



الشبكة العربية للمسؤولية  
الإجتماعية للمؤسسات  
Arabia CSR Network®

CSR ARABIA

Arabia CSR  
Network newsletter

February 2014 Issue 30

New Translation!  
G4 now in arabic



## *GRI G4 MENA launch event in Abu Dhabi*

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## Note by the President & CEO Arabia CSR Network

Habiba Al Mar'ashi



### **Greeting for the Month!**

The New Year 2014 has begun off on a great note from the UAE from a sustainability perspective. January saw Abu Dhabi celebrate the Abu Dhabi Sustainability Week (ADSW) 2014. The ADSW is the largest gathering on sustainability in the Middle East, and a significant platform for international dialogue and cooperation. This year's programs showed that the sustainability agenda is picking up in the UAE as more and more stakeholders are realizing the importance of this for their businesses and other engagements.

And we are proud to say the Arabia CSR Network (ACSRN) too is well aligned to this momentum in the country, doing its bit to raise the sustainability awareness.

"Well Begun is Half Done" as it is said. And how much true was in the case of the Arabia CSR Network (ACSRN). The month of January saw several prominent industry wide developments and ACSRN's timely and well structured response to them.

To begin with, the prominent activity from the last month was the launch of the G4 guidelines for the MENA region – simultaneously in English and Arabic. The ACSRN sees this is a great opportunity to engage with regional organizations and develop capability matrices riding on this new framework. This would allow the regional firms to develop their operating and reporting frameworks at par with other regions of the world where the G4 was released a few months ago. ACSRN is proud to have this opportunity to introduce the latest sustainability reporting trends in the GCC by conducting targeted trainings and focused workshops.

*Looking ahead, the ACSRN is preparing for the launch of the fourth edition of its annual Best Practices Publication. This publication is a great literary exercise in collating and documenting new, innovative and highly effective sustainability strategies that are working tremendously well in organizations from across the GCC, Levant and North Africa region. The publication covers insightful case studies from across all industries – ranging from construction, BFSI (Banking, Financial services and Insurance), telecom and others. Further, all sizes and types of organizations find representation in the publication – including multi-national organizations, government departments, NGOs, as well as public-private partnership entities. The publication aims to offer insights into regional best practices and lays out easy frameworks for others to learn and follow.*

With this, I wish you all the best for engaging sustainably in your business practices. The ACSRN hopes to strengthen the bond of being your chosen sustainability partner in this journey. We are now developing the ground work for launching the seventh cycle of our annual Arabia CSR Awards – and we hope to makes it bigger and better than ever before. We are looking to expand the scope, reach and participation of these awards so as to offer a platform for best practices from across a spectrum of industries to be showcased.

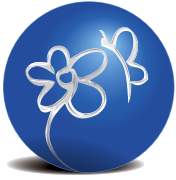
And to do this, we need your renewed support and collaboration. We would love to hear your views on how we can work better together. Please feel free to share your views with us on our [LinkedIn](#), [Facebook](#) or [Twitter](#) pages. Your voices are our guiding forces.

### **7th Arabia CSR Award to be launched soon!**



After six successful cycles of Arabia CSR Award (ACSRA), Arabia CSR Network is going to announce the launch of the seventh cycle of the Arabia CSR Award shortly. The Arabia CSR Award (ACSRA) is easily recognizable as the world's most rigorous award system for CSR. It is renowned throughout the Middle East and North Africa Regions for having the most comprehensive application methodology based on international standards and requirements, and a very robust assessment system.

Watch this space for more details and stay updated about the application process at [www.arabiacsrnetwork.com](http://www.arabiacsrnetwork.com)



## Meetings

### **GRI G4 MENA Launch: Abu Dhabi**

Global Reporting Initiative (GRI) launched the fourth generation of its reporting framework, G4 guidelines in the MENA region on 23rd January 2014 in Abu Dhabi. To present the new guidelines in the region, the event was hosted by Abu Dhabi Department of Transport and was well attended by representatives from the Government, private sector and civil society organizations from the GCC and Levant region.

Ms Nicola McKean-Wood introduced G4 to the audience; its focus on materiality, new design of Disclosures on Management Approach and new Disclosures. She also announced the release of Arabic Translation of the framework guidelines for G4. ACSRN has contributed to the peer review of the translation of G4 guidelines in Arabic. The launch was followed by a panel discussion where a panel of expert representatives discussed the first impressions of G4, shared experiences and looked at what the future of corporate sustainability reporting has in store, particularly in the region. ACSRN, being an organizational stakeholder and a certified training partner of GRI participated in the G4 launch event.

### **Exclusive G4 Content Session: for organizational stakeholders (OS) of GRI**

Following the official launch of G4 guidelines in the region, GRI organised an exclusive session with the organizational stakeholders in the region on 23rd January 2014 to discuss the way forward for better engagement and discuss the strategies for strengthening GRI reporting in the region. ACSRN participated in the session. The discussion focused upon strategies to implementation practices. The members requested GRI to provide more online tools, webinars for easy access to information. For enhancing the reach in the region and promote sustainability reporting models like direct engagement with the Government and partnerships with various networks were deliberated upon.

## Trainings & Workshops

### **GRI Sustainability Reporting Training 25-27 February, 2014 - Dubai, UAE**

There is one week left to avail an early bird discount (6 February 2014) for the Arabia CSR Network's upcoming GRI sustainability reporting training from 25th to 27th February in Dubai, UAE. This GRI-certified training will be divided into 2 components:

1. The first will focus on the GRI G3.1 reporting framework. This session is for individuals interested to obtain a detailed understanding of GRI. The GRI G3.1 Reporting Framework is accepted till the end of December 2015.
2. The second component will cover the Bridging Module between G3.1 and the recently launched G4. To attend this component, participants should have undertaken and passed a previous G3 / G3.1 training session. This module will help smooth transition from G3.1 to G4 Framework



This is an opportunity for CSR, communication and sustainability practitioners to receive two trainings together. Participants will receive separate certificates for each of the training components. As always, the GRI headquarters in Netherlands will issue the certificates. The Arabia CSR Network urges you to utilize this opportunity to stay up-to-date with the latest in sustainability reporting.

*Kindly confirm your participation at the earliest. For more details please click here (hyperlink to flyer and the registration form) or contact us at [admin@arabiacsrn.com](mailto:admin@arabiacsrn.com) / +971-4-3448622*

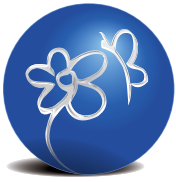
### **Workshop on CSR Fundamentals 17-18 March 2014, Dubai**

A large number of organizations are realizing that CSR is critical for community development as well as for business success. However, good intentions are not always effectively implemented, which is why the noblest of objectives require assistance to put them into action. This two day workshop will help the participants cover practical aspects of introducing CSR goals and strategies. The training would be helpful to a wide range of participants who are inclined towards CSR practices but require assistance to translate their plans into actions.

*For more details and enquiries, contact us at [admin@arabiacsrn.com](mailto:admin@arabiacsrn.com) / +971-4-3448622*







## Feature Article

# Sustainable Transportation Eye On The United Arab Emirates



For long-term sustainable development to be achieved, the various activities within a society must be adapted to what can be tolerated by humans and by the natural environment. Nowadays, we are noticing a growing interest in the concepts of sustainability, sustainable development and sustainable transport. Land development and vehicles mobility continue to overtake the global population growth. All the efforts to manage this growth and the negative and adverse impacts associated with it have been mostly ineffective.

In a nutshell, transportation has significant and long lasting economic, social and environmental impacts, and so is an important dimension of urban sustainability. Deploying efforts into this field can help in creating a better quality of life for everyone, now and for generations to come. Sustainable transport planning recognizes that transport decisions affect people in many ways, so a variety of objectives and impacts should be considered in the planning process. Three main objectives are to be taken into consideration while designing a sustainable transportation strategy:

- **Economic:** aiming for efficient reduction of the public congestion, creating sound financial basis for public transport and allowing for cheap, fast and high-volume transport.
- **Social:** the transportation infrastructure available has profound social impacts. It affects our health and safety, promotes equity in the public mobility and access to opportunities strengthens the social inclusion between the people of a society and fosters community cohesion.
- **Environmental:** transport activities are associated with growing levels of environmental externalities. Reducing pollution on local, regional, and global levels contributes to climate stabilization and develops an environmentally sensitive strategies framework. The most important impacts of transport on the environment are related to climate change, air quality, noise, water quality, soil quality, biodiversity and land take.

Today, we are seeing a strong interest in promoting more sustainable transportation patterns in the Middle East and specially the UAE. It is, therefore; increasingly important to be able to measure and assess the sustainability of present and future transportation trends and policies. The UAE has been rapidly witnessing a substantial growth of population and urbanization. This was followed by a huge investment in the tourism, construction and finance sectors.

The unprecedented growth has put a big pressure on the development of an advanced infrastructure and transportation system. Less congestion, high standards for safety and sophisticated transportation solutions are today more needed than ever before. Lots of efforts have been put in place to enable the country to have an efficient, safe and environmentally sound transportation system.

Abu Dhabi's Department of Transport (DoT) was established in 2006 to support and regulate the development and growth of a world-class transport system in the Emirate of Abu Dhabi. DoT has greatly supported the deployment of sustainable transportation solutions. According to its latest report, the focus has been on addressing the challenges of congestion, developing the capacity of public transportation and building roads and transportation network infrastructure in order to reduce travel times, facilitate the development of multimodal transportation networks and the use of intelligent transport systems.

The department has also addressed the issue of safety by creating road traffic safety and security programs, implementing safety and security standards in all construction projects and ensuring the safety and security of all the government's employees, in addition to the integration of environmental solutions to augment efficiency and savings within the transport system. The Road and Transport Authority (RTA) of the Emirate of Dubai has put in place comprehensive plans and policies to achieve its vision to make Dubai an accessible and environment friendly city. The Emirate of Dubai has pioneered the concept of public transport in the region by realizing in an early stage a high need for sustainable development.

RTA has put in place a range of environment-friendly services and products starting from the electric-powered driverless Dubai Metro generating zero carbon waste, to public buses that use a specific type of fuel that only contains 50 ppm of sulfur whereas the commercial fuel in use has a 500 ppm sulfur content, to car park machines operating with solar energy technologies, to the deployment of a number of hybrid vehicles in the Dubai Taxi fleet, in addition to recently starting the trial run of a bio-fuel powered bus.

Each year, the Dubai Award for Sustainable Transport (DAST) motivates the business community to present effective solutions that reduce the negative impacts of transportation issues in the UAE. DAST awards governmental or private companies. These companies have enhanced sustainability through innovative transportation solutions that increase mobility for all and improve safety as well as reducing transportation greenhouse and air pollution emissions.

Sustainable transportation and mobility play an important role in the advancement of the sustainable development agenda of countries. It has an impact on the public's health and safety and to some extent play a role in the economic growth of the country for better and sustainable life for us and the coming generations. The UAE has strongly encouraged, supported and invested in the development of sustainable transport systems. Where are the other Arab countries with regards to this?

*Mariem Megdishi is a Marketing & CSR Researcher  
at Sustainable Square based in Dubai*



## Members Update

### ABB won Zayed Future Energy Prize 2014



ABB, the global power and automation technology group, has been awarded the Zayed Future Energy Prize 2014 in recognition of its efforts to drive innovation, renewable energy and energy

efficiency in the category of 'Large Corporations'. ABB is also a leader in technologies that improve energy efficiency, which is the fastest, most sustainable and cheapest way to reduce energy consumption, lower carbon dioxide (CO2) emissions and enhance energy security. ABB's sustainable energy solutions also encompass fast-charging stations for electric vehicles, which are playing an increasingly large role in modern mobility.

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

### DEWA (Dubai Electricity & Water Authority) Championing the Sustainability Initiatives

#### Winners of the Emirates Appreciation Award for the Environment



In an aim of becoming a sustainable world-class utility, DEWA was successful in the implementation of two new technologies to raise the efficiency and capacity in power production

and water desalination. Considered as two of the most important, the achievements at DEWA have awarded the utility with the Emirates Appreciation Award for the Environment from the Zayed International Foundation for the Environment on the 15th of January 2014. In fact, air pollution is greatly minimized by the application of the "wet compression" and "inlet air chilling" technologies, as they prevent the decreasing productivity of power generation from other technologies during the hot summer months experienced in the region. "These achievements reduced CO2 emissions by 132,000 tons per year, which is equal to planting 6 million trees" said HE Saeed Mohammed Al Tayer, MD and CEO of DEWA.

As part of the TAWASOL campaign launched this month by DEWA, managers and employees from its various departments were invited to brainstorm innovative and creative ideas that would improve their work practices and conditions.

DEWA organized this event with the aim of strengthening the culture of creativity among its employees in accordance with Dubai Government's vision. Further, the outcome of these brainstorming sessions will add value to the yearly DEWA strategy workshop in February. All these are in line with DEWA's vision of becoming a sustainable world-class utility provider.

In Abu Dhabi, DEWA showcased their different projects as visitors passed by their pavilion at the World Future Energy Summit (WFES). These included projects in the areas of energy, water, environment, sustainability and renewable energy to further boost the clean energy sector in the UAE.

Source: <http://www.dewa.gov.ae>

### Emirates Integrated Telecommunications Company (du) supported Red Crescent Authority's Syria Relief campaign

du supported UAE Red Crescent Authority's "Our Thoughts are with the People of Syria" campaign by launching an internal drive (22-26 December 2013) to collect donations for the Syrian people.



du's employees participated in this drive wholeheartedly and raised AED197,580 as well as 105 boxes of in-kind donations that included items such as warm winter clothing for all ages, thermals, blankets, and heaters.

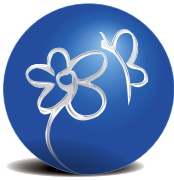
30 du employees signed up as volunteers for collecting, sorting and packaging the contributions. For this internal drive, du cooperated with the UAE Red Crescent Authority with the aim of extending a helping hand to the people of Syria. du has been partnering with UAE Red Crescent Authority since the time the telecom operator was formed in 2005 and has adopted a long-term commitment to making a positive difference in the society by contributing to charities and humanitarian relief efforts. Prior to the Syrian campaign, du had organized a similar internal campaign to contribute to Typhoon Haiyan relief efforts.

Source: <http://www.du.ae/en/about/media-centre/newsdetails/du-supports-Red-Crescent-Authority-Syria-Relief-campaign>

### Dubai Aluminium (Dubal) - Sustainability Practices

#### DUBAL Learning Centre certified against ISO 29990: 2010 requirements

With an aim to provide employees with the skills required to perform their tasks effectively, while facilitating personal growth, Dubai Aluminium ("DUBAL") continually invests substantially in diverse training and development initiatives. Much of this training is delivered in-house, through DUBAL's Training and Development



Centre (also known as the DUBAL Learning Centre, or “DLC”), which is accredited by the Institute of Leadership and Management (“ILM”), City and Guilds of London and Box Hill, Australia. The DLC co-ordinates a broad range of technical and competency development programmes as well as on-the-job training courses; courses on environmental, health, safety, quality management and assurance, and English literacy; and programmes which focus on developing functional and technical knowledge through accredited distance learning programmes. DLC has recently been successfully verified for ISO 29990:2010 Learning services for non-formal education and training.

Moreover, the DLC has established a new benchmark in its field as it is one of the very few industrial learning centres verified to the ISO 29990:2010 standard; and is the first learning centre in the Middle East manufacturing sector to achieve it from LRQA with the scope “Design, development and provision of learning services related to leadership, management and technical training”. Certification to the ISO 29990:2010 standard provides a competitive edge to DUBAL in understanding the learning needs of its business partners and serving them better. It also enhances the quality and standard of training internally while improving the efficiency, transparency and evaluation of its own activities.

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



### **wasl properties received prestigious Real Estate Award**

wasl properties, an arm of wasl Asset Management Group has been awarded the Real Estate Development Customer Care Excellence Award by the Middle East Excellence Awards Institute. wasl properties was awarded owing to the strength of its customer service commitment. Customer care is at the heart of wasl properties’ core business values and towards this, the company has employed a customer-centric approach as part of its business policy.

wasl properties has dedicated customer care service staff members that attend to tenants’ needs and has a track record of listening and responding to the needs and concerns of its customers by offering high quality information, programs and services. These also include follow-up procedures to ensure that clients have been treated fairly. The company’s customer care service staffs also are able to provide accurate and timely information for any property transaction for all its customers.

To address all this, the company has a multi-stranded customer service management that utilizes customer service centers, 24x7 in-house call centres, and a website to provide an integrated round

the clock access for client queries. wasl properties secured the award on the basis of having an unmatched 97% tenant retention rate.

Source: <https://www.wasl.ae/en/pressrelease/media-centre/press-releases/wasl-properties-picks-up-prestigious-real-estate-award.html>

## General News

### **International Sustainable Transportation Conference (ISTC) on 19 - 20 March, 2014, Abu Dhabi**

Abu Dhabi will host the International Sustainable Transportation Conference (ISTC) on 19, 20 March, 2014. The conference will address the challenges related to economy, energy and the environment trying to find ways to help improve the standard of living and the economy in general. With the increase of transportation problems and the high proportion of the use of private transport threatening the environmental infrastructure, the conference is a platform for specialists to find answers to the challenges facing sustainable transport.

### **Global Reporting Initiative**

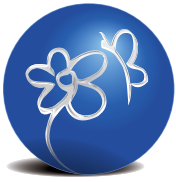
#### **BSI Group India – Focal Point for GRI in India**

As a host organization of the Global Reporting Initiative’s Focal Point office in New Delhi, BSI Group India is partnering with GRI to advance the shared mission of mainstreaming sustainability reporting in India and South Asia. GRI is pleased to announce that BSI Group India has been selected to host the Focal Point India Office for the period January 2014 - December 2015. The two year collaboration between the two organizations will enhance the presence of the Global Reporting Initiative in India on a national and regional level.

#### **Materiality Matters: GRI’ Recently Launched Service**

GRI launched a new service to check whether the most critical disclosures in reports based on the G4 Sustainability Reporting Guidelines are located as stated, and can be easily found by readers. The new service, called ‘Materiality Matters’, reflects G4’s increased emphasis on the need for organizations to focus - both in the reporting process and the final report - on those topics that are material to their business and their key stakeholders. This ‘materiality’ focus will make reports more relevant, more credible and more user-friendly, enabling organizations to better inform markets and society on sustainability matters. More information at: <https://www.globalreporting.org>





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## Best practices from the archive



### **An overview of Boeing Middle East**

The Boeing Company – a multinational aerospace and defense corporation – was founded in the United States of America in the early 20th century. Boeing Middle East, a regional arm of the global Boeing Company, has a long history of serving the Arab region by providing services for commercial airplanes. The company, with its small workforce, has been able to set out a focused corporate responsibility strategy that aims to address two key socio-economic issues: i) reducing unemployment rates in the Middle East and ii) enhancing the education system through sustainable measures such as teacher training and curriculum change.

One of the outcomes of these goals has been a project that Boeing ME implemented with Injaz Al Arab, a regional non-governmental organization dedicated to entrepreneurship and improving business acumen amongst Arab youth.

### **Reducing unemployment and enhancing education through ME**

To achieve its objectives for these material issues, Boeing works with non-governmental organizations to ensure greater impact. However, the company goes beyond providing financial support to these NGOs and takes a hands-on approach to create and evolve programs as well as provide in-kind support through volunteers, partners and expertise to ensure the success and development of community partners. It is also very commendable that Boeing's grant application process has a strong due diligence exercise to evaluate its partner NGOs.

Being a responsible corporate citizen is a core value that is integrated into the way Boeing works in the Middle East. Through a range of volunteering programs, all its employees are expected to give back to the Arab community. Employee motivation towards ensuring integrity, trust, respect and ethical conduct is also reinforced by the Boeing Ethics and Business Conduct. Boeing extends its sustainability strategy to environmental and other risk related areas by conducting impact assessments on a frequent basis. At the UAE office, the organization has introduced processes to reduce waste, energy and water consumption.

### **Supporting entrepreneurship in the Arab youth**

Boeing has worked with INJAZ AL ARAB, a regional non-governmental organization dedicated to entrepreneurship and improving business acumen amongst the Arab youth. The project Boeing supported was called the "Company Program", which helps Arab youth develop business ideas and experience the full life cycle of a company from inception to liquidation. The students achieve this within 20 weeks through the support and mentoring of volunteers. Additionally, to further reduce the unemployment rate, INJAZ launched the "Startup Program" with Boeing to fill the gap by supporting newly launched ventures. The program provides corporate incubators, seed funding, and training for the start ups in its first 6 months. The program was piloted in Egypt with 10 student companies with 10 students each. Boeing also implemented a measurement process to track the success.

The pilot program resulted in the creation of 35 student companies across seven markets (Saudi Arabia, Qatar, Kuwait, Bahrain, Oman, Jordan and the Palestinian Territories which totals about 350 participants and the launch of 10 real companies in Egypt with 100 participants.

### **Conclusion**

Boeing is an excellent example of how to combine global standards and procedures of a large multinational with the local needs and management of a small country office. Boeing has a President in every region including the Middle East with a strong mandate to lead outreach and Corporate Citizenship activities. Boeing is well positioned to address local needs. For most of its community projects, Boeing works with NGOs on their existing programs to help them become more effective and sustainable. Boeing ME has a strong ethical culture that extends to the way it approaches social issues and works in the communities. Its processes are designed to ensure that it works with credible partners and avoids situations that would appear to be a conflict of interest or benefit Boeing business in any way.

### **Arabia CSR Best Practices: 2012**

This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2012'. For more details on Boeing Middle East and other companies that have been recognized for their innovative and effective CSR strategies write to us at [admin@arabiacsrn.com](mailto: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](mailto:admin@arabiacsrn.com)  
For more information on the Arabia CSR Network visit [www.arabiacsrn.com](http://www.arabiacsrn.com)