

# Islamophobia Scorecard

In Progress

We gather content from publicly available sources and aggregate this information into an easily understood format, providing free access to the public. The listed individuals and entities are invited to submit any oversight, errors, and omissions for consideration. We all have the right to know if an individual or organization engages, condones, aids, or acquiesces in prejudice, hate, and discrimination against Muslims and Islam. By exposing Islamophobia, society is better informed about bigotry in their communities. *Islamophobia Scorecard last update: 08/31/2023.*



**Name** Sunil John

**Affiliations:** Founder & President, ASDA'A BCW

## Combating Islamophobia Status<sup>1</sup>

Grade

Did the named individual and his/her organization attend the most recent International Day to Combat Islamophobia as designated by the United Nations?	NO
Was the named organization or individual invited to commemorate the most recent International Day to Combat Islamophobia	YES
What was the response of the named organization or individual to the invitation to commemorate the International Day to Combat Islamophobia?	Non-responsive

## Muslim Community Engagement<sup>2</sup>

Grade

Have business interests in Muslim countries and communities.	In Progress
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## Promotes Tolerance & Unity<sup>3</sup>

Grade

Promote unity, tolerance, cultural harmony, and solidarity with all humanity.	In Progress
Participates, funds, and supports organizations promoting inter-community harmony.	In Progress

## Sponsors Divisive Political Activities<sup>4</sup>

Grade

Sponsors divisive political activities that put Muslims at a disadvantage	In Progress
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## Philanthropy<sup>5</sup>

Grade

Show preference or bias in philanthropy work?	In Progress
Engages in any act of philanthropy that benefits the Muslim communities.	In Progress

## Anti-Muslim Prejudice & Hate<sup>6</sup>

Grade

Condoned, aided, or acquiesced hate messages against Muslims and Islam?	In Progress
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## Acts of Discrimination against Muslims<sup>7</sup>

Grade

Show a pattern of anti-Muslim bias, discrimination, and exclusion of Muslims, including discrimination in employment and education.	In Progress
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## Corporate Social Responsibility<sup>8</sup>

Grade

Fulfilling the expectations and the spirit of corporate social responsibility	In Progress
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## Professional and Humanitarian Organization Affiliations<sup>9</sup>

Grade

Affiliations positively impact the mission to promote an inclusive world	In Progress
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## Extraordinary Conducts, Characteristics, and Attributes<sup>10</sup>

Grade

Any attributes contributing to a world free from hate, prejudice, and discrimination?	In Progress
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**Name** Sunil John **Affiliations:** Founder & President, ASDA'A BCW

At the heart of the public relations business in the Middle East for over 25 years, Sunil founded ASDA'A in 2000 and has shaped its growth into the benchmark public relations consultancy in the Arab world, advising governments, multinationals and global & local companies. In 2008, WPP Group acquired majority stake in the firm. ASDA'A became an integral part of the Burson-Marsteller global network. Since the 2018 merger of Cohn & Wolfe and Burson-Marsteller, ASDA'A Burson-Marsteller is now ASDA'A BCW. Today, the agency employs nearly 200 professionals across seven wholly-owned offices and nine affiliates in 15 MENA countries. The agency now serves more than 100 retained clients in the region and is the leading PR consultancy in MENA. He belongs to Mumbai and currently resides in Dubai.

### **Associated Brands**

- Arab Youth Survey
- ASDA'A BCW,

### **Website**

<https://asdaa-bcw.com/>