



# Gulf Sustain

Responsible business for people and planet

**Gulf Sustain seeks to support the people-and-planet agendas of the six Gulf Cooperation Council (GCC) countries.**

As GCC countries continue to demonstrate efforts toward achieving net zero, greater opportunity exists to centre worker welfare as an enabler of the green transition.

Gulf Sustain, a regional initiative from the global think tank IHRB, aims to bridge divides and build partnerships between government, business and community organisations to advance worker welfare and responsible business practices across the region. This is achieved through developing knowledge, driving dialogue, and advocating for multistakeholder collaboration in line with Gulf states' own strategic priorities and economic diversification plans.

## FOCUS COUNTRIES



## VISION

GCC countries become strong drivers in transitions towards environmentally sustainable and equitable economies with the rights of workers and vulnerable groups at the centre.

## MISSION

To collaboratively embed worker welfare as part of an effective and sustainable climate response.

## FOCUS AREAS

- Climate-labour nexus
- Responsible business / responsible investment
- Heat stress, responsible recruitment, and accommodation standards

### ABOUT IHRB

Founded in 2009, the Institute for Human Rights and Business (IHRB) is the leading international think tank on business and human rights. IHRB's mission is to shape policy, advance practice, and strengthen accountability in order to make respect for human rights part of everyday business.

IHRB serves as an independent voice on human rights and business issues around the world, including holding special consultative status with the United Nations (ECOSOC). Collaboration and innovation are core to IHRB's mission. Its partnerships range from one-off topical convenings to multi-year programmes. IHRB works directly with business leaders, government officials, international organisations, civil society, and others to evaluate the effectiveness of policies, practices, and responses.

IHRB also catalyses new initiatives, like Gulf Sustain, dedicated to filling gaps in key areas or regions requiring leadership, partnership, and targeted intervention.

Learn more at [gulfsustain.org](https://gulfsustain.org)  
Contact: [info@gulfsustain.org](mailto:info@gulfsustain.org)

By influencing and convening state and non-state actors across the fields of climate action, economic diversification, and worker welfare in the GCC region, Gulf Sustain aims to contribute to the development of a green transition framework that takes into consideration the intersection between social and environmental policy.

## Gulf Sustain aims to promote an integrated approach to achieving net zero commitments while advancing worker welfare by:

- Developing knowledge and providing thought leadership: undertaking research and building capacity with practical tools and approaches that further responsible business;
- Working across silos to drive constructive dialogue among key regional, local, and international stakeholders: building trust, generating awareness, and promoting cross-sector collaboration and exchange;
- Collaboratively advocating for better policies, practices, and accountability mechanisms: identifying opportunities to influence practitioners to shape locally relevant policy, promote responsible business, and strengthen accountability for all;
- Catalysing multi-stakeholder engagement and collective action: sharing and developing locally-relevant approaches. Delivering scalable solutions to drive concrete outcomes through new incentive structures.

### ABOUT SDC

The Swiss Agency for Development and Cooperation is the agency for international cooperation of the Swiss Federal Department of Foreign Affairs. Switzerland's international cooperation for the 2021–24 period has four strategic goals:

#### 1. Economic development

Contributing to sustainable economic growth, market development, and the creation of decent jobs.

#### 2. Climate change and the environment

Addressing climate change and its adverse effects and managing natural resources sustainably.

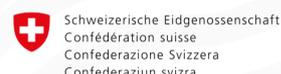
#### 3. Human development

Saving lives, ensuring basic services (especially in relation to education and healthcare) and reducing the causes of forced and irregular migration.

#### 4. Peace and governance

Promoting peace, the rule of law and gender equality.

Supported by:



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