

SUSTAINABLE TRANSFORMATION PROGRAM

*EMPOWER YOUR BUSINESS
AND GROW SUSTAINABLY*



GREEN FOOTPRINT UAE

TOGETHER TOWARDS GREENER FUTURE





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ABOUT THE PROGRAM

Is it difficult to start and grow a project sustainably? Our goal is to **empower ethical businesses to grow sustainably** while building circularity and greener eco-systems.

The program is made for **entrepreneurs and organizations** that want to grow and transform (SMEs, Start-ups, Freelancers, Students, Eco projects and initiatives).

13 CLIMATE ACTION



8 DECENT WORK AND ECONOMIC GROWTH



11 SUSTAINABLE CITIES AND COMMUNITIES



17 PARTNERSHIPS FOR THE GOALS



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE





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THE PROGRAM ADDED VALUES



**Access to experts-
Mentoring and Consultation**
and providing **strategic support** and guidance



Networking and Opportunities-
Access to monthly sustainable and circular economy focused sessions, **panel talks, webinars and workshops**



**Improve your visibility-
Marketing and PR**
opportunities to grow your business and create outreach as well as visibility



Knowledge and Information-
Empowering program to boost your knowledge (**finance, sustainability strategy and SDGs, circular design, and digital marketing**) in order to grow your business



Sustainability Certification that will provide the opportunity to demonstrate that your business is capable of performing sustainability strategy



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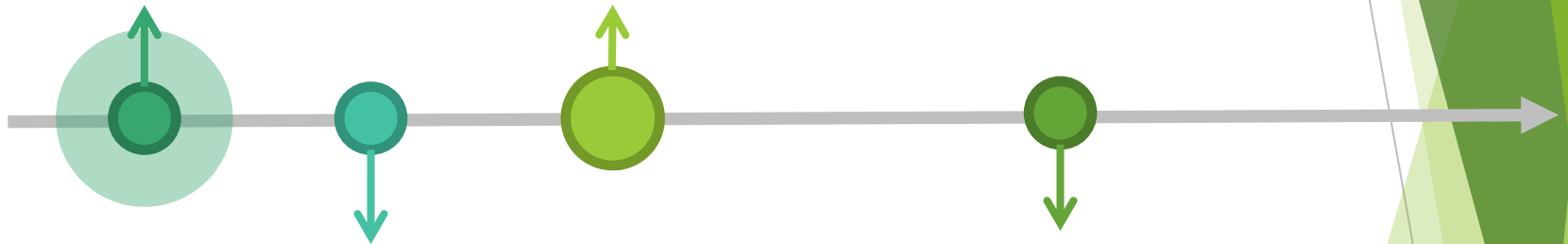
HOW DOES IT WORK?

April 1st Kick Off stage

Express of interests and enrollment

May 8-31st Workshops

Attend workshops with experts to Develop your CSR strategy, improve your corporate image and operational efficiency, access the market opportunities and smart partnerships, and receive a green certificate



April 1st- May 8th Assessment and Road-Map

- Mentoring 1-on-1 session with experts to understand your business perspective and needs
- Your road-map for growth
- Your sustainability assessment

June 5th Networking Event

- Pitch your business and connect with others
- Receive a green certificate
- Outreach



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PACKAGE

SUSTAINABLE TRANSFORMATION PROGRAM: EMPOWER YOUR BUSINESS AND GROW SUSTAINABLY

Strategic support and Business Solutions

Mentoring 1-on-1 session with experts to understand your business perspective and needs

Stand-out in the market

CSR strategy and green certificate

Get better visibility

Listing on GFT, Article, social media campaign (2 posts)

Empower your knowledge

4 workshops with experts to empower your knowledge, improve and grow your business

- Sustainability and Strategy
- Business Modeling- Finance and Strategy
- Digital Marketing: Social Media for businesses
- Prospective: Growth Plan, Development & Certification

Networking Opportunities and event to pitch your project



**NAJIA QAZI, FOUNDER OF
SUSTAINABLE NARRATIVE**

Designer, Sustainability consultant and a brand Image developer. Najia Qazi & her team create sustainable design solutions, systems & products that last, evolve in the current industry. She is supported by a strong educational background in design and marketing from prestigious institutes such as L'ecole De La Chambre Paris (2013), London College of Fashion (2014), Parsons School of Design, NYC (2016) and Central Saint Martins (2018) and Columbia University, New York (2020).



**JELENA LEFAVRAIS, FOUNDER
OF GREENFOOTPRINT UAE**

With over 15 years of international experience in over 35 countries across EMEAA, Jelena has been working closely with C-level on strategy, investments and various action plans. Passionate about sustainable development, Jelena completed successfully the GRI sustainability reporting standards exam and graduated from Cambridge Institute for Sustainable Leadership. She has been working with governments and businesses in order to improve impacts on environment, society and local economy.



CHARLENE NAWAR, FOUNDER OF UNWRAPPED CO

With over 8 years of corporate law experience, Charlene's rigorous methodology is what companies seek in their sustainable journey. Her strong focus on regenerative and purpose driven companies, is a great enabler driving change into various social and environmental impact areas. Charlene is also a trained B Corp consultant and one of the leaders of the B Corp movement in the UAE, offering support with certification and the B Impact Assessment.



Esther Dahmen, FOUNDER OF KADIRA

Esther is an impact entrepreneur and B Leader. Before working with mission driven start ups in the UAE, Esther was a director at a big accounting firm for many years (EY). She is the founder of Kadira, a company focused on impact consulting. She is graduated MBA Industrial Engineering and Cambridge Sustainability



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BE A PART OF THE CHANGE



JOIN US!

April, 30th – June, 5th 2022