



الاتحاد العقارية  
Union Properties



Environmental

Social

Governance

# ESG Report 2022

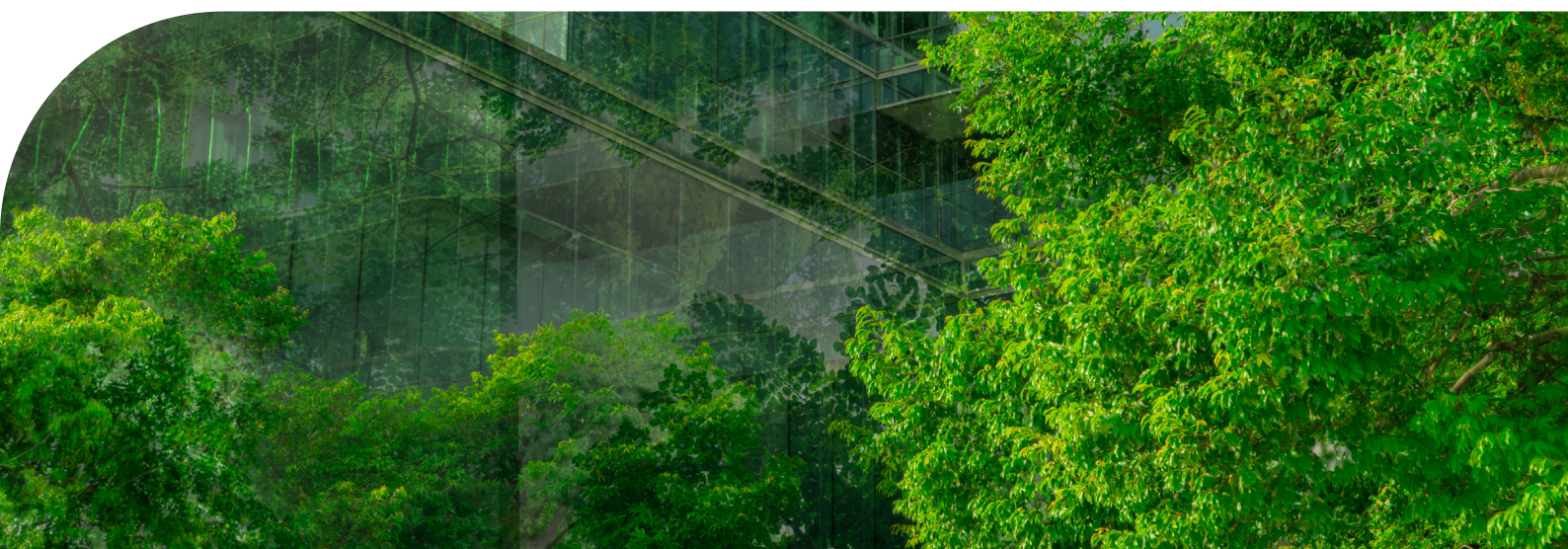
## Financial Year


A SOCIETY GROWS GREAT WHEN OLD  
MEN PLANT TREES WHOSE SHADE THEY  
KNOW THEY SHALL NEVER SIT IN.



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# COMPANY OVERVIEW



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How we do it,  
has always been as  
important as what we do.”

When we started our journey over three decades ago, our vision was to be a pioneer in the property development sector.

Our projects have contributed towards developing and servicing integrated communities across Dubai. We are committed to improving our customer's quality of life by providing quality living, in a sustainable manner that embodies international best practice. Long after the current caretakers are gone, Union Properties developments will stand as a testament to those that forged ahead where few had travelled before.

We see challenges as opportunities, catalysts for our success and sustainable growth. We strive to remain first to market and have continued this trend by being at the forefront of achieving Economic Sustainability through our approach in how we conduct business, engage with our stakeholders and develop and maintain projects.

The materiality of what we do is measured both in terms of the financial value and the socio-environmental impact. Through our subsidiaries we continue to make a positive impact on the community, our staff, and the environment we live in.







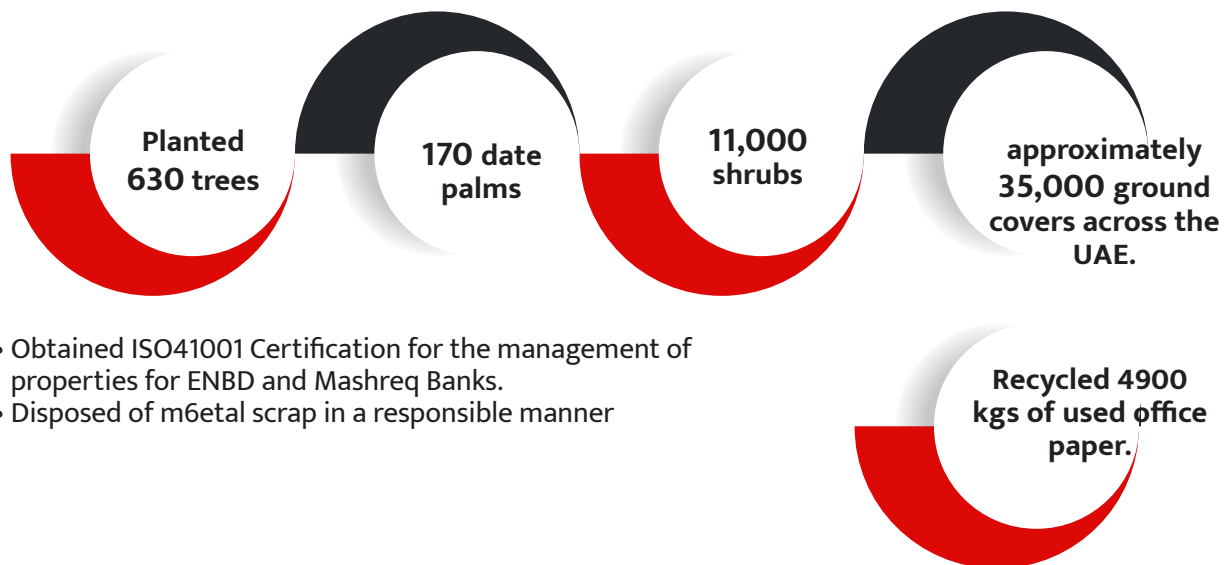
## KEY HIGHLIGHTS

The external recognition our team has had during the year confirms that strategically we are on the right path and has been a great morale booster for our internal stakeholders who have contributed to the success.

The tangible appreciation for the enhancements we have made in our greater community continue to be felt.

### ServeU

- Winner of the Innovative Energy Project of the Year CBNME Sustainability Awards 2022
- Winner of the Sustainable Project of the Year at the CBNME MEP Awards 2022.
- Winner of the Taqdeer Award 2022, whereby the Dubai Government recognized their efforts in promoting sustainability and employee welfare.
- Switching 20% of the fleet to run on Compressed Natural Gas (CNG).



### Dubai Autodrome

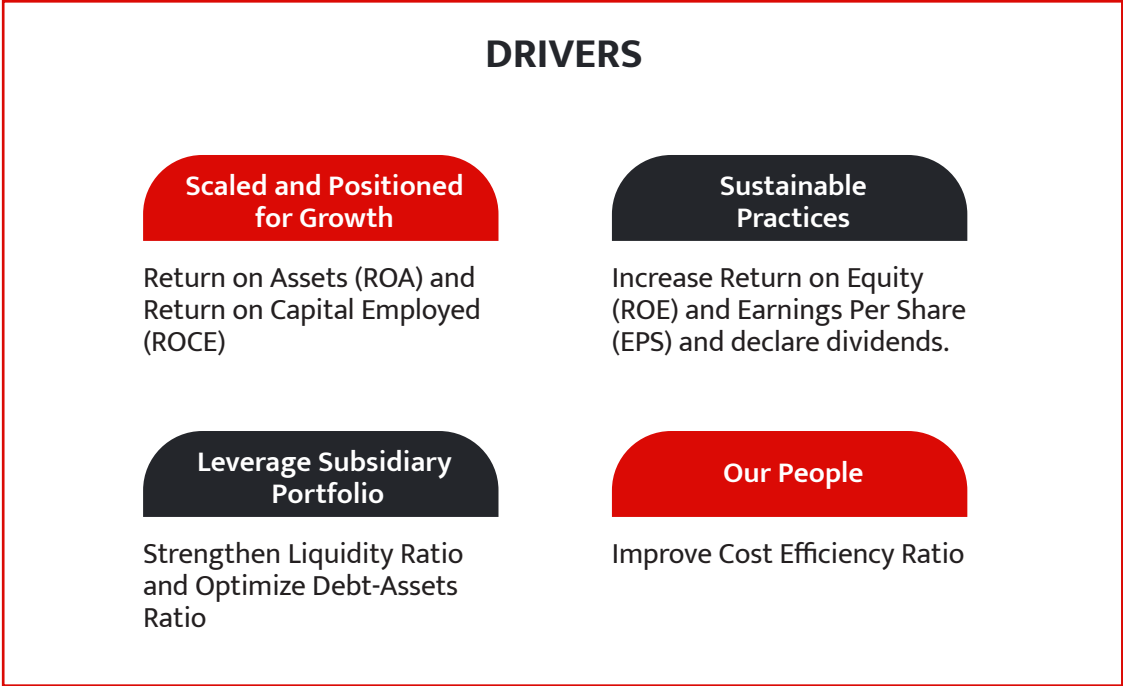
1. Invested in a 2.8mWp solar photovoltaic power plant. The project included more than 60 solar panel roof carports that provided shaded parking and EV charging stations which generate solar power.
2. Introduced hand-controlled karts for people of determination, which allows them to experience the independence of driving a kart. This boosts their morale and self-confidence.

### FitOut

1. Highly Commended Fit-Out Project of the Year Award at the Construction Innovation Awards 2022 for Sustainable Interior Designs
2. Highly Commended Award for Specialized Manufacturer of the Year 2022 at the Middle East Design Awards
3. Three-day Wood Polishing & Painting Training Seminar for Staff
4. Awareness and Well-being Seminars for Staff
5. Gift boxes were given to employees during Ramadan.



# OUR STRATEGY





## OUR FOCUS



To stay ahead of the curve and to be a service provider of choice we constantly strive to meet what our clients' needs will be five years from now. We remain as hungry today, as we were thirty years ago, to be relevant to our community of internal and external stakeholders.

Long before Economic Sustainability became fashionable, we were intrinsically living its ethos by striving to offer community living that aspiring to a standard its stakeholders had not even anticipated.

The institutionalizing of Economic Sustainability (ESG) through the provided frameworks of Corporate Governance and Corporate Social Responsibility merely allows us to benchmark ourselves against the curve and our peers.

Rapid changes in the global environment have been the primary driver for organizations to adopt ESG practices. UAE specific requirements include the development of the Emirati people. We support this initiative through the opportunities provided to UAE citizens in our internship programme which we launched in the 2021 financial year.

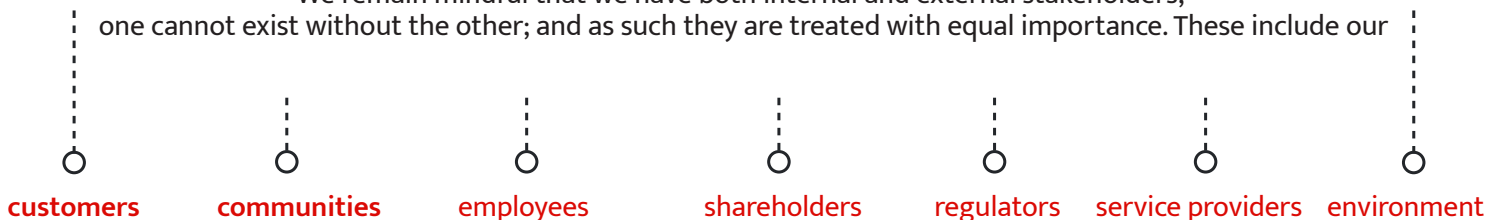
We trust that the contents of this report will provide an honest summary of the projects we have embarked on and the positive impact they have left. We want to demonstrate the progress we have made and the areas that continue to be a focus for development; and finally, the framework of accountability to ensure that ESG remains at the core of how we do business.

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## STAKEHOLDERS

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We remain mindful that we have both internal and external stakeholders; one cannot exist without the other; and as such they are treated with equal importance. These include our



Staying true to our objectives ensures our interests remain aligned to stakeholders' expectations.



## OUR JOURNEY

Our adoption of best practices in the development of corporate governance aims to ensure the protection of stakeholder rights. The Group's governance framework is in continuous development, adopting the rules and regulations set by the Dubai Financial Services Authority (DFSA) and regulated by the Dubai International Financial Centre (DIFC).

In the coming year we plan to make use of the self-assessment tool that was offered by the Dubai Sustainable Finance Working Group, in September 2022. This tool will enable us to measure the maturity of our ESG policies and practices.

Our strategic positioning and competitive strengths guarantee our role as both, a contributor and beneficiary, in the Emirates' Vision 2040 program. As the Emirate's next 50 years are planned, six

key pillars including **community, education and human capital, economy, infrastructure and environmental sustainability, safety and security, justice and future government** are addressed over phases,

Dubai's Vision 2040, Urban Master Plan, focuses on enhancing people's happiness and quality of life by paving the road to enhanced infrastructure, integrated smart cities and environmental sustainability, the perfect combination of both, growth and sustainability. Our journey to 2040 will witness key events and milestones set forth by the United Arab Emirates' visionary leadership, guiding the group and its stakeholders towards a sustainable future. ***This is evidenced by the process taken in the development of the Takaya Development scheduled to begin in 2023.***

### DUBAI'S TOURISM VISION 2025

Fuelled by tourism, Dubai acknowledges the importance of tourists as major drivers of businesses in the emirate. Attracting tourists to a splendid urban wonder, talent to a unique business hub, and businesses to a thriving economy,

Dubai has been crowned the No.1 global destination in the Tripadvisor® Travellers' Choice Awards for a second successive year, consolidating its position as the world's favourite tourist destination. The recognition supports the goal of the recently launched Dubai Economic Agenda D33 to consolidate Dubai's status as one of the world's top three destinations for tourism and business.

Dubai aims to attract more than 23 million visitors a year by 2025. In accordance with this ambitious goal, the Emirate has invested its resources in securing global and regional mega events, preparing to host a variety of events including the 2023 UN Climate Change Conference and AIPPI World Intellectual Property Congress 2025 amongst others.

According to Dubai Tourism, statistics for 2022 show that 14.36m international visitors came to the Emirate from January 2022 – December 2022, this is an 84% increase on 2021 and a 27% decrease on pre-pandemic levels.

A key player leading economic recovery post the pandemic, Dubai continues to provide unwavering support to local businesses particularly within the hospitality and entertainment sectors. As an integrated community developer within the Emirate, we are committed to establishing ourselves as a key contributor to the Emirate's sustainable tourism plan.

### ABU DHABI'S VISION(S) 2030

As the capital aims to drive positive change, Abu Dhabi has committed towards achieving a set of 8 sustainable agenda items by 2030. In accordance with our plans to operate in the capital, we aim to develop a strategic roadmap that mirrors the Emirate's agenda. Focusing on key areas such as the economy, environment, industrial strategy, and 3D printing. We aim to widen our corporate strategy whilst developing clear sustainability policies and objectives to secure our position and role in the Emirate's success story.





# ENVIRONMENT

We are fully committed to supporting and protecting the environment setting Carbon Neutrality as a key target. Operationally, our group remains proactive, revisiting its policies to ensure the reduction of emissions and waste by adopting the use of renewable energy sources and sourcing sustainable raw material as well as integrating sustainable practices such as waste management and recycling, energy management (water conservation), and urban forestation.

Technology, mainly through automation and digitalization, drives our efforts towards the monitoring, implementing, improving, and reporting environmentally friendly practices. Through the availability of and accessibility to data and enhanced workflows and processes the Group may address the key environmental themes.

The inclusion of ESG as a standing item in our Audit, Risk, Project and Board committees ensures that it is always at the forefront of what we are going to do, and how well we have done.

As the global environmental agenda evolves adding complexity and depth to the framework, we remain committed to integrating management system policies, strengthening environmental compliance policies to mirror regulatory requirements. Recognized international, regional, and local accreditation bodies aim to guide the group's activities, validating performance, acknowledging continuous improvement, and cementing efforts invested, and knowledge gained. This is evidenced by the awards won by the Group and the carbon emissions reports provided by independent third parties.



## RENEWABLE & ALTERNATIVE ENERGY

An integral component of the environmental framework, energy consumption is a major contributor to greenhouse gas emissions. As technological developments pave the way towards greener alternatives, we initiated feasibility studies to validate commercially suitable green energy solutions, considering the integration of solar energy into our businesses and managed communities such as Dubai Autodrome and Motor City. Other key initiatives under this umbrella include ServeU's decision to switch transportation related energy source to biofuel (the impact of which is detailed later in the report).



## SUSTAINABLE MATERIAL & PURCHASING

As an iconic property developer and proud holding company to service providers and product manufacturers, we understand the need to adopt the use of sustainable building material and environmentally friendly raw material for manufacturing. While design effectively commands a key role in the matter, material sourcing (supply chain logistics) remains a key component of the process and is a material consideration when planning any new project.

During the 2022 Financial Year we conducted an audit of our managed communities and buildings to assess the impact of the existing design materials. The results of which have contributed to the amendment to design policies. In addition, key action points have been highlighted to further improve the carbon efficiencies across the group. We are in the process of updating our procurement policy to ensure that the core sustainability values that underpin the way we do business are mirrored in our suppliers.

Key achievements in this area include the sourcing of sustainable materials down to the paint being used in the Takaya Development launching in 2023.



## WASTE MANAGEMENT & RECYCLING

In efforts to reduce GHG emissions as a direct result of waste, the group deploys waste management policies and liaises with the relevant local authorities to ensure proper waste disposal. While the primary waste investigated is heavy metals among other construction and raw material used in manufacturing, this policy is directly impacted through the sustainable material policy due to the impact of single-use material on waste volume.

We have addressed the issue through establishing clear policies directly towards improved waste management practices supported by reliable third-party experts. In addition, we are gradually adopting new policies focusing on swapping single-use products with reusable ones. Our objective is currently supported by portfolio subsidiaries including ServeU, Dubai Autodrome and FITOUT which is demonstrated through the recycling of tires and other materials.



## WATER CONSERVATION

In accordance with the Emirates' goals to improve water conservation, we have implemented better water management practices that improve efficiency, reduced water waste, and a lower water footprint. Key steps include measuring water consumption across our assets to establish a baseline followed by performing an objective analysis of the results which aims to assist in drafting of policies and recommendations across the group. This independent study was conducted during the 2022 financial year.



## URBAN FORESTATION

Our strategic roadmap towards building smart integrated communities aims to provide a balanced combination of modern urban development coupled with connectivity and smart infrastructure whilst maintaining a green landscape providing a natural countermeasure against GHG. During 2022, the group engaged in large scale landscaping across managed communities in the aim to address this key area.



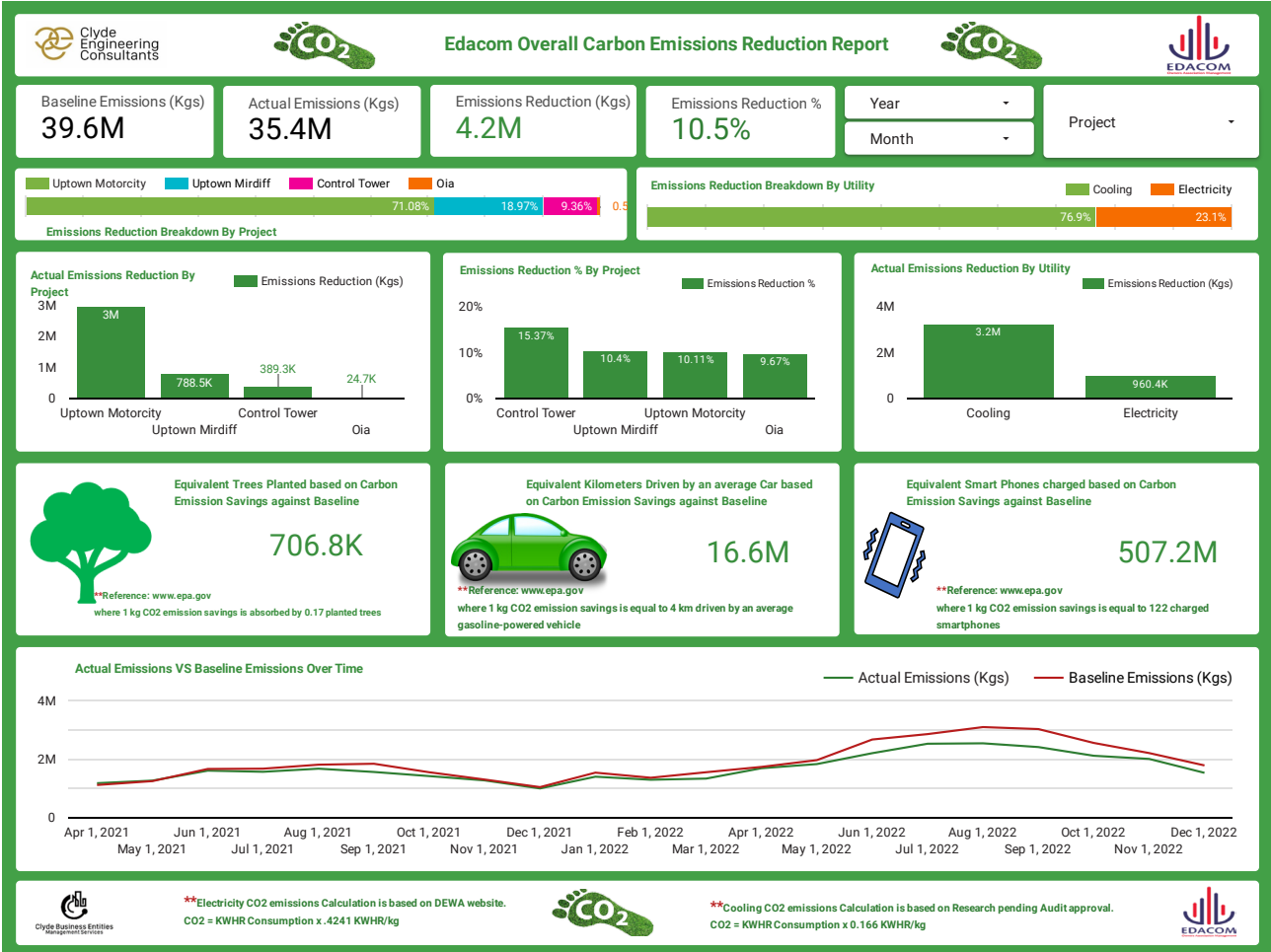


EDACOM’s efforts to reduce energy consumption and increase the use of renewable energy sources have contributed to a significant reduction in its carbon footprint. In 2022, they achieved an overall saving of AED4.2million and further savings of 30% were achieved in January 2023. These savings are as a result of the company’s initiatives to implement energy-efficient measures and a new regime in the ETS rooms.

EDACOM has awarded several solar projects, including a 1.2MW project at Uptown Mirdiff, a 0.5MW project at Cold Stores, and a 0.7MW project at Control Tower. The installation of these solar projects is anticipated to be completed during the 2023 financial year, further contributing to the use of clean energy, and reducing the company’s carbon footprint.

EDACOM ensures that its waste management practices comply with regulations and uses eco-friendly cleaning products whenever possible.

The company’s emissions report demonstrates a saving of 3.5million kgs of carbon from the environment. Based on recognized calculations.



## DUBAI AUTODROME

Dubai Autodrome invested in a 2.8mWp solar photovoltaic power plant, which has been running since September 2022. The project included more than 60 solar panel roof carports that provided shaded parking and EV charging stations which generating solar power.

This will have a positive effect on the environment as well as the venue. The solar panels generate 4,751,470.4 Kilowatt Hours of power annually, and some of this is put back into the grid. Meanwhile, 2,055 metric tons of CO2 emissions per year will be eliminated. These numbers will equal almost 250,031,475 fully charged smartphones and 443 gasoline-powered passenger cars driven for a year. This highlights the importance of solar panels in mitigating climate change.



## ServeU

### Seed Planting with Emirates Red Crescent

ServeU collaborated with Emirates Red Crescent to participate in a seed planting activity on Arab Culture Day. The goal of this initiative was to promote the growth of vegetation in the desert area and contribute to the beautification of the local community. More than 20 staff members from our head office volunteered for the activity and planted trees in the Lehabab area of Dubai.

This initiative not only helps to improve the environment by promoting the growth of vegetation in the desert area, but also helps to promote a sense of community and civic responsibility among ServeU's employees. By participating in this seed planting activity, ServeU staff members had the opportunity to give back to the community and make a positive impact on the environment. This initiative aligns with ServeU's commitment to promoting sustainable practices and giving back to the community. The company plans to continue to support similar initiatives in the future as part of our commitment to promoting a sustainable and greener environment.

### Launch of B2B Mobile Applications

Please use graphics as provided on the ServeU sustainability report

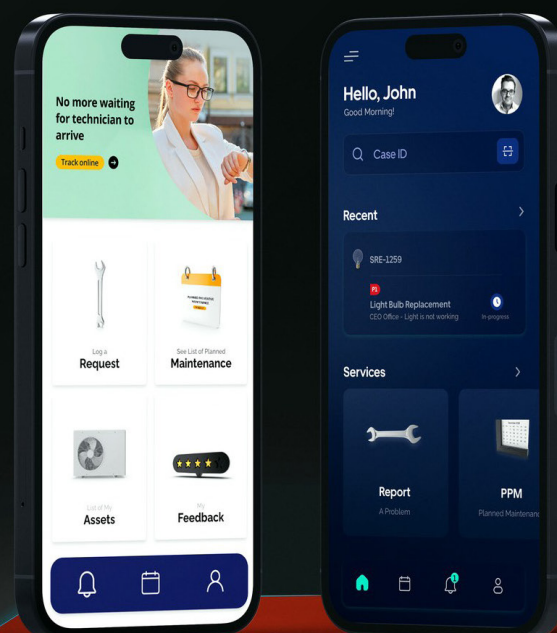
ServeU implemented an automated operations system through the use of B2B mobile apps for its customers to log requests and for ServeU staff to receive and manage them. These apps have been specifically designed and developed using Microsoft's Dynamic 365 Field Service backend system to provide visibility of asset history, lifecycle, and planned maintenance, as well as tracking the breakdown of each asset.

This allows for a more efficient and streamlined process for managing requests and maintaining assets. Previously, ServeU had developed and released the 'ServeU Essentials' mobile application, which is available for both iOS and Android. The application enables customers to make online bookings, process cashless payments, and manage subscriptions virtually.

With the introduction of these B2B mobile apps, ServeU is further enhancing its technology capabilities and providing its customers with a more efficient and convenient way of interacting with the company. This automated operation system helps ServeU to manage their operations more efficiently and provide better service to its customers.

# INTRODUCING B2B MOBILE APPS

Built on Microsoft Dynamics 365 - Field Service



### End-to-end automated B2C Customer App

ServeU implemented an end-to-end integrated app for its B2C customers to cover all aspects of their home maintenance needs. This app includes a booking system, subscriptions to annual contracts, and access to an Amazon-style e-commerce store. The app allows customers to communicate directly with ServeU's technicians without having to deal with customer service agents, project managers, or site engineers/supervisors. This enables customers to have a more efficient and convenient experience when it comes to home maintenance. The app is built to offer the best possible customer experience, with the goal of eliminating the need for customers to write emails or contact the service desk team for assistance.

Through complete automation, the app allows customers direct access to ServeU's in-house system, eliminating all manual processes. Customers can use secure payment gateways such as ApplePay to pay easily, as well as track progress in real-time, get their invoices/receipts within the app, and more. The app is built around four main processes, which are: booking inspection, catalogue-based service for purchases, subscriptions to annual maintenance contracts, and access to products from an Amazon-style e-commerce store. This helps ServeU to achieve paperless operations and provide better service to individual customers.



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Available on



### Replacement of LED lights in ServeU Camps

ServeU implemented an energy-saving initiative by replacing traditional lights with LED lights in all their staff accommodation. This upgrade affects more than 4,000 staff members, consisting of 3 camps with a total of 1,000 rooms. As a result of this change, ServeU has seen a savings of 7% on their energy bills. This initiative not only helps the company save on energy costs but also supports the environment by using energy-efficient technology.

### — Attendance system with face recognition

ServeU upgraded their attendance and staff payroll systems through the use of modern facial recognition technology. This technology has been installed at the ServeU head office, all client sites, buses, small vehicles, and ServeU camps. The initiative aims to replace the traditional paper-based attendance system with a more efficient and eco-friendly digital solution. The facial recognition systems are connected to the company's ERP system, allowing for automatic logging of user entries in the payroll system. This not only saves time and resources but also helps in reducing paper waste and promoting a sustainable environment. The initiative will help ServeU to better track attendance and payroll, and reduce the environmental impact by reducing the use of paper.



### — Upgrade of Transport GPS System

In 2022, ServeU took an initiative to upgrade their transport system by implementing the latest GPS technology supported by Google Maps. This new system allows the transport department at the head office to track all vehicle movements in real-time, ensuring that vehicles follow planned routes for staff to reach on-site on time. The GPS system also enables the department to monitor the idle time of vehicles and detect any unnecessary use, which helps to save on fuel costs.

This initiative not only improves the efficiency of the transport system but also helps in reducing costs and promoting sustainable practices by reducing fuel consumption. With this system, ServeU can optimize their routes and reduce the carbon emissions of their fleet. It also enables the company to have more control over their transportation and ensure that the staff are transported safely and on time.



**Switching fuel to CNG**

ServeU switched 20% of their fleet to run on Compressed Natural Gas (CNG) in the first phase. The company plans to increase this percentage over time with the goal of transitioning more vehicles to run on CNG instead of traditional fossil fuels. This initiative aligns with ServeU’s strategy to reduce carbon emissions and promote more environmentally friendly practices.

CNG is a cleaner burning alternative to gasoline and diesel, it significantly reduces harmful emissions such as CO2 and particulate matter, making it an environmentally friendly choice. This initiative not only helps to reduce the company’s carbon footprint but also can help the company to save costs on fuel in the long run. The company plans to expand this initiative in the future and promote the use of CNG as a cleaner and more sustainable alternative to traditional fuel sources.

**Planting Trees at Clients' Locations**



In 2022, ServeU’s landscaping department planted around 630 trees, 170 date palms, around 11,000 shrubs, and approximately 35,000 ground covers all over the UAE while working at clients’ site. Trees and plants absorb carbon dioxide and other pollutants and release oxygen into the air, creating a healthier environment. This not only improves air quality but also helps to reduce the urban heat island effect, lower energy consumption, and provide habitats for wildlife. This initiative also helps to make the area more visually appealing and increase property values.

This initiative by ServeU’s landscaping department is a great example of how corporate entities can contribute to making the environment better for people to live and work in. The company plans to grow landscaping department and continue planting of more trees and plants planted to make UAE greener and healthier for the residents.

**FITOUT**

**Sustainable Procurement**

In our vendor selection process, their ability to utilize sustainable product and processes are qualifying criteria. We try, where possible, to avoid using materials with hazardous components and prioritize using local vendors. In addition, we work with our vendors to improve their performance and efficient use of resources. One of our main raw materials is timber, and we source timber using the Forest Stewardship Council standards. Where possible we work with our strategic partners to meet this aim.

**Onsite Occupational Health and Safety Administration (OSHA) Initiatives**

We are IS 14401:2015 approved for Environmental Management. To maintain our ISO rating we are required to demonstrate certain process, governance and policies.

**NOISE**  
OSHA'S SAFE LIMIT 90 DB

**76.93 DB**

We monitor noise emissions on a regular interval and recorded an average value 76.93DB compared to OSHA safe limit of 90DB

**CARBON MONOXIDE (CO)**  
OSHA'S SAFE LIMIT 5.0 PPM

**1.75 PPM**

We monitor the carbon monoxide emission on regular intervals and recorded an average value of 1.75PPM compared to the OSHA safe limit of 5.0PPM.

Over the next twelve months our goal is to use wood-based materials which are FSC-Certified, metal materials with recycled content, glass and ceramics which are regionally sourced, paints which are low in volatile organic compounds, ceiling tiles, fixtures and fittings with salvaged content and white goods which meet international standards such as ENERGY STAR.

**Digital Transformation**

We have shifted from a document system to an ERP system for all PR, PO and HR matters to save paper.





# SOCIAL

## KEY FACTORS

	2022	2021	2020
Number of Employees	7.2k	7k	6.9k
Nationalities	40	25	25
GM Pay Ratio	CEO Position Vacant	7.21%	7.21%
Female Pay Ratio	18%	46.66%	28.79%
UAE Nationals	2%	3%	5%
Gender Pay Ratio	1.4%	48.27%	47.34%
Employee Turnover	36%	30%	28.16%

## SUPPLIERS

Built on shared values, our relationship with its suppliers and third-party service providers is key to sustaining value across the entire supply chain. As ESG grows more prevalent across our industry and the underlying subsectors we support, we aim to position ourselves as a strong supporter, advocating for the integration of sustainable standards across all our partners, mentoring our partners where required.

## COMMUNITY

Our communities represent our commitment towards creating sustainable value for a better shared future. We continue to strive to instill the UAE’s cultural fabric across all our managed communities and wider community through continuous contribution to the overall quality of life, introducing comfort, convenience, access, opportunity and much more. Over the year, we fulfilled our commitment through supporting community outreach, and targeting Emirati college students seeking internship opportunities.



## EMPLOYEES

We aim to build a well-rounded work environment supporting employees on their career journey, focusing on areas including labor opportunities, skill development, and diversity. A modern workforce requires modern employers with a strong commitment towards elevating their employees through providing them ample opportunities to develop their skillsets. We continuously provide training sessions across its subsidiaries to support the growth of employees' prospects.

In addition to the following, we have relied on innovation and technology to provide employees with an online platform to accommodate their requests, recommendations, and feedback. We are also a strong proponent of gender diversity and equality, evident in the many men and women holding key positions across the group. We support UAE's Emiratization initiatives by pursuing and developing local talent, recruiting experienced professionals as well as ambitious minds in collaboration with prestigious local universities.

During the 2022 financial year we introduced chill-out areas where employees were able to enjoy their meals and have informal meetings. This allowed them time away from their workstations to re-energize and engage with each other. We also introduced more natural light in locations and cleaner air facilities.



## CUSTOMERS

As customer satisfaction remains a priority across the group, we aim to achieve the highest standards of both, service excellence and product quality. Incorporating sustainable practices at the heart of customer-centric initiatives, aiming to strengthen our client relationships. The integration of technology is pivotal in enhancing customer experience, which is highlighted in our strategy, and evidenced by the smart business solutions ServeU has incorporated during the 2022 financial year. We are also keen on benefiting from customer feedback, creating channels to drive key feedback to relevant departments, thereby creating a customer-driven environment.

## EDACOM

EDACOM is committed to engaging with the community and building relationships with residents and stakeholders. The company participates in community events and activities and encourages its employees to volunteer their time and skills to local initiatives. The company also collaborates with local organizations to support social causes and community development projects.

The company's human rights policies reflect its commitment to promoting diversity, equality and inclusion in the workplace. EDACOM values diversity and recognizes it is essential for creating an inclusive workplace. The company is committed to providing equal opportunities to all employees, regardless of their gender, age, race, religion or national origin.

Overall, EDACOM's commitment to social responsibility reflects its belief in contributing to the well-being of the community and promoting sustainable business practices.

## DUBAI AUTODROME

Dubai Autodrome donated just under AED10,000 to various community members that are either people of determination or less fortunate.

The introduction of hand-controlled karts allows people of determination the opportunity to try karting.

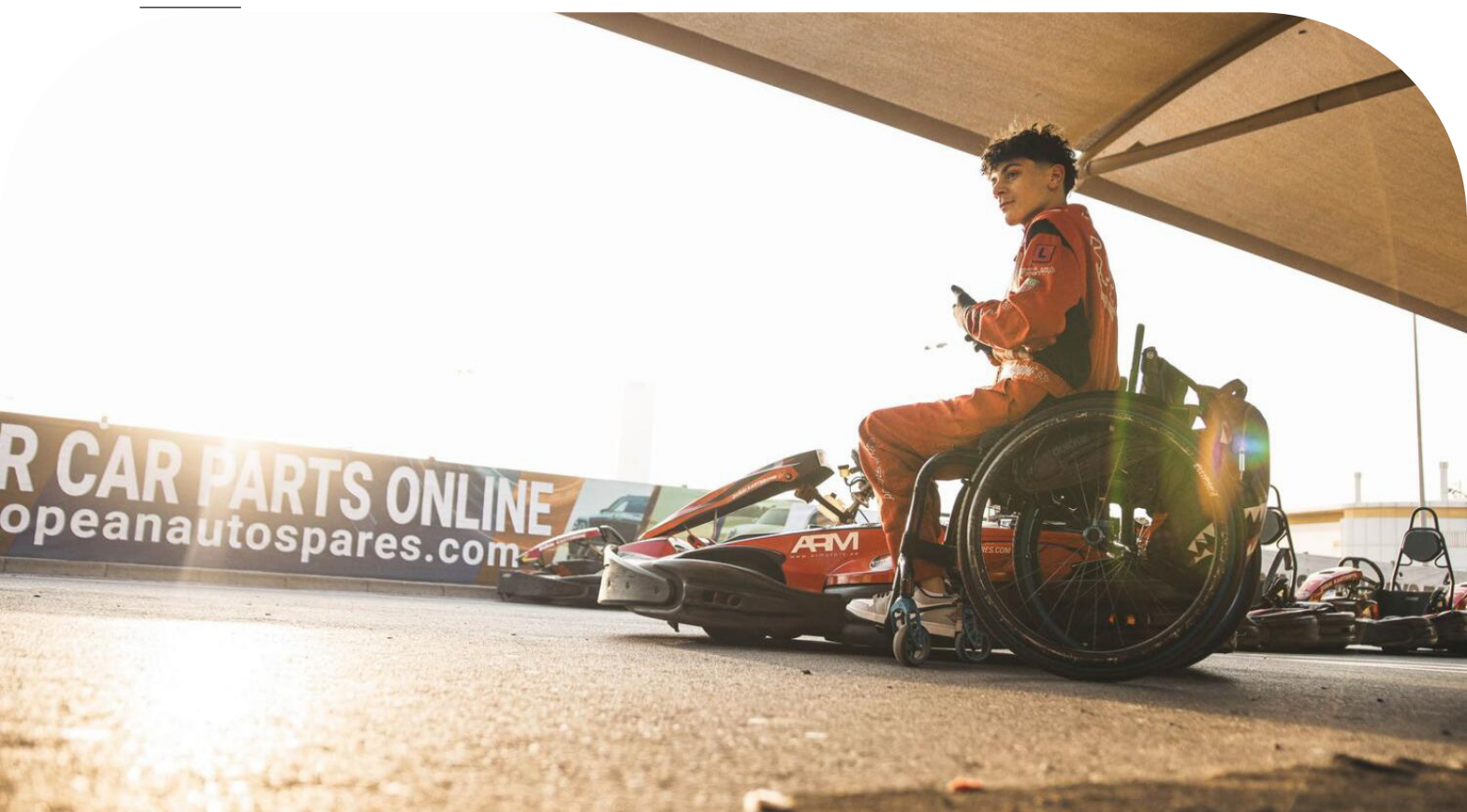
Fitted with systems that enable the person to fully operate the kart using their hands, arms and upper-body only, the karts are equipped with a fixed back and headrest which keeps the driver in place, allowing them to operate the steering and paddles, located behind the steering wheel.

It is the first time these models have been used in the Middle East region with Dubai Kartdrome benefitting from its partnership with leading kart brand Sodi, who had originally created the system, to bring them to the UAE.

Karting helps boost morale and gives people of determination the belief and confidence that they can compete with able-bodied people and be more independent in other activities that they do.

The introduction of the hand-control go-karts at Dubai Autodrome are aligned with Dubai Government's objective to create an inclusive society for all and part of Dubai Autodrome's on-going efforts for inclusion.

Photo Credit: Khaleej Times



## ServeU

As part of ServeU's corporate social responsibility (CSR) initiatives, the company has collaborated with Dubai Municipality to support a road cleaning activity. The goal of this initiative was to give back to the community and contribute to the cleanliness and beauty of the city. During the activity, more than 50 ServeU staff members participated and cleaned an area near Sheikh Zayed Road. This initiative not only helps to keep the city clean and safe but also helps to promote a sense of community and civic responsibility among ServeU's employees. By participating in the road cleaning activity, ServeU staff members had the opportunity to give back to the community and make a positive impact on the environment. This initiative is a great example of how companies can support their local communities and contribute to sustainability. ServeU plans to continue to support similar initiatives in the future as part of our commitment to promoting sustainable practices and giving back to the community.

### — Launch of Security App in MotorCity

ServeU has launched a new security app, built on the Microsoft platform, to automate the check-in and check-out system for the Motorcity community. The app is designed to keep track of check in/out of vendors, guests, and validate gate passes issued by EDACOM. Additionally, the app is connected to the ServeU control centre through a live PowerBI dashboard, which allows the control centre team to monitor the load on security gates and mobilize more personnel if necessary. This new app aims to improve security and streamline the check-in and check-out process for the Motorcity community.

### — FM Workshops with Clients

ServeU took another initiative to educate their clients on industry best practices in facilities management through inviting them to their training centres called Abtikar. In the first phase, ServeU invited the Ministry of Interior and Emirates NBD's FM teams to attend training on Core FM by ServeU team along with specialized sub-contractors. This initiative was aimed at providing clients with the knowledge and tools necessary to effectively manage their facilities and improve their overall operations. The training covered the core principles of facilities management, including maintenance, energy management, and sustainability. This initiative not only helps to improve the clients' understanding of facilities management but also helps to build a stronger relationship between ServeU and its clients. Through this initiative, clients can learn from ServeU's best practices and experience in providing facilities management services. This initiative helped the clients to improve their own facilities management processes and save costs in the long term.

### — Taqdeer Award by Dubai Government

ServeU's efforts were recognized by Dubai Government for their efforts in promoting sustainability and employee welfare, and resulted in winning of Taqdeer Award 2022. The Taqdeer award, instituted under the patronage of HH Sheikh Hamdan Bin Mohammad Bin Rashid Al Maktoum, recognizes companies that adopt best practices in employee welfare and ensure a balanced and mutually beneficial relationship between employer and employee. In 2022, ServeU took several initiatives to promote sustainability, such as upgrading their transportation system with the latest GPS technology, switching 20% of their fleet to run on Compressed Natural Gas (CNG), planting 630 trees, 170 date palms, around 11,000 shrubs and approximately 35,000 ground covers all over the UAE, and educating their clients on industry best practices in facilities management.

### — Sport Events for ServeU Staff

In 2022, ServeU continued to take initiatives to promote a healthy work-life balance for its employees by organizing a variety of sporting events throughout the year. These events range from team-building exercises to friendly competitions and aim to promote physical activity and healthy competition among the staff. Additionally, ServeU also participated in the Cricket tournament organized by Dubai Municipality at the Dubai International Cricket Stadium. This initiative not only helps to promote a healthy lifestyle among employees but also helps to foster a sense of teamwork and camaraderie among the staff. ServeU understands the importance of employee well-being and is committed to creating a positive work

environment for its staff. By promoting physical activity and healthy competition, ServeU is helping to create a culture of wellness within the company and encouraging employees to take care of their physical and mental health. This initiative is a great example of how companies can support their employees in maintaining a healthy work-life balance and promoting overall well-being.



### — Collaboration with the DHA

ServeU collaborated with the Dubai Health Authority (DHA) on a Corporate Social Responsibility (CSR) initiative. The initiative involved a visit to the Seniors' Happiness Centre at Mamzar by a team from ServeU. During the visit, ServeU organized a number of engagement activities for the residents of the centre. The team spent time interacting with the residents and participated in activities such as calligraphy and poetry. The visit was a rewarding experience for all involved, with many stories shared between the ServeU team and the residents. Collaborating with DHA on this CSR initiative is a testament to ServeU's commitment to giving back to the community and making a positive impact on the lives of those around us. The visit to the Seniors' Happiness Centre was a great opportunity for the ServeU team to connect with the community and to provide support and engagement to the elderly residents. We look forward to continuing our partnership with DHA and to participating in more initiatives in the future.

## FITOUT

The health and welfare of our workers is our top priority. We provide a caring, healthy and productive environment that enables workers to deliver to the best of their ability. This is facilitated by providing the following:

1. Accommodation facilities that meet their social and spiritual needs
2. Monthly meetings with all staff
  - a. We encourage our staff to give us ideas of how to improve process/product/design
3. Monthly visits by HR and QHSE departments to staff accommodation facilities to ensure that it is all up to standard
4. Ongoing staff training
5. Medical check-ups as and when required.
6. Improved technology infrastructure and workplace versatility such as the installation of biophilia, cleaner air ventilation, and greater areas of natural light.



# GOVERNANCE

## — Health, Safety and Wellbeing

“Let safety lead the way” is our motto.

Safety is a part of every person’s job. We have 100% implementation of the international standard QHSAS 18001 for Occupational Health and Safety, and safety at work is our utmost priority.

To maintain this high standard of performance, we invest in machinery maintenance, recoding safety observations and ‘near-misses’ providing appropriate protective equipment and empowering staff through training.

As part of our quality management system, we encourage our employees and clients to raise suggestions for how we can improve any aspect of our business.

This year we updated how we collect client feedback. It is now collated and passed on to our project planner who can take immediate action to address client concerns or review our project processes to identify how we can improve.

During Ramadan the employers were gifted boxes of groceries on two occasions to enjoy during the breaking of fast.

## — Training

A 3-day Wood Polishing and Painting Seminar was organized by our Projects Team to improve and enhance the workers’ skills.

Our adoption of best practices in the development of our corporate governance aims to ensure the protection of stakeholder rights. The Group’s governance framework is in continuous development, adopting the rules and regulations set by the DFSA and implemented by the DIFC.

We continue to improve governance, reform the corporate culture, renew corporate ethics, disclose corporate information appropriately and enhance compliance-focused management.

The Board of Directors has established standards and principles of internal control in the Group, which aim at providing objective, independent and reliable advice. In addition, provide an ideal environment for internal control that meets the requirements of the Board of Directors and contributes to enhancing the role of the Board of Directors, the Audit, Risk & Compliance Committee and the Executive Committee, in order to contribute to the proper performance of their duties, functions and responsibilities. It should also be noted that the responsibilities of the Internal Audit Department are governed by the Charter approved by the Audit, Risk & Compliance Committee and the Board of Directors. ESG is a standing item at these committees. Sustainability has to be demonstrated in order for a project to be approved.

Independent consultants were introduced to monitor the Overall Carbon Emissions. The independent oversight ensures that the results are credible and demonstrate that we are well below the baselines levels.

The governance requirements at the Group level have filtered down to the various subsidiaries; and their individual boards and risk committees ensure that the Group strategy is realized.

## AWARDS & CERTIFICATIONS

### Sustainable Project of the Year Award



ServeU won the Sustainable Project of the Year award for its innovative and sustainable approach to facilities management at the CBNME MEP Awards. The award was given for their wireless swimming pool maintenance project at MotorCity. The project involved the implementation of wireless technology to monitor and control the chemical levels in swimming pools, reducing the need for manual testing and increasing the efficiency of pool maintenance. The wireless system allows for real-time monitoring and automatic dosing of chemicals, reducing the potential for human error and increasing the overall safety of the pools. Additionally, the system also helps to reduce water and chemical consumption, leading to cost savings and a reduction in the environmental impact of pool maintenance.

### Innovative Energy Project of the Year



ServeU won the Innovative Energy Project of the Year Award for its innovative approach to energy management at the CBNME Sustainability Awards 2022. The award was given for the company's energy savings project at MotorCity, Dubai. The project involved the implementation of a comprehensive energy management system that included energy-efficient lighting and HVAC systems, as well as the use of renewable energy sources such as solar power. The results of the project were impressive, with a 68% reduction in energy consumption resulting in significant savings on utility bills. The project also resulted in a reduction of 8.4KMW of energy consumption in MotorCity. The award from CBNME Sustainability Awards recognizes ServeU's commitment to innovation and sustainability in energy management. The energy savings project at MotorCity is a prime example of how a comprehensive approach to energy management can lead to significant savings and a reduction in environmental impact.

## ISO 41001 Certification



ISO 41001:2018 is an international standard for Facility Management (FM) systems, which outlines the requirements for an FM system and provides guidance for its implementation. The standard is designed to help organizations improve the management of their facilities and provide a better service to their customers.

ServeU has successfully helped Emirates NBD and Mashreq Bank achieve ISO 41001:2018 certification for the management of their properties. This certificate confirms that Emirates NBD and Mashreq Bank properties are being managed by ServeU in accordance with international standards set by ISO 41001:2018.

The certification confirms that ServeU's facilities management services are of the highest quality and that they are committed to providing their customers with the best possible service.

## Highly Commended Fit-Out Project of the Year

FITOUT won Highly Commended for Fit-Out Project of the Year 2022 award at the Construction Innovation Awards for work done for one of the leading Hotel Chains in the UAE.

## Highly Commended Specialized Manufacturer of the Year

FITOUT won the Highly Commended Specialized Manufacturer of the Year 2022 award at the Design Middle East Awards 2022. This was made a reality through using the latest computer-aided manufacturing techniques that enabled production of bespoke customized products in volume. The recognition for team will inspire them to work harder.

In order for all projects to be approved at a Board level, they need to demonstrate that sustainability has been considered and is part of the solution.

The launch of Takaya Development in Motor City, Dubai is a perfect example of this. The building materials are being responsibly sourced, down to the paint used on the walls. There will be electric vehicle charging stations and state-of-the-art insulation which will be a driver at reducing energy costs.



# 2023 PROJECTS

## FORMATION OF ServeU ENERGY DIVISION



ServeU formed an Energy Division as part of its ongoing commitment to sustainability and innovation. The division was formed by signing a strategic Memorandum of Understanding (MoU) with Clyde Consultancy, an energy and utilities turn-key project company. The formation of ServeU Energy Division will enable the company to further contribute to the development of the country's energy industry by providing energy-efficient solutions for its clients. The division will focus on providing energy-efficient lighting

and HVAC systems, as well as the use of renewable energy sources such as solar power. The partnership with Clyde Consultancy will bring the latest technology and expertise to ServeU, allowing the company to offer a wider range of energy-efficient solutions to its clients. The formation of the ServeU Energy Division is a milestone achievement for the company and a major step forward in its commitment to sustainability and innovation.

## ServeU upgraded their CAFM system with Microsoft Technology

ServeU announced their partnership with Microsoft to upgrade its Computer-Aided Facilities Management (CAFM) system. The partnership will involve the implementation of Microsoft Dynamics 365 Field Services, which will provide ServeU with the latest technology and features to enhance their facilities management services. The partnership will also allow ServeU to customize and configure the system to better fit their clients' needs. ServeU has also revealed its partnership with NSquareXperts, a leading provider of technology solutions for the facilities management industry. The partnership with NSquareXperts will provide ServeU with expert support and guidance in the implementation and customization of the Microsoft Dynamics 365 Field Services system. These new partnerships are in line with ServeU's vision to diversify and enhance their services in the facilities management industry. The implementation of the latest technology will help ServeU to better manage their clients' facilities, improve efficiency, and provide better service to their customers. The partnership with Microsoft and NSquareXperts will also help ServeU to stay ahead of the curve in the competitive facilities management industry.



