

PURPOSE-DRIVEN IMPACT

Sustainability, CSR & ESG Advisory



“

No matter how many buildings, foundations, schools and hospitals we build, or how many bridges we raise, all these are material entities. The real spirit behind progress is the human spirit, the able man with his intellect and capabilities.

”

— HH Sheikh Zayed bin Sultan Al Nahyan
Founder of the UAE

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ABOUT

The Umbrella Institute – Sustainability, ESG & CSR Advisory

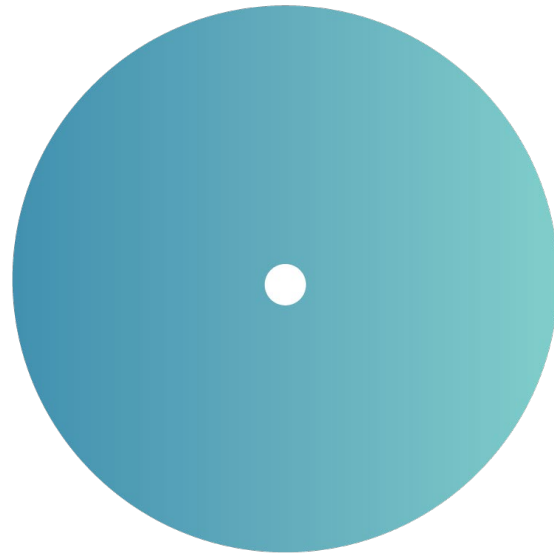
The Umbrella Institute is an impact-measuring and behavior designing advisory supporting UAE organisations with their corporate impact on the surrounding society and environment through sustainability business behavior: CSR initiatives, ESG policies, stakeholder relations, online course development, workshops and sustainability reporting.

The Umbrella Institute develops and supports holistic, people centric strategies that scales our clients reputation along with their ability to co-create products and services that suits consumer's needs for a sustainable future.

- triple bottom line – behavior transformation – employee ambassadorship –
 - stakeholder engagement – SDG acceleration - social enterprises –
- business performance drivers - product innovation – supply chain impact –
 - circular design processes – ROI - energy transition & waste reduction -

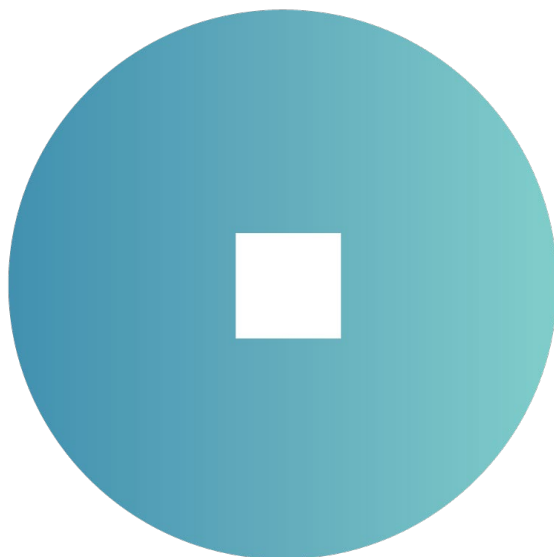
THE UMBRELLA INSTITUTE

Purpose-Driven Impact



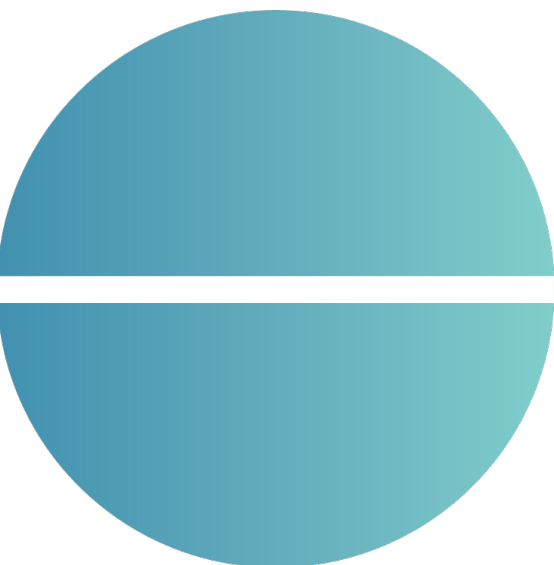
CORE PURPOSE

- / Passionate about our clients growth and success
- / Knowledge is the basis of everything we do
- / Constant innovation and open to new ways
- / Holistic development of the diverse team
- / Respect sea, air and land



MISSION

To be a constantly evolving, knowledge-based service supplier of sustainability and CSR strategies to grow companies triple bottom line, social and environmental impact that secures a sustainable future.



VISION

To enable every single entity in the United Arab Emirates to focus on their triple bottom line impact

SUSTAINABLE STRATEGY ALIGNMENT

The Umbrella Institute aligns with



2021



2030

مئوية الإمارات 2071
UAE CENTENNIAL 2071
The World's Leading Nation أفضل دولة في العالم

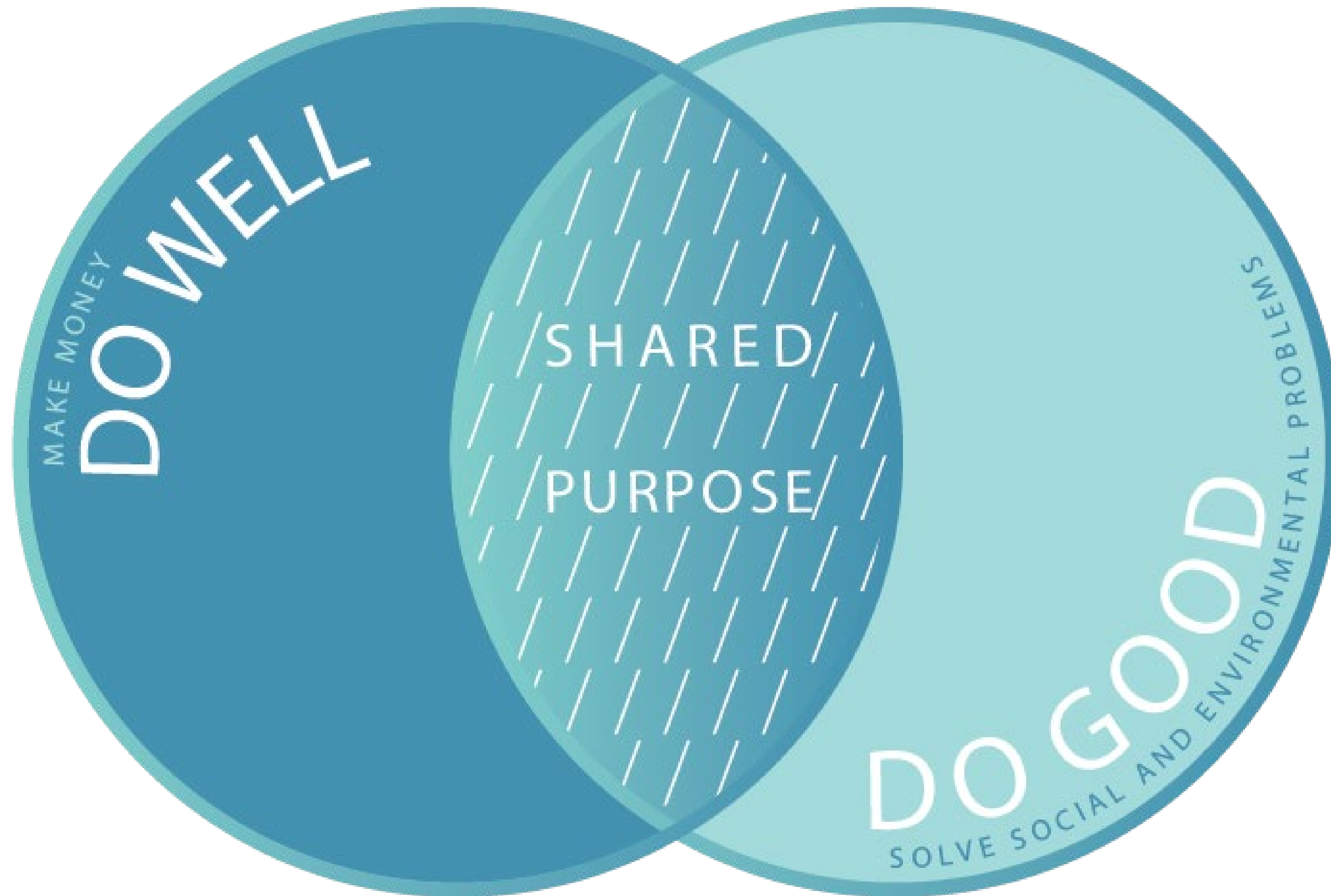


2071

the
umbrella
institute

VALUE CREATION

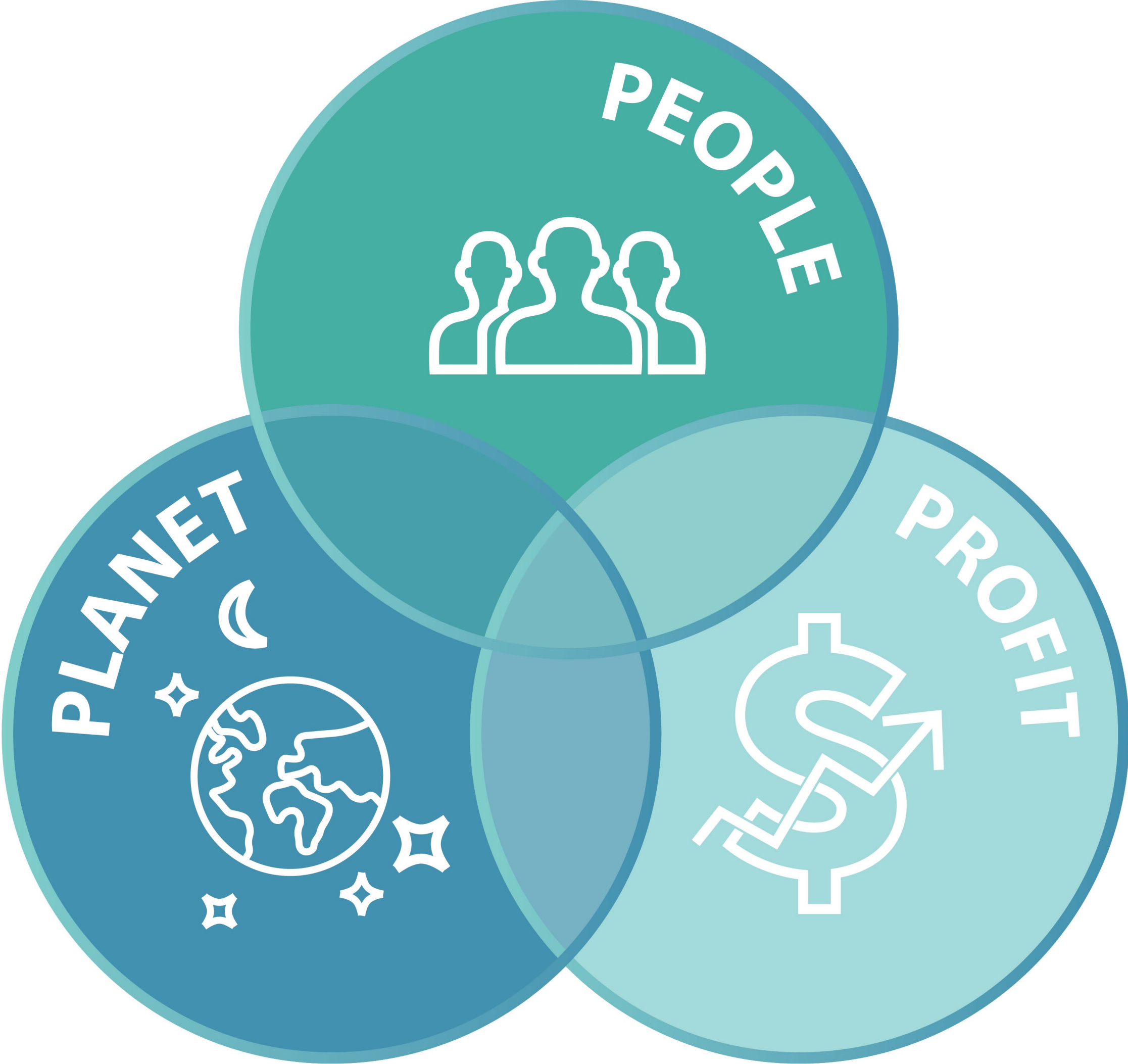
Transformative leadership



**REQUIRES
COURAGE
&
HARD WORK**

TRIPLE BOTTOM LINE

Balanced Business Behavior



=

**SUSTAINABLE
ECONOMIC
DEVELOPMENT**

SDGs

Global goals with high business relevance

Since 2015 193 countries have collaborated about the UN's 17 Sustainable Global Development Goals, which should be achieved together by 2030.

Companies have also seen the benefits of incorporating the SDGs in their company strategy

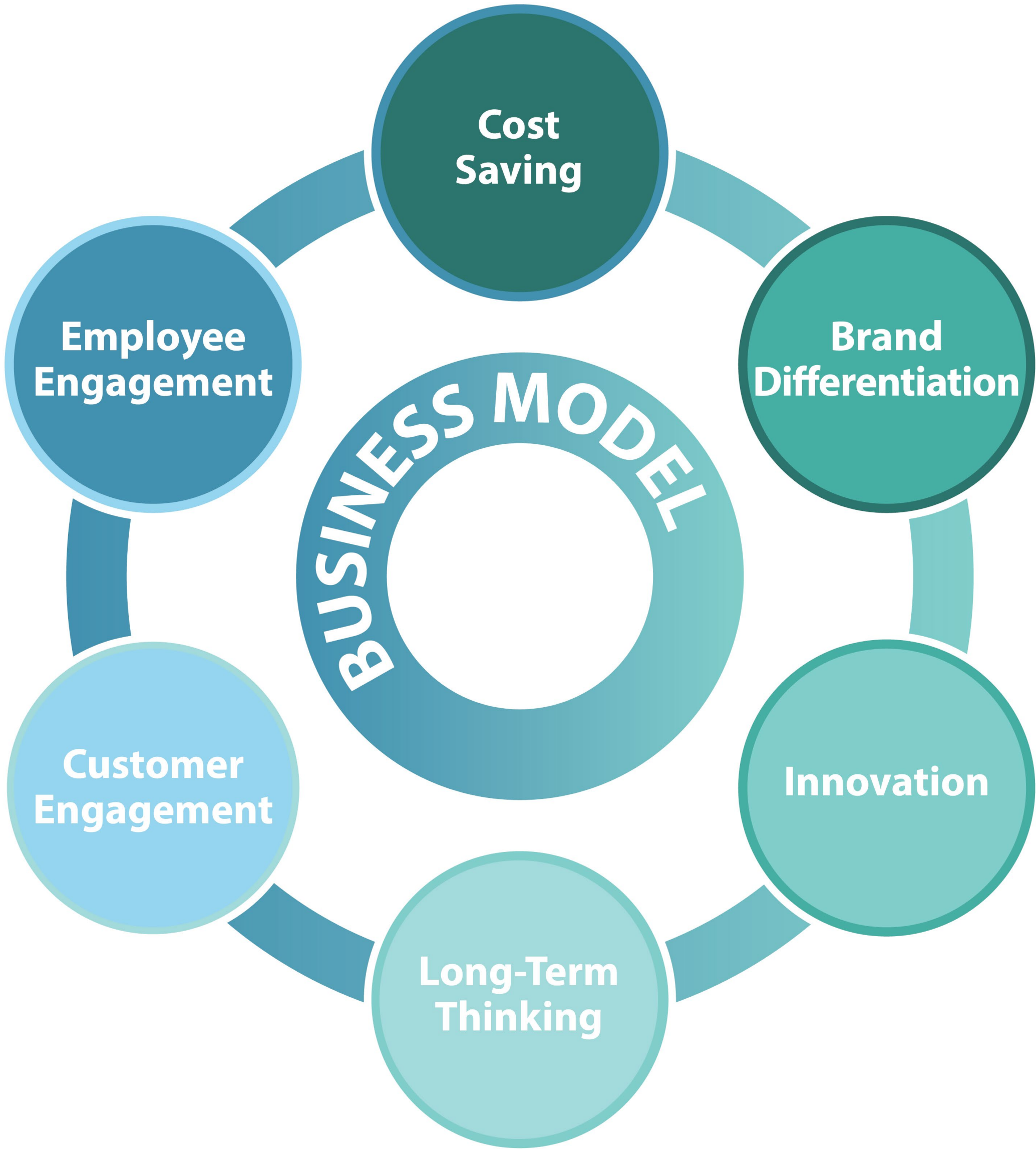
At The Umbrella Institute we align the company's strategy, vision and mission with the SDGs and map the road to positive human and environmental impact along with a positive outcome on the company's bottom line



17 global goals that used consistently, with deliver **higher employee retention**, impact your company's **brand positively**, better **positioning than competitors** and create **long-term financial effects**

6 REASONS TO EMBRACE SUSTAINABILITY

- Cost Saving
- Innovation
- Brand Differentiation
- Long-Term Thinking
- Customer Engagement
- Employee Engagement





STRATEGIC APPROACH

A map for the future

DIAGNOSIS

STRATEGY & POLICY

ASSESSMENT

ITERATE PROCESS



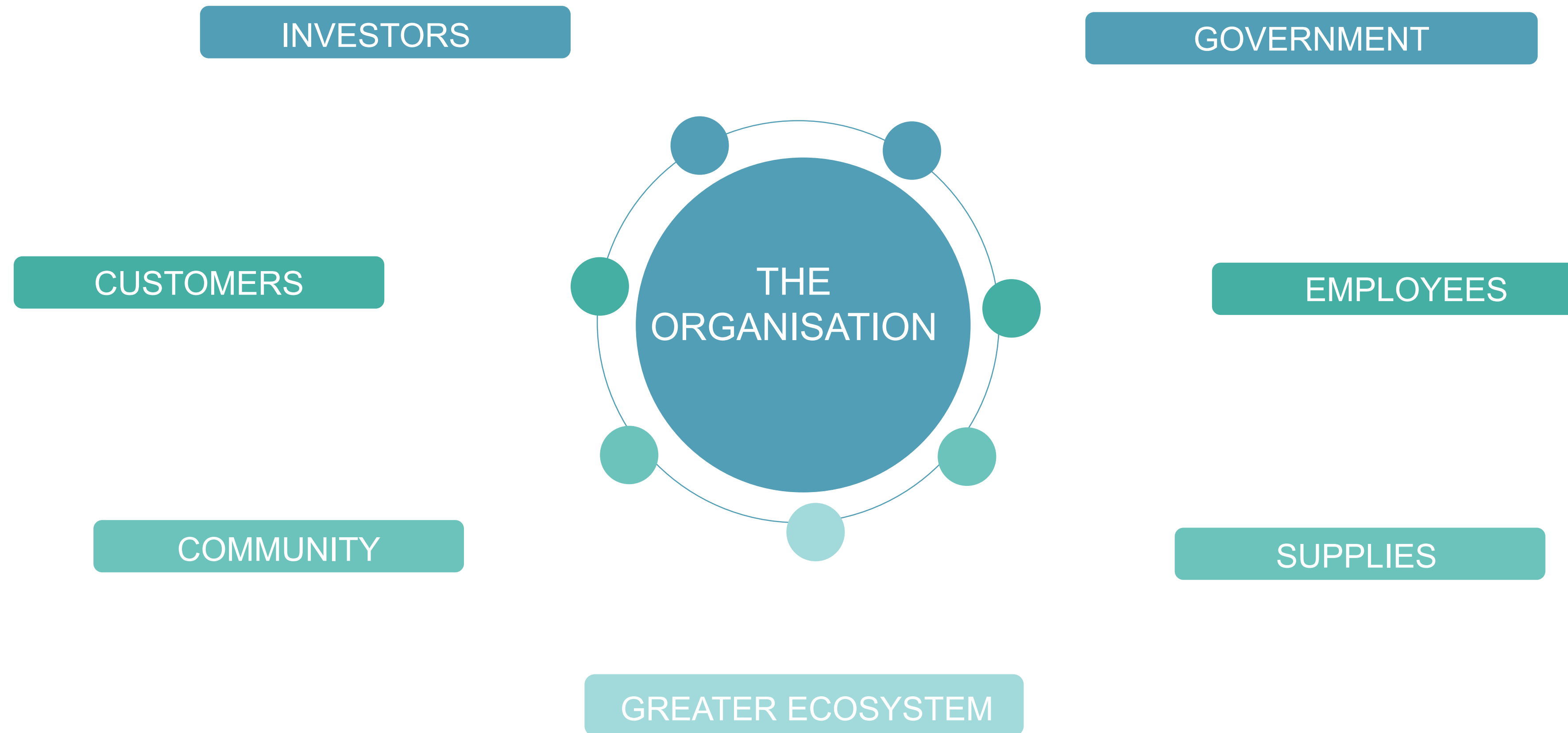
SUSTAINABILITY IMPACT HIERARCHY

Lead by example



ENGAGEMENT PURPOSE

The ecosystem to think into the communication



THE UMBRELLA INSTITUTE SOLUTIONS & SERVICES

Developing your tailored sustainability strategy and planning

Sustainable collaboration and value creation

The Umbrella Institute develops holistic, people centric strategies that scale our clients reputation along with the ability to co-create products and services that suits consumer’s needs for a sustainable future.

Corporate Responsibility	Partnerships	ESG	Learning
<div>/ Social Purpose Strategy</div> <div>/ Communications Strategy internal & external audience</div> <div>/ Focus groups, Surveys and Questionnaires</div> <div>/ Landing pages</div> <div>/ Sustainability Reporting</div> <div>/ CSR Activations & Events</div> <div>/ Brand & Reputation Assessment, Redevelopment</div> <div>/ Sustainability Communication, PR and Media Campaigns</div>	<div>/ SDG Adaptation</div> <div>/ Stakeholder Mapping</div> <div>/ Ecosystem Engagement</div> <div>/ Partner Connect & Collaborations</div> <div>/ Partnership Alignment</div> <div>/ Thought Leader Positioning</div> <div>/ Corporate Culture & Behavior Tweaking</div> <div>/ Passion Fueled Culture</div>	<div>/ Green Investments</div> <div>/ ESG Regulations & Code of Conduct</div> <div>/ Governance Metrics & Disclosure</div> <div>/ Materiality Assessment</div> <div>/ Social Return on Investment (SROI)</div> <div>/ Impact Assessment & Investments</div> <div>/ Sustainability Leadership Guidance & Positioning</div> <div>/ Progress Tracking</div>	<div>/ Program Development</div> <div>/ Interactive Inspiring Workshops</div> <div>/ Online Course Development</div> <div>/ Carbon Capturing Measures</div> <div>/ Target setting & Progress Measuring</div> <div>/ Energy & Consumption Reduction Plans</div> <div>/ Environmental Management and Compliance</div> <div>/ Project Management of Sustainability Initiatives</div>

MANAGEMENT

Implementing purposeful leadership in businesses



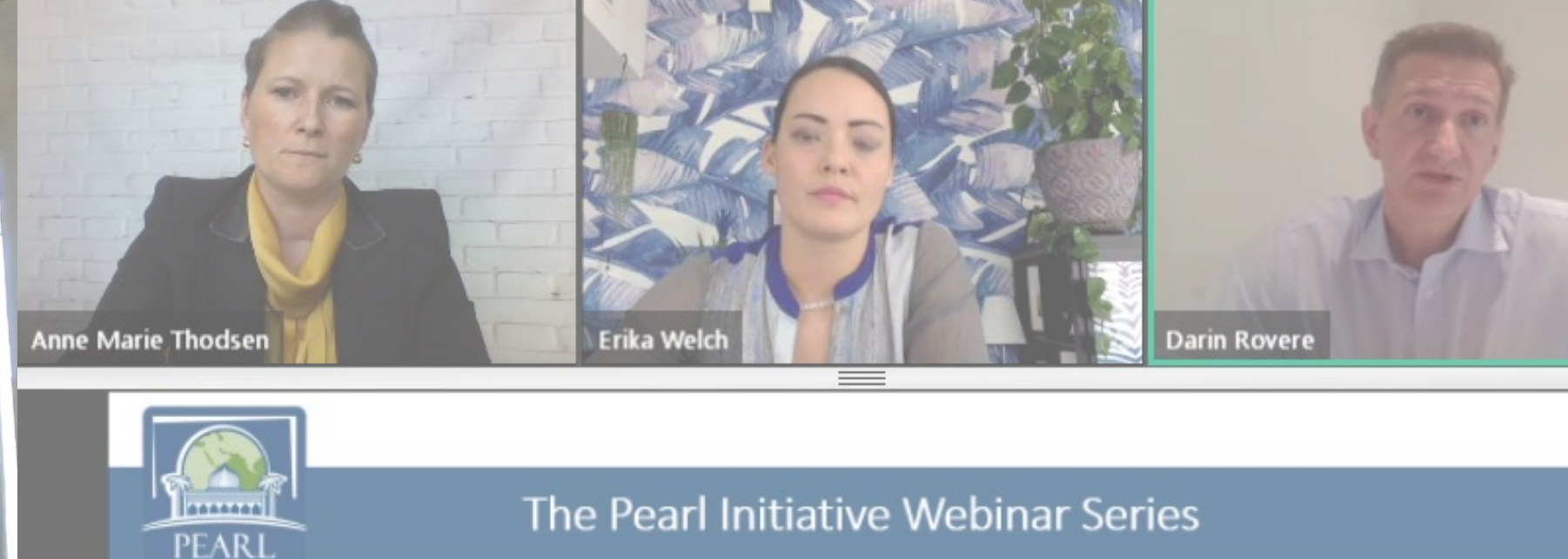
Managing Director Anne Marie Thodsen is dedicated to CSR & triple bottom line business impact through innovation and knowledge-driven sustainable transformation.

Her passion SDGs, Circular economy, ESG and business behavior is used to guide leaders through sustainability transformation for both commercial entities and government partners.

Anne Marie lived in Northern Greenland alongside the polar bears and felt the changed sea-ice patterns. On the other half of the globe in Thailand she saw the wet dry-seasons and the dry wet-seasons as a result of climate change.

Since then she has worked with companies, on their behavioral impact on the environment & their employees, and advocating for a cleaner, simpler way of running business and making them more profitable by focusing on their core capabilities.





THANK
YOU

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