





KHALIL SAQER BIN GHARIB
COMMUNICATION DIRECTOR

BEST PRACTICES
STAKEHOLDERS
COMMUNICATION







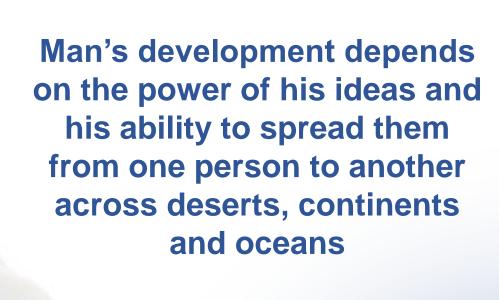
## **DUBAI CUSTOMS**

Stakeholder's Communication









His Highness Sheikh Mohammed bin Rashid Al Maktoum







**UAE Direction**Dubai Plan 2021

Proactive &
Creative in
meting the needs
of individuals
and society as a
whole

Transparency & Reliability

Sustainable & Innovative in the management of resources **Dubai Customs Vision & Mission** 

#### **Vision**

The leading customs administration in the world supporting legitimate trade.

#### **Mission**

Protecting the society and sustaining economic development through compliance, facilitation and Innovation.

**Dubai Customs** Strategic Objectives

Provide an environment that supports the flow of international trade and passengers

Promote security and combat illegitimate trade

Improve and diversify revenues and sustain efficiency of revenue collection

Build corporate capabilities and competitive advantage

Lead Customs innovation globally

Corporate Communication
Objectives

Enhance working relationships with stakeholders

Optimum Utilization of available resources and communication tools

Ensure Satisfaction and Happiness of all the internal and external customers

Build and Enhance a culture of knowledge sharing and transparency

Gain local and International recognition through participation and wining of awards and accreditations

Corporate Communication
Strategic Alignment









Provide Quality & Innovative Services

#### **The Community**

Harmonious Society, social engagement and environmental protection

#### Our Employees

Maximize Potential & Care for their Personal well-being and Development

#### **Value Chain Partners**

Selection Based on Quality and Commitment on Environment

#### جمارك دبي DUBAI CUSTOMS

Govt. Authorities & International Bodies

Strategic Partners to Enhance our Services

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

## Other Customer Organisations

Share Trade Facilitation & Adopt Best Practices

Approach to Stakeholder Communication







- Happiness Surveys
- Suggestions
- Grievances
- Call Center



- Training Programs
- Contracts
- Assessment



- MOUs
- Service Agreements
- Legislations



- Discussion Forums
- Conferences
- Platforms



- Open House
- Performance Appraisal
- Brainstorming
- Suggestions



- 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







Methodology, **Event creation Editorial Content** Media Planning Corporate Brand **Planning** & management Translation Identity & Documentation & Buying & Copywrite A-Z (DGEP etc.) Production & Collaboration with Distribution of Creative Campaign Website Intranet **Govt Partners** creative material i.e. posters, banners Corporate Publications & **Corporate Social** Social Media Audio / Video Photography Responsibility Corporate **Newsletters** 

# Corporate Communication Services Provided to Other Functions







#### **Challenges** · The right audience Communication · Generating interest · Conveying the right message through art work and slogan · Address Understanding Perception Shape perception · Create positive impressions/impact · Create avenues for engagement Industry Sustaining stickiness Globalization and technical advancements Technology & Digitalization Resources 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









### **CSR VALUES**

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



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

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

Community Communication
Corporate Social Responsibility







## **CSR** Strategy & Scope



Best Practices Implemented in CSR













Inputs

Dubai Customs Strategic Plan

Dubai Government Priorities & Directives

**Future Expectations** 

**Partners Needs Analysis** 

Internal & External Environmental Analysis

**Partners Satisfaction Study** 

#### Criteria

Partnership for the purpose of attaining the Strategic Objectives of Dubai Customs and Dubai Government Plan

Partnership for the purpose of value addition and joint benefits

Partnerships to enhance Public Services and Customer Satisfaction

**Analyze All Inputs** 

Action Plan & Corrective Plans

Select & Classify Partners

**Benchmarking** 

Partners Agreements & Collaborations

Value Addition and Measurement

Communication
With Partners



Management





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.



# **Communication**With Employees









## Dubai Customs – Stakeholder's Happiness Survey Results





Partners Happiness 2018 88% Community Happiness 2018 91% Awards and Accreditations 2014 - 2018

Number of CSR Initiatives 2014 - 2018 993

Print Media Communication 2014 - 2018 2,267 Electronic Communication Radio 2014 - 2018 437 Digital
Communication
TV
2014 - 2018
490

Number of MOU with Partners 2014 - 2018

Benchmarking Visits By Partners 2014 - 2018 209

Total Press Releases 2014 - 2018 3,192 Employee Bulletins and Notifications 2014 - 2018 9,844

Corporate Events 2014 - 2018 650

**Communication Results - Achievements** 





## More than 35 National, Regional & International







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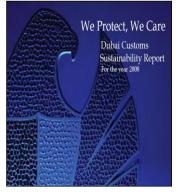


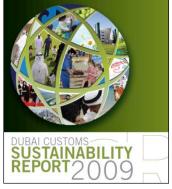




**AWARDS ON CSR & SUSTAINABILITY** 























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













Key CSR & Sustainability
Initiatives
Environment – Economic - Social

BEST PRACTICES
STANCE ULLERS
COMMUNICATION

over 700 Fishermen

