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## RAK CERAMICS PUBLISHES ITS ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT FOR 2024

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**RAK Ceramics published its Environmental, Social and Governance (ESG) report for the year 2024, documenting the company's achievements in the realm of sustainability and social responsibility. This comprehensive report presents the outcomes of the set objectives for the year and outlines the aspirations and goals for the future.**

RAK Ceramics operates through four core segments: Tiles, Sanitaryware, Faucets, and Tableware. Each department takes ownership of sustainability within its domain and implements focused initiatives. Sustainability remains at the core of RAK Ceramic's operations, shaping strategic initiatives and long-term vision. The 2024 ESG Report provides an in-depth account of our sustainability efforts from January 1 to December 31, 2024, with a primary focus on the United Arab Emirates (UAE) operations while also highlighting key global contributions.

RAK Ceramics remains steadfast in supporting the United Nations Sustainable Development Goals (UN SDGs) and key UAE national strategies, including UAE Net Zero by 2050, the UAE Climate Change Plan 2017–2050, and the UAE Energy Strategy 2050.

In 2024, RAK Ceramics built upon the sustainability achievements of previous years, focusing on energy efficiency, conservation of natural resources, and the implementation of eco-friendly solutions throughout its value chain. The company celebrated a key milestone by obtaining ISO 50001 certification for energy management across its Tiles, Sanitaryware, and Tableware divisions. Additionally, strategic investments were made in manufacturing facilities, incorporating advanced technologies to enhance operational and energy efficiency while minimizing its environmental footprint.

The company also made remarkable progress in waste management and circular economy initiatives. In 2024, RAK Ceramics achieved a 95–98% efficiency rate in its Effluent Treatment Plant and set ambitious targets for 2025, including the integration of an Aeration System in its Sewage Treatment Plant to further optimize treatment efficiency, reduce power consumption, and lower carbon emissions. A total of 206,025 tons of waste was reused to formulate 100% of its recycled products, reinforcing its commitment to a sustainable production model.

**Commenting on the success of ESG objectives in 2024, Abdallah Massaad, Group CEO of RAK Ceramics said,** "During 2024, we achieved many significant sustainability goals, including increased energy efficiency, conserving natural resources, and implementing eco-friendly solutions across our entire value chain, while ensuring that our employees work in safe environments that foster diversity and inclusion. Our governance framework is designed to ensure we operate ethically and transparently, while maintaining a culture of accountability and responsibility that aligns with our long-term strategy and vision.

Our sustainability targets are set in light of the long-term strategic priorities of the Group, to be achieved by managing the environmental impact of the activities. We are more committed than ever in our efforts to become a regenerative company, one that puts humanity and nature at the center of our business practices.”

For more information about RAK Ceramics’ sustainability initiatives and to access the full 2024 ESG Report, please visit [ESG Overview – RAK Ceramics RAK Ceramics](#)

