

CODE OF CONDUCT

About this document

Bluestream operates according to a code of conduct that expresses our corporate values and commitment to human rights, workers' rights, and environmental standards. This document serves as a guideline to empower our employees, customers, partners and suppliers to act ethically for the common good and according to professional, social and environmental standards.

Our Code of Conduct

Bluestream believes that a business can be a force for good. As corporate citizens of the world, it is our duty to benefit the societies we operate in. Being socially responsible is intrinsic to how we see our role in the social, professional and environmental ecosystem. By maintaining the highest standards of corporate ethics and commitments, we can strengthen our partnerships, improve operations, and foster innovation and strengthen competitiveness.

Our memberships

Bluestream is a member of the Dubai Sustainability Network, a membership network run by the Dubai Chamber that serves as a platform to raise awareness, build capacity, promote and support CSR and sustainability best practices.

As part of the Dubai Sustainability Network, Bluestream is working towards compensating for all greenhouse gas emissions under prevailing UN and EU standards. We also offer Coconut Timber, fast-growing in popularity as the new timber resource and a sustainable alternative to rainforest timber.

Our principles

Bluestream will only deal with supplier organisations that have similar ethics to our own. Our values represent what we expect of our suppliers and vendors and what our suppliers and vendors should expect of us. Our code of conduct is intended to guide our suppliers to always act according to the highest levels of professionalism and integrity.

What we expect from our suppliers:

- Act lawfully, ethically, and fairly in all aspects of business operations
- Provide a safe work environment that protects human rights and worker's rights
- Commit to protecting our environment and communities



We believe that everyone, both our employees and our suppliers, must be able to voice their concerns on any matter relating to business operations. Suppliers are encouraged to openly discuss critical issues with our Sales Excellence Head or email concerns@bluestreamme.com anonymously.

If there is a breach of conduct, we will carry out a full investigation before taking the necessary action as per local regulation. As a company, we will also assess whether the act complies with our long-term view of sustainability in terms of People, Planet, Profit. Should our internal investigation deem the action in breach of conduct, it is our company policy to sever ties the supplier.

Our own practice

Bluestream upholds that our internal processes, procedures and supply of goods and services comply with the code of conduct. As is expected from our suppliers, we will also lead by example, act with integrity, and protect our employees, community and environment at all times. It is our mission and culture always to continue to work towards improving our policies and practices.

Our modern industrial manufacturing facility is managed and operated to the highest Health, Safety and Security standards as per Jafza and OHSAS 18001 norms. We adhere to the principles of openness and sustainability in our headquarters, with all of our furniture made in-house from reclaimed timber.

Blueatream emphasises ensuring that our employees are provided with the full protection of the UAE Labour Law regarding recruitment, equality, pay, housing and health. Employees are encouraged to openly discuss critical issues with our Human Resources Head or email concerns@bluestreamme.com anonymously.

Our production facility staff is offered housing in labour apartments in the modern Dubai Industrial City, while our office staff is provided accommodation in Dubai South, where each apartment building has a gym, pool, and other recreation facilities for the team to enjoy.

We encourage our clients to visit our staff housing facilities to see our staff enjoying the urban spaces we strive to design, build and deliver.



We strive to ensure we have equal representation of women in all divisions of Bluestream. Also, we safeguard that our staff is paid on the same performance metrics irrespective of gender.

The entire team at Bluestream is committed to making a difference in the communities we operate in. We are confident that the products we manufacture better communities across the globe, so team members consider community development to be at the heart of what we do. We actively participate in municipal and community events such as the Clean Up The World campaign by Dubai Municipality.

