



الملتقى الدولي
للمسؤولية الاجتماعية
GLOBAL CSR FORUM

From Commitment To Impact

OFFICIAL PROGRAM

28-29 October 2024 | Riyadh, Saudi Arabia

Four Seasons Hotel Riyadh at Kingdom Centre

PLENARY

DAY 1 – MONDAY 28 OCTOBER 2024



DAY 1, MONDAY 28 OCTOBER 2024

PLENARY

08:30-10:00 – Registration and Networking

Official Opening Proceedings of the CSR Forum

TIME	SESSION
10:00 - 10:10	<p>Opening Proceedings of the Global CSR Forum</p> <ul style="list-style-type: none"> • Edie Lush, MC & Moderator • Ben Thompson, MC & Moderator
10:10 - 10:25	<p>Keynote: Highlighting CSR Critical Role Aligning with Business Strategies and Vision 2030</p> <p>What role can and must Corporate Social Responsibility play in achieving Vision 2030 and other policy goals at the national level? What is the state of CSR practices in the Kingdom of Saudi Arabia today and what are the gaps that need to be addressed to maximize the role of businesses? What role does the government play in enabling business achieve the vision and global goals?</p> <ul style="list-style-type: none"> • H.E. Eng. Ahmad bin Sulaiman AlRajhi, Minister of Human Resources & Social Development, Saudi Arabia
10:25 - 11:00	<p>Opening Panel: From Incentive to Expectation – How Can National-Level Thinking Drive the Growth and Impact of CSR?</p> <p>This opening panel will focus on why CSR and sustainability matter, how they are perceived across various regions globally, and what role governments play in enhancing awareness to boost growth and achieve impact. This discussion will cover differences in regulatory frameworks, possible incentives or expectations for the private sector to strategize CSR, and the pros and cons of implementing a compulsory system.</p> <p>Moderator: Edie Lush</p> <ul style="list-style-type: none"> • Hans Peter van der Woude, Ambassador of the Kingdom of the Netherlands to the Kingdom of Saudi Arabia • Dr. Brendan Nelson AO, President, Boeing Global, United States • Dr. Ma'en Murdi AlQatamin, Chairman, EntreViable, United Kingdom • H.E. Dr. Saad bin Othman AlKasabi, Governor, Saudi Standards, Metrology & Quality Organization (SASO), Saudi Arabia
11:00 - 11:25	<p>In Conversation: Corporate Social Responsibility in the Industrial Sector</p> <p>As we strive for a greener future, CSR and sustainability initiatives are more critical than ever. They offer a real opportunity for lasting change and play a key role in reducing our carbon footprint. How can collaboration with the private sector drive innovations in renewable energy? How can we ensure that the responsibilities and benefits of the energy transition are widely shared across different sectors of the economy?</p> <p>Moderator: Ben Thompson</p> <ul style="list-style-type: none"> • H.E. Bandar Ibrahim AlKhorayef, Minister of Industry & Mineral Resources, Saudi Arabia
11:25 - 11:55	<p>CEO Panel: CSR in the Financial Sector</p> <p>The competitiveness of capital markets is increasingly influenced by social responsibility, as institutions prioritize sustainable practices to attract investors and raise awareness among their customers. By integrating strategic corporate social responsibility, the financial sector fosters stronger partnerships and economic growth. Responsible investments not only mitigate risks but also enhance long-term profitability and resilience. How is the financial sector doing well by doing good? What are the core challenges, and how are they being addressed?</p> <p>Moderator: Kavi Chawla, Founder, Foresight Economics</p> <ul style="list-style-type: none"> • Carol Sirou, CEO, EthiFinance, France • Rola Abu Manneh, CEO – UAE, Middle East & Pakistan, Standard Chartered, United Arab Emirates • Faris AlGhannam, CEO & Board Member – Saudi Arabia, HSBC, Saudi Arabia • Nayef AlAthel, Group Chief Sales & Marketing Officer, Saudi Tadawul Group, Saudi Arabia
11:55 - 12:10	<p>Keynote: Global Sustainability Ambitions and Efforts</p> <p>What are the aspirations for the adoption of corporate sustainability by businesses locally and globally and what are the government's key priorities?</p> <ul style="list-style-type: none"> • H.E. Faisal F. Allbrahim, Minister of Economy & Planning, Saudi Arabia

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12:10 - 12:30	<p>In Conversation: What are the Real-World Economics of CSR?</p> <p>Empirical evidence and the macroeconomic landscape reveal a compelling case for the positive impact of CSR on the bottom line. Studies consistently show that stakeholder-centric companies committed to social responsibility experience enhanced brand reputation, customer loyalty, and operational efficiencies. What actions support this evidence, and how can we amplify them to drive long-term economic growth and create a positive impact on society?</p> <p>Moderator: Ben Thompson</p> <ul style="list-style-type: none"> Professor Dr. Wayne Visser, Founder, CSR International & Director, Kaleidoscope Futures, United Kingdom
12:30-14:00 – Lunch, Networking and CSR Exhibition Arena Visits	
12:30 - 13:30 – IMPACT STAGE 1 – MoUs and Announcements	
14:00 - 14:45	<p>Panel: Showcasing and Driving Value through Responsible Business Practices</p> <p>Stakeholder theory considers that corporations are compelled to create and enhance value for all stakeholders, rather than solely maximizing returns for shareholders. How have organizations moved past the hurdle of shareholder-centricity and upgraded their business models to create authentic value? What are new approaches to measuring and effectively communicating the impact of ethical practices, and how do organizations foster transparency with stakeholders?</p> <p>Moderator: Dr. May Ali AlSahib, Assistant Professor, Imam Abdulrahman bin Faisal University, Saudi Arabia</p> <ul style="list-style-type: none"> Carlotta Baumann, CEO, Finetech, Germany Marie-Claire Daveu, Chief Sustainability & Institutional Affairs Officer, Kering, France Eng. Talal A. AlMuzaini, Director of Health & Environment, MODON, Saudi Arabia Eng. Khalid H. AlAhmadi, VP – Sustainability, Technology and R&D, Ma'aden, Saudi Arabia Eng. Mohammed Ashour, Associate Director, Corporate Social Responsibility, ROSHN Group, Saudi Arabia
14:45 - 15:00	<p>Keynote: CSR Initiatives to Support Efforts in Housing and Smart Cities</p> <p>How can Corporate Social Responsibility (CSR) initiatives contribute to housing, infrastructure, and sustainable development in smart cities?</p> <ul style="list-style-type: none"> H.E. Majed bin Abdullah AlHogail, Minister of Municipalities & Housing, Saudi Arabia
15:00 - 15:15	<p>In Conversation: How CSR Initiatives Propel the Circular Economy</p> <p>CSR and the circular economy are increasingly intertwined as businesses strive for sustainable practices. But how can CSR initiatives be effectively aligned with circular economy principles? What are the latest successful case studies of companies that have transitioned to circular practices? What are the challenges and opportunities in achieving a closed-loop system that reduces waste and resource consumption and drives innovation and positive societal engagement?</p> <p>Moderator: Edie Lush</p> <ul style="list-style-type: none"> Dr. CB Bhattacharya, Professor of Marketing, Organizations & Entrepreneurship, University of Pittsburgh, United States
15:15 - 15:25	<p>Keynote: Using AI to Enable Social Responsibility</p> <p>In the evolving landscape of digital transformation, integrating AI with a focus on social responsibility is paramount. AI can drive sustainable practices by optimizing resource use and reducing waste, but it must be leveraged ethically to ensure equity and inclusion. Balancing technological advancement with social impact involves designing AI systems that not only enhance operational efficiency but also contribute positively to communities and the environment. Find out about how a smart AI supports sustainability and delivers value to customers.</p> <ul style="list-style-type: none"> H.E. Professor Abdullah bin Sharaf AlGhamdi, President, Saudi Data & AI Authority, Saudi Arabia

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TIME	SESSION
15:25 - 15:55	<p>Expert Insight: Navigating the Impact of Generative AI on Corporate Citizenship</p> <p>As generative AI reshapes industries, businesses must adapt to evolving legal and regulatory frameworks to ensure responsible deployment. This expert insight will highlight critical shifts in legal and regulatory landscapes, emphasizing the need for new frameworks to ensure responsible AI implementations. Key topics include developing robust data privacy protocols, addressing ethical concerns in AI outputs, and fostering transparency. The insight will explore strategies for businesses to align with evolving regulations, promoting ethical practices while leveraging generative AI's transformative potential.</p> <p>Moderator: Dr. Nadia AlShahrani, Columnist, Advisor and Consultant of Strategy & Business Development</p> <ul style="list-style-type: none"> Subho Mukherjee, Vice President & Global Head of Sustainability, Nokia, Finland Andrew Dunnett, SVP – Sustainability, e& Group, United Arab Emirates Abdulrahman AlHamran, VP, Data Hub, Mobily, Saudi Arabia Abdullah AlThawad, Senior Director, Takamol Holding, Saudi Arabia
15:55 - 16:25	<p>Panel: Creating the Next Era of Purpose-Driven Organizations</p> <p>Creating a purpose-driven organization involves aligning business practices with core values. But why is purpose important, and what does it drive? What are the building blocks of a purpose-driven organization? Why should you care about employee engagement, and how does it relate to performance, customer loyalty, and the organization's mission? What obstacles are hindering the private sector from achieving this goal, and how have companies turned these challenges into opportunities for tangible and impactful positive performance?</p> <p>Moderator: Melina Taprantzi, ESG Consultant/Founder, Earth&Co and Wise Greece</p> <ul style="list-style-type: none"> Tim Brown, Co-Founder, Allbirds, United States Raad AlSaady, Vice Chairman & Managing Director, ACWA Power, Saudi Arabia Manoj Ladwa, Founder & Chairman, India Global Forum, United Kingdom Katharina Hesels, Head of Asset Lifecycle Development, Siemens Healthineers AG, Germany
16:25 - 16:55	<p>Panel: Everybody's Business – Developing an Interdisciplinary CSR Strategy</p> <p>Why should everybody in the organization engage in social responsibility and sustainability programs, and not only the CEO and C-suite? The latest thinking about CSR suggests that involving all employees in implementing the organization's purpose through its CSR and sustainability activities is essential for achieving its goals. How can you get buy-in from your employees? How can companies create cohesive, cross-departmental strategies and sustainability ownership across all organizational levels?</p> <p>Moderator: Anya Sitaram</p> <ul style="list-style-type: none"> Dr. Daan Elffers, Managing Director, EMG Group, Netherlands Eng. Ahmad Darwish, Group Chief Administrative Officer, Red Sea Global, Saudi Arabia Shireen Mistree, Head – ESG, VFS Global, United Arab Emirates Steve Clutton, Managing Director, BAE Systems, Saudi Arabia

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TIME	SESSION
16:55 - 17:05	<p>In Conversation: A Successful CSR Journey</p> <p>For decades, Aramco has prioritized Corporate Social Responsibility (CSR) as a core element of its business, long before the term itself became widely recognized. CSR is integral to the company's mission to supply energy to the world, enabling people to lead more mobile, productive, and fulfilling lives. Aramco's most significant contributions have historically been within Saudi Arabia, where the company has played a key role in advancing infrastructure, education, healthcare, social and economic development, and preserving the Kingdom's rich cultural heritage. However, with its expanding global presence, Aramco's CSR efforts have reached new heights, extending far beyond its domestic borders. Mr. AlZamil will elaborate on Aramco's strategy to enhance its societal impact, the significant progress already achieved, and the benefits this brings to the business, its employees, and the communities it serves.</p> <p>Moderator: Edie Lush</p> <ul style="list-style-type: none">• Khalid AlZamil, Vice President of Public Affairs, Aramco, Saudi Arabia
17:05 - 17:35	<p>Panel: Attracting and Retaining Top Talent – What Role Can Social Responsibility Play?</p> <p>Future employees still value salary and benefits, but there is a growing interest in joining organizations dedicated to social responsibility. Companies are leveraging this shift by aligning their human resources and business strategies to attract socially-conscious talent. During the panel discussion, experts will share their top three innovative best practices, drawn from successful experiences, to enhance their appeal and gain a competitive edge in the job market.</p> <p>Moderator: Edie Lush</p> <ul style="list-style-type: none">• Professor Sir Edward Byrne, President, King Abdullah University of Science and Technology (KAUST), Saudi Arabia• Abdullah AlJuffali, President – Saudi Arabia & Bahrain, Honeywell, United States• Steve Loh, Executive Director, Lien Center for Social Innovation, Singapore Management University, Singapore
17:35 – Close of the Global CSR Forum 2024 Day 1, Plenary	

CSR STAGES

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THE CSR IMPACT STAGE 1 DAY 1 – MONDAY 28 OCTOBER 2024

14:00 - 15:00

LED BY **KPMG**

Sponsored by Riyadh
Bank

Creating and Maintaining a Corporate Social Responsibility Culture, Starting at the Top

This Impact Stage session will delve into how CSR has evolved from a traditional concept of charity and philanthropy to become an essential element for both businesses and governments in pursuing sustainable development. Join us to decode CSR terminology, examine the business case for societal engagement, provide strategies for effective implementation, and discuss impact measurement.

Led by **Jignesh Thakkar, Partner & COO, ESG Advisory, Head Social, KPMG**

- Mariam AlFoudery, Group Chief Marketing Officer, Agility, Kuwait
- Angus Robertson, Country General Manager, CHEP Middle East, United Arab Emirates
- Nadir Hashmi, Group Senior Manager – Sustainability & Social Impact, PureHealth, United Arab Emirates

15:15 - 16:15

LED BY **Bain & Company**

Sponsored by Rawabi

The New Guide to Sustainable Business Model Development

Discover fresh perspectives on integrating profitability with environmental stewardship and social responsibility. As customers increasingly expect sustainability commitments, and sustainability continues to drive financial performance through stock ratings, operational savings, and beyond, now is the most crucial time to embed sustainability into your core strategy. This high-level session explores the potential and practical steps for identifying your key value drivers, incorporating sustainability into financial decisions, and harnessing technology and data. Additionally, it offers insights into future trends and the evolving role of sustainability transactions and tracking in shaping the business landscape.

Led by **Wissam Yassine, Partner & Leader in Sustainability Practice, Bain & Company**

- Raven Adams, Sustainability Lead, Granite Construction, United States
- Professor Amir Amel-Zadeh, Director, Oxford Rethinking Performance Initiative, Saïd Business School, University of Oxford, United Kingdom
- Jeff Macdonald, CSR Leader – EMEA, IBM, United States

16:30 - 17:15

LED BY **Oliver Wyman**

Sponsored by SNB

Sustainable Development through Corporate Accountability and Transparency

Corporate Social Responsibility is able to foster sustainable development best when it is entwined and integrated within a company's very own business goals and objectives. What are the frameworks that help companies select impactful CSR efforts that align to their core interests? Does this type of CSR also lead to greater sustainable development if it leverages the interests and knowledge of the companies own employees? How do we balance short-term CSR efforts with a focus on long-term sustainable development?

Led by **Hassan Elhaj, Partner, Government & Public Institutions, Oliver Wyman**

- Pierre Shepherd, Interim Chair, Westminster Policy Liaison Group on ESG, United Kingdom
- Abdullah AlAjlan, General Counsel, Siemens, Saudi Arabia
- Yara Sindi, General Manager for Sustainability Analytics & Policy Integration, Ministry of Economy & Planning, Saudi Arabia

THE CSR IMPACT STAGE 2 DAY 1 – MONDAY 28 OCTOBER 2024

Sponsored by
Ma'aden

14:00 - 15:00

LED BY **Imam Mohammad Ibn Saud Islamic University (IMSIU)**

Creating Optimized CSR Reporting Standards and Metrics to Gauge Performance

Evaluating and comparing metric frameworks to measure and report social impact and gauge performance.

Led by **Dr. Abdulaziz Abdulmohsen AlShalhoob, Vice Dean, College of Business, Imam Mohammad Ibn Saud Islamic University**

- Monaem Ben Lellahom, Partner & Group CEO, Sustainability Square Consultancy, United Arab Emirates
- Shireen Mistree, Head – ESG, VFS Global, United Arab Emirates

15:15 - 16:15

LED BY **FTI Consulting**

Sponsored by
Aramco

Using Indices, Rankings, Awards and Ratings to Optimize Your CSR Priorities and Develop Initiatives

A unified global definition of CSR remains elusive, making consistent assessment and measurement a challenge. This Impact Forum will explore how global indices, rankings, awards, and ratings offer an objective, standardized framework for evaluating companies' CSR efforts, along with the key challenges involved in their implementation. We will discuss how these tools can pinpoint areas for improvement and guide strategic interventions. By leveraging these tools, companies will learn how to optimize CSR priorities, measure performance, and develop impactful initiatives that align with their corporate values and consumer expectations.

Led by **Rita Raad, Senior Principal, FTI Consulting**

- AbdulRahman Hammad, Director – Middle East, IdealRatings, United States
- Antoine Martin-Regniault, Head of Business Development – MEA, EcoVadis, France
- Carol Sirou, CEO, EthiFinance, France

16:30 - 17:15

Masterclass: Assessing and Addressing Social Responsibilities through ISO 26000 Standards

Sustainability is rapidly shifting from voluntary initiatives to essential legal and economic requirements, leaving many organizations uncertain about how to begin, make the right decisions, track progress, and report effectively. This session will explore how **ISO 26000**, the International Standard on Social Responsibility, serves as an invaluable guide to help organizations confidently navigate these changes, ensuring they make responsible choices and fulfill their sustainability commitments. In addition to ISO 26000, the session will cover related standards, including **ISO 37001** for Anti-Bribery Management Systems; **ISO 20121** for Sustainable Event Management and the latest **ISO guidelines on Integrity and Ethics in Sport**, tailored for sports associations, clubs, and individual athletes.

- Led by **Martin Neureiter, CEO, CSR Company International, Austria**

THE CSR STANDARDS STAGE DAY 1 – MONDAY 28 OCTOBER 2024

14:15 - 15:00

CSR Practices in the Energy Sector

What are the latest sustainable and social responsibility practices, crucial for ensuring long-term environmental health, ethical practices, and community well-being?

Moderator: Dr. Nadia AlShahrani, Columnist, Advisor and Consultant of Strategy & Business Development

- Fahad AlMtrafi, President & CEO, Advanced Petrochemical Company, Saudi Arabia
- Professor Dr. Jorge Gascon, Professor of Chemical Engineering, King Abdullah University of Science & Technology (KAUST), Saudi Arabia
- Najwa Safar AlWuthaynani, Sustainability Manager, GASCO, Saudi Arabia

15:15 - 16:00

Benefits of CSR Platforms

Unleashing the Benefits of Corporate Social Responsibility Platforms Today – What are the Key Features?

Moderator: Dr. Abdulaziz Abdulmohsen AlShalhoob, Vice Dean, College of Business, Imam Mohammad Ibn Saud Islamic University

- Dr. Mubarak bin Mohammed AlBogami, Director General of Social Responsibility, Ministry of Human Resources & Social Development, Saudi Arabia
- Dr. Ma'en Murdi AlQatamin, Chairman, EntreViable, United Kingdom
- Professor Randa Rizk, Secretary General, The Arab Council for Social Responsibility, Egypt

16:15 - 17:00

LED BY EY

The CSR Landscape Reshaped in the Age of AI and Technological Change

AI is the most powerful accelerator of our era, with unmatched capacity to analyze not only vast datasets but also to generate insights that complement, and even go beyond, human capabilities. As a transformative tool, AI holds immense potential to address societal inequities. This CSR Standards Stage session will explore how the private sector can unlock AI's potential for social innovation, highlighting the work of impact-driven entrepreneurs leveraging AI to scale their groundbreaking ventures. Attention is also focused on how AI is impacting social enterprises. Real-life examples and lessons will be showcased from the Landscape Report on Artificial Intelligence and Social Innovation using an extensive dataset from around the world.

Led by Gillian Hinde, Global Corporate Responsibility Leader, EY

- Nour AlHassan, Founder & CEO, Tarjama, Saudi Arabia
- Anita Lebiar, Regional Head Middle East, East Europe & Central Asia, United Nations Global Compact, United States
- Jeff Macdonald, CSR Leader – EMEA, IBM, United States
- Subho Mukherjee, Vice President & Global Head of Sustainability, Nokia, Finland

PLENARY

DAY 2 – TUESDAY 29 OCTOBER 2024



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09:15-10:00 – Registration and Networking

TIME	SESSION
10:00 - 10:15	<p>Opening Session – Welcome to the Global CSR Forum Plenary, Day 2</p> <ul style="list-style-type: none"> Edie Lush, MC & Moderator Ben Thompson, MC & Moderator
10:15 - 10:30	<p>Keynote: From Commitment to Impact</p> <p>How do CSR and Sustainability initiatives transform pledges into measurable outcomes, fostering environmental stewardship and societal growth, from commitment to impact? The keynote will focus on transforming promises into tangible results by setting clear goals, creating actionable plans, and measuring progress. It will emphasize perseverance and flexibility in achieving outcomes, sharing success stories to show how commitment drives significant impact and aligns with broader organizational and societal goals.</p> <ul style="list-style-type: none"> H.E. Eng. Sultan bin Jorais AlJorais, Undersecretary for Social Security & Empowerment, Ministry of Human Resources and Social Development, Saudi Arabia
10:30 - 10:50	<p>In Conversation: The Capital Market Authority's Role in Promoting CSR Among Listed Companies</p> <p>The Capital Market Authority (CMA) plays a significant role in promoting Corporate Social Responsibility (CSR) among listed companies and has established guidelines and regulations to ensure that companies adhere to best practices in corporate governance and CSR. Discover the latest news and its new thinking on how it is reshaping the future of CSR in an exclusive interview with the Chairman.</p> <p>Moderator: Ben Thompson</p> <ul style="list-style-type: none"> H.E. Mohammed A. ElKuwaiz, Chairman, Capital Market Authority (CMA), Saudi Arabia
10:50 - 11:20	<p>Panel: How Corporate Responsibility in Education Empowers and Impacts Communities</p> <p>Corporate Social Responsibility in the education sector continues to drive positive change within communities. By investing in educational initiatives, companies can empower individuals, bridge skill gaps, and foster social equity. The session will highlight corporate programs that have enhanced access to quality education, built sustainable partnerships and how to make a lasting impact, contributing to the development of more resilient and thriving communities.</p> <p>Moderator: Dr. May Ali AlSahib, Assistant Professor, Imam Abdulrahman bin Faisal University, Saudi Arabia</p> <ul style="list-style-type: none"> H.R.H. Dr. Maha bint Mishari bin Abdulaziz AlSaud, Vice President of External Relations & Advancement, Alfaisal University, Saudi Arabia H.H. Dr. Faisal bin Mashary AlSaud, Secretary General Consultant, Mawhiba, Saudi Arabia Mohammed AlMoqbel, Advisor to the Minister of Education, Saudi Arabia Abdullah AlRashid, Director, King Abdulaziz Center for World Culture (Ithra), Saudi Arabia
11:20 - 11:50	<p>Town Hall: Responsibility at Heart – Into the Next Era of Responsible Business through Alliances and Cooperation</p> <p>Based on real-world experiences, this panel will share how forging strategic partnerships, and collaborative efforts can drive corporate responsibility forward. The discussion will highlight how businesses, through radical changes and key actions, can enhance their sustainability practices, address global challenges collectively, and foster a culture of shared responsibility that extends beyond traditional boundaries.</p> <p>Moderator: Anya Sitaram</p> <ul style="list-style-type: none"> Moustafa Manoon, Vice President of Operations – KSA, Accor, Saudi Arabia Anita Lebiar, Regional Head, Middle East, Eastern Europe & Central Asia, UN Global Compact, United States Salah Khaled, Representative for the Gulf States & Yemen and Director, Qatar, UNESCO, France
11:50 - 12:00	<p>Keynote: Leading Innovations in Social Responsibility Practices</p> <p>How are organizations leading innovative social responsibility efforts? What challenges do they face when implementing novel social responsibility approaches internally and externally, and how do they respond and set industry benchmarks?</p> <ul style="list-style-type: none"> H.E. Ahmed AlMajed, Deputy Minister of Society Development, Ministry of Human Resources & Social Development, Saudi Arabia

DAY 2, TUESDAY 29 OCTOBER 2024

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TIME	SESSION
12:00 - 12:30	<p>Panel: Delivering Social and Economic Driven Innovation for People, Planet and Profit</p> <p>Businesses that view their operations through the lens of sustainability can improve their financial performance by boosting motivation among investors, customers, and employees through effective CSR initiatives. This panel will discuss success stories demonstrating how organizations that create value for people and the environment also drive financial value. Additional topics will include: the role of innovation in enhancing CSR strategies and the challenges businesses face in aligning global CSR initiatives with local community needs.</p> <p>Moderator: Edie Lush</p> <ul style="list-style-type: none"> Muied AlBishi, Vice President, Social Development Bank, Saudi Arabia Dr. Hanaa AlMoabed, Non-Executive Board Director, Rawabi Holding, Saudi Arabia Mikko Lavanti, SVP of Mobile Networks NOKIA, MEA & MD of Regional Headquarters, Nokia, Finland Mohammad Shihab, Managing Director, Saudi Arabia & Upper Gulf Area, A.P. Moller – Maersk, Denmark
12:30-14:00 – Lunch, Networking and CSR Exhibition Arena Visits	
14:00 - 14:35	<p>Panel: CSR in the Sport Industry</p> <p>How does the industry address its carbon footprint through a commitment to promoting community development, diversity, and responsible behavior, resulting in profound social impacts? What role do athletes play as influential advocates for environmental and social responsibility? What are some examples of initiatives that demonstrate a commitment to sustainability and ethical practices? Through these efforts, both the industry and its key figures play a crucial role in driving positive change.</p> <p>Moderator: Ben Thompson</p> <ul style="list-style-type: none"> Peter Silverstone, Chief Commercial Officer, Newcastle United, United Kingdom Tim Brown, Co-Founder, Allbirds, United States Mark Gallagher, Founder & Managing Director, Performance Insights, United Kingdom
<p>In Conversation: Generating CSR Awareness and Effective Communication Campaigns</p> <p>This insightful conversation explores CSR awareness and impactful communication campaigns, featuring industry leaders sharing strategies for fostering corporate responsibility. Discover innovative approaches to engaging stakeholders and driving meaningful change through effective communication efforts.</p>	
14:35 - 15:05	<p>Moderator: Dr. Abdulaziz Abdulmohsen AlShalhoob, Vice Dean, College of Business, Imam Mohammad Ibn Saud Islamic University</p> <ul style="list-style-type: none"> Mariam AlFoudery, Group Chief Marketing Officer, Agility, Kuwait Rabah AlShemaisi, Secretary General, Saudi Banks Media & Awareness Committee, Saudi Arabia Abdulmohsen AlMulhem, Chief Marketing, Communications & Customer Experience, Bank Albilad, Saudi Arabia Noha Hefny, Director, Corporate Affairs – MENAT & SSA, Kellanova, United States
<p>Panel: The Current and Evolving Investor and Consumer Attitudes Towards CSR</p> <p>It is more important than ever for businesses to understand the evolving expectations of different audiences regarding CSR and sustainability. This panel will explore the growing significance of CSR in investment and consumer choices. Key topics will include: Why are investors increasingly prioritizing companies with strong CSR practices? Why do consumers prefer brands that demonstrate social responsibility? How do consumer preferences influence companies' adoption of CSR practices? And how can companies develop and maintain a transparent commitment to achieving authentic impact?</p>	
15:05 - 15:35	<p>Moderator: Mark Gallagher, Founder & Managing Director, Performance Insights</p> <ul style="list-style-type: none"> Nomi Ahmad, President & CEO, Financial Services, GE Vernova, United States Dr. Sarah Alem, CSR Expert, Saudi Arabia Heather Buchanan, Co-Founder & CEO, B4NZ, United Kingdom

DAY 2, TUESDAY 29 OCTOBER 2024

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TIME	SESSION
	In Conversation: New Trends in Impact Reporting and Disclosure Strategies
15:35 - 16:05	<p>Businesses must prioritize information that is sufficient to evaluate the adequacy of their response to sustainability risks and impacts. Focusing on innovative strategies for impact reporting and disclosures, this session will emphasize transparency and accountability while exploring best practices for measuring and communicating the social and environmental impacts of organizations. Key topics will include effective data collection methods, stakeholder engagement, and the integration of impact metrics into corporate reporting.</p> <p>Moderator: Dr. Nadia AlShahrani, Columnist, Advisor and Consultant of Strategy & Business Development</p> <ul style="list-style-type: none">• Dr. Abdullah AlAjlan, General Counsel, Siemens, Saudi Arabia• Anoushka Sinha, Founder, Anupam Foundation, India• Nadir Hashmi, Group Senior Manager - Sustainability & Social Impact, PureHealth, United Arab Emirates
	Closing Remarks
16:05 - 16:15	<ul style="list-style-type: none">• Dr. Mubarak bin Mohammed AlBogami, Director General of Social Responsibility, Ministry of Human Resources & Social Development, Saudi Arabia
	16:30 – Close of the Global CSR Forum 2024

CSR STAGES

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THE CSR IMPACT STAGE 1 DAY 2 – TUESDAY 29 OCTOBER 2024

14:00 - 15:00

LED BY **McKinsey & Company**

Sponsored by
ROSHN Group

CSR in the Boardroom

This session will focus on the important role CSR is increasingly playing in the boardroom but also in impacting business strategy. CSR in the boardroom involves embedding sustainability into the core activities and decision-making processes of a company's board of directors. This integration is crucial for fostering long-term business success, enhancing stakeholder trust, addressing environmental and social challenges and, importantly, meeting the high expectations from consumers and customers to see a socially committed business with a clear mandate integrated into their core business. What role do boards play in shaping such commitments and what does that mean in terms of how we structure and operate boards? What are some of the opportunities, challenges and risks going forward?

Led by **Stephen Hall, Partner, Middle East, McKinsey & Co.**

- Dr. Bandar S. Arab, Executive Director, Savola World Foundation, Saudi Arabia
- Dr. CB Bhattacharya, Professor of Marketing, Organizations & Entrepreneurship, University of Pittsburgh, United States
- Dr. Jenny Leivadarou, Member of the Board of Directors, Ellaktor S.A., Greece

15:15 - 16:15

LED BY **Boston Consulting Group**

Sponsored by
Saudi Signs

Unleashing CSR Skills, Talents and Human Capability Requirements at All Levels

Recognizing the role of human capability, skills and talents driving the CSR agenda, this session will discuss what instruments exist to tackle increasingly complex social problems around the world, and how to ensure equitable social impact for all. To extract full benefit from these tools and truly address the global challenges we need to prepare our social leaders differently. Join this discussion to explore how this can be done, taking on one of the most complex social problems of the modern world: sustainable development.

Led by **Anton Stepanenko, Partner & Associate Director – Education, Employment & Welfare, Boston Consulting Group**

- Dr. Hanaa AlBanna, Executive Director, CSR Accreditation MENA, United Kingdom
- Sulaiman AlTuraqi, Manager, Strategy & Organizational Excellence, Mawhiba, Saudi Arabia
- Eleni Kitra, CEO, KITRA Inclusive & Executive Director, Advertising Business Group, United Arab Emirates
- Nanis Yousry Lamaey, Director, Community Transformation Department, Aspire International, Egypt

THE CSR IMPACT STAGE 2 DAY 2 – TUESDAY 29 OCTOBER 2024

14:00 - 15:00

LED BY **King Abdullah University of Science and Technology (KAUST)**

Identifying and Managing Sustainability Risks and Adverse Impacts

Creating strong due diligence, compliance and risk assessment frameworks.

This session will explore the landscape of social responsibility risks, emphasizing the importance of identifying, managing, and mitigating these risks within organizations. As businesses strive for sustainable growth, understanding the potential adverse impacts of their operations on communities is essential. We will explore effective strategies for risk assessment, compliance, and community engagement, highlighting the interplay between organizational reputation and social responsibility. By sharing insights and experiences, participants will gain a deeper understanding of how to enhance their CSR initiatives while fostering a positive impact on society.

Led by Professor Mark Tester, Professor, Plant Science & Chair, Center of Excellence for Sustainable Food Security, King Abdullah University of Science and Technology (KAUST)

- Eltayeb Adam, Representative for Gulf Area, UNICEF, United States
- Benjamin Michel, Policy Analyst, Centre for Responsible Business Conduct, OECD, France

15:15 - 16:15

The Strategic Value Proposition of CSR Initiatives to the Organization

Making the case for CSR and improving its standing beyond brand and image and demonstrating its economic impact.

Moderator: Kavi Chawla, Founder, Foresight Economics

- Nujud AlQahtani, Corporate Sustainability & ESG Expert, Saudi Arabia
- Noha Hefny, Director, Corporate Affairs – MENAT & SSA, Kellanova, United States
- Roland Hancock, Chief Sustainability Officer & Education and Skills Leader, PwC Middle East, United Arab Emirates

THE CSR STANDARDS STAGE
DAY 2 – TUESDAY 29 OCTOBER 2024

14:15 - 15:00

Socially Responsible Finance, Investment and Banking

The panel of experts will delve into the latest trends in impact investing and ethical banking. They will explore innovative social investment models that prioritize sustainability, assess their effectiveness, and share how to scale them locally and globally to drive transformational impact.

Moderator: Kavi Chawla, Founder, Foresight Economics

- Neil Atkinson, Head of Sustainability & ESG, Riyad Bank, Saudi Arabia
- Dr. Elena Primikiri, Associate Partner, Uniqus, United Arab Emirates

15:15 - 16:00

Building Business Localization Models

Enabling sustainable, efficient, resilient and responsible practices by prioritising local sourcing.

Moderator: Dr. Abdulaziz Abdulmohsen AlShalhoob, Vice Dean, College of Business, Imam Mohammad Ibn Saud Islamic University

- Moustafa Manoon, Vice President of Operations – KSA, Accor, Saudi Arabia
- Hasan Zaini, Deputy CEO, Modern Advertising & Publicity Co. (Saudi Signs Media), Saudi Arabia