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# ECOrportate Responsibility

Engage your people with a culture of sustainability  
for successful outcomes.



Mr. Blue Fish  
UNBOXING SUSTAINABILITY



Creating a sustainable-focused environment is not only a global imperative, but it is also a necessity for companies to motivate their workforce. Companies worldwide are now recognizing the importance of sustainability and the potential benefits it brings for their employees, customers, and the environment. This is also very much a focus in the Middle East - several organizations are adopting sustainable practices to improve their corporate culture and contribute to a better future in the region.

Besides the financial benefits that sustainability practices like energy conservation provide, studies have found that employee retention, productivity, and overall engagement all go up.<sup>1</sup>

Majid Al Futtaim is an excellent example of a company that has embraced sustainability. As a pioneer in shopping malls, communities, retail, and leisure, the company has committed itself to reducing its carbon footprint. It has implemented various measures, including the use of energy-efficient lighting in its shopping malls and offices, installation of solar panels on its rooftops, and a target to reduce its carbon emissions by 70% by 2030. This dedication to sustainability has earned the company the Carbon Trust Standard for Water and Carbon, a certification that recognizes businesses for their sustainability practices.

Another example is Dubai Electricity and Water Authority (DEWA), which is a leading example of sustainable practices. DEWA has implemented several initiatives such as the Green Charger Initiative, which promotes the use of electric cars and has installed 240 electric vehicle charging stations across Dubai. The authority operates the Mohammed bin Rashid Al Maktoum Solar Park, which is the largest single-site solar energy project globally, and aims to generate 75% of Dubai's energy from clean sources by 2050.

By prioritizing sustainable practices, these organizations are contributing to the global movement towards a more sustainable future while improving their financial performance and employee satisfaction. Employees are after all, the lifeblood of an organization.

Research has shown that a sustainable-focused environment can have significant benefits for organizations. According to a study by the Society for Human Resource Management, companies that prioritize sustainability have a higher level of employee engagement, with 55% of employees reporting feeling more engaged at companies that prioritize sustainability.

This increased engagement can lead to higher productivity, with companies that prioritize sustainability experiencing a 16% increase in productivity compared to companies that do not

In addition, a study by the Harvard Business Review found that companies that prioritize sustainability outperform their peers in the long run. The study found that companies with a focus on sustainability had higher stock prices and stronger financial performance than companies without a sustainability focus. Companies that do good and perform well are places people would like to work at -, a report by the Global Reporting Initiative found that companies that prioritize sustainability have higher employee retention rates, with a turnover rate that is 25% lower than companies that do not prioritize sustainability.

Another notable example of a company that has created a sustainable-focused environment is Patagonia. The outdoor clothing and gear company is known for its commitment to sustainability and has implemented numerous initiatives to reduce its environmental impact. Patagonia's mission statement is "We're in business to save our home planet," which demonstrates the company's dedication to sustainability. One of its most significant initiatives is the "Worn Wear" program, which encourages customers to repair and reuse their Patagonia clothing rather than throwing it away. The program also includes a trade-in program where customers can exchange their used Patagonia items for store credit

In addition to its customer-facing initiatives, Patagonia has also implemented sustainable practices in its operations. The company uses recycled materials in its products, and it has reduced its carbon emissions through energy-efficient buildings and renewable energy sources. Patagonia donates 1% of its sales to environmental organizations worldwide, which has amounted to over \$100 million since the program's inception in 1985. Patagonia's commitment to sustainability has not only helped the environment but has also positively impacted the company's culture. The company has been recognized as one of the best places to work in the United States, with employees citing the company's mission, sustainability initiatives, and positive workplace culture as reasons for their job satisfaction. By prioritizing sustainability, companies can not only reduce their environmental impact but also attract and retain employees who share their values.


Creating a sustainable-focused environment is not only a global trend but also a necessity for a better future. Companies that prioritize sustainability not only contribute to the environment but also improve financial performance and employee satisfaction. By creating a supportive workplace culture that emphasizes sustainability, organizations can positively impact their employees and contribute to the global movement towards a sustainable future.

At MrBlueFish we are committed in our small way to help companies incorporate some of the measures that reinforce their sustainability commitments.

Our EcoOffice solution is tailored to help clients understand how simple replacement choices they can make in their offices can play a large role in their sustainability goals and employee commitment. T

Through ECorporate Responsibility, our focus is to broaden the scope of involvement of employees by putting you in touch with partner organizations who conduct focused programs like tree planting, beach clean-ups, meal packs of surplus food, and lunch and learn sessions in your office to learn more about how we can all play a larger role in helping our planet.

Finally, we recognize it's a business, and through EcoEvents, we help position your brand as a sustainability champion in the eyes of your clients, by curating a set of event specific products and solutions that increase the impact of the events you host for your clients and teams.



At Mr. Bluefish x Do Good Pack we know that reducing our carbon footprint is critical towards a better future, and eco-friendly solutions are a step in the right direction.

We help you think and be more sustainable. Our team of experts will help you understand the environmental impact of your current practices and identify areas where you can make a positive difference. We'll then work with you to implement sustainable product and service alternatives that are cost-effective and planet-friendly.

Contact us to learn more about how we can help you achieve your sustainability goals.



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