

PORTFOLIO

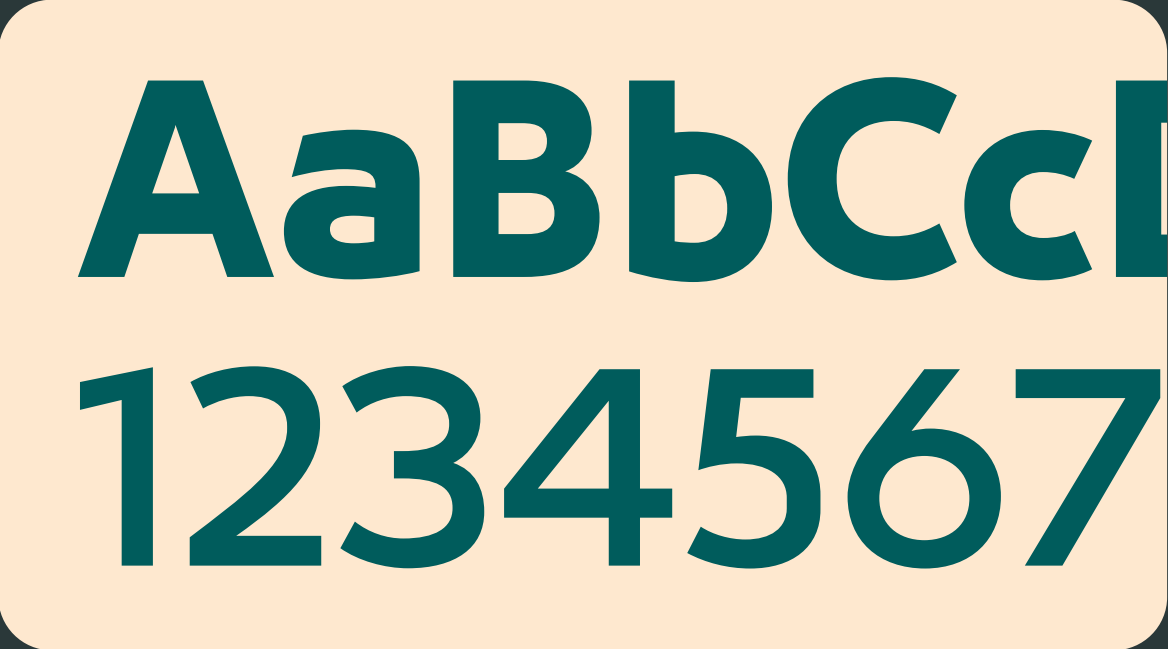
Michael Gordon

2024

BRANDING

DUBAI HOLDING

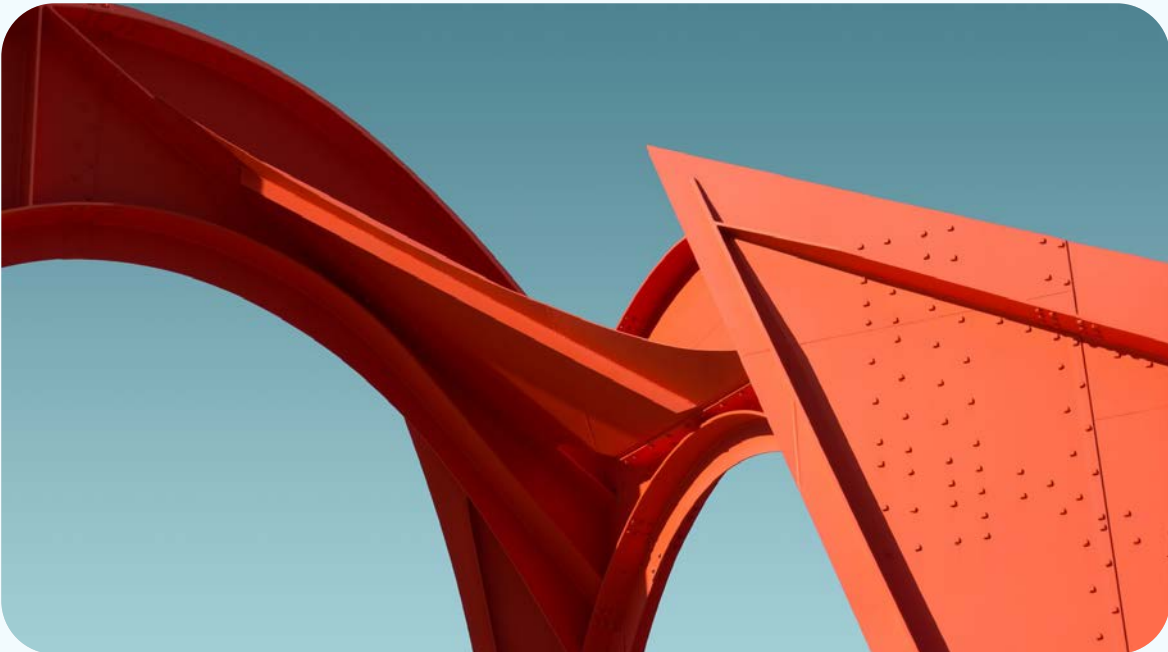
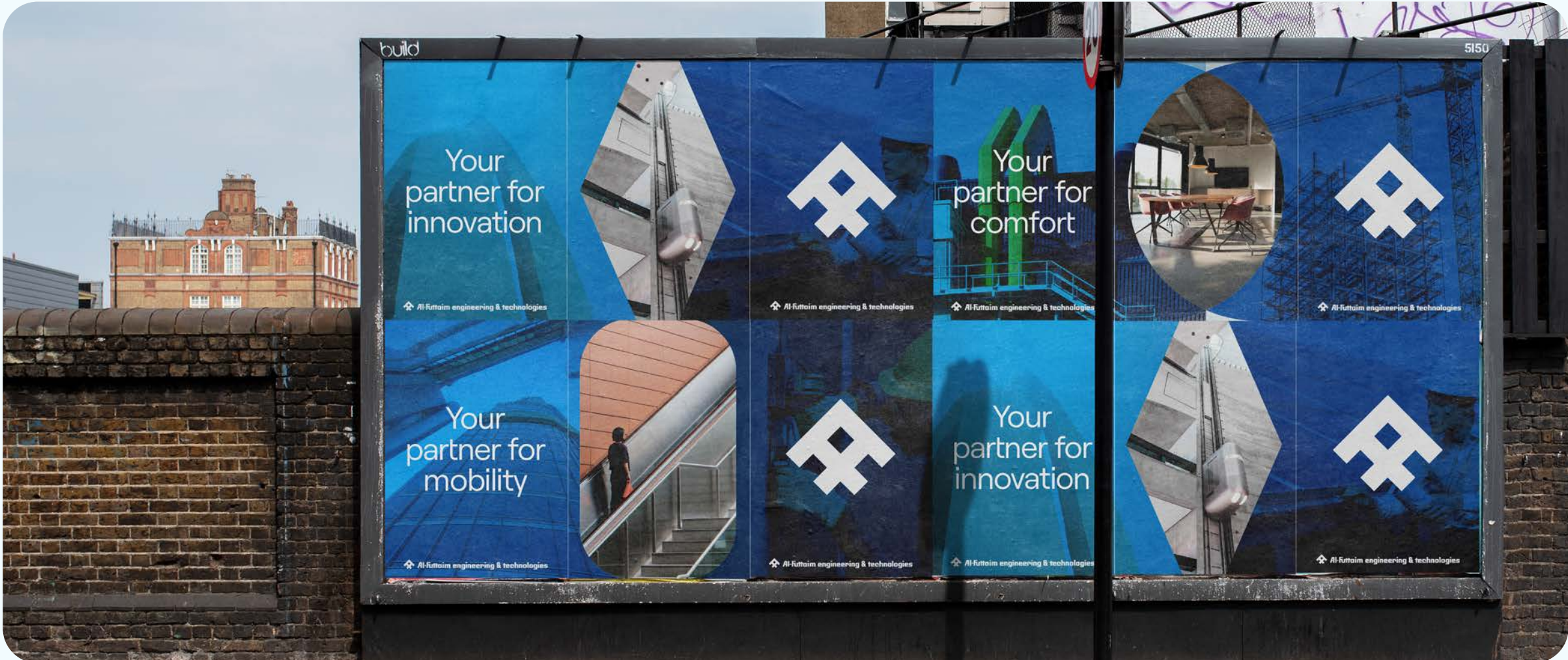
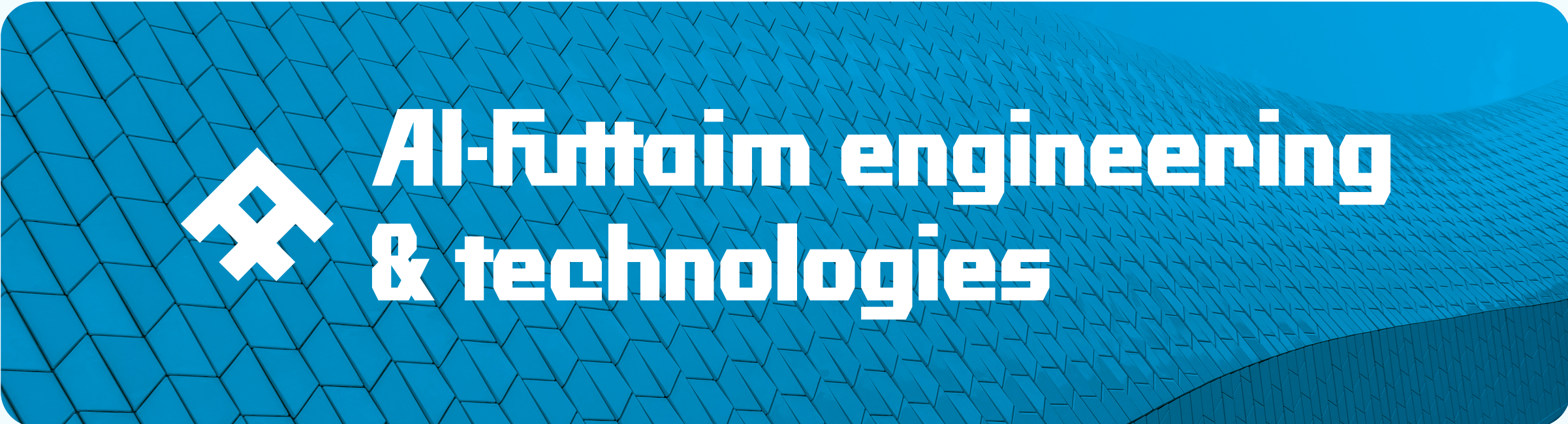
Dubai Holding entrusted us with the task of conceiving and launching an unprecedented loyalty program, aimed at delivering seamless and immediate rewards to its members throughout the United Arab Emirates, spanning renowned destinations, attractions, and beloved brands. The program offers an extensive rewards portfolio, encompassing a diverse array of dining establishments, fashion boutiques, attractions, cinemas, theme parks, grocery retailers, online transactions, and numerous other offerings, thereby providing a comprehensive and enriching rewards experience.



BRANDING

AL-FUTTAIM ENGINEERING & TECHNOLOGIES

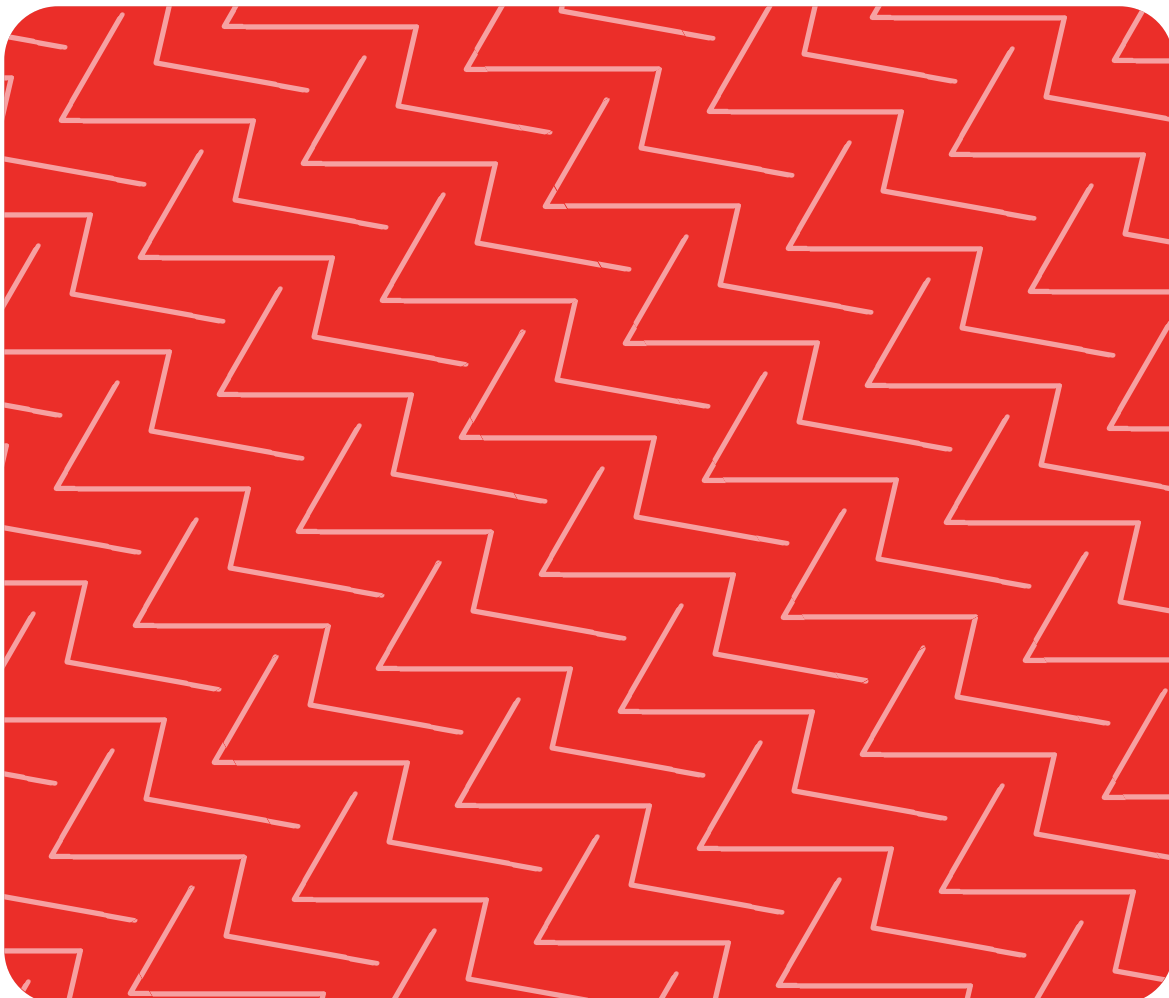
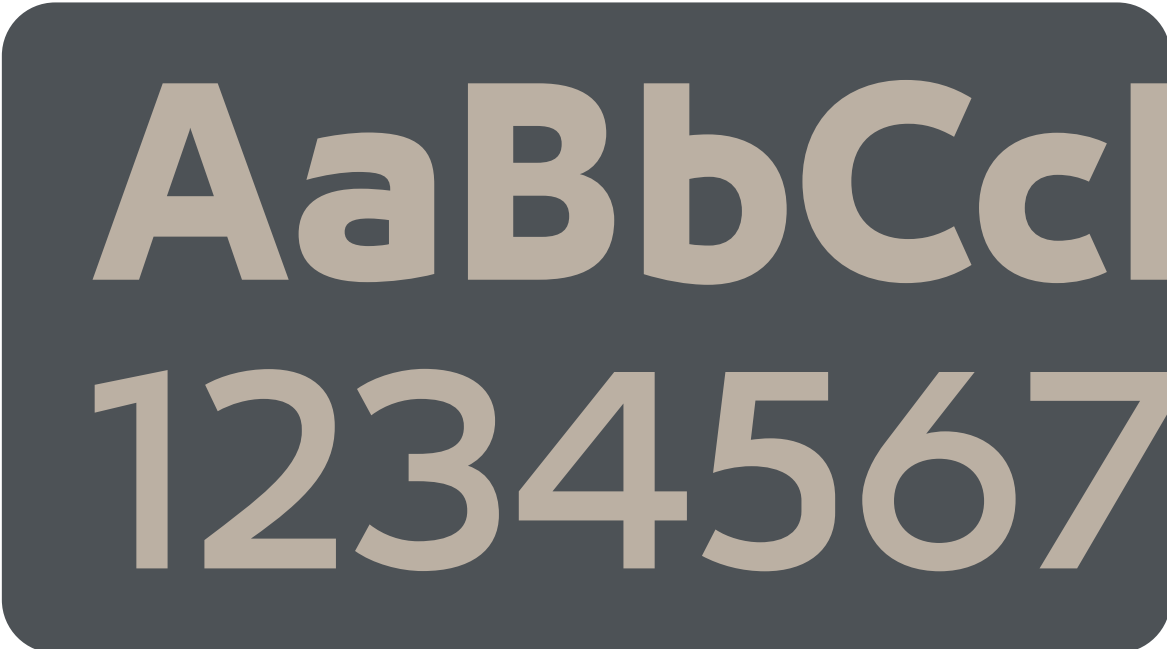
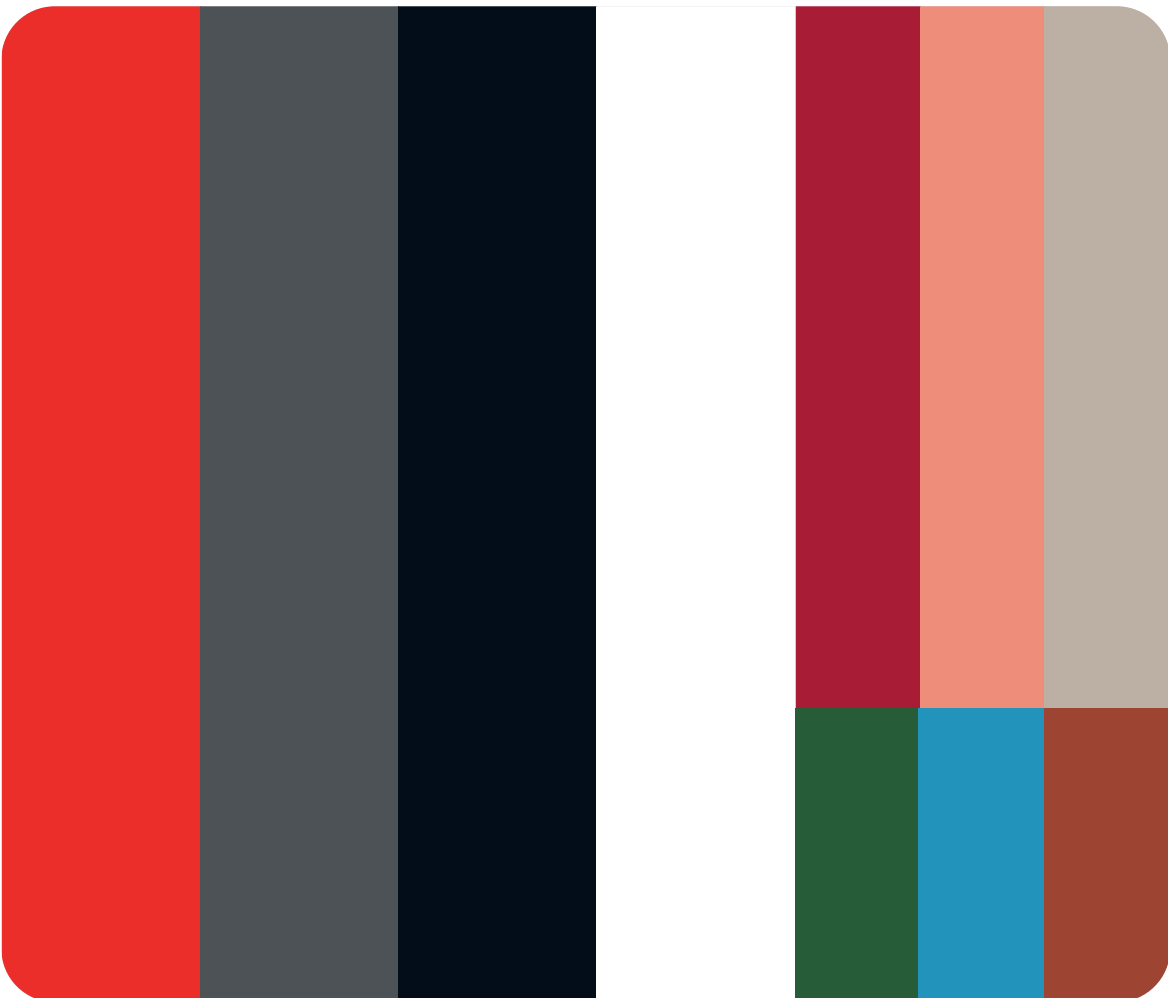
The objective encompassed formulating a compelling rebranding strategy for Al-Futtaim Engineering & Technologies, an organization that had been employing an antiquated approach to branding. The strategic inclusion of discerning elements from their previous branding was deemed imperative, invigorating them with a revitalized sense of purpose.



BRANDING

DUBAI HOLIDNG

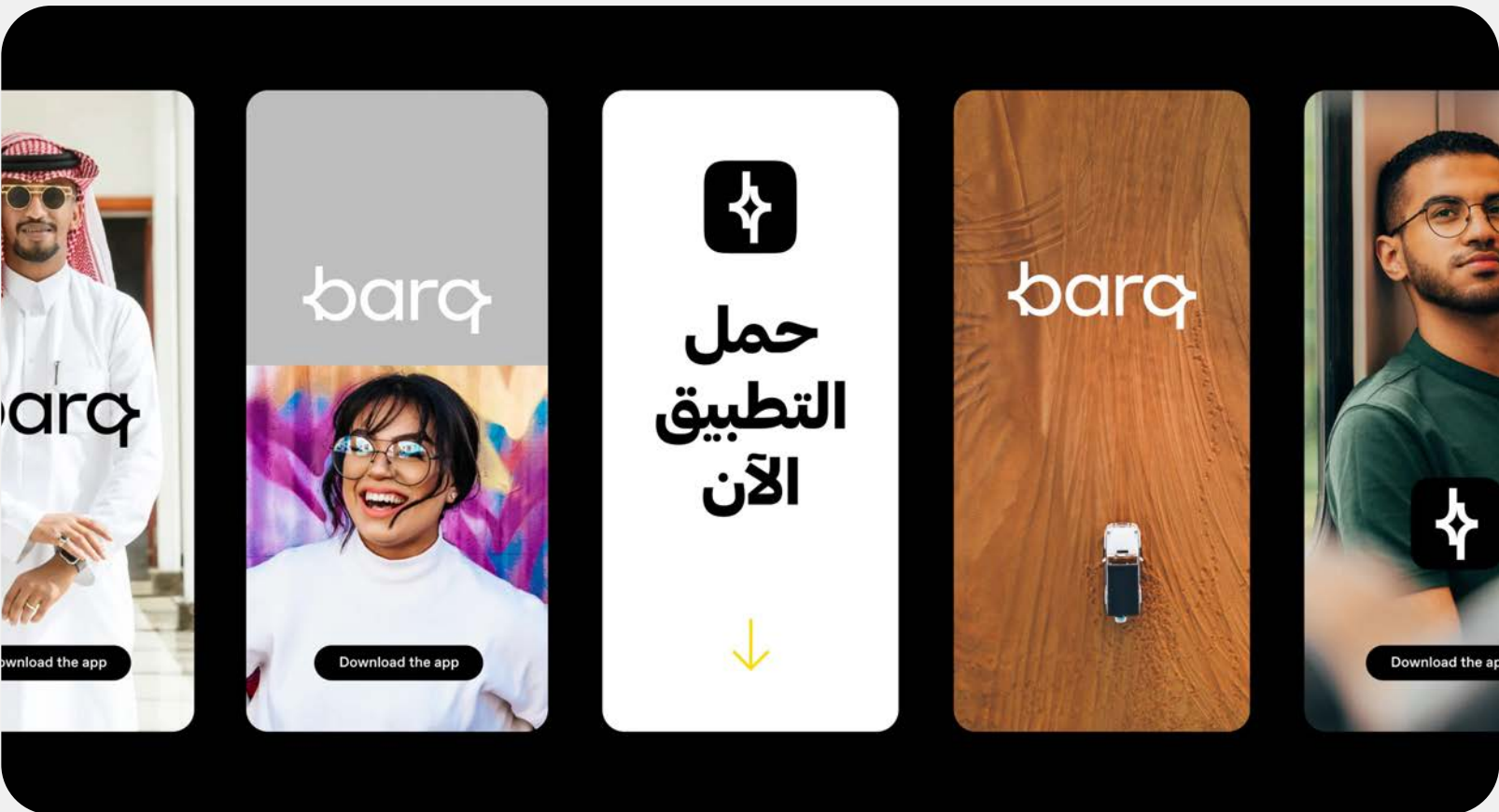
Our assignment entailed the development of a dynamic visual identity aligned with a new strategic direction. Leveraging the strategic framework as guidance, we concentrated on harnessing visual elements to vividly manifest the strategy. This encompassed careful consideration of the colour palette, typography, illustrations, and photography styles employed.



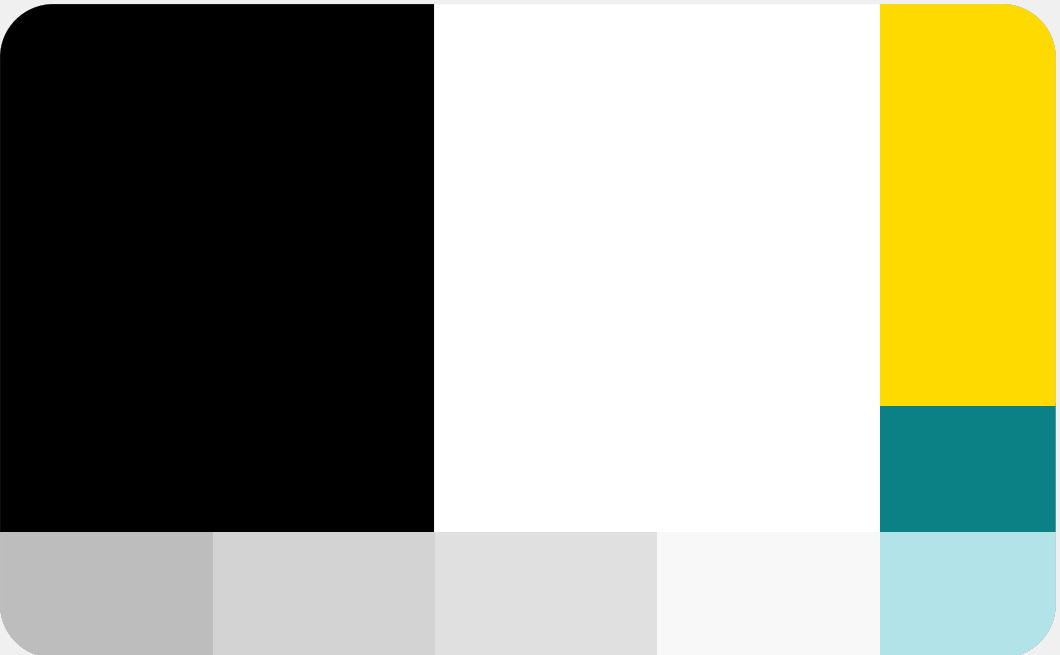
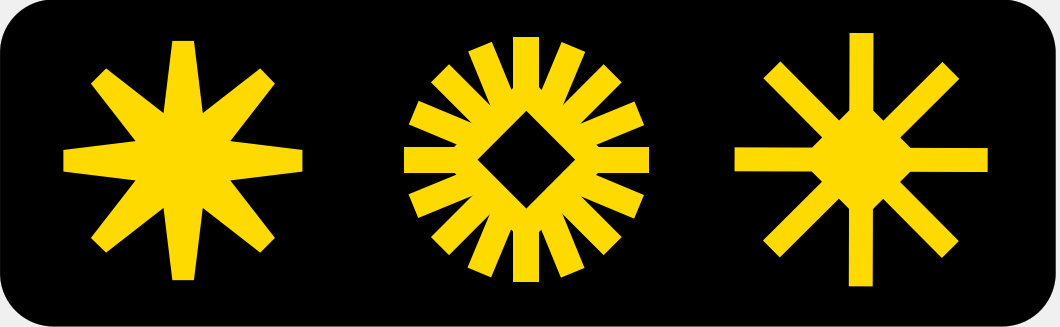
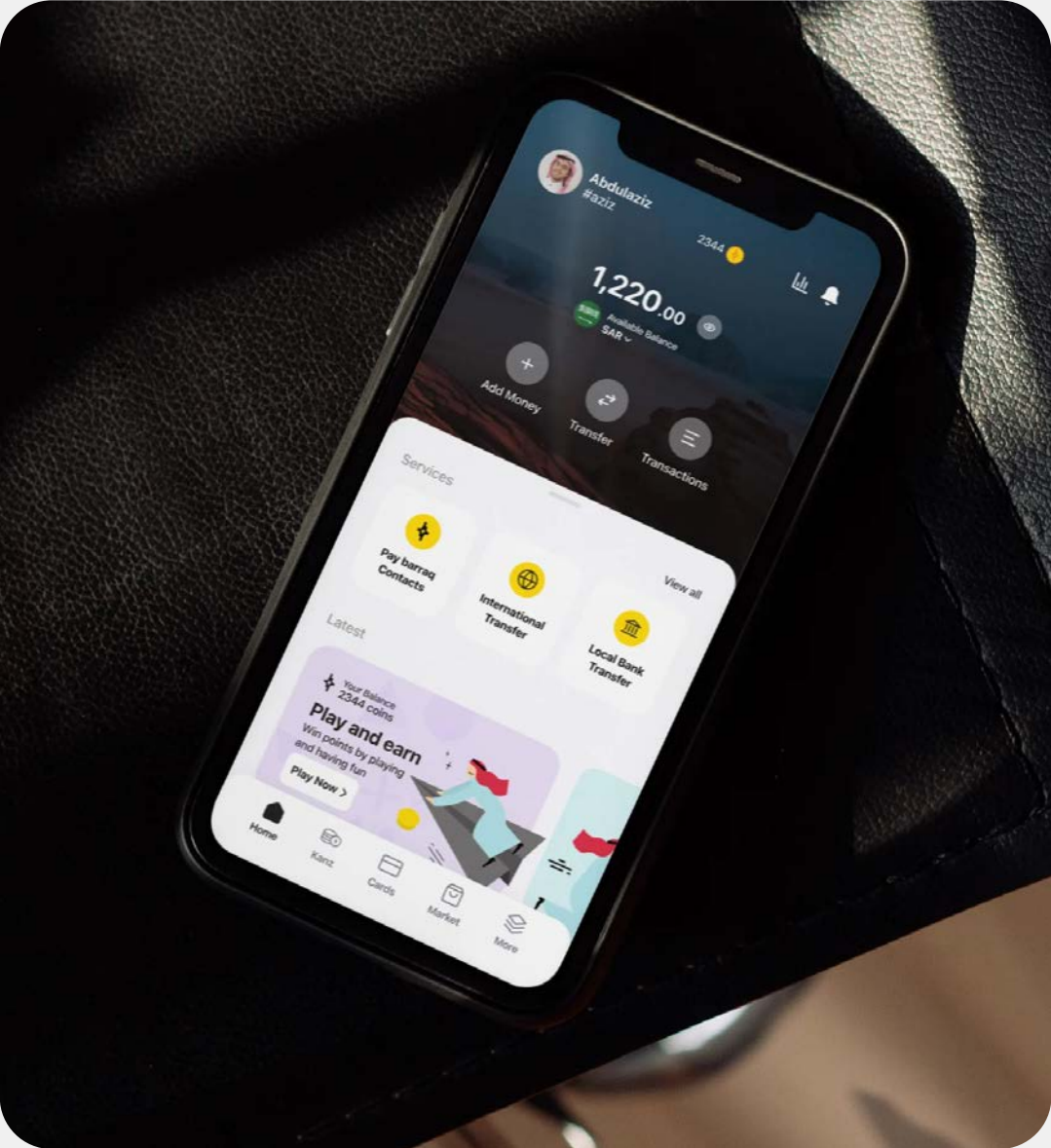
BRANDING

BARQ

Our task was to create a brand for a Saudi-based digital app company. The primary goal of the brand was to symbolize a gateway to a brighter future, welcoming entrepreneurs, young individuals, and business owners, and offering limitless opportunities for growth and success. The logo features subtle shapes at its beginning and end, symbolising a spark of connection.



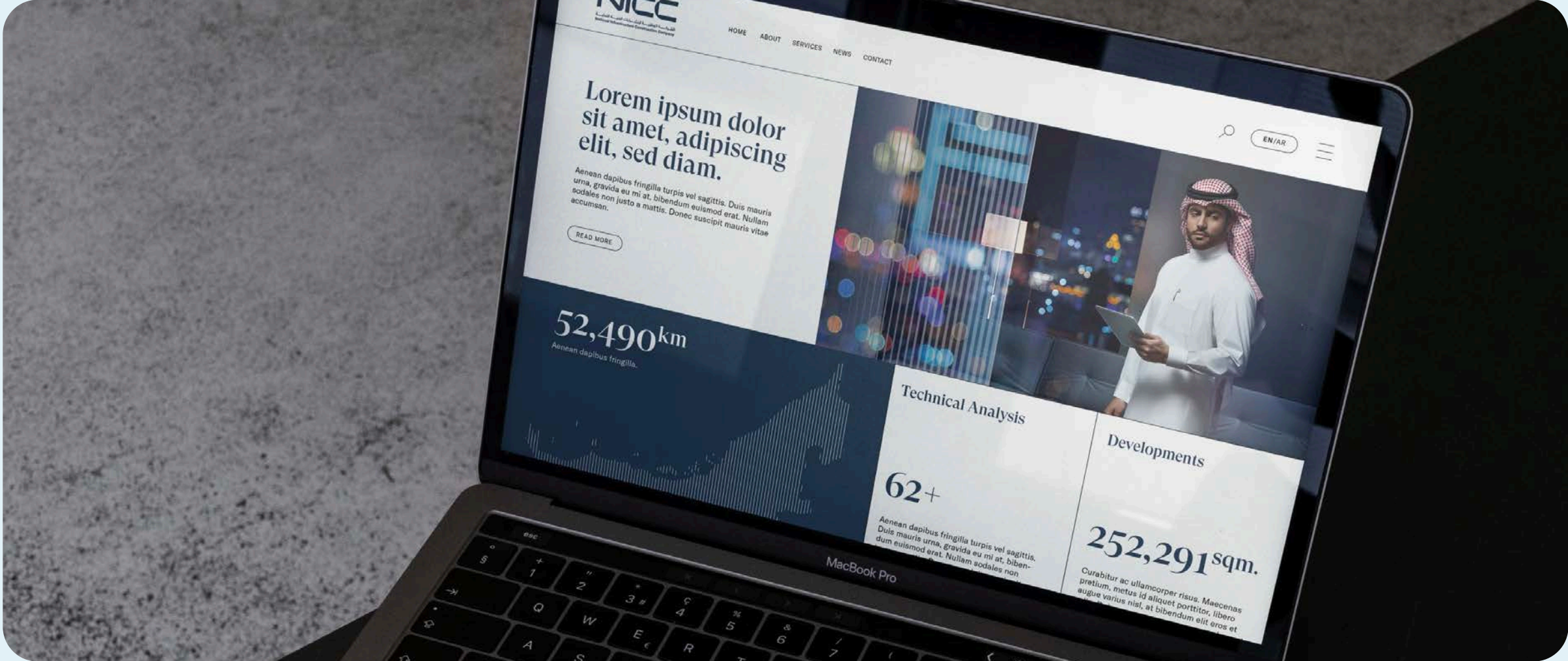
Aa أه
غرافيك عربي
GraphikArabic
خفيف Light
عادي Regular
وسط Medium
عريض Bold



BRANDING

NICC

Etiihad Rail tasked us with creating a sub-brand that fits within their overarching brand architecture and highlights their infrastructure. We were directed to adopt a corporate approach with subtle elements that evoke the essence of rail transport.



CAMPAIGN

DUBAI HOLDING

Dubai Holding, in partnership with UNWFP, launched the inaugural campaign “A Meal for a Brighter Tomorrow” to celebrate benevolence and unity during Ramadan. Our responsibility was to create a visually impactful campaign, inspiring individuals in the UAE to support school meals via Dubai Holding’s sponsored home card on the UNWFP’s ShareTheMeal app.

**KIDS ARE
FULL OF
CURIOSITY**
WHEN THEY'RE
FULL



**KIDS ARE
FULL OF
CONFIDENCE**
WHEN THEY'RE
FULL



**KIDS ARE
FULL OF
LAUGHTER**
WHEN THEY'RE
FULL

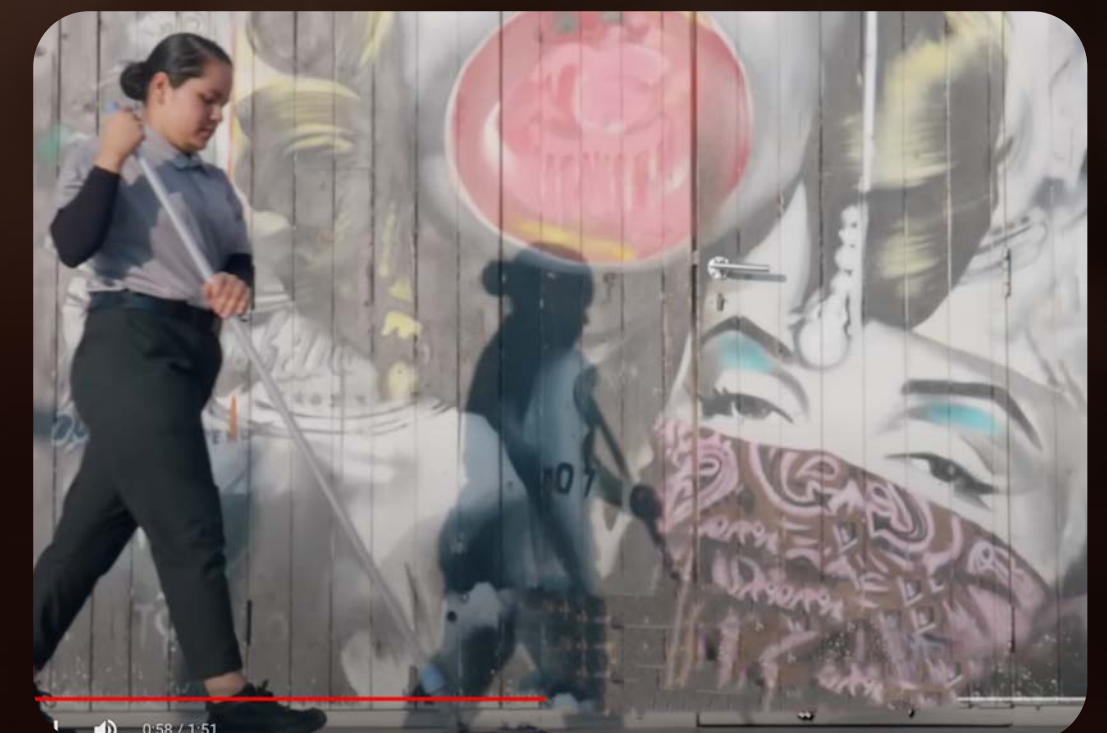


CAMPAIGN

DUBAI HOLDING

Life Goals aimed to enhance the financial resilience of blue-collar workers, recognizing their significant contribution to the Dubai ecosystem. In collaboration with Visa, Dubai Holding provided a comprehensive program of free financial literacy courses, benefiting over 9,000 workers. Our task involved creating a visual identity and campaign to showcase the positive impact of this initiative on their lives.

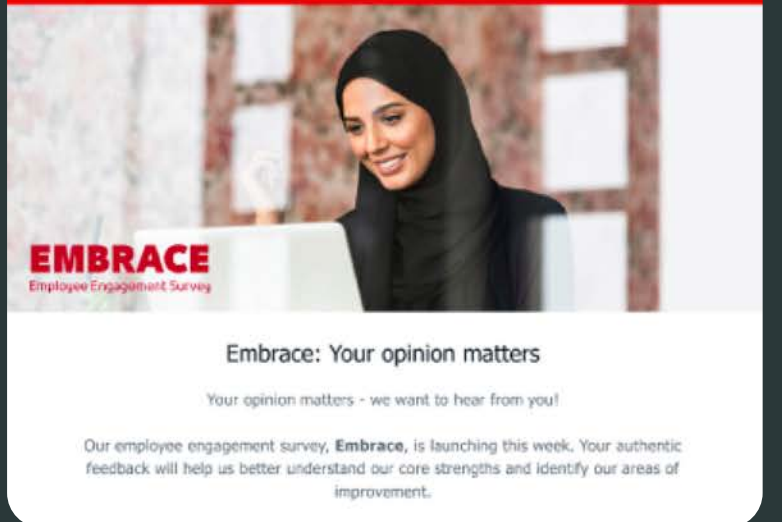
LIFE ✓ GOALS



RETAINER

DUBAI HOLDING

While working on the branding for Dubai Holding, we also handled their daily internal design tasks, including small internal campaigns, newsletters, and much more.



DESTINATION GANTRIES

DUBAI FESTIVAL CITY

Our paramount aim was to conceive and engineer gantries that would adeptly convey the celebratory message of Dubai Festival City, while concurrently enhancing audience engagement and elevating the overall experiential journey.



CELEBRATE YOUR
COMMUNITY HEALTH CLUB
AL AREESH CLUB | 800 DFC (332)

MAGAZINE


GLAXOSMITHKLINE

Commissioned by GSK, we were entrusted with the task of developing The Patient magazine, a compelling and informative publication targeted towards the medical community in the GCC region and beyond. Through the skillful integration of creative illustrations, photography, and a flexible grid system, we successfully crafted The Patient into a visually captivating and knowledge-rich publication that effectively represents GSK's objectives.

THE PATIENT - Q1 2015

THE PATIENT - Q1 2015

GUIDELINES 59



Summary

- No single test, clinical finding, or symptom is reliable in differentiating an initial seizure from a non-epileptic event.
- History, physical and neurological examinations are required for the initial diagnosis and classification of seizures.
- EEG (routine) should be part of the neurodiagnostic evaluation because it has substantial yield (Level B) and has value in determining the risk for seizure recurrence (Level B).
- Brain imaging study using CT or MRI should be considered as part of the neurodiagnostic evaluation (Level B).
- Blood glucose, blood counts and electrolyte panels (particularly sodium) may be helpful in specific clinical circumstances but there is insufficient evidence to support or refute routine use of any of these tests.¹
- Toxicology screening may be helpful in specific clinical circumstances but there is insufficient evidence to support or refute routine use (Level U).

Refer to reference 1 for a description of the classification and levels of evidence.

ADDITIONAL TESTS

Deciding to perform additional tests, such as blood glucose measurement, blood cell counts, electrolyte panels, lumbar puncture and toxicology screening for the purpose of identifying the cause of seizure depends on the specific or individualised circumstance based on history, physical and neurological examinations. There is insufficient evidence to support or refute routine use of any of these tests.¹

History, physical and neurological examinations are considered requirements for the initial diagnosis and classification of seizures. Combined, these recommendations form the foundation of the "clinical and electroencephalographic classification of epileptic seizures".¹

EEG & IMAGING

There is insufficient Class I evidence to provide any recommendation with the highest degree of clinical certainty. However, Class I and II evidence exists to support a recommendation that routine EEG be performed as part of the neurodiagnostic evaluation of adults presenting with a suspected unprovoked first seizure. EEG is also useful for prediction of recurrent seizures. Brain imaging using CT or MRI can help determine the presence of abnormalities, such as a brain tumour. CT has the advantage of being fast, and tends to be used more often for this reason, as patients presenting with a first seizure commonly arrive at the emergency department. MRI on the other hand has the advantage of having a higher yield and is the preferred procedure for non-emergency or elective clinical situations.¹

REFERENCES:

1. Kuzniehts A, Wiebe S, Gronseth G, et al. Practice Parameter: Evaluating an apparent unprovoked first seizure in adults (an evidence-based review). Report of the Quality Standards Subcommittee of the American Academy of Neurology and the American Epilepsy Society. *Neurology* 2007; 69(21): 1996-2007. 2. Hauser WA, Hesdorffer DC. *Epilepsy: frequency, causes, and consequences*. New York: Demos Publications; 1990. 3. Berg AT, Shinnar S. The risk of seizure recurrence following a first unprovoked seizure: a quantitative review. *Neurology* 1991; 41: 965-972. 4. Commission on Epidemiology and Prognosis, International League Against Epilepsy. Guidelines for epidemiological studies on epilepsy. *Epilepsia* 1993; 34: 592-596.

THE PATIENT

ISSUE 6 - 2016



PROTECTING THE WORLD'S HEALTH

When diseases cross borders and create global health threats

GAINING CONTROL

In China, India and Russia

BOOSTING INTELLIGENCE

Breastfeeding and the brain

This free publication should not be sold and is intended for healthcare professionals only.

76 REPORTS & STATISTICS

THE PATIENT - Q2 2015

Product of Progress

Rising allergic disease is a global health problem



FREE RADICALS

Antioxidant deficiency reduces defense against antioxidant attack. Survey conducted in 1961 and 1985 in the UK revealed 26% and 51% decreases in intake of fresh fruits and vegetables, respectively. Inadequate consumption of fruits and vegetables has been associated with allergy and lung function decline.² Recent consumption of vitamin A, D, C, E, zinc, fruits, vegetables and following a Mediterranean diet has been shown to benefit asthma outcomes.^{3,6} However, the association of diet and asthma remains largely unclear.

LIPID LEVELS

The consumption of n-6-PUFAs increased with more people using margarine and vegetable oils in their foods. Linoleic acid stimulates prostaglandin E₂, which inhibits interferon gamma, but not IL-4, promoting IgE production. Interestingly, rise in linoleic acid consumption noted in the UK preceded the observed increase in asthma prevalence.⁷ Increased consumption of n-6-PUFAs is now common throughout the world due to the spread of fast food.

BAD AIR

Approximately 47% of the global population lives in urbanised areas, areas with polluted air from natural, agricultural, mobile and industrial sources. Common pollutants include ozone, sulphur dioxide, nitrogen oxides, carbon monoxide and particulate matter. These are generated by automobile traffic and industry. Particulate matter, mostly from diesel combustion, enhances IgE-mediated aeroallergen sensitisation and Th2 cytokine response, inducing many immunological changes.

TOO CLEAN

The hygiene hypothesis was first suggested by Strachan in 1989 to explain protection from hay fever in people with multiple siblings. Studies largely support the theory that limiting natural immune responses to microbial agents increases Th2 clonal proliferation and subsequent allergic reaction. Endotoxin, a fragment of the outer membrane of Gram-negative bacteria, induces Th1 response and IL-8. Exposure to endotoxins, which are abundant in rural areas, increases protection against Th2 response and decreases risk of allergic diathesis in early life. Recently, the hygiene hypothesis has been expanded to include gut microflora. Various reports indicate that living on a farm, being exposed to livestock and ingesting unheated farm milk protect against atopy. Early life contact with microbial components appears to protect against allergy, whereas exposure later in life may exacerbate existing atopy.²

Summary

All of the different factors mentioned here have likely contributed to the rise of allergic diseases that burdens patients in all regions of the world. A complex interplay between the immune system, microorganisms, environmental factors and genetic predisposition is a plausible mechanistic explanation, but still relatively unknown. What is clear however, is that progress in the form of urbanisation and socioeconomic development is a driving force behind the rise of allergic diseases.²

REPORT

RTA - SUSTAINABILITY

Our responsibility entailed the creation of a visually captivating Sustainability Report for RTA. With a focus on visual appeal, we developed fully customized infographics and illustrations to craft a report that leaves a lasting impact.



The CD is always keen to provide enhanced customer experience. The following are some of the initiatives that CD has recently undertaken to enhance customer experience:

- Payment and SMS gateway through the contact center:** In order to offer customers a new channel to complete their transactions through the RTA 800 9090 Call Center, RTA has implemented a Payment and SMS gateway through the IVR to enable customers to complete transactions without interacting with an agent. This will reduce the traffic at the center and also help improve customer satisfaction through shorter lead time.
- Implementation of the 7 Star Standard:** Given the importance of customer service centers being the real face of the RTA and in-line with the UAE Federal Government directions, CD has implemented the Global Star Rating Program across all its Customer Happiness Centers. As per this program, the Centers will be classified from best to worst on a scale based on the outcome of the assessment to redefine the concept of service delivery.

The Main Customer Happiness Center: The Main Customer Happiness Center is one of the most sophisticated Customer Service premises, designed to include advanced technological features and top quality standards. The Center is always seeking to adopt all features & tools needed to deliver comprehensive services.

We are keen to provide customers with level best services to meet their requirements & expectations of adopting latest technologies to ensure quality performance and save time.

RTA Customer Happiness Centers complete 320k transactions in 2016: In 2016, our Customer Happiness Centers had received 320,350 customers and processed 321,200 transactions.

We are presently working on a self-generated rating of customers' centers. This will involve:

- Implementation of 21 initiatives as part of a roadmap of improvement initiatives.
- Setting up a permanent feedback team for the project.
- Conducting weekly reports.
- Field comments about the performance of centers along with the key improvements needed to enhance the customer experience.

We have also formulated a team from Customer Service Department to screen the needs of customers every six months, and submit a report to the Director General and Chairman of the Board of Executive Directors for endorsement. Initiatives include forming the Happiness Committee composed of a host of CEOs and Directors to examine and follow-up key initiatives & projects of relevance to the happiness strategy to ensure proper implementation. The portfolio of initiatives include Customer Loyalty, focused on studying the most frequent users of public transport with a view to offering rewards to encourage them as well as community members to use more of public transport means.

Master Data Management is another initiative aimed at compiling customer details. In order to communicate with them via social media channels to offer them all RTA services and continue monitoring their needs & preferences. Initiatives also include the Services Platform, a technological system capturing details relating to RTA services along with updates made to RTA portal and smart apps.

Mapping Apps is another initiative through which the RTA is seeking to reduce the number of smart apps to three main smart apps for RTA services will be accessible to customers via a limited number of apps.

Through our Energy and Green Economy (E&G) Project Initiatives, we achieved an increase of 21% over the annual target for the year which amounted to AED 15,699,911.

RTA's 3 years business plan

RTA's business plan for agencies focuses on working towards a common goal of achieving financial sustainability by maximizing and diversifying the revenues, fostering partnerships with private sector and thereby ensuring financial efficiency.

Financial Highlights:

- RTA's costing model selected as best practice within the government for calculating cost of government services.
- RTA is the first governmental entity in Dubai to use Hadoop as a leading system for processing revenues and financial management of international standard based on Google Company.
- RTA designed process for financial planning, internal controls, audits, revenue and preparation of financial reports to ensure optimal utilization of resources.
- RTA adopted a comprehensive system for cost calculation and analysis.
- RTA is the first governmental entity to implement technical development program for accountants and financial management of international standard based on SAP.
- RTA is the first governmental entity to conduct IPBS training under "IPBS Professionalism" Program through which RTA certified 20 employees in the Finance Department and aims to mature into CMA-IPBS Certified Organization.

Direct and Indirect Economic Impacts

Our direct economic contribution is maximized through local investments in projects, developing innovative technologies and development of integrated solutions. We also contribute to significant indirect economic impacts which results in increased economic activity. Our indirect contribution to the economy is further strengthened by the emphasis on local procurement and supports local people with employment opportunities. Our community development agenda empowers communities to carve a path for economic and societal prosperity.

We are also committed to integrating sustainability, social and environmental management normal activities principles into our procurement decisions. We procure significant portion of goods and services locally to reduce the transportation cost and save delivery time. Moreover, this also provides a global exposure to the local manufacturers and supports their products.

In 2016, the percentage share of local suppliers of the total purchases was as follows:

74% Contracts
94.3% Purchasing

Supply Chain Management

In order to achieve smooth execution of our operations, we require reliable business partners in our business ecosystem. Sustainable supply chain forms a vital asset and is demonstrated through our continuous efforts to strengthen the supply chain by encouraging green procurement. Our procurement procedures assist us to minimize social and environmental impacts throughout the supply chain. We are aware of risks in modern business and lay emphasis on sourcing responsibly and ensuring ethicality with our suppliers to promote ethical conduct throughout our value chain. Our tender and procurement management manual outlines principles and also that comply with the relevant laws and regulations applicable in the Emirate of Dubai and United Arab Emirates. General controls of tenders and procurement within our organization are outlined in the manual. The manual also represents general terms and conditions for our suppliers to adhere to. All our policies, manual, organizational standards and operational plans relating to management of tenders, contracts, purchasing and material handling are reviewed at regular intervals by the procurement Department to ensure ethical and sound business operations.

One of our values that we strongly believe in is fostering a spirit of innovation and creativity among all our employees. We aim to develop a culture of leadership and strategic thinking that drives towards achieving of results within the organization. To achieve this objective, we conduct a number of training sessions and workshops for our employees to train them in terms of innovative thinking and smart governance practices.

Innovation Results

No. of employees trained in innovation and smart governance

Year	Target	Actual
2014	10	10
2015	15	15
2016	20	20

Innovative ideas submitted

Year	Submitted	Implemented
2014	8,179	301
2015	10,006	451
2016	10,271	374

Non-fare box revenue share for RTA and selected benchmarks, 2015-16

Our current institutional set-up still showcases a strong operational focus. Peer authorities such as Land Transport Authority (LTA) in Singapore or operators such as Singapore Mass Rapid Transit (SMRT) in Singapore and Mass Transit Railway (MTR) in Hong Kong have dedicated departments managing their commercial revenue streams e.g. advertising and real-estate across all business lines. Within RTA, the advertising function is shared amongst agencies and hence we consider consolidating these activities into one single unit to enable better coordination in advertising activities and to offer more attractive packages to our customers.

Moreover, our non-fare box business so far has potential to contribute more than the current contribution towards the financing of future capital expenditures. The current share of RTA non-fare box revenues from RTA's total revenues is 17%. As shown in the figure below, this is significantly below the main peers which were considered in the baseline assessment analysis. Even though the average share of non-fare box revenues of the benchmarked peers is 27%, best-in-class organizations achieve up to 60% of their revenues with non-fare box income streams.

City/Authority	Share of Non-fare Box Revenue
Chicago (CTA)	8%
London (Transport for London)	9%
Dubai (RTA)	17%
Singapore (SMRT)	28%
Sydney (NSW)	30%
Hong Kong (MTR)	60%

The logos and brands are the intellectual properties of the respective owners.

BROCHURE

KPMG - SUSTAINABILITY

This brochure was developed as an integral component of KPMG's sustainability consultancy services, aimed at promoting their expertise in the field. The design approach for the brochure focused on incorporating suitable design elements and color schemes, harmoniously blending professionalism with aesthetic appeal to produce an impactful and visually pleasing promotional material.

KPMG

Sustainability services

Empowering organizations, striving for a sustainable tomorrow

2019

KPMG Lower Gulf Limited

Our value proposition

The KPMG Lower Gulf Sustainability Services team helps you to understand and address social, economic and environmental challenges. Our sustainability services practice is a global network comprising more than 500 dedicated sustainability professionals, delivering advisory and assurance services in more than 50 countries. Our global sustainability practice (one of the first to be developed by a large accounting firm) offers more than 30 years of sustainability knowledge and experience all of which will be leveraged to support your business needs.

Our dedicated team serves the United Arab Emirates and Oman, in addition to supporting other markets in the Middle East.

- We aim to provide guidance in terms of best business practice rather than NGO or engineering based practices to manage environmental, social and economic sustainability challenges.
- Our team utilizes its extensive experience across a variety of environmental and social issues, in addition to sector and process expertise, to generate fit-for-purpose business-ready recommendations.

- We assist our clients in digesting and understanding complex and long-term sustainability topics and trends that may impact their operations.
- We also provide insights from our global network, which help our clients to be at the forefront of global movements.

HOW CAN WE HELP?

Our service offerings have been developed to assist you during your sustainability journey, from initial integration to obtaining external assurance for public sustainability disclosures. We have extensive experience working with organizations in a wide array of sectors, including financial services, oil and gas, government, transport and consumer goods.

STRATEGY AND IMPLEMENTATION

Assist in development of long-term and short-term goals, key performance indicators (KPIs) and reporting structures, as well as prioritizing internal and external expectations

SUSTAINABILITY REPORTING

Assess the organization's sustainability performance in accordance with international sustainability frameworks, such as Global Reporting Initiative (GRI) Guidelines and the Integrated Reporting <i>iR</i> Framework

SUSTAINABLE FINANCE

Incorporate environmental, social and governance (ESG) criteria into responsible investment strategies to create lasting benefits for both clients and society

IMPACT AND SOCIAL RETURN ON INVESTMENT

Assess, measure and quantify social investment impact and social return on investment

RISK ASSESSMENT

Identify and measure ESG-related risks and evaluate options to address existing gaps

ASSURANCE

Third-party verification and assurance of non-financial information and sustainability disclosures included in standalone sustainability reports, integrated reports and annual reports

Risk assessment

Risk and sustainability are clearly interrelated. From a burgeoning population to shifting social norms, changing weather patterns to declining ecosystems, the sustainability risk landscape grows more complex and interconnected every year. Lack of awareness or even negligence in past decision making processes has contributed to many of the global risks we face today. Risk managers are now incorporating ESG-related measures into their registers, in an effort to head off such risks, develop appropriate alleviation processes and minimize adverse impact. By doing so, organizations are able to:

- Reduce the impact of ESG-related events, potentially alleviating the impact of unforeseen events by utilizing a holistic risk review, beyond financially focused influences
- Generate innovative services - risks provide a platform for both private and public sectors to identify opportunities to create innovative and sustainable services, thereby attaining a competitive advantage in the market

HOW CAN WE HELP?

To respond to the today's rapidly changing environment, we use KPMG's proprietary Dynamic Risk Assessment (DRA), a three-dimensional approach, which seeks to understand connections between risks and the speed at which impact occurs. Our Sustainability Services team applies DRA to three specific categories:

- Materiality assessments: assess risks and opportunities related to your operations utilizing stakeholder engagement and our online voting tools
- ESG due diligence: explore the environmental, social and governance risks unique to your organization
- Environment, health and safety: monitor risks related to health and safety within your organization

Assurance

External assurance is designed to provide independent third party verification to your stakeholders. The objective is to ascertain whether the information is true and accurate, free of bias and demonstrates the integrity of your organization's processes and performance. Such transparency may indicate to stakeholders that the data is free from error and reliable. Independent third party assurance offers benefits, including:

- Demonstrate management's commitment to improving disclosures to the market and/or regulators
- Present credible sustainability performance data, gaining stakeholders' confidence
- Support scoring models for external benchmarks and sustainability indices, such as the Dow Jones Sustainability Index and the Carbon Disclosure Project
- Improve internal controls and reporting processes - KPMG Lower Gulf utilizes the assurance process as an opportunity to identify areas for improvement

HOW CAN WE HELP?

KPMG Lower Gulf provides third-party assurance using recognized assurance standards such as ISAE 3000 and ISAE 3410 which enable a degree of rigor equivalent to that of financial reporting. These standards may be applied to a variety of non-financial information including, but not limited to:

- Individual data points (e.g. Greenhouse gas footprints, health and safety data, community investment spend)
- Standalone sustainability reports
- Integrated reports
- Responsible investment reports
- Specific government reporting

Strategy and implementation

Regulators and stakeholders are demanding companies focus on improving ethical practices and processes. In response, many organizations are thinking more strategically about embedding "sustainability" in their organizational DNA. Those which adopt and incorporate sustainable practices are often better positioned to adapt to emerging risks and opportunities.

Integrating a sustainability strategy into your overall business approach can be beneficial in several ways:

- Engage with stakeholders in order to understand expectations, informing strategic priorities based on their input
- Strengthen sustainability governance within your organization - implement a strategic framework that includes clear responsibilities and KPIs
- Organize ongoing sustainability initiatives, monitoring and evaluating how effective efforts have been
- Differentiate yourself by aligning sustainability goals to your organizational objectives, incorporating these at all levels of the business

HOW CAN WE HELP?

KPMG Lower Gulf can assist your organization in the following ways:

- Develop a robust sustainability strategy, including long and short-term goals, KPIs and reporting structures
- Stakeholder engagement and prioritization of internal and external expectations
- Implementation of a sustainability strategy, establishing a defined plan of action, a baseline from which to measure progress and a clear view of priorities

Sustainability reporting

Concerns about environmental, economic and social responsibility have risen to the forefront amongst stakeholders in both the private and public sectors. As a result, performance reporting is now "business as usual" for the majority of companies regionally and globally. Stakeholders now increasingly expect entities to identify and communicate environmental, economic and social risks, their impact, and measures to address these effectively.

Reporting on sustainability performance enables you to:

- Show commitment to sustainability to both internal and external stakeholders
- Gain stakeholder confidence by telling "your story" and demonstrating your organization's approach to addressing sustainability-related challenges and opportunities
- Track and establish organizational progress by comparing year-on-year performance
- Proactively tell your value creation story, distinguishing yourself from your competitors

HOW CAN WE HELP?

KPMG Lower Gulf can assist your organization in the following ways:

- Standalone sustainability report, aligned with international reporting guidelines, such as GRI
- Comprehensive reporting, aligned with the International Integrated Reporting Council (IIRC)
- Corporate social responsibility (CSR) reports
- Greenhouse gas (GHG) reporting
- KPMG Lower Gulf's GRI certified team will support you in preparing and building reports according to relevant voluntary and regulatory guidelines

Sustainable finance

Asset owners and managers understand that sustainability risks and opportunities can affect returns on investment, positively or negatively. Furthermore, stakeholders increasingly expect asset owners and managers to factor in ESG criteria when making investment decisions. By understanding the opportunities and threats of sustainability-related issues your organization is better positioned to:

- Set short-term and long-term targets and objectives for your responsible investment strategy that connect with stakeholder and organizational core values
- Meet stakeholder, regulator and government transparency expectations and requirements
- Develop a more robust picture of investment opportunities and risks, incorporating sustainability and responsible business factors

HOW CAN WE HELP?

As KPMG Lower Gulf, we provide three main service channels:

- **Benchmarking and readiness assessments:** benchmark and determine ESG risks. Furthermore, we can support identification and analysis of gaps between an investment's sustainability strategy and performance and voluntary industry standards, such as UN Principles for Responsible Investment (PRI) and the Equator Principles
- **ESG vision and strategy development:** evaluate and develop ESG business strategies and policy statements, research and generate sector policies, and advise on indices and ratings, including ethics and integrity management
- **ESG disclosure and reporting:** disclose performance, for example through a responsible investment reporting

Impact and social return on investment

Businesses meeting in social endeavours often fail to quantitatively measure the impact their programs generate. This prevents stakeholders from understanding both the positive outcomes, as well as areas which require improvement. Conducting impact assessments and determining the value created in financial terms strengthens the case for investing in social ventures at the board level.

By measuring social impact you are able to:

- Manage and communicate the social value created by your organization with your stakeholders
- Increase investor confidence and attract potential investors by providing financial return on investment information
- Understand and measure your organization's social investments and its impact, allowing you to pinpoint any shortfalls and take corrective measures

HOW CAN WE HELP?

KPMG Lower Gulf has developed varied valuation and impact assessment approaches, each appropriate to different levels of rigor, complexity and financial contribution. These include True Value Methodology (KPMG proprietary tool), the Social Impact Assessment tool and the internationally recognized Social Return on Investment tool.

- The True Value methodology provides you with a detailed assessment of your organization's most significant economic, social and environmental impact, both positive and negative. Our methodology applies a financial value to the impact generated in order to give a complete overview of the value that an organization creates
- The Social Impact Assessment KPMG Lower Gulf provides assists you in analyzing, monitoring and managing your organization's social impact. This tool is used for comparative analysis of projects, where maturity level is lower and is often applied at the early stages of implementation
- The Social Return on Investment tool provides detailed quantification of your impact, including unintended consequences, in order to accurately identify social return on investment

ILLUSTRATION

DUBAI FESTIVAL CITY

I was commissioned to produce a commemorative illustration for New Year's festivities at Dubai Festival City, showcasing the essence of their renowned destination. The primary objective was to emphasize the importance of family and capture the exhilarating spirit of the festive night that accompanies the arrival of the New Year.



ILLUSTRATION

ADVENTURES

I was commissioned to develop an illustration that portrays the burgeoning overland community, encapsulating a sense of intrepid exploration in the GCC region. The artwork aims to evoke a spirit of adventure, inviting individuals to embark on a journey into the unknown. The open road awaits, beckoning you to embark on your own unique adventure!



THANK YOU

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