On the last day of the Page International Exchange in Abu Dhabi, our speakers offered different perspectives on how communicators can shape and further refine corporate citizenship. The discussions included diversification, empowering communities, behavioral sciences and the Arab youth.

**The Middle East and the World’s Economy**  
**Dr. Monica Malik**, Abu Dhabi Commercial Bank  
Moderated by **Peter Debreceny**, Page

Dr. Monica Malik, Chief Economist at Abu Dhabi Commercial Bank, discussed with Page’s Peter Debreceny how the global economic situation is affecting the business environment in the Middle East. Dr. Malik shared the results of her research, which showed that long-term economic progress for Gulf Council Countries (GCC) countries depends on how quickly they can transform the economy away from hydrocarbon, toward diversification.

**Technology Empowering Communities**  
**Will Anderson**, Careem

Will Anderson, Careem’s SVP Corporate Affairs & Brand, explained how they used their services as a vehicle for hire company to empower their outreach to stakeholders, including their customers, employees and captains. He discussed the many challenges Careem faced in many countries in the region: lack of infrastructure, strict social values and minimal access to technology, to name a few. They ultimately were able to shift some of these communities and empower them with Careem’s services, such as more liberation for women as drivers and passengers in some countries. He emphasized how empowering communities with their services has become integral to their corporate citizenship.

**Corporate Citizenship Beyond Banking**  
**Kim Larsen**, Danske Bank

Kim Larsen, Danske Bank’s EVP, Head of Group Communications, Brand & Marketing, shared Danske Bank’s vision to enhance their corporate citizenship by understanding the community they serve and integrating its values into their short-term and long-term plans. He also discussed how their corporate citizenship has been defined by finding solutions to the problems their community is facing.
Using Behavioral Science to Communicate Strategically
Dr. Carla Groom, United Kingdom Department for Work & Pensions

Dr. Carla Groom, Behavioral Science Deputy Director, Department for Work and Pensions (UK), demonstrated how communicators can better pinpoint the behavior change they want to see in their target audience through behavioral science. She also shared the results of her research and experience in dissolving barriers that prevent the target audience from achieving desired behaviors. Capability, motivation and opportunity are key factors.

The Future of Arab Youth
Sunil John, ASDA'A BCW

Sunil John, President, ASDA'A BCW, shared his study on Arab youth attitudes toward what is happening in their countries and the world. The study uncovered eight key trends that make the Arab youth different:

1. The decade: Arab youth say the past decade - shaped first by the Arab Spring then the rise and fall of Daesh (aka ISIS) - have left the region drifting off course.
2. Religion is seen to be losing its influence with Arab youth: They believe that it is currently playing too big of a role and in need of reform.
3. The economy: Rising cost of living and unemployment are the biggest concerns of Arab youth.
4. The environment: Views of sustainability and climate change have barely changed in ten years.
5. Arab-US Relations: US influence in the Middle East is declining, enabled by the unpopularity of President Trump.
6. Arab youth consider the UAE a standard to which all Arab countries should aspire.
7. Brand origin matters to Arab youth: Japanese, German and American brands are most valued.
8. Digital Revolution: Social media is more popular and is seen as more trustworthy than traditional media by Arab youth.

What Does It Mean For Us
Sandra Macleod, Echo Research

Sandra Macleod, CEO, EchoResearch, drew together the threads of our discussions and how to reflect that on our work as communicators. She discussed how the new paradigm of corporate citizenship is defined by many factors, including listening to mindset and a “show rather than tell” attitude.

We hope you enjoyed the Page International Exchange in Abu Dhabi. Thank you to our partners for making this a success: Mubadala Investment Company, Majid Al Futtaim Group and Columbia University | School of Professional Studies. For updates on our future events, visit page.org.