

MEADFA ESG CHARTER FOR ACTION

Promoting sustainable and responsible business practices



01

INTRODUCTION & PREAMBLE





PURPOSE & CONTEXT OF THE ESG CHARTER

Guiding ESG Integration

The Charter guides applying Environmental, Social, and Governance principles in travel retail across Middle East and Africa.

Addressing Global Challenges

It responds to climate change, biodiversity loss, social inequality, and governance risks in the industry.

Regulatory Alignment

The Charter aligns with key regulations like EU CSRD, Taxonomy, SFDR, and CSDDD for compliance and governance.

Commitment to Responsible Practices

Participating members commit to responsible business, leadership in ESG, and long-term sector resilience.

02 | SCOPE





SHARED ESG VISION AND CORE DIMENSIONS

Environmental Management

Focus on climate mitigation, energy efficiency, water and waste management, pollution prevention, and biodiversity protection.

Social Responsibility

Commitment to human rights, ethical labor, health and safety, diversity, community engagement, and consumer protection.

Governance Practices

Emphasis on board oversight, anti-corruption, data privacy, ethical sourcing, and whistleblower protection mechanisms.

03

**PARTICIPATION
CRITERIA**



ELIGIBILITY AND ACCESSION PROCESS

Eligibility Criteria

Entities must be MEADFA members, sign anti-illicit trade declarations, and demonstrate ESG maturity through policies and certifications.

Executive Endorsement

CEO or executive-level approval is required to align ESG Charter commitments with organizational strategy.

Accession Process

Submission of documentation, review by ESG Steering Committee, provisional approval, and formal member listing complete the accession process.

Fostering ESG Ecosystem

The structured process ensures only committed entities join, building a credible and impactful ESG community.



04

REPORTING & VERIFICATION



ANNUAL ESG PERFORMANCE REPORTING

Mandatory Annual Reporting

Members must submit an Annual ESG Performance Report within 6 months of their annual reporting date, ensuring timely data submission.

KPI Tracking and Analysis

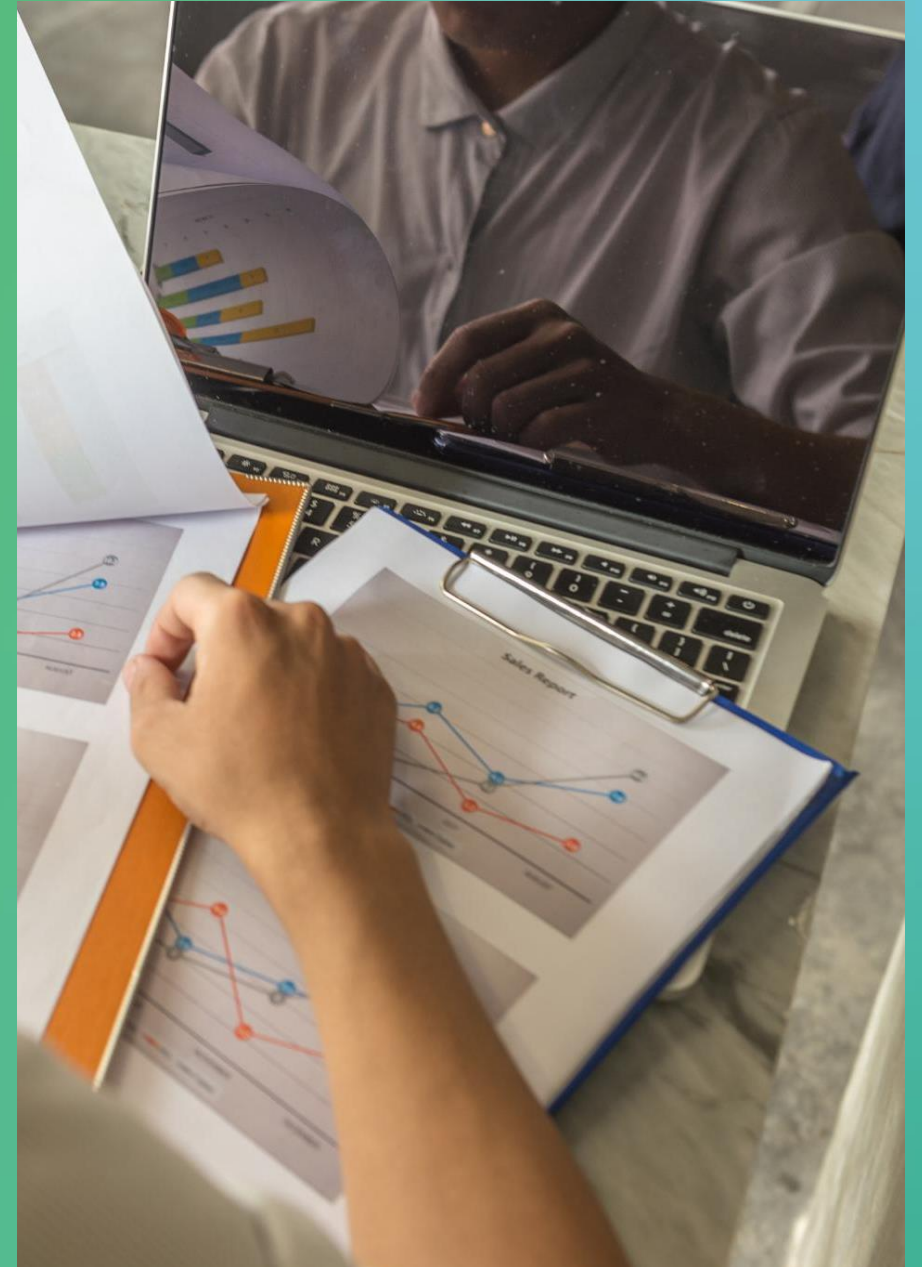
Reports include year-on-year KPI updates with explanations for deviations, supporting performance transparency.

Narrative Insights and Case Studies

Members provide insights and case studies on ESG initiatives, challenges, and lessons, fostering learning.

Oversight and Accountability

The ESG Steering Committee oversees reporting to ensure consistency, integrity, and stakeholder trust.



05

BENEFIT
& INCENTIVES



SHORT-TERM AND LONG-TERM MEMBER ADVANTAGES

Short-Term Member Benefits

Members get access to training workshops, webinars, toolkits, and public recognition through media and events.

Invitation to Strategic Initiatives

Members are invited to participate in joint pilot projects, jointly create and work on innovation projects, and other strategic ESG programs.

Long-Term Member Advantages

Long-term benefits include enhanced brand equity, operational efficiency, regulatory readiness, and stronger stakeholder engagements.

Annual ESG Excellence Awards

The awards program honors excellence in environmental innovation, social leadership, and governance practices annually.



06

LEGAL
PROVISIONS





GOVERNANCE, LIABILITY, AND DISPUTE RESOLUTION

Legal Protection and Confidentiality

Confidentiality clauses protect proprietary ESG data, and intellectual property rights remain preserved unless otherwise agreed.

Member Responsibility and Indemnity

Each member assumes responsibility for actions and must indemnify MEADFA against breaches or misconduct.

Force Majeure and Amendments

Force Majeure clauses protect against unforeseen events; amendments require a two-thirds Board vote after review and consultation.

Dispute Resolution Process

Disputes are resolved via mediation and arbitration under DIAC rules, ensuring an effective legal framework for collaboration.

07

USE CASE OF COLLABORATION



A SPECIFIC USE CASE OF COLLABORATION



Retailers working together

Retail operators agreeing on what is a more responsible product.

Brands working with Retailers

Brands prioritizing retailer's request for product changes

Retailers working Airports

Retailers working with Airport partners to allocate additional space for more responsible products

Retailers and Brands working together

Retailers and Brands working together to promote and market the more responsible products.

TIME TO EMBRACE OUR RESPONSIBILITY AND PROVIDE LEADERSHIP

