

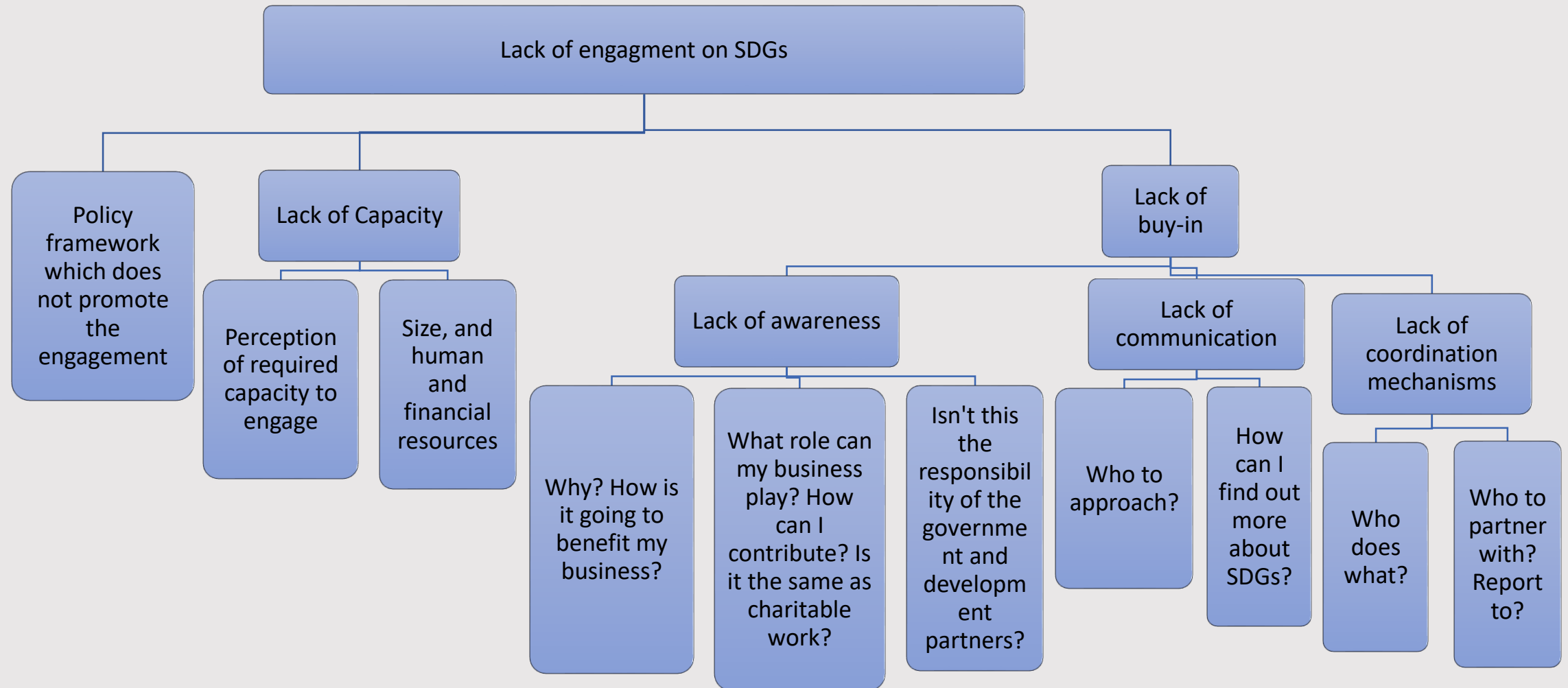
# UNDP's Strategy to Engage Private Sector in Iraq in SDGs



Why and How to Engage in Advancing SDGs in Iraq

- Iraqi private sector, large or small, have not fully committed to the SDGs
- There are scarce and scattered initiatives, mostly by large firms, that support and/or contribute to SDGs in the areas of renewable energy, women empowerment, entrepreneurship, employment generation, TVET and food security.
- However, current private sector engagement is not systematic
- Most of the current private sector initiatives fall under Corporate Social Responsibility (CSR)

# Challenges that inhibit Iraqi private sector engagement in SDGs



# UNDP's strategy to engage private sector in Iraq in SDGs

## 1. Upscaling and aligning support to and creating enabling environment for private sector with SDGs:

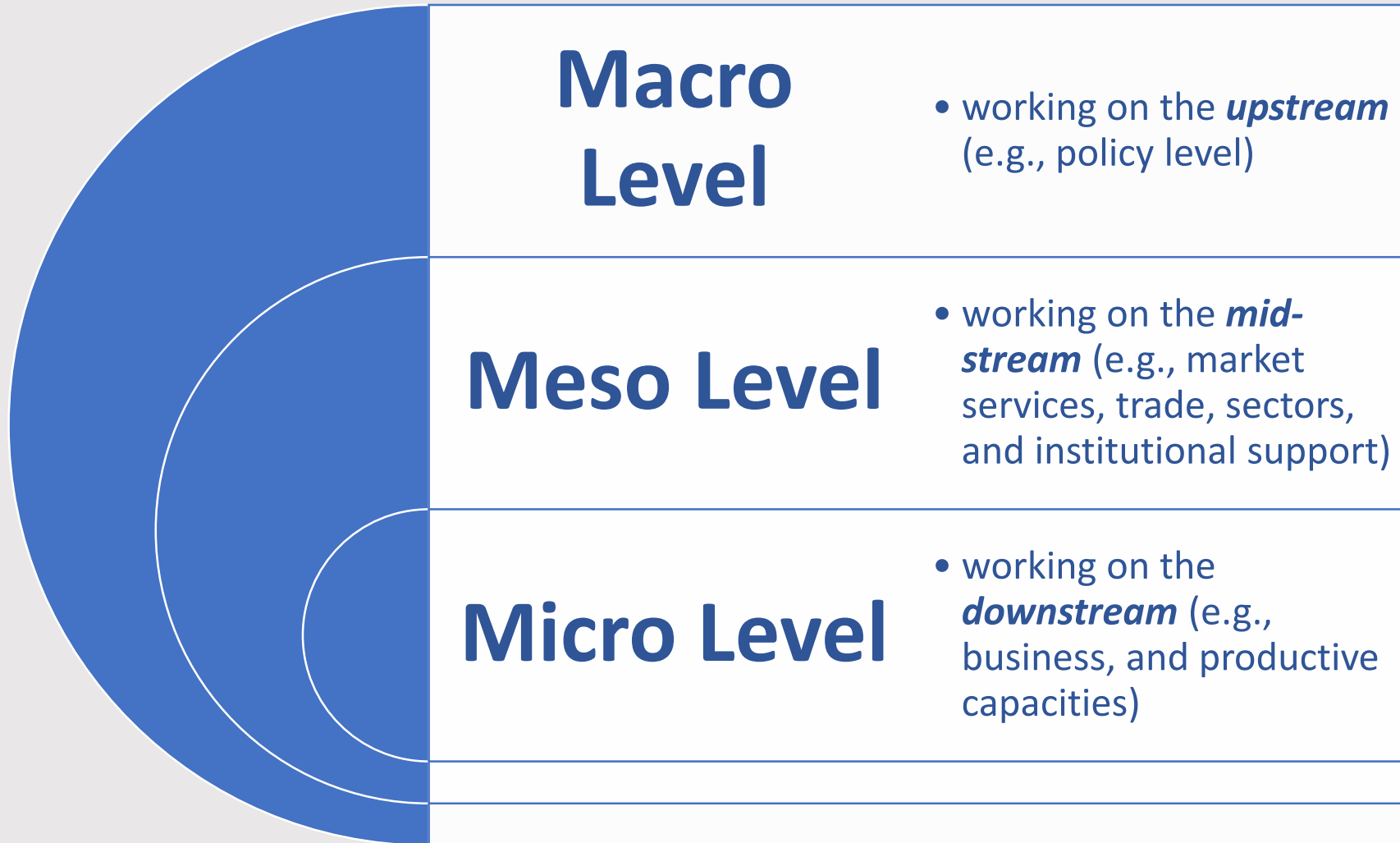
- While working with government, private sector and development partners, upscale and align to SDGs the efforts to support private sector and create enabling environment and promote inclusive business models. A first step will be to conduct a diagnostic study with an SDGs lens to guide the formulation policies and programmes.

## 2. Tailoring approach, engagement level and mode:

- Classify firms based on size, capacity, and sector of operation/main activity and tailor approach, engagement level and mode, and devise concrete initiatives accordingly. A first step will be to map out private sector firms and enhance understanding of their capacities and business models.

## 3. Communication and raising awareness:

- Combine general and group- and firm- specific communication and awareness raising. Create and support networks for agents of change and foster leading by example.



# Ways to Engage Your Business to the SDGs

## Engagement Mode A

**FINANCIAL CONTRIBUTION:** the private sector can participate in financing SDGs related projects through donations and Corporate Social Responsibility (CSR) initiatives

## Engagement Mode B

**INVESTMENT:** making new investments and redirecting existing investment to SDG-oriented projects. For example, profitable renewable energy projects

## Engagement Mode C

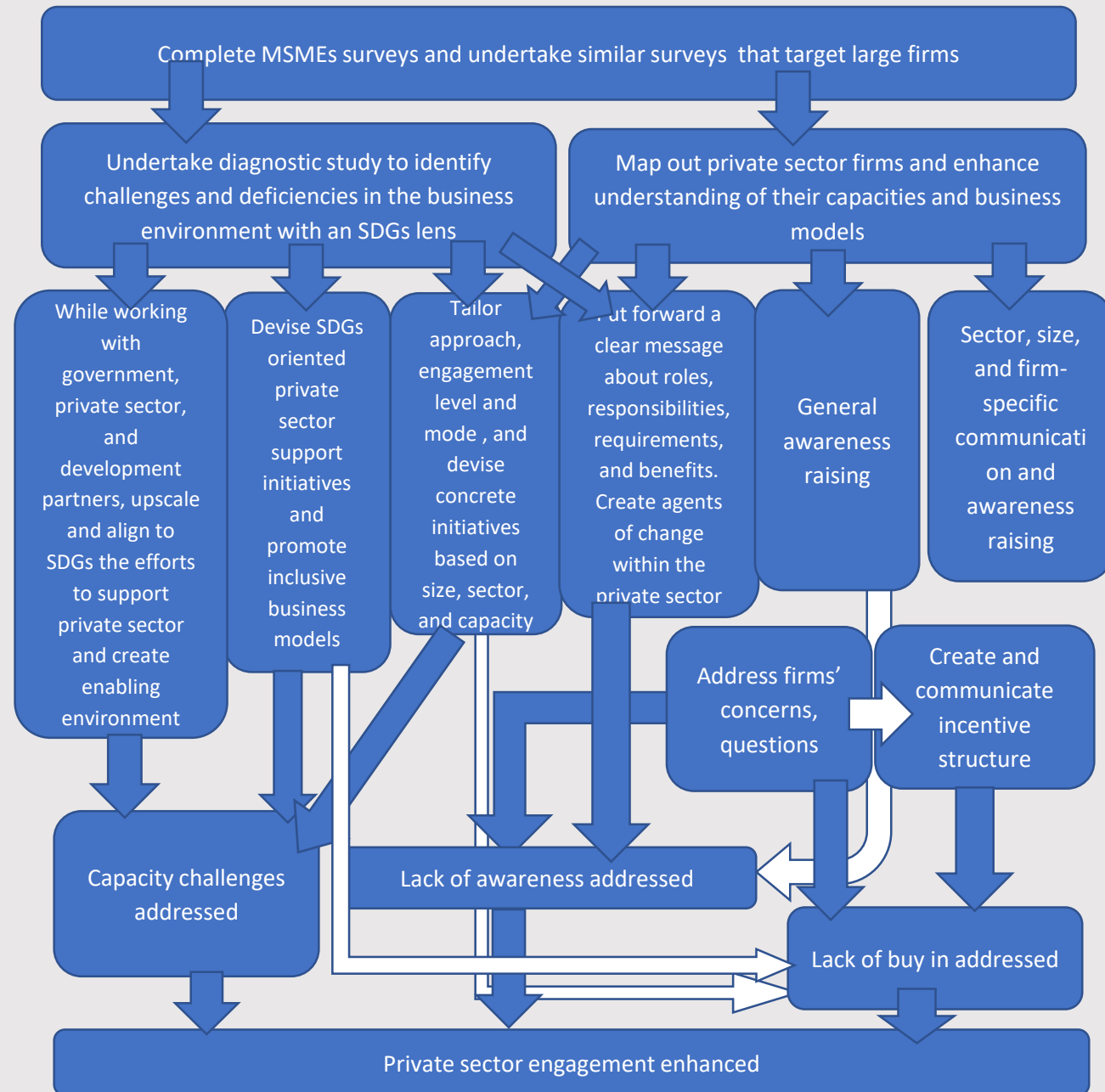
**PROJECT MANAGEMENT:** leveraging technical expertise and experiences, private sector can deliver quality projects while balancing resources' efficiency.

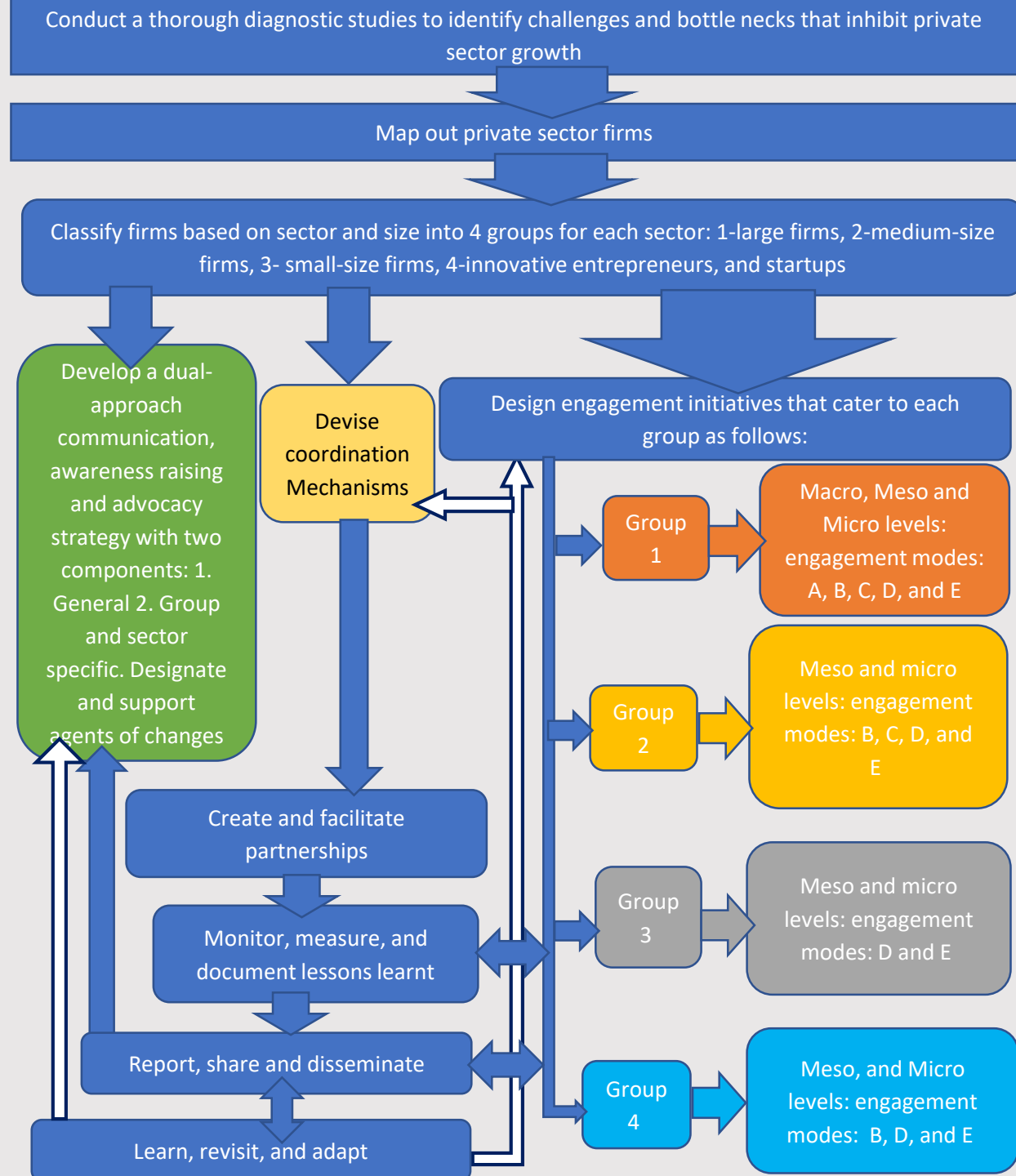
## Engagement Mode D

**BEHAVIOR CHANGES:** by aligning company's strategies, practices, processes of how goods and services are produced and delivered to markets with sustainable development objectives, upholding an integrated reporting framework, and conducting due diligence along supply chains, the private sector can better evaluate and address environmental and societal issues.

## Engagement Mode E

**INNOVATIONS AND ENTREPRENEURSHIP:** introducing new technologies that advance SDGs, such as emission reduction and sustainable and efficient utilization of raw material. (examples electric vehicles, green hydrogen, substituting carbon fibers, organic and biodegradable material for metals and plastics, and waste recycling). It also includes innovative inclusive business models and entrepreneurial activities, particularly social entrepreneurship





# THE SDGs

## AN OPPORTUNITY FOR BUSINESS

## Benefits of Engaging in and aligning Your Business to the SDGs



### GROW REVENUES

By expanding into untapped markets and discovering innovative solutions.  
Benefiting from partnership and support provided by the government, international organizations and development partners



### BUILD SUPPLY CHAIN RESILIENCE

By enhancing supply chain sustainability and operational efficiency.



### ENHANCE REPUTATION

By increasing the confidence of customers, partners and investors and boosting employees' engagement and recruitment.



### INCREASE ACCESS TO CAPITAL

By increasing attractiveness to a wider range of investors.



### REDUCE RISK AND INCREASE COMPETITIVENESS

By keeping pace with policy developments and technological advancement and reducing legal, reputational, and other risks.



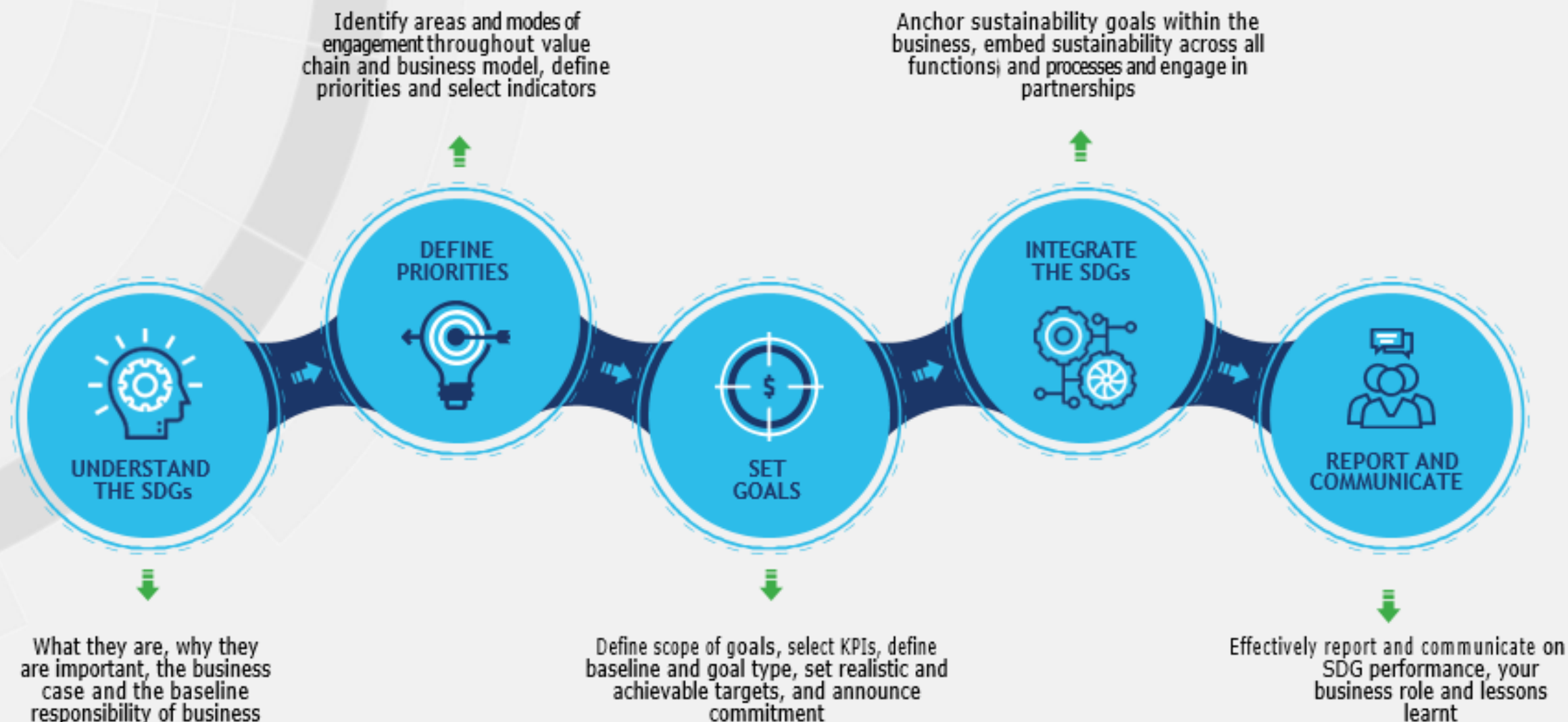
### GROW AND DIVERSIFY PARTNERSHIPS THROUGH A SHARED PURPOSE

By networking and communicating effectively with stakeholders about their impact and performance, bringing together synergistic partners.

# THE SDGs

## AN OPPORTUNITY FOR BUSINESS

## Steps to Align Your Business to the SDGs



## EXAMPLE FROM JORDAN

### PRIORITIZED SDG



#### BUSINESS IMPACT

8x Growth in Global Sales

250,000 - 300,000 transactions per month

Excess of 6.9m transactions cumulatively

100% transactional growth between 2017 and 2019

## Businesses contributing to the SDGs

### Engagement Mode C & E

## ZERO HUNGER

IrisGuard is a UK privately held, electronic payment solutions company and the leading supplier of end-to-end iris recognition biometric technology. In Jordan it realizes and supports the importance of achieving sustainable food security in order to end hunger, particularly among the poor, vulnerable and displaced populations in Jordan.

The United Nations World Food Programme (WFP) has deployed IrisGuard's innovative EyePay® payment terminals in supermarkets providing Syrian refugees with a secure and fast method of paying for groceries using just their eyes without cards, vouchers or any other ID token. IrisGuard's patented EyePay® technology is an innovative Secure Financial Delivery platform that utilizes end-to-end iris recognition technology such as EyeBank®, EyeCloud®, and EyeCash®.

In 2017, IrisGuard enhanced its EyePay® Secure Financial Delivery platform to include Blockchain technology. With the humanitarian community increasingly adopting Cash-Based Transfers as the means to provide assistance to beneficiaries to enable them to purchase their own needs, new tools and risk mitigation measures were necessary. The World Food Program introduced the WFP Building Blocks where the EyePay® Secure Financial Delivery platform was integrated with Ethereum as a cryptocurrency to provide transparency in blockchain transactions. IrisGuard helped the WFP secure the last-mile of blockchain transactions through the use of iris recognition as a secure and fail-proof authentication of identity instead of the crypto key.

## EXAMPLE FROM JORDAN

### PRIORITIZED SDG



#### BUSINESS IMPACT

**25% increase** in student enrollment to reach over 12,000 students in 2019/2020

A 3-fold increase in the number of graduating students since 2015

## Businesses contributing to the SDGs

### Engagement Mode D

## QUALITY EDUCATION

Luminus Education is the largest private TVET provider in Jordan. The training institution has integrated SDGs in the core of its business model to create value for students, employees, donors, corporate partners, employment partners, investors and the wider community. Aiming to deliver the highest quality of technical and vocational education for vulnerable Arab youth, Luminus developed Education for Employment (E4E) model that is the essential part of its Employment Hub. The E4E proves to be effective in Jordan and is demonstrated by Luminus's 80% job placement rate.

Luminus also targets young people with low and middle-income backgrounds, including women and refugees.

Luminus has offered to date more than 20,000 student scholarships, with support of its funding partners.

Driving up enrollment, Luminus recently:

- Launched a blended finance student lending mechanism; the Islamic Compliant Microfinance program.
- Opened up study options with increased employability opportunities targeting the more economically disadvantaged students, including Abdul Aziz Al Ghurair School of Advanced Computing (ASAC) and an automotive school.
- Increased its partnerships with private sector employers to ensure securing job opportunities for its students.

# EXAMPLE FROM EGYPT, OMAN

## PRIORITIZED SDG



### BUSINESS IMPACT

Since the 17 people completed training with an employment rate of 100% at ARTC. In 2022, approximately 100 trainees and 100 undergraduates will be trained.

In Oman 148 job seekers completed 3-month training and have been hired by the mall. 126 trainees were hired to gain more work experience after completing 2-day trainings

## Businesses contributing to the SDGs

### Engagement Mode D

## QUALITY EDUCATION

Founded in 1992, Majid Al Futtaim is the leading shopping mall, communities, retail and leisure space across the Middle East, Africa, and Asia. It was founded in 1992 in UAE. Majid Al Futtaim is one of the UAE's most respected and successful businesses spanning 17 international markets and employing more than 43,000 people.

In 2021, Majid Al Futtaim, as part of their CSR, opened the Almaza Recruitment and Training Centre (ARTC) in one of its four shopping malls in Egypt, in partnership with the European Bank for Reconstruction and Development (EBRD). With a range of programmes available, the content focuses on both soft and technical skills, from delivering customer service excellence to developing motivated employees. Importantly, the ARTC provides targeted training for demographics who have historically faced additional barriers to employment such as women, youth, and people of determination.

Similarly, Majid Al Futtaim are collaborating with The Retail Agency in Oman on the *Tamheen Initiative* - that elevates Oman's retail sector through education and training - to provide specialized training sessions that will support the Omani workforce with the tools and skills needed to excel in the growing retail space. Tamheen will bridge the gap between market supply and demand and help trainees establish a career path, with specific job opportunities within Majid Al Futtaim malls. In 2021, over 148 Omani job seekers completed a three-month training programme through the initiative and were subsequently hired by the mall tenants. In addition, over 126 trainees completed two days training and were hired to gain work experience.

# EXAMPLE FROM JORDAN, IRAQ

## PRIORITIZED SDG



### BUSINESS IMPACT

6x increase in the number of female clients since the start of the "Shorouq" program.

35% of the "ComeBack" graduates found jobs.

7 Companies benefited under the "Unlocking markets with Bank al Etihad" program

Women in Tech Program (Zain) trained 124 women, provided 10 paid internships, and hired 7 female candidates

## Businesses contributing to the SDGs

### Engagement Mode B & E

## GENDER EQUALITY

Etihad Bank in Jordan recognizes the importance of women's role as a key contributor in building the national economy and that the impact of empowering women financially reflects on the community. As part of their gender empowerment efforts Bank al Etihad launched "*Shorouq Program*" in 2014 to support women through financial and non-financial services. In 2021, the Bank launched the program "*Unlocking Markets with Bank al Etihad*", is a two-month export readiness program for SMEs. The companies' selection for the program prioritized firms with at least one female founder with decision-making power; or that a woman has 50 percent ownership and has decision-making power; or that a woman has at least 20 percent ownership while being the main signatory authority. The selected companies received support through, workshops, meetings with market and legal experts, help assessing partnership opportunities, and one-on-one meetings with potential clients and leaders that will facilitate the expansion of the companies to new international markets.

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Zain telecom company launched the Women in Tech program across its operating markets. The program targets young female graduates who specialized in STEM (Science, Technology, Engineering and Math). The program focuses on providing the technical training for selected candidates that prepares them for working in the field and increasing their employability. So far, 124 women were selected out of 500 applicants. The training also includes mentoring that develops interpersonal and soft skills, as well as exposure to new ideas in business development. In Iraq, the program helped the graduates to find jobs or internship opportunities in the field. The program provided paid internship at Zain for 10 candidates. 7 have been hired by the firm.

# EXAMPLE FROM UAE

## PRIORITIZED SDG



### BUSINESS IMPACT

In Jordan, 100% solar energy use at 35 Carrefour stores

In Mall of Bahrain, the solar plant will generate 10 million kWh of clean energy, which is 50 % of shopping mall's energy consumption needs.

Future investment in renewable energy to 16 malls in the Gulf will provide 65 million kWh of renewable energy per year and will generate 25% of landlord electricity demand from renewable sources.

## Businesses contributing to the SDGs

### Engagement Mode

## AFFORDABLE AND CLEAN ENERGY

Majid Al Futtaim is the leading shopping mall, communities, retail and leisure space across the MENA region. Its Sustainable Building Policy requires all new projects to achieve a minimum on-site renewable energy generation of 25% of its total energy use.

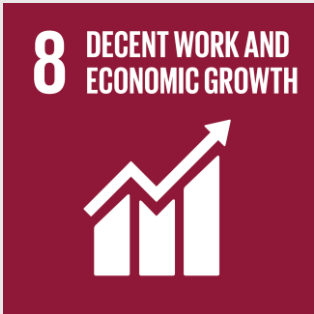
To achieve its commitments, Majid Al Futtaim has partnered with Yellow Door Energy, the leading solar developer for commercial and industrial businesses in the Middle East and South Asia, on a series of Power Purchase Agreements (PPAs). In 2021, a 17 MW solar park in Jordan became operational, providing 100% of the energy use of 35 Carrefour stores across the country with renewable supply. Comprising over 49,000 solar panels, it is estimated that 300,000 tonnes of carbon emissions across Carrefour's operations will be avoided because of the PPA over its lifetime.

A second 6.2 MWp PPA was signed in 2021 with the developer, which will be the largest private solar plant in the Kingdom of Bahrain once developed. Spanning over 40,000 m<sup>2</sup>, the rooftop solar plant will generate 10 million kWh of clean energy in its first year of operation for The Bahrain Mall, meeting 50% of the shopping mall's energy consumption needs, equivalent to reducing carbon emissions by 6,300 tonnes.

Similarly, Majid Al Futtaim's Shopping Malls business unit is embarking on a third 20-year PPA with Yellow Door Energy to provide renewable energy to 16 shopping malls across the UAE, Bahrain, and Oman. Scheduled to be completed by the end of Q1 2023, the PPA will provide more than 65 million kWh of renewable energy per year and support the business unit to reach its goal of generating 25% of landlord electricity demand from renewable sources.

# EXAMPLE FROM JORDAN

## PRIORITIZED SDG



### BUSINESS IMPACT

Landmark Hotel’s employee retention grew 38% after establishing the daycare and implementing new policies.

Through ZAINIAC program, 5 ideas submitted; 1,158 Zain employees certified on a startup mindset, 15 workshops conducted, 2 of them in collaboration with Ericsson.

# Businesses contributing to the SDGs

## Engagement Mode D

### DECENT WORK AND ECONOMIC GROWTH

Landmark Hotel in Jordan empowers its employees through creating a diverse and inclusive family friendly business environment through several initiatives:

- Establishing a free on-site nursery for the children of male and female employees.
- Implementing different policies and procedures to support work-life balance, like part-time work balance.
- Providing continuous trainings to develop professional and personal skills of its staff members.
- Providing a clinic to fulfil daily employee needs
- Making the hotel wheelchair accessible.
- Having an inclusive policy, the hotel hired and trained several male and female individuals with mental and physical challenges.

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ZAINIAC is an internal innovation platform that was established in 2017 by Zain to foster internal ideation and intrapreneurship. The platform is open to all Zain employees, providing resources such as mentorship from Zain’s senior management, support of the incubation process, and general assistance in developing business ideas. ZAINIAC focuses on equipping employees with the opportunity to transform their ideas into their own startups by testing their concepts, building prototypes, and pitching theories to a panel of experienced judges. Zain’s employees across its markets are being upskilled to ensure they are equipped to play a constructive role in the organization. A cross-sectoral engagement with local and international institutions, the education sector, and government and non-governmental entities allowed Zain to train and develop its employees by leveraging existing accessible digital platforms to provide employees with trainings.

## EXAMPLE FROM IRAQ

### PRIORITIZED SDG



#### BUSINESS IMPACT

- Increased customer base.
- Increased active users.
- Increased number of transactions.

AS a result of WE ABLE programme,  
10 participants with disabilities were  
hired by Zain.

## Businesses contributing to the SDGs

### Engagement Mode C & D

## REDUCED INEQUALITIES

Zain Cash was launched in late 2015 by Zain and Iraq Wallet, allowing users to deposit, withdraw, transfer money and pay for goods and services via their mobile phone. Zain Cash service provides mobile banking services for both the banked and unbanked population. The service allows users to deposit e-money onto their mobile numbers, transfer money across Iraq, Cash-in/Cash-out at thousands of locations, purchase digital goods and products online, and more. The service has strengthened the concept of financial inclusion and succeeded in empowering a large segment of population who otherwise do not have access to any formal financial institution.

In early 2022, Zain Iraq and UNICEF established the partnership that is expected to reach people in hard-to-reach areas of Iraq and extend health-related digital initiatives that will target women, children and will provide 1,000 young persons in Iraq with opportunities to reach their full potential through learning and engagement opportunities.

WE ABLE is a disability inclusion initiative that was launched by Zain telecom in 2019 with the aim of making Zain disability inclusive across all its operating markets. WE ABLE launched GROW, a virtual two-month development program facilitated by Zain employees for people with disabilities by targeting fresh graduates with registered disabilities. The program aims to extend the knowledge of disability inclusion within the company to its customers and employees and create lasting connections. There was a total of 28 participants, 10 of whom were hired by Zain operating companies. Additionally, Zain Iraq, Jordan and Saudi Arabia provided sign language trainings for frontline customer service staff to ensure the service is inclusive of members of the deaf and mute communities.

EXAMPLE FROM IRAQ

PRIORITIZED  
SDG



BUSINESS IMPACT

TotalEnergies can leverage its position in the Middle East, a region where the lowest-cost hydrocarbons are produced, to gain access to large-scale renewable projects

Saudi Aramco’s example demonstrates investment to manage CO2 in a well-integrated way.

Businesses contributing  
to the SDGs

Engagement Mode B & D

CLIMATE ACTION

TotalEnergies oil producing company, in 2021 announced large investment in Iraq that will include oil, gas and solar energy projects worth \$27 billion. While this investment does not represent a total shift by one of the major oil companies towards cleaner energy sources, but it is a step in the right direction as the planet battles rising greenhouse gas emissions. TotalEnergies will invest in a number of projects, which include 1) a construction of a solar energy plant to supply Iraq’s Basra regional grid; 2) a project to recover Flared Gas on three oilfields in order to supply local power stations and to reduce harmful greenhouse gas emissions that occurs during oil production. 3) a project that will involve injecting seawater into oil fields to optimize production while conserving scarce water supplies in Iraq. (Source: TotalEnergies)

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Saudi Aramco plans to begin permanently storing carbon dioxide from 2026 in one of the largest facilities of its kind, as the oil giant seeks to reach its goal of net-zero emissions by 2050. The company is looking to capture carbon dioxide emitted by processes that convert natural gas into hydrogen, among other industrial activities, and permanently store the pollutant deep underground in a reservoir that previously produced oil and gas.

The first phase of the project near the industrial city of Jubail, on the east coast of Saudi Arabia, will be able to store between 5 million and 9 million tons of carbon dioxide per year, which is equivalent to the emissions from about 1 to 2 million gasoline-powered passenger vehicles driven over a year. The project is part of Aramco’s larger vision to become a leader in producing hydrogen, a gas seen as key to the global energy transition since it produces zero emissions when burned. (Source: *World’s Largest Oil Exporter Has to Go Big on Carbon Storage*, Bloomberg US Edition, 11 August 2022)

**THANK YOU!**