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CSR ARABIA

Arabia CSR
Network newsletter

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Arabia CSR Network launches the 6th Cycle of the Arabia CSR Awards (page 3)



CSR Majlis on Innovation - From Sustainability to 'Thriveability' - Pg 4

Training Course on Sustainability Reporting using the GRI framework - Pg 5

DUBAL leverages Careers UAE again for Nationalization ambitions - Pg 7

WaterAid Signs Up to Global Initiative on Water Stewardship - Pg 9

Best practices from the archive: TigerPROFILES & INSULATION LLC (ME) - Pg 10



ارابيا سي اس آر نتورك

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Note by the CEO / President Arabia CSR Network

Greetings from the Arabia CSR Network.

Very recently I was reading a quote by Nike's President and CEO, Mark Parker. He stated that innovation is most powerful when it is activated by collaboration between unlikely partners, coupled with investment dollars, marketing know-how and determination. The part about 'collaboration with unlikely partners' really stands out. And I believe this principle extends to sustainability as well – let's stop trying to solve sustainability issues alone, and let's get collaborate with an 'unlikely partner'! Speaking of innovation, last month we had an eye-opener training on the topic of making the move from sustainability to 'thriveability'. The training focused on how there is a critical need to review the purpose of the organization and their positive contribution to society through the very core of what they do. The training was divided into two days – the first in the form of a CSR majlis hosted by du, and the second day a full training at our office.

We are also in full flow with the Arabia CSR Awards. The official press launch was in the first week of April and the Clinic – a workshop for the applicants – was held at the end of the month. We are really keen to see how sustainability is being put into action by companies across the region – from the Mashreq to the Maghreb. So if you are based in the MENA and have some success stories to share, please register for the Arabia CSR Awards.

Next month, we will be participating in a very exciting ISO 26000 Conference by AIM Events in Abu Dhabi, as well as the much awaited GRI Conference in Amsterdam. The latter will mark one of major turning points for sustainability reporting and transparency for the entire world. So if you would like to be a part of this, I would highly recommend you to register and join us in the Middle East delegation which Arabia CSR Network is jointly leading with Sustainability Excellence.

We look forward to hearing from you about how we can collaborate and innovate. There is a lot to do and we are always keen to be your helping hand when it comes to CSR and sustainability. Feel free to email/call us or reach us on [LinkedIn](#), [Twitter](#) and [Facebook](#).

Arabia CSR Awards

Press Conference – 8th April 2013

The 6th Cycle of the Annual Arabia CSR Awards 2013 was officially launched to the media at a Press Conference held at the AmwajRotana Hotel – Jumeirah Beach Residence, Dubai under the patronage of HH Sheikh Ahmed Bin Saeed Al Maktoum, President Dubai Civil Aviation Authority; Chairman and CEO - Emirates Group; & Chairman - Dubai Airports, and supported by the United Nations Global Compact and the Global Compact Network for GCC states.

At the Press Conference, it was announced that this year's Awards cycle, which will carry the theme 'Driving Sustainability through Corporate Citizenship', will have a total of six categories: Small Enterprises (1-99 employees); Medium-sized Enterprises (100 to 499 employees); Large enterprises (500 and above employees); Government/ Public Sector Institutions (government departments and public sector bodies of any size that provide non-commercial services); Corporate-NGO Collaboration Award (for the best collaborative CSR project between a Corporation and an NGO); and New Business (establishments which have been existing for less than three years, of any size).

الجائزة
العربية
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ARABIA
CORPORATE
SOCIAL
RESPONSIBILITY
AWARDS

6th Cycle 2013

"Today's launch also marks the moment that participants can access our website and fill out the registration form, guidelines, and all other relevant materials. Of course, participants can email and call our office for guidance and assistance during the entire submission period" said Habiba Al Marashi, President and CEO of Arabia CSR Network. The deadline for application submissions for the 2013 cycle of the Annual Arabia CSR Awards is the 30th of June, 2013 – 5pm (UAE).

Habiba Al Marashi continued, "This year, we developed a new questionnaire to fit the differing criteria required from the Corporate-NGO Collaboration Category. The questionnaire consists of 17 statements. All eligible applicants will be considered for the New business award if they were established less than three years ago. We also introduced a separate questionnaire for small enterprises (a downsized version of the Questionnaire for



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Medium and Large Enterprises), which takes into consideration their more limited scope of operations. They are therefore required to respond to a smaller number of statements”.

The Press Conference was attended by representatives from a number of media channels and newspapers as well as organizations keen to apply to the Arabia CSR Awards 2013. Winners of the 2013 Cycle also attended the Press Conference as part of the Panel Speakers and shared their experiences on how the Award process has helped their organizations to develop as well as boost their CSR implementation. These winners speaking at the Press Conference included Al Futtaim Carillion (UAE), BLC Bank (Lebanon), DEWA (UAE), Kuwait National Petroleum Company (KNPC) and Blossom Nursery (UAE).

Since the inception, the Arabia CSR Awards have been and continue to be supported by the UN Global Compact, giving winners international recognition for their CSR best practices.



This year the whole program is also being supported by the Global Compact's Network for the GCC States. Organizations interested in participation may visit www.arabiacsrnetwork.com to know more about the registration process.

Awards Clinic – 30th April 2013



A constructive ‘Awards Clinic’ was held by the Arabia CSR Network on Tuesday, 30th of April, 2013 at the Millennium Plaza Hotel in Dubai. The Awards Clinic served as a beneficial workshop for applicants as it gave them an opportunity to better understand the application procedure, questionnaire as well as the judging process one on one with the President of the Arabia CSR Network, Jury Member to the Awards and Winners from the 2012 Cycle of the Awards.

Established in 2008, the Awards’ criteria and structure was developed by the EEG-CSR Network, supported by a highly qualified technical team and an advisory panel. To better align the Award with international standards, the Awards largely based itself on the UN Global Compact Principles, the Global Reporting Initiative’s framework and the EFQM fundamental concepts.

The 2013 Awards are open to all organizations in the MENA region with well-defined and implemented CSR and sustainability strategies. “It is the aim of the Arabia CSR Network to reach out to all Arab countries regionally and promote this regional CSR initiative as a platform to better understand and incorporate social responsibility within organizations of all sizes and sectors”, stated HabibaAl Marashi at the Clinic.

Mr. Ralph Thurm, member of the Annual Arabia CSR Awards 2013 Jury, facilitated the Clinic to provide support and guidance to applicants and prospective applicants. Mr. Thurm gave a detailed presentation on the Awards evaluation methodology and judging criteria, and discussed the Awards questionnaire in full depth. Attendees of the Clinic used this opportunity to interact one on one with one of the judges for the Awards and were able to successfully clear any doubts they had related to the Awards.

During the Clinic, winners from the 2012 Cycle of the Awards were also present and gave presentations on how they achieved Award winning applications and how the Award has impacted their organizations core business strategies with regards to corporate social responsibility. These winners included ABB Oman, DLA Piper (UAE), Gulf Petrochemicals Industries Company (Bahrain) and Royal Industries Trading Corporation (Palestine).

“The deadline to submit applications for the 6th Cycle of the Annual Arabia CSR Awards 2013 is the 30th of June, 2013”, stressed Al Marashi at the Clinic. Submissions, applications and judges reviews are all paperless, in accordance with the recurring carbon neutral theme of the Awards.



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Training and Workshops



Training on Innovation - From Sustainability to Thriveability' – 28-29 April, 2013

As part of its efforts to advance the sustainability agenda in the region, the Arabia CSR Network conducted a two-day training event on Sustainability and Innovation in Dubai during the last week of April. This training aimed to introduce new concepts of sustainability and aligning them with organizational goals of business prosperity.

The training was conducted by Mr. Ralph Thurm who is the Founder & Managing Director of A|HEAD|ahead, a management consultancy focused on sustainable transformation and strategic advisory. Ralph is also one of the jury members of the Arabia CSR Network as well as Associate Director Collaborative Sustainability & Innovation at Deloitte.

“New developments in the political, corporate and societal area now all point to a critical change in direction - CSR has become a primary lens for strategy and innovation; sustainability has become a license to grow and is required to be based in the heart of an organization’s core business strategy, while developing an ever clearer message of the current and future legacy of an organization. This means new ways of collaboration within an organization, but mainly also co-creation with new partners, stakeholders, and sometimes even competitors,” stated Ralph during his opening note at the training.

The two-day training was divided into a CSR majlis hosted at du’s office on the first day. This majlis invited a number of CSR professionals and experts from across the country. The majlis was followed by a full-day training at the Arabia CSR Network’s office on the second day.

On day 1 of the training, Ralph shed light on the six sustainability-related trends (ecosystem changes, demographics etc.). The participants learned to differentiate between symptoms and root causes to develop a ‘world view’ that is essential in an era in which we all create a 1-Earth-Economy. The participants also applied the ‘Metatrend Nexus’ for their own organizations and developed a SWOT analysis for their existing industry and business model. On the second day focus on new understandings of sustainable innovation, the enablers and necessary ingredients for a successful implementation. Participants also conducted a gap analysis of their own sustainable innovation approach and learned from best practice cases how to enlarge sustainable innovation thinking and approaches.



GRI Sustainability Reporting Training – April 2-4, 2013

The Arabia CSR Network recently conducted its eighth training on the Global Reporting Initiative (GRI) Framework at the Millennium Plaza Hotel in Dubai. The training was attended by participants comprising senior managers and CSR officials whose responsibilities are to implement their organization’s sustainability strategies. The training participants represented various organizations and sectors ranging from Public Health Authorities, NGOs, Financial Services and more.

To date ACSRN has trained more than 90 managers and CSR coordinators from close to 60 organizations on how to effectively publish their sustainability reports. Amongst these, close to 25 are already publishing their reports and more than 15 are on their way to issue their first sustainability report very soon.

“Writing a sustainability report is tedious, and without the right knowledge can be a daunting task. This training helps provide the basic understanding of creating that report and really is essential. I learned so much useful info that I never knew. Thank you ACSRN!”

Rawan Saqqa, Sr. PR and Communication Manager, Bee'ah



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Upcoming Events

Training Course on Sustainability Reporting using the GRI framework – May 7-9, 2013 - Bahrain

To enhance the capacity of organizations in the Middle East towards more effective and transparent communication of their sustainability performance, the Arabia CSR Network is conducting a GRI sustainability reporting training from 7th to 9th May in Bahrain in collaboration with PROACT.

Kindly confirm your participation at the earliest. For more details please visit <http://www.arabiacsrnetwork.com/home/gri> or contact us at admin@arabiacsrnetwork.com / +971-4-3448622.

ISO 26000 & Social Responsibility Conference, Abu Dhabi – May 15-16, 2013

The 2nd Gulf Conference on Social Responsibility & ISO 26000 is being organized by AIM Events on 15 – 16 May 2013 at the Dusit Thani Abu Dhabi, UAE. This event is specifically designed for anyone interested in learning more about CSR and the most relevant standard (ISO 26000) and how to successfully implement it and measure it.

The Arabia CSR Network will be supporting and actively participating at this event and encourages you to do so as well. It will provide a platform for socially responsible organizations to demonstrate their commitment and leadership on this very important global subject. It will also facilitate extensive learning and networking opportunities for all like-minded professionals from government and business. For more details, please visit: <http://www.aimevents.net/ISO26000-SR/index.asp>

Feature Article

Goodbye Western Lifestyles, Long Live Circularity! - Alexandre Lemille

There is no chance we can continue to play, live and work the way we do today. Extreme consumption as we know it will soon be a past and obsolete trend. Looking back at 'that time' we will feel ashamed of how we even thought of living like that. And this is not another pledge at being careful or preaching for the odd times ahead of us, it is a belief that there is something beyond our consumption patterns -- a sort of halfway-through-life as we enjoy it today and patterns that we will, hopefully soon, learn to respect and follow.

Needless to say that we will move to this new era without waiting for another dramatic event as we too often experience these days -- from extreme droughts to heavy rainfalls, from rampant desertification to drowning lands. It all seems as if we are not meant to react and be able to act accordingly in front of these early signs from nature. Not so early in fact as this is a daily reality for millions of displaced people on Earth from Mongolia to Bangladesh, or climate change related jobless ones from Australia to Russia, for years already. Just imagine the unimaginable: soon-to-be 9 billion (then 11 billion and up according to the latest United Nations projections) inhabitants on Earth aiming at living the "American Way of Life" or anything that one could see in movies these days -- from wealthy Indian actors to dexterous Chinese fighter guys. In a 7 billion inhabitants' world today, we are already in an ecological overshoot situation where we use and abuse the

Earth like we would do with the weakest human beings among us i.e. take advantage of it and run. We are egocentric and we do not feel that there is anything wrong with our manners. Furthermore, we think we are so smart. "Killing ourselves softly" smiling at the ones that tell us, relentlessly, that our lives are at stake. What dramatic ending are we offering to the Human Species...?

Can anyone out there understand that one cannot live like the average European or American from any corner of the globe, and especially not in Europe and America? Can these societies (or any other ones ready to lead!?) set the pace for a more responsible way of living on our single, unique 'plan A only' planet -- moving away from the three planet average footprint that we are all experiencing no matter what the effort made? Who believes people in Qatar can live like they do -- a five planet per person as a minimum -- for years? Who thinks the millions of people displaced in Northern Mongolia and Bangladesh will ever come back to their original homelands? Who believes that the almost 15,000 deaths France once experienced over few summer weeks will not be soon worse? What else do we need to wake us up and act?

As John Elkington says, there are people that start to positively think otherwise -- against all odds. He calls them "The Zeronauts" aiming at Zero as an ultimate impact goal: zero carbon,



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zero net water, zero fossil fuel, etc. Zeronauts are researchers, academics, intra-preneurs, CEOs, and other consultants that are thinking their way through the unsustainable patterns inherited from our Western lifestyles where everyone can afford nearly anything they could dream of on sometime virtual money cycle i.e. continuously dreaming on. They all are aiming at breaking the sustainability barrier. There is one Zeronaut that John Elkington did not list (as yet): Dame Ellen MacArthur, not the sailor (although she broke our mind's barrier too when she sailed over records), the one that will soon be remembered as The Circular Economist's guru! Let's now forget what we know of our lifestyles or of Ellen-MacArthur-the-sailor. Reset. Go!

Welcome to the Circular Economy! Shops are no longer seeing me as a consumer where easy money (or bank money) could be used and abused. I am now seen as a long-term loyal user of a brand, be it in washing machines, cars or in home furniture. Anything I want I can have just over a website click or a phone call! I have become a service user, no longer a lambda consumer who buys a standard product, use and abuse it, and throw it away discreetly. How about the value of that thrown away good? What economic nonsense have we put ourselves into? Producing to throw? Have we really managed to preserve and cherish most value in our economic models?

Do we really believe that 'take-make-waste' model -- as late Ray Anderson would say -- is such a smart model? Instead, Dame Ellen and her partners suggest that we enter into an era of circularity. An approach to responsible consumption where manufacturers -- and new breeds of re-manufacturers (new jobs to be created soon!) -- will all find profitability in a service based approach model while keeping ownership of the product to be reused several times and fully reinserted in the production loop for new goods to be created. How about signing up for a premium service agreement for your washing machine over several years where the original manufacturer will agree to provide you with full 24/7 service, maintenance, support while switching your high-end ecological washing machine model to the latest trendy model every two years, without asking for it and only pay per wash cycle? With proven savings of higher than 30 percent on leasing schemes for the user and leasing arrangements from the manufacturer we at the same time do good to planet Earth by reducing the number of products produced and associated waste. No more headache as to what will happen the day your washing machine stops washing. No question asked to whether you made the right choice of product on the purchase day.

No longer "have I paid too much upfront" for something that does not deliver as I expected? Instead you are guaranteed to get the best service from the original manufacturer, at all times of the day and night, at the pay-per-use price, protecting both your

wallet and the one and only planet we have. Once your machine is being switched with the latest model, it goes into a regular agreement with another user who decided to go with a second-hand machine rather than signing a premium contract. Why not, as the machine will be checked and look like new? Besides you will in any case be guaranteed for a 24/7 full maintenance or replacement. Two years down the line the new breed re-manufacturer will take over and still be able to offer the services from the same washing machine after some part changes and product refreshes. Later on, the machine -- property of the original manufacturer -- will go back to the production line to be dismantled and subsequently upcycled, recycled or downcycled (according to Braungart & McDonough), making sure that we value all parts of the product and reinsert it completely in the production line as a better washing machine (upcycle), the same machine model (recycle) or five irons (downcycle).

This is what Dame Ellen calls 'technical nutrients' (versus biological nutrients) that have a circular lifestyle as being produced for a reason, maintained for a better reason, reused for longer happiness, re-manufactured for endless pleasure and recycled for a smarter society. And guess what, everybody makes or saves more money! The now -- you and me -- 'happy user' spend less upfront CapEx money, and as we use service-as-it-goes, improving on our financial situation; the manufacturer earns twice or -- at times -- thrice more money given the longer-smartly-managed product lifecycle; the re-manufacturer creates new jobs that did not exist before while having a sustainable promising business; and the recycler is even more proud of recycling as it now makes business sense. Everyone fits in nicely and Mother Nature sees less junk, extracted chemicals and more biological nutrients reinserted into the biomass for improved soils.

Why did not we think about this earlier? Are we that smart? Could we even go beyond restorative circular economy into a full regenerative spheroid approach where we would bring more benefits back to our planet than we grab? What could potentially be the impact on the world's poorest who could now access greater services in markets where circular economy implementation could experience some leapfrogged technology shifts? It may not pull them out of poverty but it will certainly improve their way of life, the real one this time.

About the author

Alexandre is a telecom professional and a consultant in Integrated Sustainability based in Dubai, UAE. He trains CSR leaders on how businesses could perform according to key economic, social and environmental indicators.



Members Update

ABB

ABB launches hot line to improve service in UAE

ABB, a leading power and automation technology group, has launched a free phone number 800 CALL ABB (800 2255 222) to help customers quickly resolve service issues in the UAE. The number is available to call 24 hours a day, seven days a week and will put customers through to one of the highly experienced service engineers, when they need them most. This is set to simplify the service process and create a more seamless approach to helping their customers – making it easier to do business with ABB.

ABB has also recently won orders worth around \$120 million from the Saudi Electricity Company, to supply transformers that will help to enhance capacity and enable more electricity supply to meet growing needs. The robust, safe, reliable, efficient and environmentally friendly transformers are capable of withstanding thermal and mechanical stresses caused by severe climate conditions, high altitudes, cyclical loads and short circuit forces. ABB has also won a contract from the Mazoon Electricity Company in Oman to deliver a range of components including a Network Manager SCADA (supervisory control and data acquisition) system and multiple RTUs (remote terminal units) to improve the availability and quality of electricity in Oman.

Source: <http://www.mena.abb.com>

The Coca Cola Export Corporation

COPA Coca-Cola returns to KSA

COPA Coca-Cola, the grassroots football initiative for teenagers returned to the Kingdom of Saudi Arabia for the second year in succession when the tournament arrived at Al Sayegh ground in Malaz District, Riyadh on Friday 5th April. Teams of eleven players aged 13-15 competed on professional sized fields according to the rules and regulations of FIFA.

The winning team will have the chance to represent their country in a regional final tournament later in the year and ‘Become a Hero’. In an attempt to help promote healthy living and the participation in an active lifestyle, The Coca-Cola Company set up COPA Coca-Cola in Mexico in 1998. Since then, the tournament has gone from strength to strength and is now played across five continents.

COPA Coca-Cola is another initiative that exemplifies Coca-Cola’s longstanding ethos to live positively and open happiness. Youth are empowered to achieve their dreams and spread happiness while taking onboard goals they thought was never possible. Through Coca-Cola efforts, the youth of today can become professional football stars tomorrow. Today, COPA Coca-Cola has touched the lives of more than 600,000 students through at least 10,000 schools and/or youth club teams in the Americas, Europe, Africa, and Asia.

Source: <http://www.ameinfo.com>

Dubai Electricity and Water Authority

DEWA organizes 5th Annual Best Practices Conference on Quality, Health, Safety and Environment

HE Saeed Mohammed Al Tayer, MD and CEO of Dubai Electricity and Water Authority (DEWA), inaugurated the 5th ‘Annual Best Practices Conference on Quality, Health, Safety and Environment’ held at Intercontinental Festival City in Dubai on 25th April 2013. The conference discussed quality, health, safety and environment standards implemented at DEWA , and also featured several activities including workshops and seminars which highlighted ways to enhance these standards to further improve efficiency and productivity, and optimize overall operations.

Highlighting the importance of having energy-efficient systems and practices, DEWA receives delegations and gives them a tour of the facility to provide the participants with insights on the sustainability measures implemented by DEWA and the energy savings as a result of these path-breaking steps. DEWA’s Sustainable Building located in Al Quoz is the largest government building in the world with a Platinum rating for green buildings from Leadership in Energy and Environmental Design (LEED), the US Green Building Council, securing 98 out of 110 points.

Source: <http://www.zawya.com>, <http://www.elp.com>

DUBAL

DUBAL leverages Careers UAE again for Nationalization ambitions

Reflecting the continuing corporate commitment to increase Emiratisation levels in the organisation, DUBAL participated in the 13th annual Careers Show Exhibition (Careers UAE) at the Dubai International Convention and Exhibition Centre from 30 April to 2 May 2013. DUBAL Human Resources department has adopted H H Sheikh Hamdan’s vision and executed various strategies and tactics to attract talented Nationals and modes to retain them.

“We hope to entice young UAE Nationals to apply for employment at DUBAL, where they will benefit from the career growth opportunities offered by our ongoing industrial journey. Accordingly, the information will be captured directly into our database, which we use to identify potential talent by specifying our organizational requirements according to age group, background, qualifications and skills,” explains Sultan Al Sabri (Vice President Human Resources & Organisation Effectiveness).

DUBAL sponsors DGEF 2013, supports focus on clean energy and sustainability By supporting the Dubai Global Energy Forum (DGEF) 2013 as a Strategic Sponsor, DUBAL clearly demonstrated its corporate backing of the Dubai Integrated Energy Strategy (“DIES”) 2030, which aims to secure a sustainable supply of energy and enhance demand efficiency of water, power and fuel in the Emirate. Indeed, the theme of DGEF 2013 - “Clean energy for sustainable development” - resonated not only with the objectives of DIES 2030, but also with the energy-conscious culture nurtured at DUBAL. Held at Dubai International Convention and Exhibition Centre from 15 to 17 April 2012 under the patronage of H H Sheikh Mohammed bin Rashid Al



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Maktoum (Vice President and Prime Minister of the UAE and Ruler of Dubai), DGEF 2013 was the second such meeting; and the first of its kind dedicated to clean energy related issues in Dubai.

Source: <http://www.dubal.ae>

Emirates Integrated Tel Co (Du) **du's Masar Sponsorship Programme opens for applicants**

du is proud to announce that it is currently accepting applications for the 2013 intake of students into Masar Sponsorship Programme. The Sponsorship Programme gives Emirati students financial support to finish their university degree, followed by a rewarding career opportunity at du.

The Masar Sponsorship Programme is open to Emirati students between 18-23 years, who are currently in their third year of study. Students can obtain further details from their university's career centre.

Students successfully accepted onto the Masar Sponsorship Programme will receive a monthly stipend for the last 24 months of their studies, after which they will join du as a Masar Graduate Trainee. During their time with du, they will receive coaching, a Personal Development Plan, and training to allow them to progress within the company. Other benefits throughout the Sponsorship include access to du's Work Skills programme, free BlackBerry service for two years, as well as two weeks of international work experience, with one of du's overseas partners.

du's sustainability efforts recognised with CSR Label from Dubai Chamber

du is proud to announce that it has been presented with a second CSR Label from Dubai Chamber. The recognition was presented to Osman Sultan, CEO, du, by Hamad Buamim, Director General, Dubai Chamber, in the presence of several senior Executive Management members from du, during a ceremony held at Dubai Chamber.

Dubai Chamber awards the CSR Label to companies in recognition of their efforts towards Corporate Social Responsibility (CSR), and the levels of commitment demonstrated to continuing best CSR practices. As a responsible company, du has incorporated sustainability, including CSR, into the core of its business; this marks the second time that Dubai Chamber has bestowed the CSR Label on the telecom, following the initial award in 2011.

Source: <http://www.du.ae>

Emirates NBD

Emirates NBD wins 'Best SME Internet Banking service'

Emirates NBD recently announced that its Business Banking segment has won the Banker Middle East Product Award 2013 for 'Best SME Internet Banking Service,' further building on its success

of last year, when it won the 2012 award for 'Best SME Insurance Product.' The award recognises Emirates NBD as a key supporter of the UAE's SME segment, which is a vital part of the UAE economy and a strong contributor to the country's GDP.

Emirates NBD Business Banking has been recognised for its successful adaptation of smartBUSINESS corporate online banking platform to suit the evolving needs of small and medium-sized enterprises, thus allowing small scale businesses to also avail all features and benefits of the smartBUSINESS platform. Catering to the SME sector is a significant service that Emirates NBD provides that directly impacts a number of businesses as well as the entire economy of UAE to become more sustainable and prosperous.

Source: <http://www.khaleejtimes.com>

Hawkamah

Hawkamah conducts stakeholders meeting

The Hawkamah Board recently appointed a new CEO of Hawkamah, Leonardo Peklar, and conducted a stakeholders meeting for its key partners and members. Hawkamah is a corporate governance institute that aims to build institutions for the region. Its mission is to promote corporate sector reform and good governance, assist the countries of the region in developing and implementing sustainable Corporate Governance strategies adapted to national requirements and objectives.

During the stakeholders meeting, Hawkamah introduced its new CEO and also spoke about its various functions and services. These include, among others, advisory services on corporate governance, risk & strategy, ESG advisory, women in boards and more.

wasl

wasl Turns off Lights for Earth Hour

Recognising the importance of championing in the name of the environment, wasl Asset Management took part in Earth Hour yesterday, Saturday, 23rd March, encouraging many of its properties to take part. More than 144 wasl properties participated this year, turning off all non-essential lights. In addition to this, some of wasl's service providers were asked to switch off some A/C units, which consume more than 70 per cent of energy in the region.

Commenting on the event, Shaima Al Sowaidi, Marketing and Corporate Communications Manager and wasl's Corporate Social Responsibility Committee member, wasl Asset Management, commented: said, "Earth Hour is about looking at the immense power of each individual effort. We felt compelled to encourage those in our community to participate, so that in doing their part they could contribute to protecting the larger community that we are all a part of - the Earth."

Source: <http://www.wasl.ae>



General News

Global Reporting Initiative (GRI)

'Next step' in sustainability reporting to be unveiled in May, says GRI

The latest evolution of the GRI Guidelines – now the most widely used comprehensive sustainability reporting framework in the world – was recently approved by GRI's Board of Directors. It will be launched at GRI's 2013 Global Conference on Sustainability Reporting in Amsterdam on May 22 before an audience of 1500 thought leaders and practitioners from around the globe. The GRI Guidelines enable all companies and organizations to report on their economic, environmental, social and governance performance. G4 has been significantly revised and enhanced in order to reflect important current and future trends in the sustainability reporting landscape. In addition to enhancing the relevance and quality of standalone sustainability reports, G4 will be a powerful tool for generating material sustainability information for inclusion in integrated reports.

By placing an even greater emphasis on the concept of materiality, G4 will encourage reporting organizations to provide only disclosures and indicators that are material to their business, on the basis of a dialogue with their stakeholders. This will allow reporting organizations and report users alike to concentrate on the economic, environmental, and social impacts that really matter, resulting in reports that are more strategic, more focused and more credible, as well as easier for stakeholders to navigate.

Get involved: Help shape the IIRC's International Integrated Reporting Framework

GRI and the IIRC recently announced an agreement that will see the two organizations deepen their cooperation to transform the future of corporate reporting. On signing the agreement, GRI's Chief Executive, Ernst Ligteringen said: "Integrated reporting is a powerful lever to mainstream sustainability disclosure where it relates to a company's ability to create and sustain value." The IIRC is calling on organizations to leverage their networks and ensure that as many stakeholders as possible read and review the Framework in order to ensure that it is fit for purpose. Version 1.0 of the IIRC's Framework is due to be released in December 2013.

In May, GRI's Global Conference in Amsterdam will include multiple sessions on integrated reporting. On day three of the Conference, the IIRC will host a workshop about the draft International Framework. The workshop will be attended by various members of the IIRC including Chairman, Mervyn King. It will help users navigate the Framework and learn how the chapters fit together. Participants will be given the opportunity to ask questions and gain more insight into integrated reporting developments.

Source: <https://www.globalreporting.org>

United Nations Global Compact (UNGC)

Global Compact Local Network Achievements Underscored in New Report

The Global Compact recently released the 2012 Global Compact Local Network Report. This annual publication showcases the critical work of Local Networks to advance corporate sustainability around the world.

The report provides a comprehensive view of Local Network activities related to the objectives of the Global Compact – namely, in the areas of human rights, labour, environment and anti-corruption, and in support of broader UN goals and issues. While not an exhaustive list of achievements, this year's report provides key milestones and activities from over 50 networks who contributed content. As underlined in this year's report, Local Networks are critical building blocks for the implementation of the UN Post-2015 Development Agenda. Building the capacity of these local operations represents a fundamental opportunity for the Global Compact to increase the scale and intensity of sustainability globally. All companies, subsidiaries and suppliers are urged to be active in the networks where they operate.

WaterAid Signs Up to Global Initiative on Water Stewardship

International charity, WaterAid, has joined over 100 companies, governments, NGOs, and other stakeholders as part of the world's first online platform to advance critical water projects in specific river basins around the world. WaterAid has added its projects in key river basins to the Water Action Hub, an online platform designed to assist stakeholders to efficiently identify potential collaborators and engage with them in water-related collective action to improve water management in regions of critical strategic interest. The Water Action Hub is an initiative of the UN Global Compact's CEO Water Mandate and was launched at their ninth working conference during World Water Week in Stockholm last year.

Global Compact Leaders Summit to Unveil New Global Architecture for Corporate Sustainability

The UN Global Compact today launched a new website – leaderssummit2013.org – in support of the UN Global Compact Leaders Summit 2013: Architects of a Better World, to be held in New York on 19-20 September. Chaired by UN Secretary-General Ban Ki-moon, the Leaders Summit will bring together chief executives with leaders from civil society, Government and the United Nations to unveil a new global architecture for corporate sustainability. As the Millennium Development Goals 2015 deadline approaches, the Summit will set the stage for business to shape and advance the post-2015 development agenda – putting forward an architecture for business to contribute to global priorities, such as climate change, water, food, equality, decent jobs, and education.

Source: <http://www.unglobalcompact.org>

United Nations Conference on Trade and Development (UNCTAD)

UNCTAD participates in Arab Development Forum

High-level officials, including UNCTAD's Deputy Secretary-General, have held two days of meetings in Amman, Jordan, on development challenges in the Arab region. The aim of the Forum was to bring together different actors and experts for exchanges of views on topics related to the post-2015 development agenda and to emerging development challenges in the Arab region. The Forum was held under the patronage of Her Majesty Queen Rania Al Abdullah of Jordan. Queen Rania attended the opening ceremony, which was chaired by Helen Clark, UNDG Chair and UNDP Administrator. The Forum was organized by the Regional United Nations Development Group (UNDG) of Arab States/MENA, under the title Priorities for the Post-2015 Agenda.

Source: <http://unctad.org>



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Best practices from the archive



An overview of TigerPROFILES & INSULATION LLC

A three-time winner of the Arabia CSR Awards, TigerPROFILES & INSULATION LLC is a prominent example of progressive development in sustainability. TigerPROFILES won the position of 2nd runner up at the Arabia CSR Awards in 2010 and 2012. It received the 1st runner up award in 2011. The company considers its corporate social responsibility to be part and parcel of its daily business activity and seeks to integrate it into all of its systems and policies.

TigerPROFILES (TPI) is a member of the Tiger Group of Companies that was established and is based in the United Arab Emirates since 1968. Established in 1993 as a fully owned subsidiary of Tiger Steel Engineering, it provides specialized services to the metal building construction industry. Through intense dedication, clad with an iron will to succeed, TPI has asserted itself as a major power in the metal industry.

TigerPROFILES' approach to CSR and sustainability was in-born and grew out of the company's core values and commitments. The top management set the tone since establishment and drove the company's development to occur in a sustainable and socially responsible manner. In practical terms, this has meant that the formulation of a CSR strategy was a result of the design and execution of the company's operations and the seeking of opportunities for growth and engagement based on its core values and commitments.

As a member of the UN Global Compact, TigerPROFILES subscribes to its 10 Principles and considers them a guideline for their CSR implementation. The decision to join the UNGC was driven by the need to adopt a framework against which continuous improvement can be measured and achieved.

What makes the company unique is that all that has been accomplished in the areas of environment, human rights, Labour rights and society is part of the CEO's way of doing business. This has trickled down to every department and employee and created a sense of ownership of and responsibility for CSR within the organisation. Each and every person in the company is accountable for demonstrating the highest levels of corporate responsibility in all aspects of their work. This extends to the realm of interpersonal relationships in the manner in which they conduct themselves and their respect for others. It also extends to the environment and the community they live in; and is exemplified in their commitment to ensure that a zero-tolerance policy for corruption is implemented and adhered to through mutual reinforcement.

TigerPROFILES mission is to lead the industry in minimizing the impact of its activities on the environment and operating in a fair and transparent manner. It is committed to meet or exceed all applicable environmental legislations in countries where it operates and continuously improve its environmental performance as an integral and fundamental part of the business strategy and operating methods. The key points of the strategy to achieve this are increasing employee awareness of environmental issues through training and participation in local and national environmental programs; employment of technology to achieve a paperless operation; minimizing waste; focusing on energy conservation; sourcing and promoting an environmentally friendly range of products that lead to a minimized carbon footprint.

Some of the areas requiring special attention from TigerPROFILES include the identification of and engagement with key stakeholder groups. This would ensure that TigerPROFILES is aware of their needs and expectations and is able to properly address them. TigerPROFILES is still at the early stages of sustainability and CSR reporting. It recognizes the importance of continuous learning and actively seeks opportunities to do so. This in turn has enabled it to become one of the leaders in the construction manufacturing industry in the region achieving fast and reliable growth through hard work and commitment to its core values. All in all, TigerPROFILES is a company from which many others in the construction manufacturing industry can learn a great deal.



Arabia CSR Best Practices: 2011

This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2011'. For more details on TigerPROFILES and other companies that have been recognized for their innovative and effective CSR strategies write to us at admin@arabiacsrn.com and book your copy now! Please mention "Arabia CSR Best Practices" in the subject.

The Arabia CSR Network welcomes new members to be a part of its CSR journey. To learn how you can be a member, and how your organization will benefit from it, call us at +971-4-3448622 or write to us at admin@arabiacsrn.com

For more information on the Arabia CSR Network visit www.arabiacsrn.com