



Committed to  
Transforming  
Our Region

Impact report  
July 2022 - June 2023



# Delivering sustainable outcomes for our people and communities

As we move beyond the borders of business, our responsibility is to ensure we support the communities and environments in which we operate by using our own resources and tools.

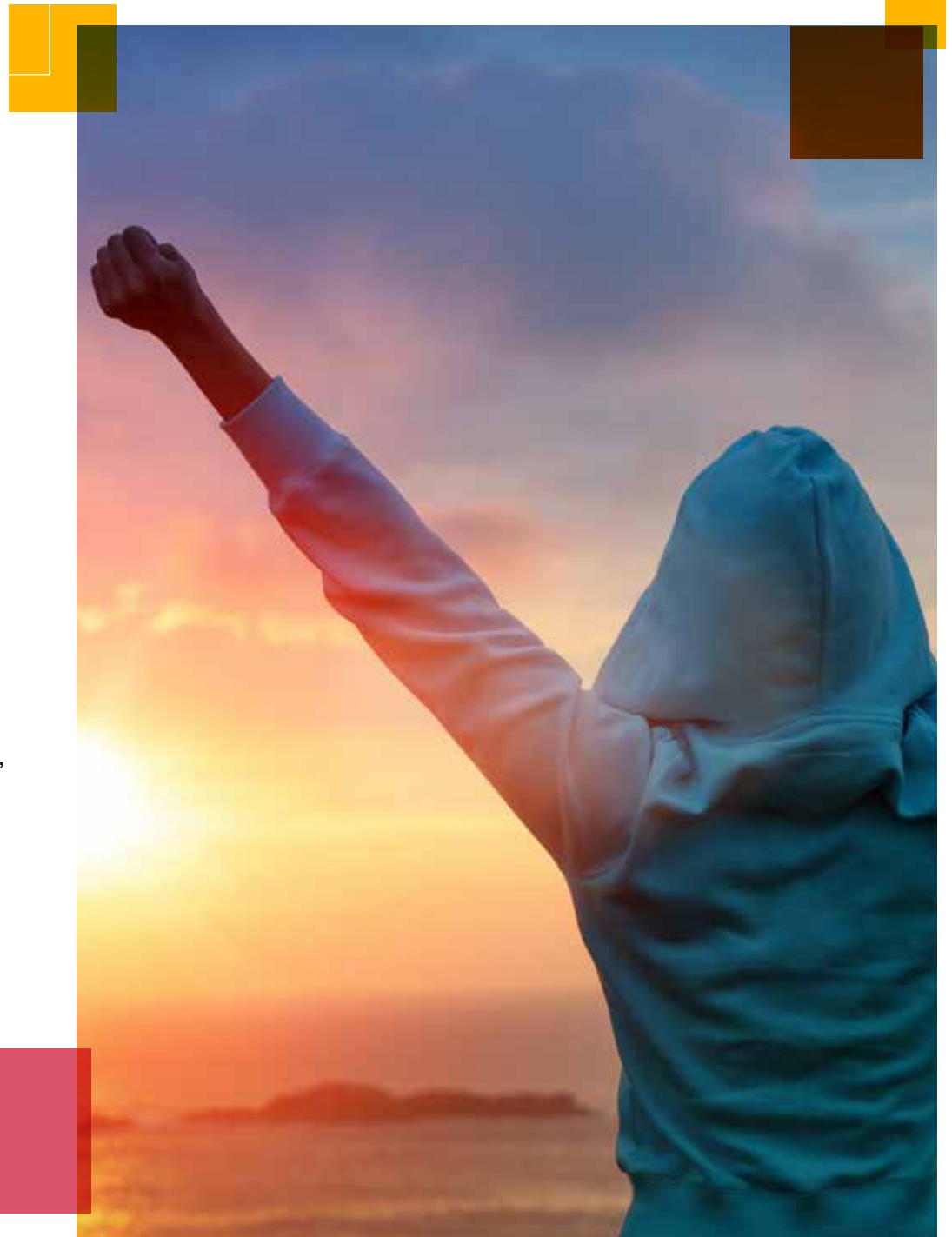
Reflecting on the past year, we have leveraged the power of collaboration, volunteerism and environmental advocacy to positively impact communities around the region.

## We believe we have achieved this by

**Understanding** the vision of the countries in which we operate and integrating ourselves into schemes that support local communities.

**Inspiring** our people to put their skills towards the greater good. Together, we have achieved significant results through volunteerism and numerous upskilling programmes, supporting young people, empowering women, aiding vulnerable populations, startups, and Non-Governmental Organisations (NGOs). Furthermore, we have responded to - and continue to respond to - humanitarian and environmental crises throughout the year by collaborating with local, regional and international organisations.

**Doubling** our financial commitments to increase the number of pro-bono engagements in the region in support of local and regional charitable organisations.



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## Chief Sustainability Officer & Advisory Partner

**Roland Hancock**



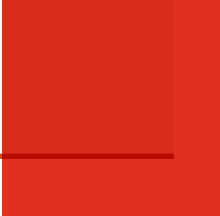
As we continue to face the accelerating impacts of climate change, leading to soaring heat waves, intense sandstorms and floods, subsequently displacing of thousands in our region, it is important to acknowledge the importance of collaboration between governments, charitable organisations and the private sector.

Corporate sustainability plays an important role in mobilising efforts across all fronts.

At PwC Middle East, our corporate sustainability strategy is aligned to our business strategy to enable us to contribute towards a healthier planet, securer societies and economic prosperity. We have studied the needs of our local communities, understood the vision of our regional governments and identified ways in which we can support the changes needed to establish a safer and healthier future.

With a steadfast focus on our people and planet, we continue to address societal challenges by helping our employees become active, thriving members of the communities they work in. Collaborating with various charitable organisations, we create opportunities for our employees to use their time, knowledge and expertise for the greater good.

Our aim is to develop a robust corporate sustainability framework that inspires and engages our employees, while supporting the change the world around us needs. In our experience, a deeper level of trust is earned through each interaction, each shared experience, each relationship and each solution. Our goal is to ensure that we grow along this path, ensuring social prosperity is prioritised alongside our own corporate ambitions.





## Making a difference



### How are we giving back?

We proactively deliver on the commitments we make to supporting our people through various initiatives across wellbeing, inclusion and diversity. But it's also important to us that care is taken to give back to wider society in the communities we operate, through our corporate sustainability work.

The passion and dedication of our people at PwC Middle East has fostered a culture of giving, allowing us to establish relationships with local and regional charitable organisations and be part of initiatives that are driving real change across social and environmental causes.

Our dedicated team of corporate sustainability champions across 12 territories are connected to their local communities and understand country visions, the needs of local people and their most pressing environmental concerns. This understanding has created the basis for our overall corporate sustainability strategy and guides our work.

Throughout 2023, driven by a shared objective to do good, employees from across the region came together to make a positive and sustainable impact. As well as driving social and environmental programmes, we spent our time supporting start ups and social enterprises, as well as delivering pro-bono services to several charitable organisations.



# FY23

in numbers



Number of  
volunteer  
hours

**5,852**

**up 120%**  
from FY22

We launched

**118**

initiatives

**up 63%**  
from FY22



Number  
of active  
volunteers

**1,396**

**up 58%**  
from FY22

We supported

**80**

NGOs



Number of  
beneficiaries

**14,426**

**up 44%**  
from FY22

We planted

**849**

trees

## Key programmes helping us deliver on our corporate sustainability goals:

### PwC Elevate

The PwC Elevate programme aims to support the region's youth by bridging the gap between academic and professional worlds. Designed and launched in Saudi Arabia for PwC Middle East graduates, this skills-based training programme is run by PwC mentors focusing on critical skills needed for the workforce. Frequent, tailored mentorship sessions for each student supplement these workshops.

Since its launch, Elevate has expanded into the UAE and, most recently, has allowed us to support 89 students — up 45% from the previous cohort. The new skills, insights and digital knowledge gained empower students in their final university years and help to kickstart their careers. Following its latest success, this programme is on track to expand further across the region.



**Bola Ajike, UAE student**

My experience in the PwC Elevate programme was an opportunity of a lifetime! It helped me develop my skills and broaden my network by meeting other like-minded students. This programme paired me with an amazing mentor, helped me become a better version of myself, and equipped me with relevant knowledge for the corporate world.”



**Abdulaziz Bin Taleb, KSA student**

“The Elevate programme introduced me to the world of consulting and helped me secure an internship. My networking skills have improved hugely as a result of it.”



## Key programmes helping us deliver on our corporate sustainability goals:

### Digital Heroes

At PwC, we recognise the right of every person to live, learn, work and become a participating member of the before society. While we continue to upskill our people, we have also shifted our efforts to support those less privileged. The PwC Digital Heroes programme is an upskilling initiative that offers refugees and underprivileged students a chance to gain in-demand digital skills through an engaging global online learning platform.

It spans several weeks and focuses on essential subjects and softwares. Our most recent semester saw 40 students graduate with the support of dedicated PwC mentors who provided regular data workshops that responded to each student's abilities and needs. The programme equips students with valuable digital competencies, preparing them for future career opportunities.



**Shreya Puri, PwC Middle East, UAE  
Digital Heroes Mentor**

“Taking part as a mentor in the Digital Heroes programme was an amazing opportunity for me and my colleagues. We were able to see our technical training materialise into something that had a wider impact on society, which was so fulfilling.”



**Ahmed, Syrian student  
Digital Heroes Mentee**

“After completing the course, I eventually became my own teacher, independently studying and mastering multiple programming languages and technical tools. It made me discover my passion for computer and data science.”



## Our pro-bono programme

PwC's pro-bono programme supports non-profit organisations working to protect the environment, uplift communities and assist those in need. It enables such organisations to receive the services they need without spending funds that would otherwise go towards the support and care of their beneficiaries.

With a rigorous application process, driven by a set criteria, we select entities that align with our corporate sustainability objectives. Supported by our risk and quality legal team and advisory teams, the pro-bono process ensures a focus on the needs of the organisations.

Teams from across the region completed four pro-bono engagements in FY23, with approximately 2,000 hours of strategic work delivered to four non-profit organisations. Furthermore, we have teams actively engaged in additional projects, each supporting a specific social cause—from healthcare delivery in Palestine, mental health aid in Lebanon, and people with Down Syndrome in Saudi Arabia.

The pro-bono programme continues to grow with the support of our people who want to leverage their expertise for a greater purpose. We are looking forward to expanding this programme and developing more partnerships across our territories.



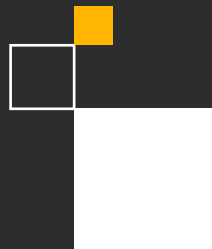
## In Focus

### Establishing centres for learning

PwC Jordan and PwC Iraq have established educational centres to empower underprivileged students.

In Jordan, a network of seven computer labs were developed, serving as a transformative space offering programmes in English, digital literacy and employability. This initiative aims to equip students for success and has reached over 3,500 students in the last three years.

Similarly, in Iraq, we have developed a specialist classroom for children of determination, catering to their unique needs. Equipping the classroom with new seating arrangements, display screens, laptops, proper lighting, educational toys and other resources has allowed us to help educate over 250 students in the past year.



## Client projects

Among other areas of impact, we have worked with our clients on social value projects

### Creating the strategy for green tourism in Saudi Arabia

PwC Middle East was commissioned to develop a world-class sustainability strategy as part of the KSA's green tourism agenda, with a focus on protecting biodiversity and the natural environment, as well as supporting indigenous communities. Leveraging our international expertise, we incorporated global best practices and helped the client achieve goals that deliver long-term, positive impact. Our work enabled the client to formulate a vision that captured the project's commitment to natural harmony, respecting and reflecting the Arabian legacy, and building inspirational experiences for both visitors and the local population alike.

### Designing circular economy solutions for a major regional chemicals company

A Saudi Arabian chemicals company wanted to drive in-country value creation and create a circular local market economy to simulate sustainable growth. PwC Middle East developed a robust strategy focused on plastic, industrial waste disposal, and carbon value chains - applying lessons from global entities for similar programmes. As a result of our work, the client has been able to consolidate all its circular economy-linked efforts into a single integrated flagship programme with a clearly defined strategic framework. It has since identified more than 10 localised investment opportunities linked to circular economies.





PwC  
at COP28



# Our highlights



PwC Middle East hosted and participated in **20 events across 11 days** in the Blue and Green Zone at COP28.

We launched the Middle East Net Zero Future50 report, showcasing **50 pioneering startups** in the Middle East that drive innovation and address the impacts of global warming across key economic sectors in the region.

Hosted the Climate Tech activation day with **24 innovators** from the Future50 report, showcasing their technologies.

Partnered with Masdar (Abu Dhabi Future Energy Company) to launch the paper on **Accelerating renewable energy investment in West Africa**.

Hosted **38 upskilling and engagement events in Dubai and 174 across the region** that included the Climate Fresk interactive workshop and educational game designed to enhance awareness of climate change, documentary screenings, trivia quizzes, a workshop, and a lunch learn with Dan O'Brian, Sustainability and Climate Change, Partner, PwC Canada, on nature.

Hosted **286 virtual events**, such as crossword challenges, word search and scramble, and the carbon footprint calculator.

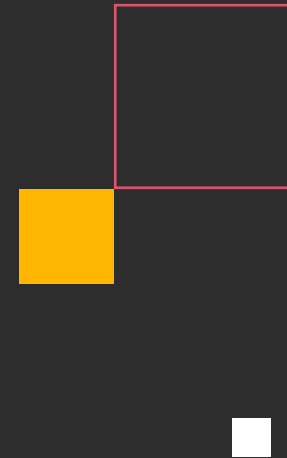
Planted **19 trees** during COP28 at the International Research Centre for Biosaline Agriculture Dubai Silicon Oasis.

Organised an **ESG-GenAI 50-minute hackathon** that aimed to explore the potential of Generative AI to create impactful solutions for environmental, social, and governance challenges.

Organised the PwC Youth Council Event on Sustainability attended by **more than 25 people**.

Hosted the COP28 Eco-Innovators from **8 universities**, with 38 students reimagining a sustainable future





## Contact us

To learn more about corporate sustainability at PwC Middle East, you can reach out to:



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At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 152 countries with nearly 328,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at [www.pwc.com](http://www.pwc.com).

Established in the Middle East for over 40 years, PwC Middle East has 30 offices across 12 countries in the region with around 10,000 people. ([www.pwc.com/me](http://www.pwc.com/me)).

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