



الوجهة للإستدامة
DESTINATION SUSTAINABILITY

COMPANY PROFILE



2023

WWW.DS-OMAN.COM



**ACT RESPONSIBLE,
THINK
SUSTAINABLE.**



COMPANY OVERVIEW

ABOUT US

Destination Sustainability is a research and consultancy firm specialised in corporate sustainability and social responsibility. We are one of the very first Omani SME specialised in developing corporate social responsibility strategies, projects, initiatives and offers unique consultancy services for SMEs and organizations in Oman.

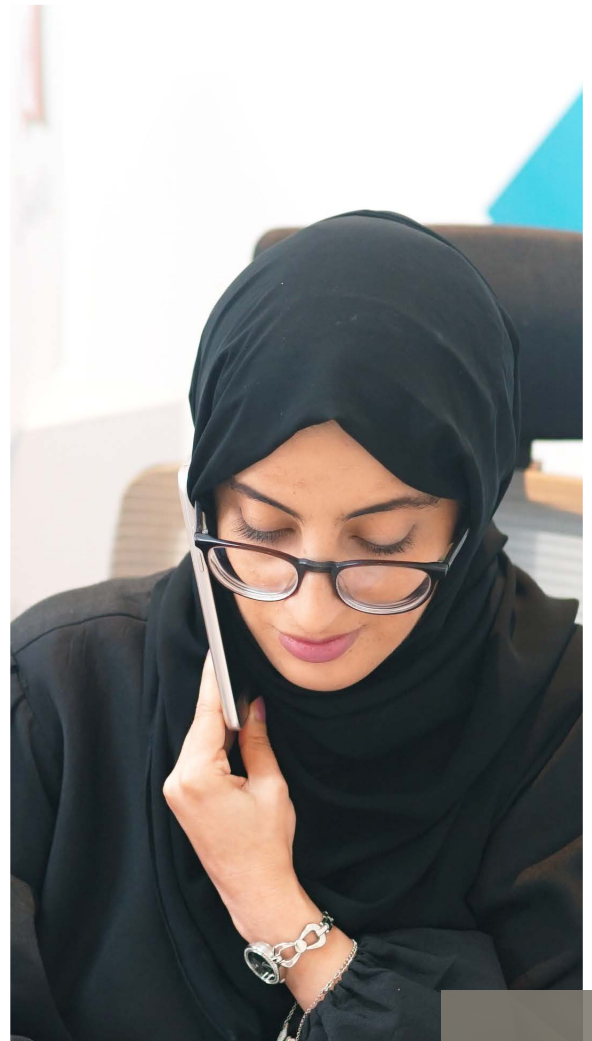
We always strive to use the highest international standards and global research practices with wide regional expertise and local cultural awareness within the field of corporate social responsibility.

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.

OUR MESSAGE

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.



A STATEMENT FROM THE FOUNDER



SHAIMA AL LAWATI

Senior Consultant
Sustainability and Social
Development

The company was established in 2017, founded by Shaima Al Lawati, a businesswoman and leader with many years of experience and passion to help our community.

A WORD FROM THE FOUNDER

I have always strongly believed and trusted in the role and importance of Corporate Social Responsibility and Sustainability in developing our community, as well as how it is possible to achieve this across various sectors through passionate efforts and initiatives.

This belief was my foundation and to truly contribute to Oman's sustainable development with effective research, implementation and training, I established Destination Sustainability to make this possible. With this step I'm proud to have become the first Oman woman entrepreneur in this field, and it empowered me to create real change and impact on our society. Furthermore, it allowed me to set the ideologies and address common misconceptions behind sustainable development to highlight its effects on our environment, economy and the Omani community.

I look forward to being able to continue this line of work, to aid our governmental and national strategies by providing specialised services from a highly dedicated and passionate Omani team, as we have done over our last 7 years of operation.

HISTORY AND FOUNDATION

Shaima Al Lawati with a post graduate degree in Sustainable Business and Cross-Sector Partnership from University of Cambridge, England, has brought more than 24 years of experience into the company. She 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 IMPACT AND GOALS



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 the education across the Sultanate.



OUR SUSTAINABILITY GOALS

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

- 1 SROI**
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.

- 2 TRAINING**
Provide two annual training opportunities for local jobseekers.

- 3 CARBON FOOTPRINT**
Reduce 3% of our carbon footprint and resource use by the year 2026.

- 4 WASTE MANAGEMENT**
Recycle 10% of our office waste annually.

- 5 AWARENESS SESSIONS**
Conduct two sustainability-related awareness sessions annually.


OUR SERVICES



POLICY AND 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 AND 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.

TRAINING AND MANAGEMENT

During the last 7 years, the team has worked with many partners and clients in this aspect, which include the following:

147 Social Investment Programmes Management

1309 Monthly Reports

382 Financial Reports

426 Site Visits

69 Events and Activities

27 Training Workshops

20 E-newsletter Publications



OUR SERVICES



REPORTING AND 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.



REPORTING AND EVALUATION

During the last 7 years, we have worked with many partners and clients in this aspect, which include the following:

38

SROI Reports

134

Project Evaluation Reports

5

Community Needs Assessments

4

Sustainability Reports (GRI)



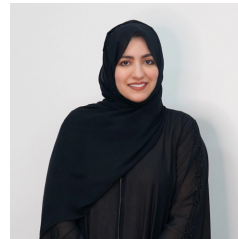
MEET OUR CREATIVE TEAM

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. Even though each member has their own tasks and responsibilities, here at Destination Sustainability we always strive to work as one team to best support our clients.



Wafaa Al Saidi

General Manager of
Operations



Rihab Al Muqbali

Project Management
Manager



Khulood Yaseen

Communications
Specialist



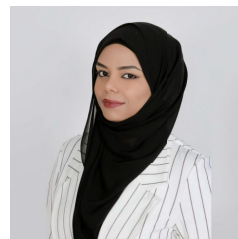
Yousuf Al Rawahi

Social Development
and Sustainability Specialist



Abdullah Al Yafai

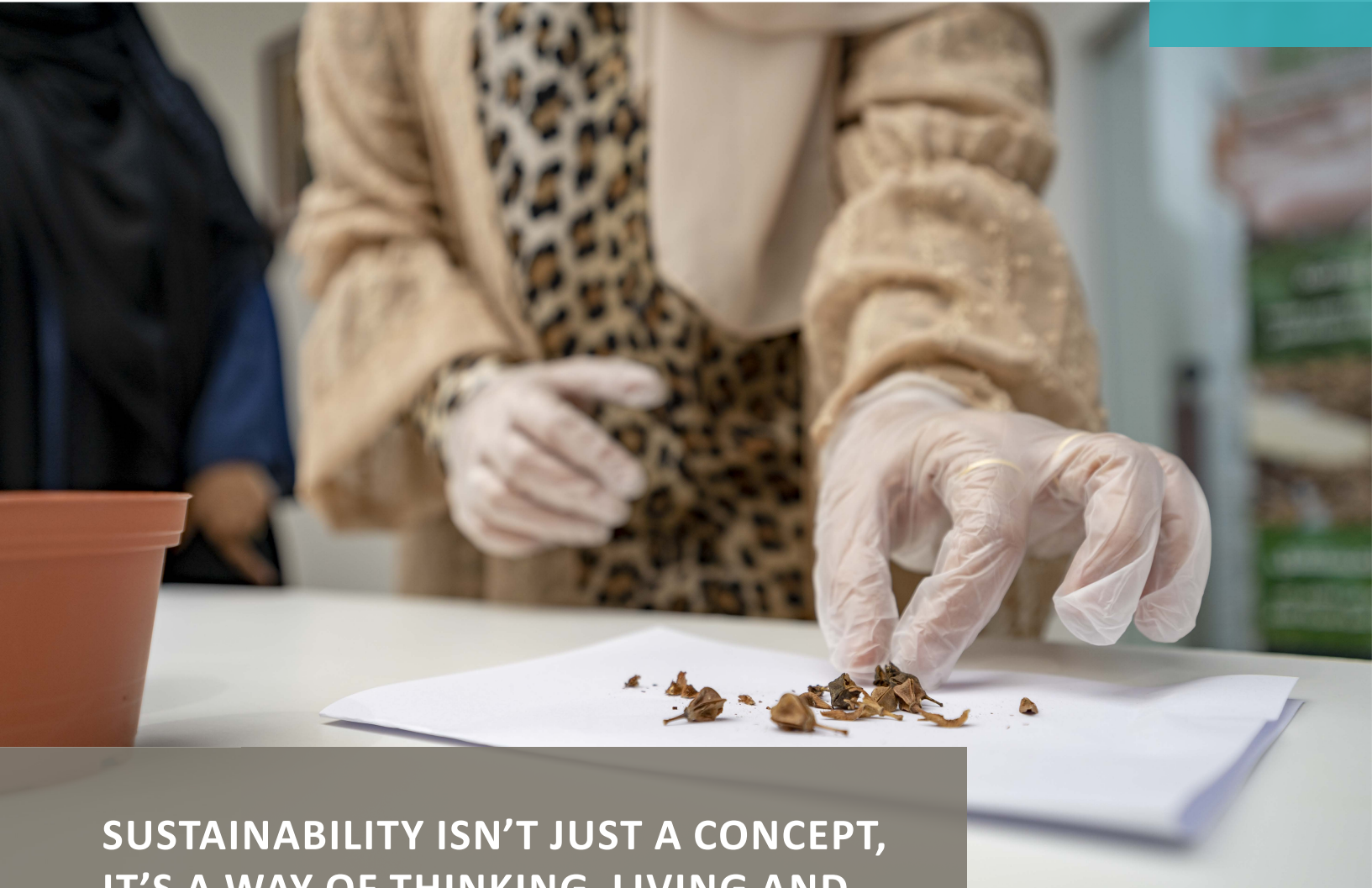
Project Management
Specialist



Taghreed Al Monshatih

Project Management
Specialist





**SUSTAINABILITY ISN'T JUST A CONCEPT,
IT'S A WAY OF THINKING, LIVING AND
PROGRESSING.**

CONTACT US



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