to drill down and put in place an organized structure to implement decarbonization and sustainability strategies across different regions. We have a global Chief Sustainability Officer that leads both the external and internal strategies of the organization, which later flows down in a very structured manner to the different regions. The strategies and end goals are consistent, but their deployment is tailored to each region, which depends largely on the regulatory requirements of each country.

### **Financial gains can expand the sustainability buy-in within organizations**

There is more to sustainability than just one person or department driving it. It is a culture that everyone within the organization needs to embed and live through. I constantly work with general managers of different segments to make sure that sustainability forms part of business decisions. There have been challenges along the way, as sustainability was initially looked at from a cost perspective, and there is always a financial metric for every initiative we carry out. Nevertheless, these are becoming easier to conduct after the realization that sustainability can have good financial returns for an organization like ours.

### **Sustainability is more than a tick in the box**

Organizations should not just look at ESG as a tick in the box to meet compliance requirements. There are large investors that are looking for sustainable companies. It requires a proper structure and has to be discussed at the highest leadership level, regularly reviewed, and monitored. Both sustainability and ESG are very wide topics. Companies need to focus on specific pillars to which they can dedicate resources.