الصندوق الوطني للمسؤولية المجتمعية
NATIONAL CSR FUND MAJRA

From Outputs to Impact

Strengthening Impact Reporting in the UAE

Novermber 19, 2026 | **10:00 AM** | **Hyatt Regency Dubai Creek Heights, Dubai**

We are pleased to invite you to the Impact Reporting Lab, a closed-door working session bringing together private-sector companies, government entities, NGOs, social enterprises, academia and relevant experts to explore how CSR and ESG contributions and outcomes can be realistically measured and evidenced across the UAE.

The session will examine current measurement practices, identify practical indicators and evidence requirements and gather stakeholder feedback to validate and refine Majra's Impact Seal, the UAE's federal recognition program that translates national priorities into business action and impact.

Particular focus will be placed on determining what companies can realistically measure and what evidence should distinguish Silver, Gold and Platinum recognition levels in the next Impact Seal cycle.

Key Discussion Areas

- Current measurement practices
- Indicators and evidence requirements
- Outputs, outcomes and impact
- Silver, Gold and Platinum criteria
- Measurement challenges and gaps
- Impact Seal framework validation

Session Format

A closed-door, facilitated dialogue combining plenary discussion and curated roundtables, designed to encourage candid exchange, practical problem-solving, and commitment to clear next-step actions.

TIME	ACTIVITY
10:00 – 10:20	Arrival & Welcome Reception
10:20 – 10:30	Opening Remarks & Strategic Context
10:30 – 10:40	Leadership Introductions
10:40 – 11:10	Facilitated Roundtable Dialogues
11:10 – 11:45	Working Session: Insights, Priorities & Opportunities
11:45 – 12:00	Refreshment Break and Networking