

Masdar has embarked on a sustainability consultancy business offering advisory services for local and international companies seeking to implement sustainability into their business practices.



Dr Nawal Al Hosany, associate director, sustainability, Masdar, explained: "Sustainability represents a better way to do business. It is critical that the goal of any company should be to integrate sustainability into all business activities while sustainable thinking and actions should become almost second nature to employees."

"We have seen a sharp increase in interest in corporate sustainability in recent years and Masdar is pleased to be able to offer companies the necessary guidance and support to achieve their sustainability goals through a well designed, easy to use multifaceted program with proven success in the region."

The sustainability consultancy business offers a wide range of services including building energy efficiency audits, supply chain management, training and workshops, corporate sustainability strategy development, sustainable waste management, carbon data collection and management as well as employee engagement, which consists of rolling out a customised START programme to suit the client's requirements.

Abu Dhabi Airports Company (ADAC) introduced the START programme in 2011 as part of their wider corporate social responsibility measures, specifically targeting waste management and recycling.

James E Bennett, chief executive officer, ADAC said: "The success of sustainability initiatives cannot be attained without the sincere commitment of all segments of the community, corporations and individuals, and their continued collaboration between their business partners and stakeholders."