

A photograph of three people walking through a bright airport terminal. They are carrying rolling suitcases and backpacks. The person on the left is wearing a dark jacket and a backpack. The person in the middle is wearing a bright yellow jacket. The person on the right is wearing a light-colored jacket. They are walking on a highly reflective floor that shows their reflections. Large windows in the background let in bright light, creating a warm atmosphere.

# MEADFA Sustainability Update

19<sup>th</sup> Nov, MEADFA Conference Abu Dhabi

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# Overview of Sustainability Position Paper

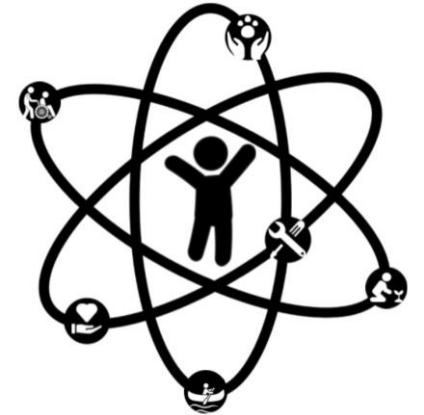
## Purpose Statement:

- ❑ *MEADFA is taking a leadership position to regenerative business, beyond 'doing no harm', to restore and nourish the environment and to enable our society to flourish.*
- ❑ *MEADFA believes that the success of our member companies depends on responding positively to the challenges of sustainability of our planet and wellbeing of our society.*



# Member Engagement Model

- 1. Highlight** – Inform Members of the need for change in our business practices, products, and services.
- 2. Catalyse** – Promote interaction with and within stakeholders to achieve new business model and action for living within planetary and social boundaries.
- 3. Convene** – Co-ordinate interaction within and between stakeholders to build relationships, trust, and work towards a supporting our vision and agenda for change.





# Moving from Competition to Collaboration

## Key principles of MEADFA Charter for ESG Action

- ❑ Today, we are trying to solve these problems as individual companies. Problem requires a different approach.
- ❑ From seeking Competitive Advantage to Collaborative Advantage (Paul Skinner)
- ❑ Two contradicting to business strategy.
- ❑ Not easy for us, we all have learned to compete in business, in life now we must change.

As a first step we encourage member companies to create **Social Purpose**. This social purpose could provide **a common objective to work together**.

- ❑ Key to the organizing principle of your strategy.
- ❑ Consumers increasingly expect brands to have not just functional benefits but a social purpose.

Our Charter for ESG Action is based on these principles and requests all member Companies to work together to achieve scale and impact of our actions.



# MEADFA Charter for ESG Action

## Vision

Our ambition is to create an ecosystem that can drive change towards a more responsible and sustainable industry.

- ❑ We know that when there is clear imperative to change and direct connect to the company strategy, the job gets done.
- ❑ We achieved stronger collaboration to overcome the unprecedented impact of the COVID19 pandemic.
- ❑ The plan is to strive to achieve stronger collaboration in our industry, lead by MEADFA as the primary industry association.
- ❑ Our business together has global coverage and can have global impact, creating the necessary change commensurate with the outcomes required in our industry.
- ❑ To ensure success of this program it is essential there is highest level support and commitment from our member organizations.

**Working together brings global scale and impact**



# MEADFA Charter for ESG Action

## Qualifying Requirements

MEADFA Membership

ESG Program  
EU Corporate Sustainability  
Reporting Directive (CSRD)

SBTi validated near-term and  
long-term targets for Carbon  
reduction

No Child Labor used in its  
own and in the extended  
supply chain

Whistle blower policy with  
independent reporting  
paths.

## Responsible Offer



Co-Create more  
Responsible Product

Ambition to decrease the  
Environmental Impact on 50%  
of the product costs

Third-Party Certification

## Promotion & Marketing



Commitment to provide  
dedicated, highly visible &  
accessible retail space

Share with the industry the  
benefits of the more  
responsible product

Direct communication  
with consumers on the  
benefits of the products



DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

# MEADFA Charter for ESG Action

## Key Benefits

- ❑ MEADFA members working together, will provide global visibility and accessibility to all our members.
- ❑ Brands could create global programs that could be implemented by all retailers at all airports.
- ❑ With a global access to our members retail outlet, brands and suppliers would have wider distribution, providing the economies of scale to undertake significant change to products and services.
- ❑ Allow Brands and Suppliers to provide more responsible products
- ❑ MEADFA could be the platform to for Bands and Suppliers to share their commitment, plans and progress to inspire the industry to do better.





# MEADFA Charter for ESG Action

## Next Steps

MEADFA needs to create the MEADFA Charter for ESG Action. We are engaging legal counsel to write the Charter.

We will also need some external assistance to create marketing/communication document to share with our members.

The key element of the Charter is below:

- Commitment to work together as members of the MEADFA
- Co-create more responsible products
- Commitment from the Retail Operators to provide dedicated, high visible and accessible space for these more responsible.
- Working with suppliers to market, promote and share the benefits of these more sustainable products to Environment and Society.

