

Sustainability
is not just a
practice, it is
a lifestyle.



Sustainability Report 2023



الوجهة للإستدامة
DESTINATION SUSTAINABILITY

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Glossary of Terms

Term

Definition

Destination Sustainability	Destination Sustainability was established in 2017 and is a research and consultancy firm specialised in corporate sustainability and social responsibility. The company specializes in developing corporate social responsibility strategies, projects, initiatives and offer unique consultancy services for SMEs and organizations in Oman as well as manage many social investment programmes.
International Organisation for Standardization (ISO)	An International Standard providing guidelines.
Stakeholder Engagement	The process by which an organisation involves concerned parties such as individuals or groups that have interests that are affected or could be affected by an organization's activities.
GHG Emission	Greenhouse Gas Emission
HSE	Health, Safety and Environment
GRI	Global Reporting Initiative
ICV	In-Country Value
SME	Small and Medium-sized Enterprise
NGO	Non-governmental organisation
SDG	The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.
Oman Vision 2040	Oman Vision 2040 is the national reference for economic and social planning for the period of 2040-2021, and the source of national sector strategies and five-year development plans.



ABOUT THIS REPORT

(2-2, 2-3, 2-4, 2-5)

We are pleased to present our first sustainability report, which focuses on our environmental, social, and governance (ESG) performance in 2023. The report aims to provide an overview of our business approach, values and priorities, as well as an overall performance review of our business areas this year.



Scope

Our first sustainability report focuses on our environmental, social, and governance (ESG) performance in 2023, covering our operations in Oman.



Comparable data

We have provided information for 2022 and 2023 where possible to help our stakeholders better understand our progress and to allow data to be compared.



Assurance

We have decided not to seek external assurance. However, we followed an internal assurance process in which all department heads were involved in the revision and approval of this report.



Report Methodology

This report was prepared in accordance with the recommendations of the Sustainability Reporting Standards, of the Global Reporting Initiative (GRI Standards). There are no significant changes or restatement of information in the report. The report also refers to other sustainability guidelines, which include the Sustainable Development Goals (SDGs) and Oman Vision 2040.



Contact Point

Feedback on Destination Sustainability's sustainability approach and performance is welcomed. For further details about any of the information you find within this report, please contact Ms. Wafaa Al Saidi, General Manager of Operations, at wafa@destination-sustainability.com.



AT A GLANCE

Main Statistics



118

Social Investment programmes managed



20

E-newsletter Publications



38

SROI Reports



130

CSR Evaluation Reports



27

Training Workshops

Training & Management



118

Social Investment Programmes Managed



81

Events Managed



1510

Monthly Reports



342

Financial Reports



425

Training Workshops



27

Training Workshops





Reporting & Evaluation



38
SROI
Reports



130
Evaluation
Reports



5
Community Needs
Assessments



5
Sustainability
Reports (GRI)

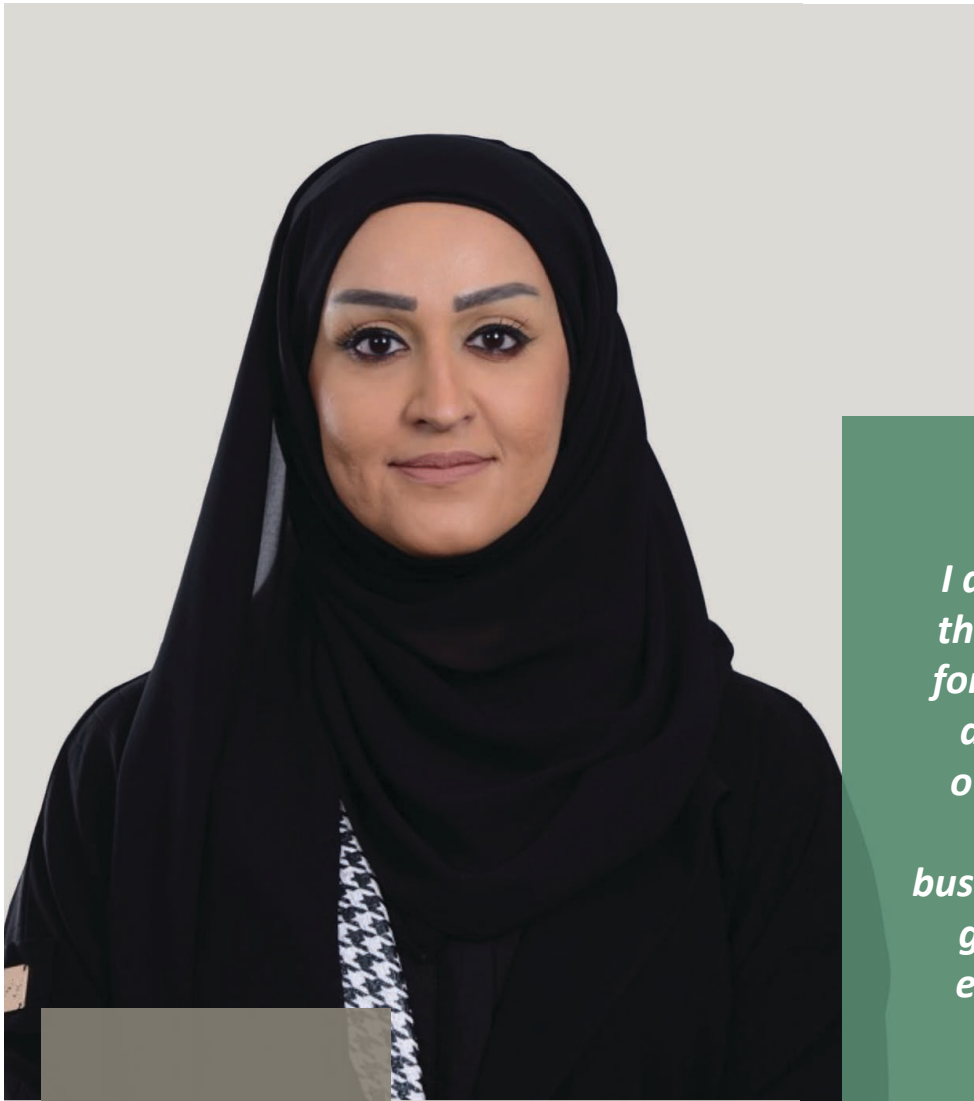


3
Strategy and
Policies



Message from our Chief Executive Officer

(2-22)



I am happy to say that with these results we are looking forward to next year and we are very eager to support our clients and community people to achieve their business success, sustainability goals and positive impact economically, socially and environmentally.



As a consultancy and research firm that is specialised and committed to sustainable business practices and community development, the last two years proved to have the most significant change for us, despite the challenges faced with covid-19 pandemic.

I am proud to say that our team expertise and skills made a huge difference not only in improving our market reputation but also gaining client satisfaction, raising the company's standard of work and achieving our goals of instilling sustainability concepts and policies across many organisations and evaluating the impact of the projects on our communities.

Our exceptional team consistently went above and beyond, surpassing expectations to drive business. And despite the small number of employees, we worked on building a solid foundation, overcoming any challenge with determination. It brings me great joy to share that we celebrated the success of many team members through promotions and provided many opportunities for training in 2023, more than any other year. All contributions and efforts were acknowledged through effective communication such as annual reviews and digital platforms, and I believe due to this and the trustworthy and friendly workplace culture, we were able to sustain a high employee retention rate.

Additionally, we focused on strengthening our relationships with our clients and earning their trust by being a reliable and resourceful partner in their projects, driving the best possible results

and positive impact on our economy, environment and community as well as mitigating any possible challenges or difficulties. I believe this was the key factor in our ability to maintain and renew many contracts and partnerships, with some reaching 7 years and more, as well as gain client satisfaction of around 90%. I am pleased to say that we were also able to acquire approximately 6 new projects, both long-term and short-term, which was twice our target for the year 2023.

These figures are more than just pleasant statistics; they serve as an endorsement of our expertise and our strategic approach centered around meeting the unique needs of our clients. They also stand as evidence of our significant growth that we have achieved over the past 7 years of operation.

I am happy to say that with these results we are looking forward to next year and we are very eager to support our clients and community people to achieve their business success, sustainability goals and positive impact economically, socially and environmentally. Looking ahead to 2024, our primary focus will be on business growth, achieved through enhancing our workforce, expanding our services provided and evolving to meet market requirements. Additionally, we will expend efforts in innovation and technology, to further equip our company and clients with effective project and data management tools, ensuring even better service delivery. We will also endeavor to participate in many seminars and conferences, to ensure our sustainability practices are up to date and align with national and international goals such as Oman Vision 2040 and Sustainable Development Goals.

Najla Al Lawati
CEO of Destination Sustainability

ABOUT US

(2-1)

Destination Sustainability is a research and consultancy firm specialised in corporate sustainability and social responsibility. We are one of the very first Omani SME that specialise in developing corporate social responsibility strategies, projects, initiatives and offer unique consultancy services for SMEs and organizations in Oman as well as manage many social investment programmes.

We always strive to use the highest international standards and global research practices with wide regional expertise and local cultural awareness within the field of corporate social responsibility. Our services extended across many sectors such governmental, financial, education, green energy, road safety, communications, tourism and hospitality, logistics, health, culture and heritage. We have also worked with many entities such as public and private organizations, SMEs, social communities.

The main office is located in Muscat, Ghala Heights, Building 271/1, street 196, Block 262, 2nd floor, office 25.





OUR HISTORY & FOUNDATION

Destination Sustainability was established in 2017 and was founded by Shaima Murtadha Al Lawati, a businesswoman and a known leader with post graduate degree in Sustainable Business and Cross-Sector Partnership from University of Cambridge, England.

Shaima Al Lawati has brought more than 21 years of experience into the company and has a wide range of expertise in supporting global and local organisations such as devising, managing and evaluating corporate social responsibility (CSR) and sustainability strategies, implementing community programmes, conducting Social Return on Investment (SROI) studies as well as Sustainability Reports (GRI- Global Reporting Initiative).



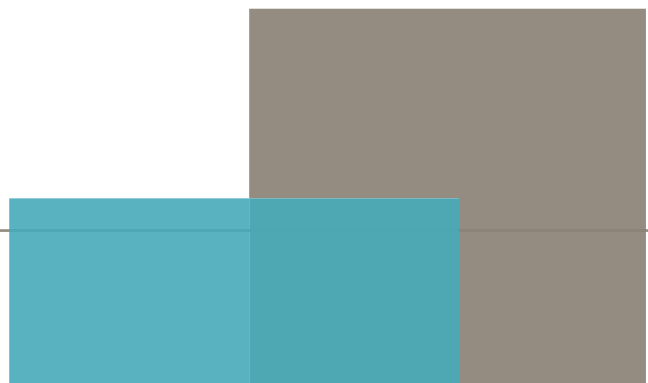


OUR PURPOSE & VALUES

Here at Destination Sustainability, we always aim to incorporate Sustainable Development Goals (SDGs) into local practices and organisations as well as partner and collaborate with different SMEs and associations, through effective social investment programmes, contributing towards the Oman's in-country value to further develop our nation.

VALUES

We always strive to incorporate our core values, ethics and principles in our decision making and business operations. They also serve as the foundation for our company's culture and work ethics across the team.





Integrity & Honesty

We stand by our moral code in making ethical, transparent, and well-intentioned decisions while being upfront and forthcoming with information.



Innovation & Creativity

We always push for new and progressive ideas, finding new ways of thinking and learning based on the latest research, tools and methodologies available.



Respect & Trust

We treat all our employees, clients, partners, and stakeholders with respect, nurturing positive relationships, trust and teamwork across all levels of the organization and partnerships.



Inclusion

We encourage diversity, equality, and value the opinions of every employee in our work. We also aim to include all our stakeholders to ensure the growth of our company.





OUR IMPACT

We strongly believe that the social investment and sustainability programmes managed by us, that are led by various organisations both in governmental, non-governmental and private sectors, contribute and impact our community by:

- Strongly influencing our local communities by providing solutions and reducing environmental, economic and social challenges.
- Enhancing social economic impact for local communities.
- Conducting community needs assessments to devise realistic and effective solutions.
- Providing job and training opportunities to further shape our national capabilities which further drives the nation's economy.
- Devise and support local innovative initiatives to find social, environmental and cultural solutions.



OUR SUSTAINABILITY GOALS

Here at Destination Sustainability, we aim to spread sustainability concepts and incorporate its practices within organization's policies, strategies and work ethics, including NGOs, SMEs and governmental associations.

We strongly believe that current regional and international issues can be overcome if we incorporate sustainability practices and concepts, ultimately revitalising our national economy and improving education across the Sultanate.

We work on achieving our sustainability goals through various practices and strategies, which includes the following:

Enhance and measure the impact of the organisations' corporate social responsibility (CSR) projects using Social Return on Investment (SROI) methodology and international tools and practices.



Provide two annual training opportunities for local jobseekers.



Reduce 3% of our carbon footprint and resource use by the year 2026.



Recycle 10% of our office waste annually.



Conduct two sustainability-related awareness sessions annually.





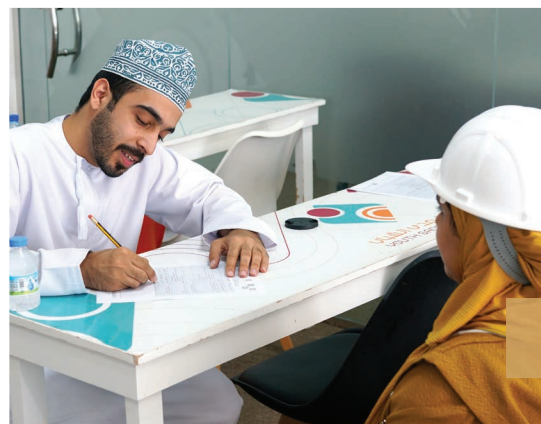
OUR SERVICES & EXPERTISE

(2-6)

Policy & Strategy

Studies and research are essential to truly identify and understand the environmental and social impacts of any organisation or project and here at Destination Sustainability we always support our clients to achieve sustainability across all their economic, social and environmental strategies and directions. Over the years we have worked with many organisations and clients and drafted over 5 strategies and policies.

We offer the latest frameworks and methodologies, aligning with international standards to support our clients in developing clear sustainability and CSR strategies and have worked with many SMEs, governmental organisations and NGOs.



Training & Management:

Here at Destination Sustainability, we provide a variety of training programmes and social investment project management services based on the companies' needs and requirements. We have a highly dedicated team specialised and skilled in project management, and we incorporate the latest international methodologies and tools required for effective management. During the last 5 years, the team has worked with many partners and clients in this aspect, which include the following:



118
Social Investment programmes managed



81
Events Managed



1510
Monthly Reports



342
Financial Reports



425
Training Workshops



27
Training Workshops





Reporting & Evaluation

We offer a wide range of evaluation services for corporate social responsibility (CSR) programmes including data analysis and social impact evaluation. In addition, we also specialise in Social Return on Investment (SROI) studies using practical and accurate tools and methodologies to evaluate the impact of any initiative or project on the community.

To meet the versatile demands of the market and current trends we also provide other services such as community needs assessment, sustainability reports and Global Reporting Initiative (GRI) reports ensuring the optimal and most efficient evaluation and reporting method for every project and organisation.

Over the last 5 years we have worked on:



38

SROI Reports



130

Evaluation Reports



5

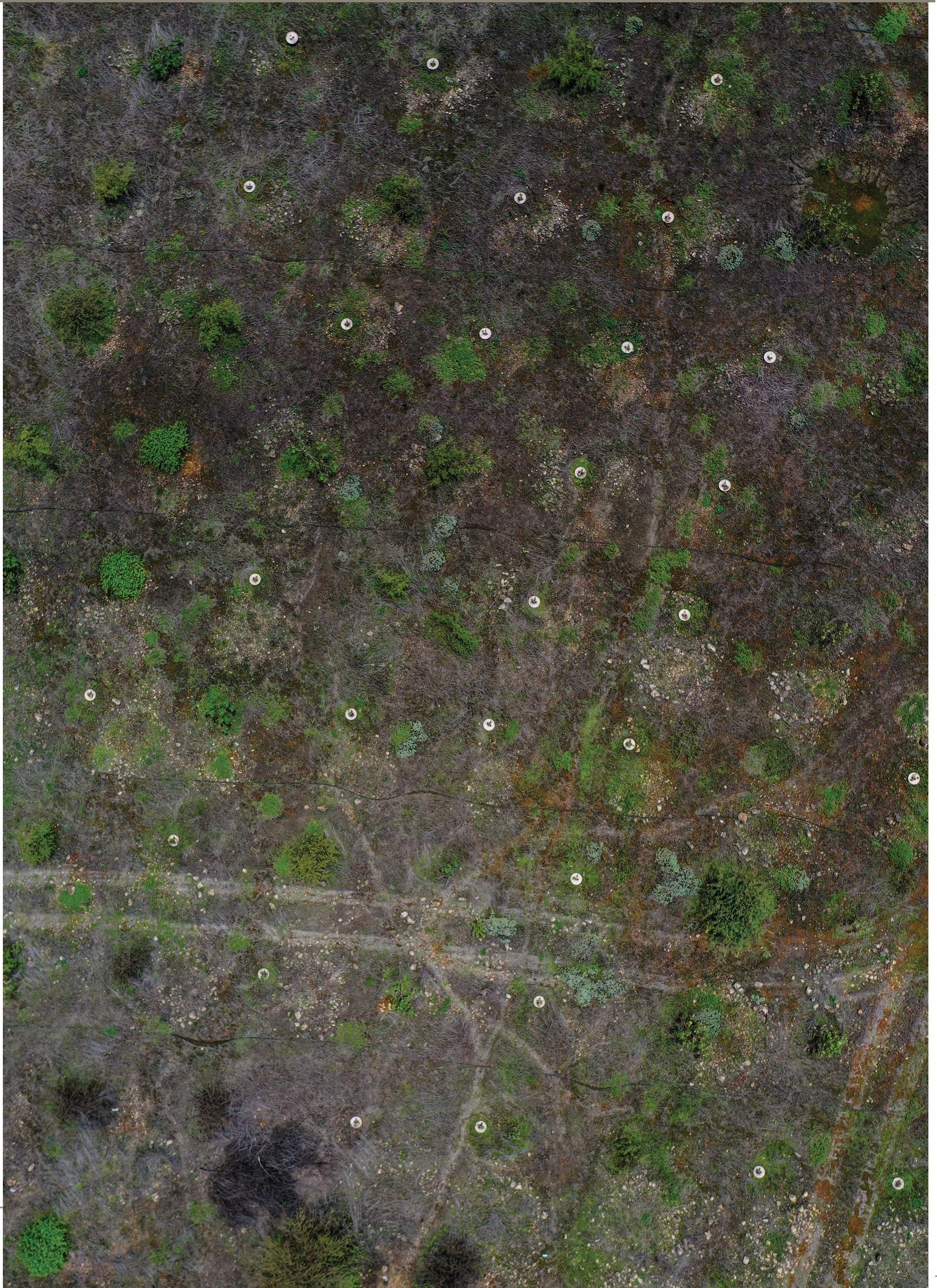
Community Needs Assessments



3

Strategy and Policies







OUR SECTOR & COVERAGE

(2-6)

Our services and expertise cover a range of diverse sectors, enabling us to provide sustainability solutions customised to each industry or project's needs and requirements. In 2023, our business operations and engagements covered various sectors as below working with many organisations and companies:

Sector	Clients
Hospitality	OMRAN
Oil and Gas	Petroleum Development Oman bp Oman Oman LNG Occidental Petroleum OQ Sohar Salalah Methanol PetroTel Oman OMAN GAS Sohar Aluminium
Manufacturing and Industrial	OMIFCO DAMAC
Banking	NBO
Power and Energy	Nama Holding

Finance	Muscat Finance
SMEs	Nafath Renewable Energy L.L.C Kidsity Engineering Village Qualies InnoTech Ventures Gateway Youth Sada Foundation Tawasul Tayyar Trading LLC Matterz Al Masarrah Youth
NGOs	Children's Public Library Middle East Desalination Research Centre (MEDRC) Outward Bound Oman Oman Paralympic Committee Association of Early Intervention for Children with Disabilities
Academic Institutions and Training Centre	College of Engineering, Sultan Qaboos University Al Tawasul Training Institute
Government	Ministry of Education Ministry of Minerals and Energy National Youth Committee Oman Center for Governance and Sustainability Authority of Small and Medium Enterprises Development
Media	BAYAN TEBYAN Times of Oman Al Roya Al Shabiba Zamakan
Private	Oman Sail Five Oceans Environmental Services LLC GlassPoint Sharakah
International	Athar, Saudi Arabia King Salman Youth Center

OUR TEAM

(2-7)

We have a highly dedicated team of experts and professionals to meet the versatile demands of the market, current trends and to provide our company services. Here at Destination Sustainability, we always strive to work as one team to best support our clients.



Najila Al Lawati

Authorized Manager and Signatory (CEO)



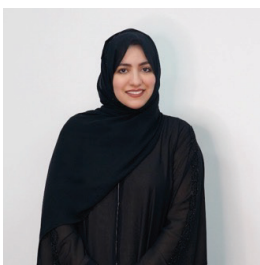
Wafaa Al Saidi

General Manager of
Operations



Yousuf Al Rawahi

Project Management
Specialist



Rihab Al Muqbali

Project Management
Manager



Hana Al Mazrooey

Project Management
Specialist



Khulood Yaseen

Communications
Specialist



Abdullah Al Yafai

Project Management
Specialist

MATERIALITY ASSESSMENT & STAKEHOLDER ENGAGEMENT

(2-29, 3-1, 3-2, 3-3)

Here at Destination Sustainability, we believe in informed decision-making and having responsible business practices. As part of our commitment to transparency and sustainability, we conducted a comprehensive materiality assessment to identify and prioritise the most important topics for our business operations.

Identification of Material Topics

To ensure accuracy and relevance, we applied a comprehensive process to identify the material topics that could significantly impact our company and our stakeholders. This process involved utilising internal expertise, external resources and consultants as well as standard best practices available.

We conducted a thorough peer review, reports analysis and market research trends to identify the most modern and relevant material topics. This approach allowed us to gain insight into the current issues and align our sustainability efforts with the international standards such as the Sustainable Development Goals as well as align our strategies and goals with national key pillars such as the Oman Vision 2040.

We also strive towards constant progress and self-improvement as a business, recognising the importance of meeting market standards and our valued stakeholders' requirements.

Stakeholder Engagement

We highly believe that stakeholder engagement is a critical part for sustainability reporting, and it is well integrated into our business strategies due to its importance for business success and sustainability.

Our definition of stakeholders is groups or individuals who are influenced by our activities, services and partnerships, which in turn affects our ability to achieve our business goals. For the 2023 sustainability report, selection of stakeholder groups was done via a rigorous mapping process based on the results of internal engagement to determine the influence of our stakeholders and our influence on them.



Stakeholder Inclusiveness

Our stakeholders include a wide range of individuals representing our clients, partners and suppliers as well as employees and our management as we acknowledged the significance of engaging both internal and external stakeholders throughout this process. Their perspectives and input provided valuable insights in identifying the relevant material topics. We conducted transparent and open interviews, surveys, and facilitated discussions to gather perspectives and ensure a comprehensive understanding of the topics that are most important to our stakeholders and our business operations.

Stakeholders	Frequency	Engagement Avenues
Clients	Weekly	Face-to-face meetings and engagements, phone calls, kick-off meetings, programme events, emails, online meetings and site visits based on requirements and collaborative projects.
Partnerships	Daily	Face-to-face meetings and engagements, phone calls, kick-off meetings, programme events, emails, online meetings and site visits based on requirements and programme activities.
Suppliers	Quarterly	Face-to-face meetings, phone calls, programme events, emails, online meetings based business requirements and programme activities.
Destination Sustainability Personnel	Daily	Daily engagement through meetings and project tasks, phone calls, emails, weekly and bi-weekly meetings, programme events, company teamworking events and yearly evaluations.

Based on our assessment and stakeholder engagement process, we have identified the following material topics that will guide our sustainability and business strategies:

No.	Topic	Description
1	Company Purpose & Values	Ensuring core values and purposes are clear and align with business goals and national strategies.

2	Company Services Provided	Ensuring services provided align with business strategies, goals and expertise as well as measuring and improving client satisfaction with our services.
3	Business Ethics	Ensuring ethical and responsible business practices, including transparency, accountability, and integrity and setting policies for anti-corruption and preventing anti-competitive behaviour and ensure non-discrimination.
4	Governance Structure	Ensuring clear and efficient governance structure of the company staff with efficient management and supervision.
5	Privacy & Confidentiality	Protecting all private data and ensuring secure data practices.
6	Conflict of Interest	Ensuring that conflicts of interest are prevented and mitigated with business policies, strategies and practices.
7	Sustainable Development Strategy	Contributing to sustainable development organization and its relevance to the company through strategies and practices.
8	Compliance with Law & Regulation	Ensuring compliance with relevant and national laws and regulations across all business operations.
9	Business Growth & Economic Profit	Implementing digital and innovative solutions to increase efficiency, profit and business growth.
10	Business Risk Management	Ensuring business practices and operations contain least risk and negative impact.
11	Performance Evaluation of Highest Governance Body	Ensuring the development and approval of the organization's purpose, value or mission statements, strategies, policies, and goals related to sustainable development;

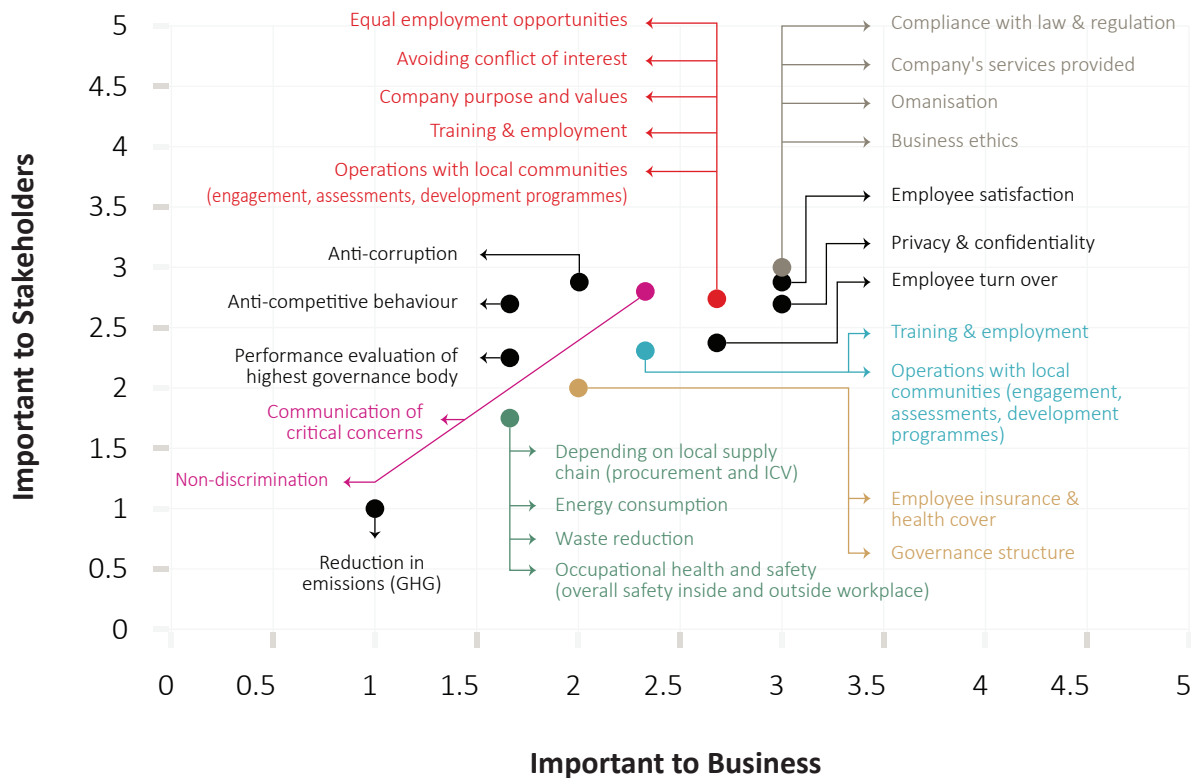
12	Employee Satisfaction	Fostering a positive, inclusive, and purpose-driven workplace culture that aligns with company values to ensure employee satisfaction and high performance.
13	Communication of Critical Concerns	Encouraging employee engagement and providing opportunities for feedback and growth.
14	Employment Practices	Ensuring fair labour practices, fair pay and living wages, equal opportunities, and non-discrimination in hiring and promotion as well as tracking employee turn-over and ensuring employee retention.
15	Local Employment (Omanisation)	Contributing to national economy by providing job opportunities to local talents and capabilities.
16	Procurement & Depending on Local Supply Chain	Contributing to In-Country Value (CV) by depending on local vendors and suppliers across business operations.
17	Diversity & Inclusion	Embracing diversity and promoting a culture of inclusion in the workplace, including gender and backgrounds.
18	Employee Insurance, Health Cover & Benefits	Promoting employee physical and mental health through supportive service such as an insurance, parental leaves and work environment.
19	Occupational Health & Safety	Ensuring an occupational health and safety management system is created and applied inside and outside of the workplace across all business operations.
20	Training & Employment	Providing opportunities for employee skill development and career advancement.



21	Operations with Local Communities	Client satisfaction and supporting the communities in which we operate through
22	Energy Consumption	Tracking total energy consumption within the organization and setting tools and methodologies.
23	Reduction in emissions (GHG)	Reducing carbon emissions across business operations and implementing practices accordingly.
24	Waste Reduction	Implementing sustainable waste management practices, including recycling and office waste reduction (paper, plastic and water).

We carefully defined the boundaries and scope of our evaluation to ensure a comprehensive and valid materiality assessment, focusing on areas related to our business operations where we have the most influence and potential for impact.

To identify the potential sustainability impacts and opportunities across our services and operation, we assessed the entire value chain, including internal operations, supply chain and vendors, client and partners engagements, taking environmental, social, and governance aspects involved. This method ensured a holistic and a well-integrated approach to the materiality assessment conducted.



SUSTAINABILITY MODEL

(2-23, 2-24, 2-25)

Our Sustainability Model, a comprehensive framework expresses our long-term and short-term sustainability goals and priorities. We incorporate a stakeholder-driven model to allow us to assess and identify our key impact on the community, economy, and environment effectively.

We also strive to incorporate sustainability principles across our business operations, to further guide our decision-making process and directions for a more sustainable future.





Social Sustainability



Economic Sustainability



Environment Sustainability

Adopt strategies and policies to foster a positive, inclusive, & purpose-driven workplace culture that aligns with company values.	Conduct business operations to generate economic prosperity & growth for us and our stakeholders, while building relationships with our clients.	Track and reduce total energy consumption within the organization, set tools & methodologies.
Ensure fair labour practices, fair pay and living wages, equal opportunities, and non-discrimination in hiring and promotion.	Implement digital and innovative solutions to increase efficiency, profit & business growth.	Reduce carbon emissions across business operations & implement practices accordingly.
Provide training opportunities for employee skill development & career advancement.	Contribute to In-Country Value (CV) by depending on local vendors & suppliers across business operations.	Implement sustainable waste management practices, including recycling & office waste reduction (paper, plastic and water).
Support the communities in which we operate through development programmes, engagement, assessments, volunteering, & sustainability awareness campaigns.	Contribute to national economy by providing job opportunities to local talents & capabilities.	Implement sustainable waste management practices, including recycling & office waste reduction (paper, plastic and water).

We have improved our understanding of the topics that are most important Destination Sustainability and our stakeholders by conducting this materiality assessment, incorporating stakeholder inputs, and defining the boundaries and scope. This assessment serves as our foundation for our future directions and sustainability strategies utilising our resources for a better and more sustainable future.

GOVERNANCE & ETHICS

Business Ethics (205-1)

Here at Destination Sustainability, business ethics is incorporated across all our policies, business operations and strategies. We apply various processes, procedures, and systems to guarantee that all our work and interactions with stakeholders are done in a responsible manner, with great accountability, transparency and integrity to maintain the highest degree of confidence and reliability amongst all our clients and stakeholders. This also ensures avoiding conflict of interest, any anti-corruption behaviour and practices in our company and that any potential risks are identified and are mitigated as well preventing anti-competitive behaviour and ensuring non-discrimination across our business operations by setting policies and abiding by our core values and code of conduct.

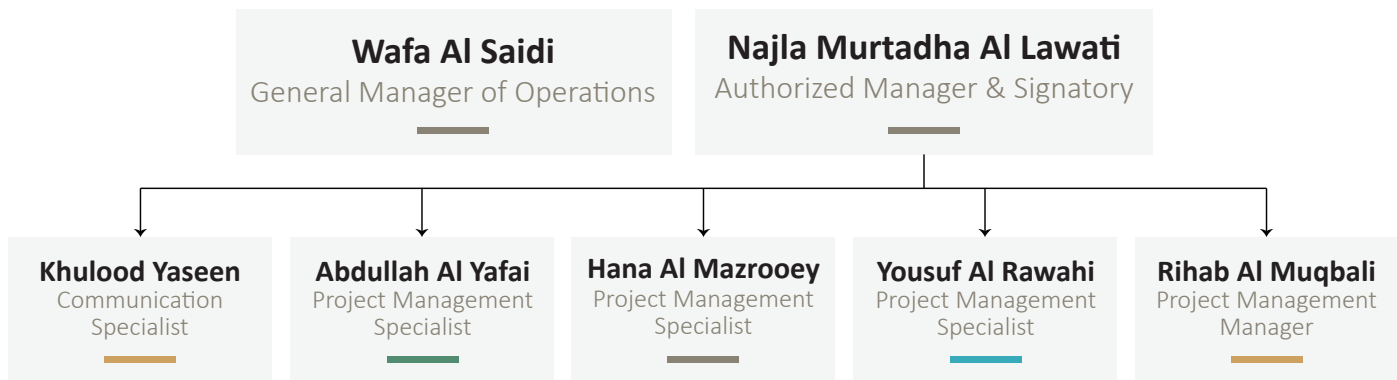
We always ensure that every decision we make and action we take aligns with our core values and contributes to a sustainable and inclusive future with zero-tolerance policy towards any form of unethical practices or behaviours.

Governance Structure (2-9)

Destination Sustainability's governance is built to ensure solid governance, system and work efficiency while upholding our ethical values, transparency and relevant disclosures in the business operations and management. Established under the name Destination Sustainability, commercial number 1282320, we are a sole proprietor company, owned exclusively by one natural person and in which there is no legal distinction between the owner and the business entity duly, authorised to exercise all the power invested in the company.



TEAM HIERARCHY



Roles & Responsibilities

(2-11, 2-12, 2-13, 2-15, 2-17)

Authorized Manager & Signatory:

The Authorized Manager and Signatory role focuses on higher management and decision-making in terms of approving and signing the policies, financial procedures, tendering procedures, contracts and legal documents as well as overseeing, managing and reviewing the organisation's operations and services, and reviewing the company's outcomes and impacts on the economy, environment and the people for further improvement and strategies with the support of the Founder and the General Manager of Operations. The Authorized Manager and Signatory is also the legal representative of the company for any major events or media and has the full power of the authority in decision making with the support of the Founder and the General Manager of Operations.

General Manager of Operations:

The General Manager of Operations adopts a daily to weekly reporting system with the Authorized Manager and Founder to assess the organisation's impact on economy, environment and the people as well as discuss policies, strategies and decisions for all business operations and services including staff management, partnerships, project management and all the processes required within the company. This includes all the administrative process, leave process, financial planning and administration.

The General Manager of Operation is also tasked with delegating staff roles and responsibilities, staff and business management, supervising internal financial audits, performance reviews, career advancement and promotions as well as tendering processes, procurement and supply chain and other aspects related to company operations and business sustainability such as training, maintaining employee satisfaction, addressing concerns and challenges and communication with major clients and partners. This process ensures that core values and principles, business ethics and code of conduct are maintained across business operations, including ethical and responsible business practices, transparency, accountability, and integrity and setting policies for anti-corruption and preventing anti-competitive behaviour and ensuring non-discrimination. Additionally, this ensures that company reputation, standards, work efficiency and teamwork are maintained.

Project Management Manager:

The Project Management Manager focuses on managing and leading the project management team for various social investment and corporate social responsibility (CSR) programmes, as well as programme evaluation, project management, content writing for various channels (press-releases, presentations, reports etc.), statistical data reports and leading and conducting Social Return on Investment (SROI) studies. The role also includes managing the project management specialist team ensuring work efficiency, project completion, effective teamwork, delegating any required roles, performance reviews, contract or tender review and recommendations for projects and that any challenges are addressed with solutions and possible strategies with the support of the General Manager of Operations.

Communications Specialist:

The Communications Specialist focuses on graphic design in digital and printed materials (flyers, booklets, business cards, e-newsletters, social media posters etc.), event management, content writing for various channels (press-releases, presentations, speeches, social media content, reports etc.), project management, activities planning and organization, liaising and retaining communications with various departments and companies.

Social Development & Sustainability Specialist:

Social Development and Sustainability Specialist focuses on community needs assessment, stakeholder engagement, project management, data collection data analysis. Additionally, the role involves drafting, advising and supporting companies and community with CSR policies, practices and community development programmes, across three pillars (governance, social and environmental) as well as and conducting SROI studies, providing recommendation and supporting the General Manager of Operations with financial and administrative tasks.

Project Management Specialists Team:

The project management team focuses on project management in terms of planning and execution of a project, supervision and follow-up, for various projects to ensure project delivery and success as well social investment programmes evaluation, stakeholders' engagement and supporting the team with community needs assessment, training workshops, SROI studies, events and activities facilitation.



Composition of the Highest Governance Body

(2-12, 2-14, 202-2)

Members	Position	Gender	Nationality
Najla Al Lawati	Authorized Manager & Signatory	Female	Omani
Wafa Al Saidi	General Manager of Operations	Female	Omani

The Authorized Manager and Signatory and also the General Manager of Operations contributed to this report by reviewing and approving the reported information, including the organization’s material topics, and provided assistance during the report writing process across all stages to strengthen the integrity and credibility of the organization’s sustainability reporting.

Compliance with Laws & Regulations

(2-27, 207-1)

Here at Destination Sustainability, compliance with laws and regulations is a non-negotiable aspect of our business operations. We are always committed to upholding the highest standards of legal and regulatory compliance with our national laws and regulations as well as international policies.

We also expend efforts in enabling our clients to abide the regulatory requirements in terms of governance, environmental and social practices, advocating for more sustainable business operations, and actively engaging with the communities across our operations.

We maintain regular and open communication with regulatory bodies and actively participate in related conferences and forums, allowing us to be informed about any new regulations and policies and contribute to the development of sustainable business frameworks.

We maintain open lines of communication with the tax authorities to ensure that we are compliant with the national laws and regulations regarding tax requirements, conduct regular internal auditing and submit the required reports and finances, ensuring compliance with tax requirements for the company.





EMPLOYEE SATISFACTION & DEVELOPMENT

Here at Destination Sustainability, we place huge emphasis on the human connection, trust and respect across all relations and with all our employees. We consider each employee a valuable asset to our team and we always strive towards empowering them so that each employee can achieve their career goals, growth and development in a friendly, supportive and nurturing environment.

Employee Satisfaction

(3-3, 2-16, 2-18, 2-26)

Workplace culture and teamwork at Destination Sustainability is vital for employee satisfaction and is the foundation behind our success. We always strive to maintain that through team-building activities, clear roles and responsibilities, incorporating the entire team at difficult times to support each other as well as policies and practices that enable a positive, inclusive, and purpose-driven workplace culture aligning with our company values and to ensure employee can perform at their best with the highest satisfaction at their workplace.

We also place high importance on investing time and resources to keep our employees motivated and happy. We achieve this by creating a culture of open communication and high engagement as well as allowing feedback meetings, open discussion, in-depth performance reviews and one-one discussions with management. This allows all staff members to feel heard and valued, nurtures respect and teamwork, empathy and understanding among our staff.

We encourage team members to share their opinions freely and offer constructive feedback, as well as involve the entire team during difficult times and heavy load to ease the tasks and responsibilities without compromising the company's standards and quality of services.

We also facilitate annual reviews, team discussions and one-on-one discussions with higher management to enable open and transparent communication for any critical concerns, as in times of crisis and emergencies, effective critical communication is crucial for us to ensure the safety and well-being of our staff. This process may involve the use of various channels such as mobile notifications, emails, and voice calls to ensure that communication is not impacted alongside face-to-face meetings to avoid any miscommunication and misunderstandings within the team.

The annual reviews and discussions also allow the company staff members to evaluate the performance of the highest governance body, however, we are planning to devise more effective methods of evaluation to ensure accurate performance reviews in order to improve the business sustainability and operations.

This allows the management to deal with any situation in an effective manner and manage the situation accordingly which may involve follow-up meetings and further communication with the team, ensuring clear roles and responsibilities, any escalation procedures or actions required and learning points for future improvement and to avoid and mitigate future issues.

Below are our key values that we adopt to maintain our workplace culture:



Openness & Positivity

We encourage our employees to have constructive, and uplifting conversations with each other.



Personal Development

We ensure that our team continues to enhance their knowledge and skills.



Growth

We contribute to the professional growth of our staff through speaking and participating at events and conferences (both locally and internationally).



Personal Development

We track our employees' performance regularly to acknowledge and credit their success and hard work.



Honesty & Transparency

We encourage honest, transparent and professional communication throughout all engagements.



Upskilling

We recommend key training programmes and workshops for staff members to enhance their skills and expertise.



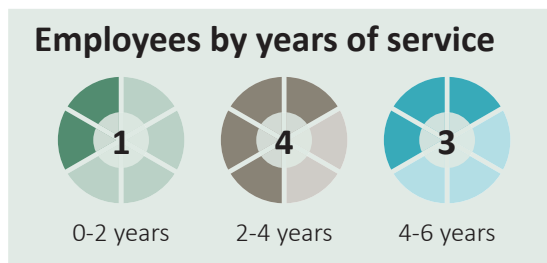
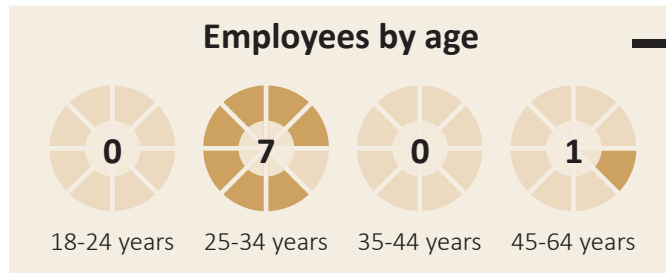
Well-being

We place emphasis on health and well-being, including mental health, happiness, and safety our staff.

Diversity & Inclusion

(3-3, 401-1, 405-1)

Here at Destination Sustainability, we strive towards a diverse and inclusive workplace to ensure equal employment opportunities and that all staff members feel equally involved in and supported in all areas of the workplace. This enables us to recruit a diverse pool of staff and talents and promote employee retention. Fair wages and benefits are given to all employees without discrimination of gender or other demographic characteristics.



Turnover rate 2023 **12.5%**



Employee Health & Well-being

(3-3, 401-2, 401-3, 403-1, 403-7)

Here at Destination Sustainability, we prioritise our staff’s health and well-being both physically and mentally by focusing on their work-life balance, satisfaction and occupational health and safety. We truly believe that healthy working environment and employee satisfaction is key for high performance, high quality and standard of work, allowing them to give the best of their abilities towards their tasks and roles.

To achieve this, we have adopted several policies and practices as summarised below:



Remote Work

The Authorized Manager and Signatory role focuses on higher management and decision-making in terms of approving and signing the policies, financial procedures, tendering procedures, contracts and legal documents as well as overseeing, managing and reviewing the organisation's operations and services, and reviewing the company's outcomes and impacts on the economy, environment and the people for further improvement and strategies with the support of the Founder and the General Manager of Operations. The Authorized Manager and Signatory is also the legal representative of the company for any major events or media and has the full power of the authority in decision making with the support of the Founder and the General Manager of Operations.



Flexible Leave

Employees are encouraged to spend the total number of days off that they are entitled to every year, and they may take the days off in short durations rather than spend it in one go. This allows for more frequent breaks and flexible small leaves, promoting healthy lifestyles, good work-life balance, mental and physical well-being which in turn produces higher productivity and work efficiency. Our company has online trackers and clerical system as well as efficient application system to ensure coordination, appropriate handover of work to ensure work quality, services and standards are not compromised. Additionally, in compliance with the labour laws, we provide maternity and parental leave to the expected parents. If required, employees in this category can extend their leave to work from home or merge with their annual leave days.



Benefits

Full-time employees at Destination Sustainability are covered for health insurance, annual leaves and parental leaves as part of the benefits received to ensure employees' satisfaction, physical and mental well-being.



Flexible Working Hours

We always value productivity and promote work-life balance here at Destination Sustainability and we work eight hours as per the national laws and regulations. While we aim daily opening and closing times so that we are able to receive visitors and work with the other SMEs and corporations locally, we have no strict login and logout timings. This allows us for our employees to shift their hours if needed based on the task, personal and working situations for example with evening events, site visits outside of regular working hours and travel required due to remote site visits and meetings, with the higher management support and supervision.

This promotes quality of work over the number of hours staff must spend and our flexibility in the daily working hours has been a sheer advantage to the company enabling our employees to make up the hours and enhance their satisfaction and well-being.



Occupational Health & Safety

Here at Destination Sustainability, we place high importance on our staff's safety at workplaces whether at the office or outside of office such as in remote meetings, site visits, events and other. Our company has safety practices and policies involved for both short and long distance workplaces such as by avoiding an employee travelling on his/her own for long distances, ensuring HSE gear availability and requirement for certain site visits, appropriate rest and meals given to employees to ensure their safety during travel and others. We also implement a journey management plan for each employee travelling long distances, outside of the capital region (Muscat) that exceeds a timeframe of more than 1 hour and half on a public sealed road or two hours on an unsealed road/track or where work is being conducted remotely. This ensures all staff have road safety actions implemented, any risks are mitigated, appropriate licenses and permissions required, appropriate vehicle conditions and standards, weather conditions, safety and fire hazard kits, first aid kit, detailed travel plans and other while performing business operations with a supervisor assigned and follow-up.

Training & Employment

(3-3, 404-1)

Here at Destination Sustainability our services and work are highly dependent on our team, and we believe that a motivated and skilled workforce is key to deliver high quality services to all our stakeholders.

We prioritise resources for our employees’ development through recommendations of specific training programmes and conferences. We also encourage our employees to always learn and share the latest knowledge and best practices through internal learning workshops in our company called “Istidama Learning” whereby each employee is offered a chance to talk about their experiences or teach a skill to the rest of the team.

Destination Sustainability employees are always encouraged to participate clients and partners’ events as well as programmes that would enhance their skills and expertise. In 2023, our staff went through the following training and workshops:

Training Topic	No. of Employees	Training Hours per Employee
 Sustainability (ESG) Practitioner Program (advanced edition) Course	3	15
 ESG Guidelines Workshop	1	6
 ESG in Business: Data Management, Reporting & Stakeholder Engagement Workshop	1	1.5
 Sustainability Reporting with GRI standards Course	2	3.25
 Corporate Social Responsibility Course	1	7
 Labour Policies Conference	1	5
 Risk & Crisis Management Workshop	2	3
 Corporate Social Responsibility Strategy Workshop	2	10
Total Hours		97

Through our discussions and annual reviews as well as one-on-one discussions with the management, we identify and attempt to understand each employee's interest, passion, and strength. This has helped us identify their areas of expertise, opportunities for each employee and the areas of improvement for further training.

We always strive to match our staff's skills and interests with the appropriate work opportunities within the company projects and clients. We also inspire our staff to be open to exploring opportunities or working on projects beyond their usual interests, as this helps us to expand our company's standards, services and expertise, matching our market needs and requirement to further grow and excel as a company.

Here at Destination Sustainable, we also strive towards developing our local talents and capabilities and we achieve this by providing two annual training opportunities for our local jobseekers. This further contributes to our economic sustainability and social impact in developing our youth into leaders. With the right guidance and training at our company, we are proud that we have played a role in training the following trainees:

	<u>Year 2022</u>	<u>Year 2023</u>
Total Number of Trainees Trained	4	2
Total number of trainees who secured a full-time job at Destination Sustainability	1	0
Total number of trainees who secured a full-time job at other organisations/companies	2	1



OPERATIONS WITH LOCAL COMMUNITY

(3-3, 413-1)

Here at Destination Sustainability, we firmly believe that our clients and partners are at the core of our operations and key to our success, therefore we always strive to build long and trustworthy business relationship, that is effective, mutually beneficial, respectful and transparent. We always ensure to serve their needs and requirements to the best of our ability ensuring that they are supported by our team with utmost dedication and expertise.

We also recognise the responsibility of businesses to positively impact society and contribute to sustainable development, which is why we are always dedicated to actively engage with our community creating meaningful relationships, and strongly influencing our local communities by providing solutions and reducing environmental, economic and social challenges.



Business Growth

We recognise that managing good relationships and pursuing on-going partnerships with our clients and community are critical to our growth and success at Destination Sustainability. We always aim to provide our best client service and follow core values with engaging with our clients to achieve this:



Managing expectations

Social Development and Sustainability Specialist focuses on community needs assessment, stakeholder engagement, project management, data collection data analysis. Additionally, the role involves drafting, advising and supporting companies and community with CSR policies, practices and community development programmes, across three pillars (governance, social and environmental) as well as and conducting SROI studies, providing recommendation and supporting the General Manager of Operations with financial and administrative tasks.



Effective Engagement

We approach our clients as partners, and always foster a one-on-one relationship with each organisation and their teams. This enables us to address the clients' needs and tailor our services to best assist them to deliver the best possible results.



Matching expertise with projects

We always pair clients with the most suitable project managers based on the project's field, scope of work and requirements. This allows the project manager to best support the client with the required skills and expertise, enhancing the project's potential impact and delivery.



Social Engagement

We maintain strong client networks by actively participating in local events, project activities and events, conferences, exhibitions, cultural events, volunteering activities, and corporate dinners. We also support our clients with social media platforms and engage with them digital to boost their visibility, the project's visibility and any other organisations such as associated partner and sponsors.



Transparency & Trust

We always strive to be transparent, upfront and honest across all our communications which in turn creates a trustworthy and strong relationships, enabling them to make informed decisions and trust our recommendations and solutions.



Innovation

We continuously strive to provide innovative solutions and recommendation that introduce new processes, methods, practices, and technologies to meet our clients' evolving needs and expectations.



Extra mile

We adopt the concept of always going the 'extra mile' with our clients above and beyond our scope of work to ensure that they are satisfied and that the projects are being delivered smoothly and effectively with least challenges. We always strive to provide solutions and help to ensure this which further enhances our relationships with our clients, our market reputation and standard of work.



Innovative Solutions & Services

We truly believe that in today's rapidly evolving world, digitalisation and innovation play a crucial role in driving sustainable change. Therefore, to achieve the best possible results in the most efficient manner we continuously aim to improve our process and technologies utilised.



Digital tools

We utilise the use of digital tools and platforms such as Google Drive, Zoom and Microsoft Teams not only for communication and meetings but also as an archive and data system, safe file-sharing methods, safe, private and confidential data storage as well as for interactive scheduling process, assigning tasks and internal reminders and others. This also reduces the need for elaborate and long paperwork as well as office waste and transport requirements.



Digital Trackers

We utilise digital trackers and sheets using Microsoft Office to facilitate data collection with all clients and partners, data input, data analysis as well as draft action plans using this platform to efficiently track the projects phases and progress in detail. This eases the reporting system with our clients and enhances our project management abilities.

Client Satisfaction

Our client satisfaction is of utmost importance to us at Destination Sustainability. We go above and beyond to understand our clients' needs and exceed their expectations through our services and support even beyond project scope when required.

As part of our commitment to delivering the highest standards of work and to achieve our client satisfaction, we conduct client feedback review after each project completion to ensure we meet our client's expectations and address any gaps that may have arisen. This enables us to further improve our services and standards for the future.

We always extend our gratitude to our clients for their trust in us as partners and for sharing their honest feedback, which is essential to our continuous growth and success.

Community Initiatives & Partnerships

(413-1)

Here at Destination Sustainability, we are dedicated in creating a positive impact on our community utilising our expertise to help organisations and associations to become more sustainable and successful.

One of the main approaches to achieve this is by measuring the impact of the organisations' corporate social responsibility (CSR) projects using Social Return on Investment (SROI) methodology and international tools and practices. This allows us to evaluate the real-time impact of the projects and capture the social as well as the financial, enabling us to recommend improvements and solutions to the challenges faced, thereby achieving higher impact in the future and aid decision making processes for the companies' and organizations' management.

Additionally, we also evaluate social investment programmes and CSR projects using a different project management tool which involves stakeholder engagement with all beneficiaries and project partners and others to evaluate the project's efficiency, success and visibility allowing us to provide innovative solutions and also acknowledge the efforts expended in the project.

Furthermore, we support our clients to achieve sustainability across all their economic, social and environmental strategies and directions by working with their internal policies and practices as well as overall strategies. Over the years we have worked with many organisations and clients and drafted over 5 strategies and policies. We also go beyond our scope and provide them with templates, examples and one-on-one assistance with this process to ensure they have the necessary paperwork, policies and procedures.

Additionally, we encourage our team to actively participate in conferences and events to enhance their knowledge on social impact and sustainability topics, fostering a culture of knowledge sharing and collaboration. Building strong relationships and engaging stakeholders are essential pillars of our community engagement efforts. In 2023, we conducted stakeholder engagements for approximately 14 projects for both SROI studies, revisits and CSR evaluations. Here are some notable engagements summarised below:

Teqdar Programme

Teqdar is a capacity building programme implemented by Matterz Matterz, sponsored by bp Oman, that aimed to support job-seekers with job employability through training, workshops and internships. We conducted an SROI study to measure the impact of this programme in its last few editions and engaged with 152 beneficiaries including volunteers, trainees, mentors and staff members.

Liwa Science & Innovation Center

The Liwa Science and Innovation Center, managed by Directorate General of Education in North Batina Governorate, sponsored by OQ, is an incubator for great Omani minds looking to unlock their potential which offers state-of-the-art facilities supported by a team of supervisors and advisors, programs and training courses to youth and young adults. We conducted an SROI study to measure the impact of this center and engaged with 174 beneficiaries including schools, students and staff members.

SailFree Programme

Sail Free is a parasailing programme, implemented in collaboration with Oman Paralympic Committee and sponsored by bp Oman, designed to introduce people with physical impairment to the sport of sailing and create the Omani national team in parasailing. We conducted an SROI study to measure the impact of this programme and engaged with 67 beneficiaries including people with disabilities, coaches and staff members.

Khazzan for SMEs Development Project

Khazzan for SMEs Development project, implemented by Sharakah, sponsored by bp Oman, evaluated the performance of selected local SMEs, identifying areas for improvement and providing them with the necessary guidance and tools resulting in sustainable entrepreneurship. We conducted an SROI study to measure the impact of this programme and engaged with 43 beneficiaries including SMEs, entrepreneurs and staff members.

Through these engagements, Destination Sustainability continues to share knowledge, build meaningful relationships, and inspire individuals and organisations to make a difference. We are dedicated to making long-term social impact and look forward to future opportunities to collaborate and contribute to a sustainable and inclusive world.



Procurement & Local Supply

(204-1)

Here at Destination Sustainability, we strive towards empowering our national workforce and contributing to our national economy. We achieve this by ensuring that depend on our local suppliers, vendors, SMEs and individuals as much as possible across our business operations in general. This extends to our internal operations such media companies required, food and hospitality, printing and design and others.

We also encourage our clients to work with local SMEs and suppliers in their projects and activities to enforce this concept and create a higher impact on our nation and empower our younger generation with opportunities for business, collaboration and learning.

ENVIRONMENT

(3-3, 302-1, 302-4, 303-1, 303-5, 305-1, 305-2, 305-3, 305-5, 306-1, 306-2)

We believe that each company and individual is responsible to protect and preserve our environment by maximising our recycling efforts and managing our resources efficiently. We are conscious of the impact on our overall emissions, resource consumption, and waste generation even as an SME and we strive towards recycling any waste possible and reducing office water as well as emissions through transport.

Energy Consumption

(302-1, 302-4)

Electricity use account for most of our energy consumption at Destination Sustainable through our main office and training room. In 2023 we have started tracking our energy consumption rates, which allowed us to assess our environmental impact with more clarity.

Based on the results, we prioritised natural lighting when possible and switched off any electricity or lights that are not being used or needed within our office areas, in order to reduce our energy consumption.

In addition, we only use air-conditioning when required and we are mindful of turning off lights in rooms, washrooms and kitchen areas when not in use.

Electricity Consumption (Muscat, Oman)	2022	2023
Total electricity consumption within the company (kWh)	Not available	8740

Emissions

(3-3, 305-1, 305-2, 305-3, 305-5)

To ensure comprehensive reporting of our greenhouse gas (GHG) emissions, we considered the three scopes defined by the GHG Protocol. For the year 2023, our GHG emissions were as below:

Scope	Unit	2022	2023
Scope 1 - Direct Emissions	tCO2e	N/A	N/A
Scope 2 - Indirect Emissions (Purchased Electricity Consumption)	tCO2e	N/A	N/A
Scope 3 - Indirect Emissions (Business Travel & Employee Commuting)	tCO2e	2.17	2.19

To reduce our emissions from commuting and travel, we always encourage employees to carpool together from our office location and encourage online means for meetings when possible. We have summarised the number of meetings conducted online versus physical ones to further highlight our efforts in this aspect:

Meeting Type	Online	Off-site (requiring transport)	On-site (no transport required)
Number of Meetings	88	37	50

However, it is worth noting that due to the recent shift from Covid-19 pandemic which required isolation and halt of many projects to our current times, over the years business and economy slowly returned from 2022 onwards with a major shift in 2023 whereby most restrictions and distancing protocols were lifted. This naturally increased the number of physical meetings and transport required, hence affecting our emissions in 2023.

Water Consumption

(303-1, 303-5)

Here at Destination Sustainability, we make conscious efforts to conserve water in our daily operations.

For utility purposes, we source water from local authorities and started paying separate monthly bills from mid-2023. Our drinking water is provided through a water dispenser, using 18.9-liter reusable plastic containers from a private water supplier. To promote sustainable practices, we also encourage our staff to ensure no taps are leaking water and to close the taps when not in use in-between (example: placing cups or dispensing soap).

	2022	2023
Water Consumption (L)	N/A	232207.79

Waste Management

(306-1, 306-2)

Here at Destination Sustainability, we value the importance of waste management and minimising our environmental footprint. We achieve this by tracking our waste products such as paper, coffee capsules and plastic consumption.

We are committed to reducing paper consumption by adopting digital communication and documentation processes. We have also placed an internal initiative in our company starting from this year, whereby each team member was given 20 A4 papers per month from the start of 2023. The total number of the papers per each employee was calculated at the end of the year and the employee with the least amount of paper used won a prize. This initiative will also be adopted into the on-gong years as it promoted a healthy competition and awareness campaign among our team to reduce our paper use and other waste.

By embracing a digital approach, both internally and externally, we not only improve efficiency but also practice sustainability. Our communication with clients and document sharing predominantly takes place through digital solutions such as Google Drive or Microsoft and secured emails, significantly reducing the need for paper. We prioritise electronic storage and retrieval systems to minimise the reliance on physical documents.

Paper Consumption	Total Weight (kg)
2022	10
2023	7.5

We have also implemented recycling practices for paper waste as part of our commitment towards waste reduction. We strive to maximise the reuse of paper before recycling it, promoting a circular economy mindset within our organisation. The total weight of paper recycled in 2023 was 14.5 kg which was handed to a recycling association designated for paper recycling.

We also remain constantly dedicated to improve our waste management practices and exploring new opportunities for sustainable solutions. To promote a sustainable lifestyle among our workforce, we encourage the use of glass and ceramic cups eliminating the need for single-use plastic cups and bottles in our office. We have also reduced our coffee capsule waste from 400g to 190g which is a reduction of 51%, and all coffee capsules goes to the brand company for recycling.

By embracing all those practices and behaviours, we strive to contribute towards positive change for a greener future.



GRI CONTENT INDEX

Statement of use:

Destination Sustainability has reported the information cited in this GRI content index with reference to the GRI Standards from January 1st, 2023 to December 31st, 2023.

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الوجهة للاستدامة
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sustainable.

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