



KHALIL SAQER BIN GHARIB
COMMUNICATION DIRECTOR

BEST PRACTICES
STAKEHOLDERS
COMMUNICATION



DUBAI CUSTOMS

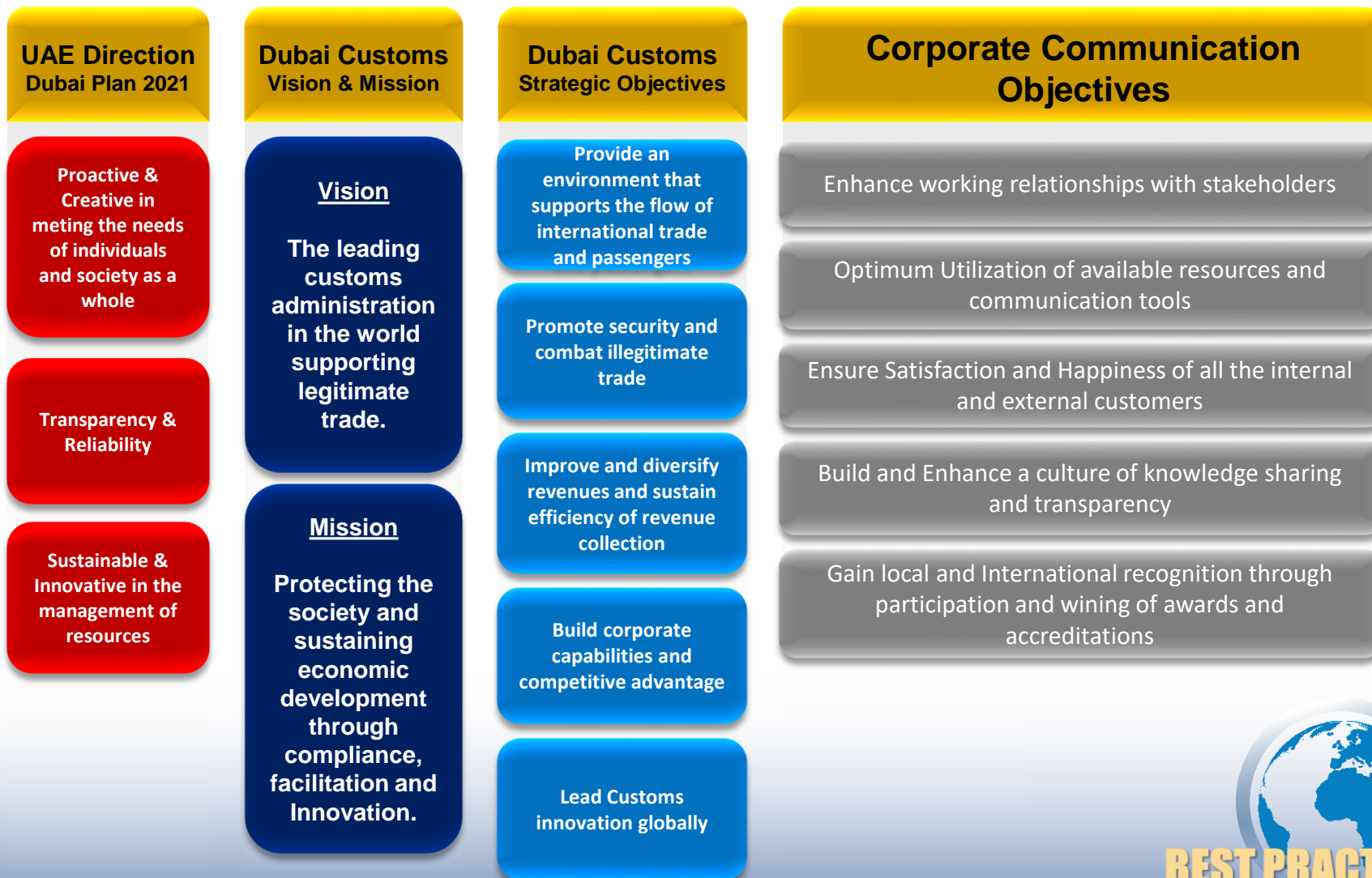
Stakeholder's Communication

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Man's development depends on the power of his ideas and his ability to spread them from one person to another across deserts, continents and oceans

His Highness Sheikh
Mohammed bin Rashid Al Maktoum



Corporate Communication Strategic Alignment





- Stakeholder Identification
- Study needs & expectations of stakeholders.
- Use approaches to understand, anticipate and respond to the different needs and expectations of key stakeholders.

Approach to Stakeholder Communication



Customers

- Happiness Surveys
- Suggestions
- Grievances
- Call Center



Other Customs

- Discussion Forums
- Conferences
- Platforms



Suppliers

- Training Programs
- Contracts
- Assessment



Employees

- Open House
- Performance Appraisal
- Brainstorming
- Suggestions



Govt Authorities

- MOUs
- Service Agreements
- Legislations



Community

- Volunteerism
- Social Responsibility
- Social Networking

• Direct E-mails; Telephone / Fax; Web Site; Social Media Network; Meetings; Forums; Conferences; Workshops; Group Discussions; Expert Panels; Annual Meetings; Web Portals; Bulletins; Notices; Press Releases; Public Reports etc.

Stakeholder's Communication Tools





Dubai Customs

Communication Engagement & Planning Process





- ❖ **Best Practices** – Local, Regional & International Best Practices utilizing latest tools and resources
- ❖ **Digital & Latest Solutions** – Adapting innovation and technology in communication
- ❖ **Customized Practices**– In accordance with industry practices and stakeholder expectations
- ❖ **Informative** – Working with the principles of Clarity, Completeness and Transparency
- ❖ **Insightful** – Creative, Coaching and Innovative Communication
- ❖ **Engaging** – Engaging and Interacting with all Stakeholders (Internal as well as External)

DUBAI CUSTOMS
Communication Engagement &
Planning Process



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Corporate Communication

Services Provided to Other Functions





Challenges

Communication

- The right audience
- Generating interest
- Conveying the right message through art work and slogan

Perception

- Address Understanding
- Shape perception
- Create positive impressions/impact

Industry

- Create avenues for engagement
- Sustaining stickiness

Technology & Resources

- Globalization and technical advancements
- Digitalization
- Huge Data
- Increasing Regulations

Mitigation

- **Enhancing 2-way communication**
- **Raising Standards**
- **Building Social Media Capability**
- **Incorporate Behavioral Communication**
- **Transform the mass of data into actionable insight**

Corporate Communication Challenges





CORE VALUES



CSR VALUES

Customer Experience
Commitment to Employees
Operate Business Ethically
Give back to Community
Continuous Improvement

CSR MISSION

With perfect sincerity & integrity will strive to fulfill our economic, social and environmental responsibility

CSR VISION

To integrate Economic, Social & Environmental concern in our business operations in order to meet our stakeholder expectations

Community Communication
Corporate Social Responsibility

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CSR Strategy & Scope

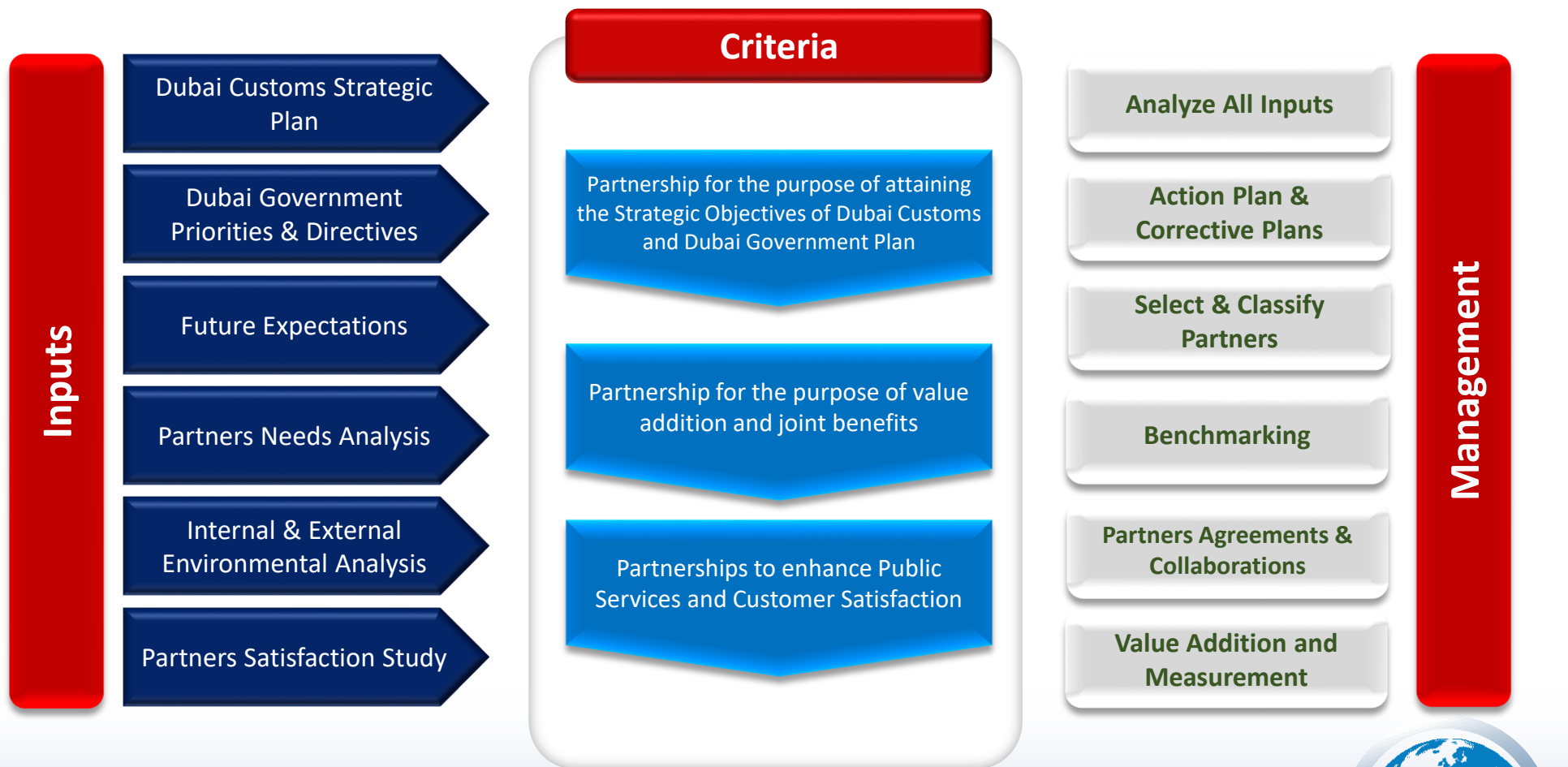


United Nations
Global Compact



Best Practices Implemented
in CSR

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Communication With Partners

Internal Communication Objective

Improve Working
Environment and
Establish Loyalty Among
the Employees

Communication Tactics

- Know each and every Employee
- Listen and Attend Actively
- Timely Response
- Transparent & Clear Communication
- Invite Suggestions & Reward Employees
- Effective Grievance Mechanism

Internal Communication Mix

Bulletins; Notifications;
Emails; SMS; Meetings;
Social Gatherings;
Corporate Events;
Telephone calls; Intranet;
Internal Newsletters;
Briefings etc.

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The Enterprise
Collaboration
Platform



Voice of
Customs

ALFURDAH



AlFurdah
Magazine

Workflow
Bulletin & SMS



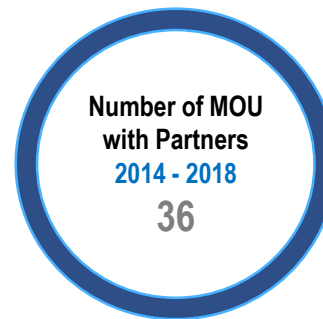
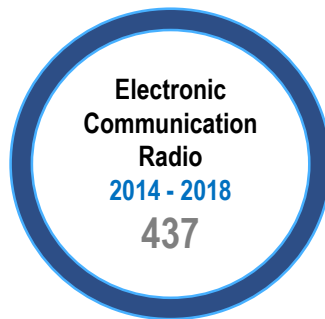
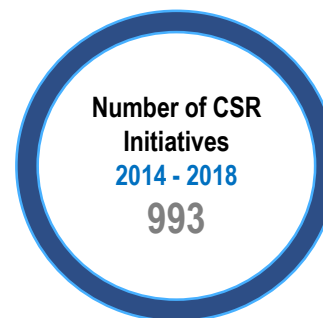
Communication With Employees

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Dubai Customs – Stakeholder's Happiness Survey Results





Communication Results - Achievements

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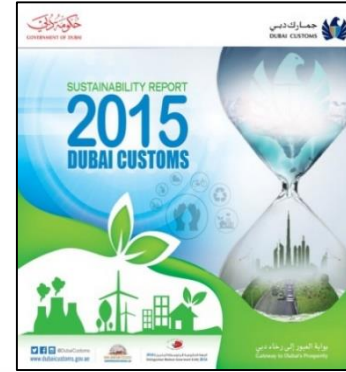
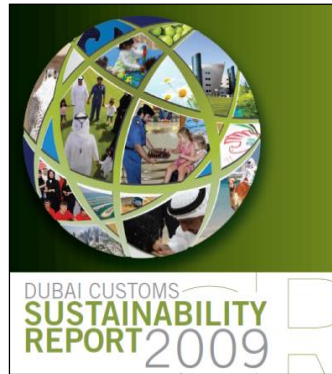
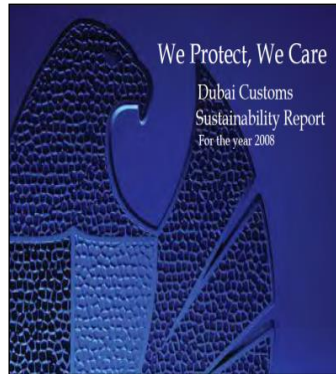




AWARDS ON CSR & SUSTAINABILITY



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A Level ; A+ Level ; Comprehensive Level – As per Global Reporting Initiative (GRI)

**Annual Sustainability Reporting (since 10 years)
Complying to GRI - International Standards on
Sustainability Reporting**



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Enhancing Capabilities of our Customs Inspectors and Officers

THE GREEN CUSTOMS INITIATIVE
Customs Protecting the Environment

Helping to restrict the Trade of Endangered Species

“ I believe passionately that we have a duty to prevent critically endangered species from being wiped out. ”

united for wildlife
#unitedforwildlife

Awareness and Protection of the Community from Fakes

Your idea. Your Profit.
IPR Intellectual Property Rights Department

What is IPR Protection?

Care & Better Living Facilities for over 700 Fishermen

Key CSR & Sustainability Initiatives

Environment – Economic - Social

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THANK YOU

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