Company: etisalat and (e&)

Company Description: etisalat, now e& (Emirates Telecommunications Group), is a leading UAE telecom & technology provider. Established in 1976, it has shaped the region's digital landscape. Rebranded in 2022, e& evolved into a global tech and investment conglomerate, operating e& UAE (telecom), e& life (digital services), e& enterprise (AI, cloud, IoT), and e& capital (investments), driving digital transformation.

Nomination Category: Company / Organization Categories

Nomination Sub Category: Health, Safety & Environment Program of the Year - in the Middle East and Africa

Nomination Title: e& HSE Excellence Program

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

   Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

   Total 200 words used.

   Headquartered in Abu Dhabi, e& (etisalat and) is a leading technology with operations across 38 countries in the MEAA and Europe. Founded in 1976 as the UAE's national telecommunications, e& has expanded into various sectors including telecom (e& UAE and e& international), fintech/ entertainment (e& life), e& enterprise digital solutions and investments (e& capital). e& serves over 189 million subscribers (15 million in UAE) and is recognized by Brand Finance as one of the world's fastest growing and most valuable ICT brands. In 2024, it reported AED 59.2 billion in consolidated revenue and AED 10.8 billion in net profit. Within the UAE, e& maintains a comprehensive infrastructure featuring 10 high-rise business buildings, 10 data centers, 5 earth stations, 5 vehicle maintenance centers, over 7,500 GSM sites, 223 telecom exchanges, 5 central warehouses, and more than 30 business centers. The company employs over 6,570 staff and over 8,000 contractors. e& is also at the forefront of sustainability, aiming for a net-zero climate transition by 2030 in the UAE and by 2040 globally. Its HSE Excellence program, initiated in 2022, is committed to integrating digitalization, ESG, and operational excellence to foster a safer, smarter, and sustainable future.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

   Total 249 words used.

   As part of this program, e& has strategically embedded health, safety, and environmental excellence throughout its operations in the UAE and internationally. This transformation is spearheaded by the e& Corporate HSE through its HSE Center of Excellence, which provides immersive simulation, AI-enabled training, and leadership engagement, alongside a mandatory HSE orientation program for all new employees to foster a uniform safety culture.

   Digital advancements include the deployment of the Hayyak Inspection & Audit Tool, an Integrated Permit-to-Work System, and BMS-controlled rooms in all people-intensive buildings, along with BCCM command centers regionally.

   In 2024, e& received the British Safety Council International Safety Award (Distinction) and achieved LEED Gold Certification for three of its HRB offices. The company reported zero permanent disability injuries or fatalities and maintained excellent incident severity and frequency rates. It consistently scored 100% on the TDRA drill, earning accolades from UAE regional civil defense authorities. Fire wardens certified in safety protocols are stationed across all facilities.

   e&'s wellbeing initiatives include internal clinics, wellness campaigns, and accommodations for People of Determination. Environmentally, e& has planted over 53,000 Ghaff trees and 52,000 mangroves, actively participated in Earth Hour, and enhanced its recycling efforts, earning multiple recognitions from civil defense and government bodies. The company has also achieved ISO 45001, 14001, and 22301 certifications, reduced carbon intensity, and upgraded its ESG rating from BBB to AA. Committed to Net Zero by 2030 in the UAE and 2040 group-wide, e& continues to lead sustainable HSE transformation regionally and globally.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

   Total 238 words used.

   e& HSE Excellence program is a pioneering model within the ICT industry—combining innovation, sustainability, digitalisation, and governance in ways that elevate e& beyond local and regional peers and place it on par with leading global ICT players.

   What makes this program unique is not just the scope of initiatives but the consistently upward performance trend across all key HSE, environment, and sustainability KPIs since 2022. Whether in incident rates, audit findings closure, training hours, or carbon emission reductions, the data shows continuous improvement through May 2025.

   Our HSE and sustainability strategies are fully aligned with international standards such as ISO 45001, ISO 14001, and ISO 22301, and benchmarked against OSHA, UN SDGs, and GRI indicators. The e& Climate Transition Plan further reflects our alignment with global net-zero trajectories, contributing to our ESG rating uplift from BBB to AA—surpassing many regional ICT and telecom players.

   The HSE Center of Excellence, featuring AR, VR, and hologram-enabled learning, and the Hayyak digital platforms exemplify how we have leveraged emerging technologies to professionalise and modernise HSE at scale—something rarely seen in regional ICT sectors.

   e& has evolved from compliance-focused to outcome-driven leadership, with British Safety Council's Distinction Award, LEED Gold Certifications, and 100% TDRA drill scores proving measurable excellence.

   In short, these achievements have placed e& at the forefront of HSE and ESG leadership locally, regionally, and internationally—not just maintaining standards, but consistently raising them year over year. (please refer to attachments).

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

   Total 236 words used.

   1. HSE Strategy House– This visual outline the 5-pillar HSE strategic framework driven by integrated, cross-functional programs.

   2. Sustainability Strategy (e& Climate Transition Plan) – This document affirms our alignment with UAE Net Zero by 2050, including Scope 1 & 2 targets for 2030, and details actions across energy efficiency, renewable energy, and green procurement.

   3. Integrated Reports: The e& Integrated Report is our official, externally published document that consolidates financial results with non-financial disclosures—including Health, Safety, and Environment (HSE) and sustainability performance. For the HSE function, it serves as a strategic validation tool, showcasing our annual achievements, certifications (like ISO 45001/14001), incident statistics, digital initiatives (e.g., Hayyak), and alignment with ESG and Net Zero targets. It provides credible, transparent evidence of our continuous improvement, stakeholder impact, and compliance with global best practices year over year.

      - *2024*: Highlights ISO 45001 certification, Net Zero progress (9% GHG reduction), and AI-driven digitalisation (Hayyak).

      - *2023*: Details the launch of the HSE Governance Framework, COE establishment, and early Net Zero strategy milestones.

      - *2022*: Establishes the baseline year for ESG and HSE KPI improvements and aligns with GRI and FTSE4Good indices.

   4. Hayyak Platform – HSE program dashboards and Analytics.

   5. HSE Center of Excellence – A technology-enabled training and engagement hub integrating VR/AR tools to drive leadership alignment and field competency.

   6. HSE Performance Analysis (2022–2025)

   7. Benchmarking Reports – ESG rating/ OSHA LTIFR/SR

   8. LEED Gold Certifications

   9. ISO Certifications – ISO 45001 ISO 14001

   10. Various videos

Attachments/Videos/Links:

[e& HSE Excellence Program](#)

[REDACTED FOR PUBLICATION]