



# SUSTAINABILITY JOURNEY

A PRACTICAL GUIDE FOR  
ORGANIZATIONS IN THE MIDDLE EAST



A Schema Publication

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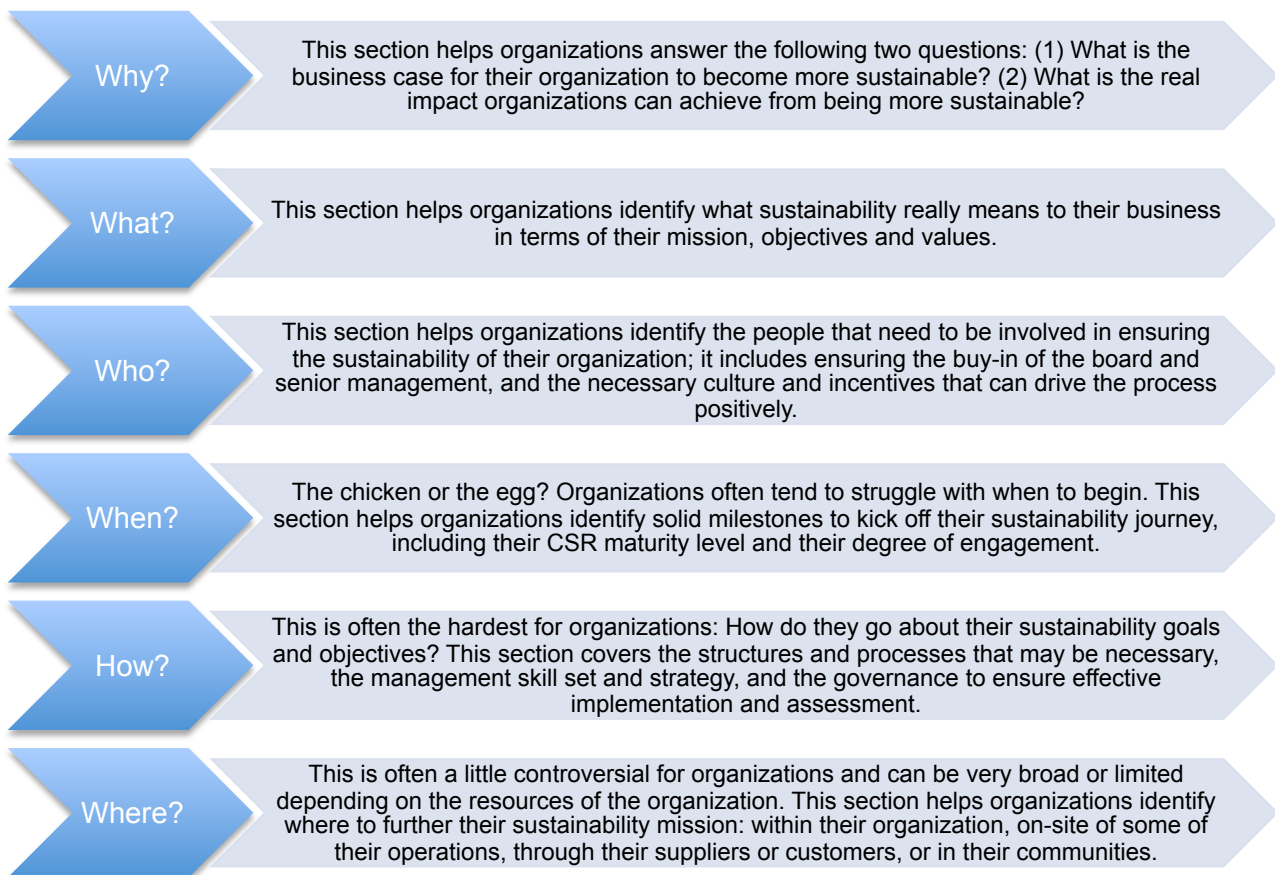
## Foreword:

Sustainability, the new buzz word. I have heard the term so many times and in so many places. And although I consider myself to know a thing or two about sustainability, I am never too sure what people mean by it. Is it social, environmental or financial sustainability that they refer to, is it synonymous to climate change crises management, corporate social responsibility even, or just a new term that people like the sound of? Like I said, I am never too sure.

What I do know however is that although many people, organizations and communities talk about sustainability, that journey towards sustainability remains unclear and somewhat unachievable. There are many publications about sustainability worldwide, some on the theory of sustainability and others on its importance and value; but very few about how to become more sustainable, and to the best of my knowledge, none related to sustainability and how to be more sustainable in the Middle East. Therefore, this publication aims to address just that: The journey of sustainability for organizations in the Middle East.

Sustainability is a journey, and like any other journey there are accomplishments, milestones, low-hanging fruits, short-term impacts, long-term impacts, required resources, and naturally some hardships along the way. This publication is intended to provide an all rounded resource guide for organizations that are on their sustainability journey or are interested to embark on one. It divides the journey into 6 components, breaking each one down and reflecting on the theory, providing a practical guide on implementation, and illustrating best practices from peers in the region to ensure that these practices are doable, feasible and practical.

The six components are: Why? What? Who? When? How? Where?



It is important to note that the Sustainability Journey applies to all organizations of all sizes. There are however, in some cases, practices unique to larger organizations and practices more suited to smaller organizations. These nuances, relevant to size, will be highlighted throughout the journey.



•Large Organizations



•Small Organizations

### Guidelines

The six components are laid out as individual chapters with some cross-referencing. It is intended for the reader to be able to tackle any one component independently, and in any order they see best fits their organization. However, there is no denying there are some interlinks between sections that would require an organization to work on more than one component at any one time.

Each component is divided into the following:



**Theory**



**Best Practices**



**Toolkit.** A set of processes, guidelines, exercises, and checklists that an organization can use to implement this component into their organization.

There will be highlighted material throughout the publication to show:

- Low hanging fruits (tips that can facilitate achieving greater impact)
- Caution. Mistakes other organizations have made and that can be avoided if foreseen

*The Sustainability Journey publication will launch in June 2011 at the Corporate Governance and Responsibility Forum. Integral to the Sustainability Journey is the integration of best practices from MENA organizations. If you would like your organization's best practices to be included in the Sustainability Journey, or are interested in being a supporter of the publication, please email us at [maali@schematt.com](mailto:maali@schematt.com). Supporters of the "Sustainability Journey" will be given additional exposure within the publication.*