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CSR ARABIA

Arabia CSR Network

newsletter

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Issue 3



*Dr. Ewa Björling
calls Swedish
businesses in the
UAE to take on a
more responsible
role towards
sustainable
development (for
more details, see
page 4)*

Arabia CSR Awards 2011 – A Sustainability Spring in Arabia (for more details, see page 2-3)

- ACSR Awards 2011 - Forum and Ceremony (Pg 2-3)
- CSR Seminar in collaboration with Embassy of Sweden and Swedish Trade Council (Pg 4)
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*Dr. Ewa Björling, Swedish Minister for
Trade speaks at ACSRN Seminar*



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Note by the CEO / President Arabia CSR Network

Habiba Al Mar' ashi



Eid Mubarak to you, your team and your family members from the Arabia CSR Network!

Welcome to the third issue of CSR Arabia – a newsletter that focuses on activities of the Arabia CSR Network (ACSRN) as well as CSR and sustainability related initiatives being taken by companies in the Arab world. This issue is extremely important for us as it features our highlight of the year – the Arabia CSR Awards Forum and Ceremony. We have completed four years of the Awards program and it gives me pride to say that it is by far the most prestigious CSR accolade that companies can receive in the Arab region. The ACSRN works very hard to organize the Awards every year, and the Ceremony marks the end of each cycle, where we announce the winning companies.

The event was wonderful and really helped bring CEO's and CSR people together and talk about their work. I feel this is one of the biggest non-tangible outcomes of the Awards program, i.e. that it introduces healthy competition and allows people to network for greater learning and commitment to CSR and sustainability. A few days before the Awards Ceremony, we were also honored to have the Swedish Minister for Trade as a chief guest and speaker at a one day seminar that we organized for the ACSRN members and Swedish companies in the UAE in collaboration with the Embassy of Sweden and the Swedish Trade Council. We hope this collaboration will sow the seeds for a useful collaboration. During the month of October, I also had the chance to speak at CSR seminar hosted by Sayga of the Dal Group in Sudan. This was a very useful event as there was a healthy mix of Government officials and CEOs, two key stakeholders that need to take sustainability very seriously to ensure that Sudan can revive its economy and benefit its people. Now that we have recently concluded the fourth cycle of the ACSR Awards, it is time to work on ACSR Awards 2012. There is a lot of planning that goes into each cycle, which is why we would love to hear from you on how to improve the way we conduct our Awards program.

I hope you all enjoy this issue of CSR Arabia. Please write to us at admin@arabiacsnetwork.com for comments and contributions. We look forward to hearing from you all!

Arabia CSR Awards update



Arabia CSR Awards 2011 - Forum & Ceremony

The Arabia CSR Awards 2011 - Forum & Ceremony, organized under the patronage of His Highness Sheikh Ahmed Bin Saeed Al Maktoum, President, Dubai Civil Aviation Authority, Chairman and CEO, Emirates Group, Chairman, Dubai Airports, was held at the Grand Hyatt in Dubai on Wednesday, 26th October 2011.

The ACSR Awards honor companies across the Arab world that are committed to making a difference by embedding principles of Sustainability into their strategies and Corporate Social Responsibility in their respective spheres of influence. Supported by the United Nations Global Compact (UNGC) and considered as the most significant award scheme for CSR best practices in the region, the Arabia CSR Awards has witnessed tremendous response from all sectors of corporate organizations across the entire Arab World. The fourth cycle of the Awards saw the participation of 42 organizations from 10 Arab countries.

The Forum, which was based on the theme "A Sustainability Spring in Arabia," consisted of a morning plenary which invited a number of CSR experts and speakers to speak on the various themes of the day. The speakers included Mr. Wolfgang Engshuber, Chairperson of the UN backed Principles for Responsible Business; Dr. Nasser Saidi, Chief Economist and Head of External Relations, Dubai International Financial Centre Authority; Dr. Elissar Sarrouh, UN Resident Coordinator and UNDP Resident Representative UAE; Mr. John Elkington, Founding Partner & Director, Volans; and HM Amb. Dominic Jerney - Ambassador of the UK to the UAE. The morning plenary was moderated by Ms. Hope Sherwin of Synergy Global Consulting Middle East.





Mr. Wolfgang Engshuber informed the participants that the PRI is a very useful platform created to engage with institutional investors and that it had 1000 signatories representing more than USD 30 trillion. He stated that it was extremely important for investors to step up and play a responsible part as the region required their support for revival. Dr. Nasser Saidi was of the opinion that, "The current scenario in the Arab world makes Corporate Responsibility much more relevant and important. In most parts of the Arab world, however, CSR and sustainability is either just lip-service or it is in its infancy. This attitude needs to be changed."



The Forum's morning plenary was followed by plenary sessions based on the three different aspects of sustainability, namely:



• **Base of Pyramid Strategies for Business in the Arab World**

This session aimed to enlighten the participants on the various entrepreneurial solutions that businesses have taken in BoP markets around the world. The session also facilitated discussion on the business models and operational techniques for success in the BoP market. The speakers included Amb. Elisabeth Dahlin - Secretary General, Save the Children, Sweden; Mr. Bruno S. Beijer - Former Ambassador of Sweden to the UAE and Mr. Joseph Martin - Director, Climate Change and Sustainability, Ernst & Young, Kuwait. This session was moderated by Mr. Ralph Thurm, a member of the ACSRA 2011 jury and Director Sustainability Strategies at Deloitte.



• **The Economic Impact of Climate Change in the Arab World**

This session focused on how businesses around the world are and can be affected by climate change. It also tried to facilitate discussions to identify economic opportunities that can be found within the risks and challenges surrounding climate change. The speakers included Mr. Doug Cook - First Secretary, Energy and Climate Change, British Embassy; Mr. René Estermann - CEO, myclimate; Mr. Mohammed Salem - Partner, PwC Oman and Ms. Elizabeth Belenchia - President, Carroll Properties Corporation. This session was moderated by Dr. Gracia Ugut, a member of the ACSRA 2011 jury and Dean at the Asian Institute of Management in Philippines.



• **CSR in the Arab World: Leading Up to the Uprisings of 2011**

This session shed light on the region's unrest from a business and CSR perspective. By inviting speakers from a number of conflict-affected countries in the Middle East, this session also encouraged a dialogue on the role of a responsible business and the value of good CSR practices in high risk areas. The speakers of this session included Dr. Wajeeha S. Al-Baharna - Vice President, Bahrain Women Association; Mr. Hazem El Mahi - Founder and Managing Director of Relief Avenue and Mr. Mohammed Agha - Senior Strategist & Global Compact Representative in Syria. This session was moderated by Dr. Ashraf Gamal, a member of the ACSRA 2011 jury and Executive Director at the Egyptian Institute of Directors.

The event was commenced by the President of the Arabia CSR Network, Mrs. Habiba Al Marashi. In her welcoming address Mrs. Al Marashi said, "Today, we come together to celebrate and honor those companies doing business in the Arab world, both local and international, who are leaders in responsible business, for all things and people under their care. Companies that have shown passion for safeguarding the environment, vision in taking care of their employees and compassion in engaging their local communities, while conducting successful and profitable businesses."

This year the Arabia CSR Network presented awards for 8 different categories. These included: i) Best Large Company; ii) Best Medium Company; iii) Best Small Company; iv) Best Public Sector Organization; v) Best Civil Society Organization; vi) Best Newcomer Company; vii) Special Project Award; and viii) Special Mention Award. The winners and runners-up of the various categories can be seen on <http://www.arabiacsnetwork.com/home/acsr-awards/award-ceremony>

For more information on the Arabia CSR Awards 2011 – Forum & Ceremony, please e-mail us at admin@arabiacsnetwork.com. Please mention "Arabia CSR Awards" in the subject.



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A few testimonials from the Arabia CSR Awards 2011 - Forum & Ceremony

“Thank you for your tireless efforts in ensuring this 4th cycle of the Arabia CSR Awards is such a stunning success. We are so proud to have been part of this cycle, and hope that next year can be our crowning year and win the Award. Thanks to you and your wonderful team once again.”

Rosy Salameh, Assistant CEO, Tiger Profiles & Insulation LLC

“We are honored to be recognized as one of the winners of the Arabia CSR Awards. CSR is at the core of our business philosophy and this award has motivated us in our efforts and strengthened our belief that can indeed make a difference to the environment we operate in.”

Sameena Ahmed, Managing Director, Bank Sarasin-Alpen (ME) Limited

“It was worth attending and listening to the world’s leading CSR experts and thinkers. It also gave an opportunity to interact with leaders from corporate and government sectors who share the same vision of the sustainable development. Hats off to the entire Arabia CSR team for organizing such a wonderful event.”

Muhammad Akber, GM Operations and Warehousing – ME, Tristar Transport

Arabia CSR Network training update

CSR Seminar in collaboration with Embassy of Sweden and Swedish Trade Council

A day-long seminar was held by the Arabia CSR Network on Sunday, 23rd October 2011 in Dubai, in collaboration with the Embassy of Sweden and the Swedish Trade Council, and with the support of the Jumeirah Emirates Towers. The event, titled ‘CSR: Building Bridges for a Sustainable Future’, focused on comparative learning within

CSR where expertise and business cases were shared from both the UAE and Sweden. Speaking at the event was the Swedish Minister for Trade, Dr. Ewa Björling who gave her views on Sweden’s initiatives within this area. Sweden was the first country to demand sustainability reports from state-owned companies and is regularly listed amongst the forerunners within the CSR field.

Today, the United Arab Emirates is Sweden’s second largest trading partner in the Middle East. Dr. Björling spoke at length about how she would like to see Swedish businesses in the UAE to take on a more responsible role towards ensuring sustainable development, especially in aspects such as human rights, gender equity and environmental preservation. Also present during the day was Mrs. Habiba Al Marashi, President and Founder of the Arabia CSR Network, who spoke about different CSR practices in the region and how companies could get involved with the Arabia CSR Network and its services. Mrs. Al Marashi praised the Embassy of Sweden and Swedish Trade Council for seeking partnerships that would contribute to the region’s sustainable development. She strongly urged other business councils to network and collaborate for corporate responsibility in the entire country.

One of the highlights of the day were the presentations by ABB UAE, the Jumeirah Emirates Towers and Dubai Customs on how they have been able to integrate sustainability for creating organizational value while also contributing to various social issues and environmental challenges. These companies have been recipients of the Arabia CSR Awards in the past. Their presentations served as excellent examples for other participants present at the seminar. Dr. Gracia Ugut, Associate Dean at the Asian Institute of Management, a leading expert within corporate social responsibility in the Middle East also presented during the seminar where she gave a quick primer on what were the essentials of an effective strategy for sustainability within any organization. Her presentation received a number of questions from participants that wanted to learn more about improving CSR and sustainability within their respective companies.

For more information on this event, please e-mail us at admin@arabiacsnetwork.com for details.

Please mention “CSR: Building Bridges for a Sustainable Future” in the subject.





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Arabia CSR Network attends training course by GRI in Netherlands



During the first week of October, one of the team members of the Arabia CSR Network attended a Training of Trainer's (ToT) course at the Global Reporting Initiative (GRI) headquarters in Netherlands. This course aimed to instruct GRI training partners on how to effectively deliver GRI trainings to companies in their constituencies. It focused on various aspects related to the GRI framework, such as i) How to plan the GRI sustainability reporting process, ii) How to identify, prioritize and engage with stakeholders, iii) how to build the report and more.

The Arabia CSR Network is the only body certified by GRI to offer its training services to organizations and individuals in all Arabic speaking Middle East countries. GRI's guidelines are the most widely used sustainability reporting guidance in the world and can significantly help companies to measure, report and consequently manage their sustainability. For more information on GRI certified training sessions in the Middle East, please e-mail us at admin@arabiacsrnetwork.com. Please mention "GRI training" in the subject.

Arabia CSR Networkmembers' update



Coca-Cola Middle East commits share of revenues to orphans

Coca-Cola Middle East has dedicated 10% from the consumer price of all Coca-Cola family size packages sold during the holy month to Ensan, the Saudi Charity committee for Orphans Care. This is the fourth consecutive year of this partnership that aims to improve the lives on underprivileged children.



Du launches Sustainable Development Report

Du – one of the largest telecommunications company in the Arab region – has recently launched its first Sustainable Development Report. This report explains how Du, a member of the Arabia CSR Network and the UNGC, has been able to integrate sustainability at the workplace, in the community and for the environment. It has achieved this by implementing programs that train staff members, offer a number of wellbeing benefits to employees and provide vocational skills to university students. Du has also been able to significantly reduce its carbon footprint by investing in a solar-powered project, energy-efficient vehicles, recycling systems and more. The entire report can be downloaded from <http://www.du.ae/en/about/Sustainable-Development>



DEWA organizes breast cancer awareness campaign

During the month of October 2011, the Dubai Electricity and Water Authority (DEWA) launched a breast cancer awareness campaign that aimed to promote women's role in society and empower them through knowledge, education, self-development and medical knowledge. The Campaign included distribution of medical leaflets with bills, an informative newsletter about breast cancer, organizing and holding awareness lectures at DEWA's Head Office in coordination with the Ministry of Health in Dubai and more. The campaign included educational lectures and a cultural carnival to engage female students at schools and universities. DEWA also arranged for free medical examinations for female students and teachers by a team from the Ministry of Health and the National Committee on Early Detection of Breast Cancer.



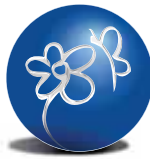
Dubai Properties Group Visits Al Barza Elderly Club

A team of executives of Dubai Properties Group (DPG) led by their Chief Executive Officer, visited the Al Barza – Elderly Club in Dubai as part of DPG's 'Responsible Living' initiative. DPG's visit and contribution to the Elderly Club is closely linked to its organizational agenda to give back to the community and promote different aspect of living responsibly.



DUBAL reports zero heat related illnesses in summer of 2011

Dubai Aluminium Company Limited (DUBAL) - the state-owned enterprise that owns and operates one of the world's largest primary aluminum smelters - recorded zero lost days as a result of heat related illnesses amongst its employees in the summer months 2011. This is the sixth consecutive year that the Company has been able to achieve this feat. Employee health and safety is one of the foremost priorities for DUBAL and it has been able to achieve an excellent record for employee wellbeing through its "Beat the Heat" program. This initiative focuses on raising health and safety awareness and ensuring positive behavioral change amongst all employees.



Other general news updates



Arabia CSR Network invited to CSR Seminar in Sudan

During the month of October 2011, Mrs. Habiba Al Marashi, President of the Arabia CSR Network was invited by Sayga to speak about the various services of ACSRN. During this seminar, which was attended by a large number of Government officials and CEO's, Mrs. Habiba encouraged the participants to be a part of the Arabia CSR Awards. She also discussed the various benefits of being part of the UN Global Compact. Mrs. Al Marashi's presentation was very well received and a number of companies pledged their support for greater sustainability in the North Africa region.



Shape the next generation of GRI's Sustainability Reporting Guidelines – G4

The first Public Comment Period for G4 – the fourth generation of GRI's Sustainability Reporting Guidelines – is open. GRI is seeking feedback from a wide variety of stakeholders through an online survey, which runs until 24 November 2011. The survey seeks feedback on the inclusion of proposed sustainability topics and on the potential shape of G4. Widespread input will help GRI learn more about current reporting and information needs, particularly those in different regions and among various stakeholder groups. Comments received will be considered public record and will be published in aggregate form. The names of respondents will be published, but will not be linked to individual comments. Once the Public Comment Period closes, GRI will analyze the feedback, identify broad themes, and share its responses. To take part in the survey, please visit <http://www.globalreporting.org/CurrentPriorities/G4Developments/GetInvolved/GetInvolved.htm>

Rio+20: GRI in investor-led coalition for greater transparency

The Global Reporting Initiative (GRI) has joined investors in a coalition calling for a global policy framework on sustainability disclosure. The Corporate Sustainability Reporting Coalition is calling on United Nations member states to commit to develop, a global policy framework

that requires listed and large private companies to integrate sustainability information throughout their Annual Report and Accounts – or explain why if they do not do so. GRI believes that the successful company of tomorrow will need to integrate sustainability into its strategy to achieve financial results and create lasting value for itself, its stakeholders and society. UN member states will meet at the United Nations Conference on Sustainable Development - the Earth Summit - in Rio de Janeiro, in June 2012. The coalition is calling on states to commit to develop a policy framework at the Summit. For more details please visit <http://www.globalreporting.org>



Office for the Coordination of Foreign Aid increases contributions to various causes

The Office for the Coordination of Foreign Aid (OCFA) has contributed a total of AED 62.3 million to the relief efforts for the food crisis in the Horn of Africa. OCFA has also contributed AED 45.7 million to the emergency in Libya and AED 4.6 million to the flood affected villages in Pakistan.

In the Horn of Africa, the UAE Red Crescent Authority has provided 1,430 tons of food aid, established two nutrition centers and sent two medical convoys. It is also assisting the construction of supply camps with drinking water tankers. Other organizations working in the Horn of Africa include the Sharjah Charity Association, the Khalifa Foundation, the Sultan Bin Khalifa Bin Zayed Al Nahyan Foundation for Scientific and Humanitarian Research, the Emirates World Humanitarian Mobile Hospital and Dubai Cares. In Libya, the UAE Relief Team has set up camp with food and medical supplies for 30,000 Libyan refugees. In Pakistan, the Red Crescent Authority, the Zayed bin Sultan Al Nahyan Charitable and Humanitarian Foundation, Khalifa Bin Zayed Charity Foundation and the Sharjah Charity Association has set up water plants and extended water supply networks to reduce the spread of diseases in flood-affected areas. The Red Crescent team is also preparing to provide refuge for up to 40,000 people affected by the earthquake in south-eastern Turkey.



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Launch of Integrated Reporting Paper opens conversation on evolution of corporate reporting

The International Integrated Reporting Committee (IIRC) recently published a Discussion Paper, titled “Towards Integrated Reporting – Communicating Value in the 21st Century”. This paper aims to enhance and raise the bar for corporate organizations to deliver a report that transparently, clearly and accurately covers all aspects of an organization’s performance and position. According to the concept of integrated reporting, an organization’s report should cover financial, environmental and social performance all in one document and integrated with each other, rather than in silos. The IIRC welcomes general comments on the Discussion Paper as well as responses to the discussion questions set out. For more details, please visit <http://www.theiirc.org/the-integrated-reporting-discussion-paper/>



Triple Bottom Line Investing (TBLI) Conference in November 2011

Banking and NGO professionals will discuss the problematic relationship between commodities, investing and basic human needs during the second roundtable discussion on the first day. There will be four roundtable discussions in total, namely, “Integrating ESG into the Investment Process”, “Financial Sector and Food: Hedge or Hunger”, “Is Impact Investment Charity” and “Investors and ESG: How Far Have They Come”. For more information please visit www.tbliconference.com



European Commission launches new CSR Strategy

On the 25th October 2011, the European Commission launched its new Communication on CSR for the period 2011-2014. The renewed Communication aims to strengthen EU global leadership on CSR by implementing an intensive Agenda for Action with around 30 proposals for CSR commitments. As part of this new strategy the European Commission presents a new and simpler definition of CSR as “the responsibility of enterprises for their impacts on society”. The Communication can be downloaded from the European Commission website: http://ec.europa.eu/enterprise/newsroom/cf/itemlongdetail.cfm?item_id=5511



Mohammed Bin Rashid Al Maktoum Business Award Launches 2011 Cycle

The 6th cycle of the Mohammed Bin Rashid Al Maktoum Business Award was recently launched to showcase the successful contribution of private companies and other organizations to the economic development of UAE. The Award is the highest level of national recognition for business performance in the UAE. In this cycle, non-governmental organizations are also encouraged to apply. For more details please visit www.mrbizaward.ae



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Best practices from the archive

An overview of Dubai Customs

Dubai Customs (DC), a government regulatory and tariff collection agency, showcased its achievements and commitment to corporate social responsibility by focusing on a 4-pillar framework as a guide in planning its goals and programs. This framework consists of business sustainability, social responsibility, environmental responsibility and employees' work conditions. It endeavors to offer the best possible benefits to its employees including private healthcare, reward schemes, training, and personal development programs, pensions and scholarships for education. Among its achievements are creating a female-friendly work environment, empowering the local workforce, and community development projects.

The organization's CSR function is guided by the Dubai Strategic Plan (DSP). The plan covers the period from 2007 to 2015 and serves as the blueprint for the country's development. The DSP focuses on five key sectors: (1) economic development, (2) social development, (3) infrastructure, land and environment, (4) security, justice and safety, and (5) public service excellence.

DC is a praise-worthy example of an organization that capitalizes on its assets and opportunities to achieve excellence for itself and society. DC is motivated by its vision to be the world's leading customs administration institution. It has taken certain critical steps towards elevating its organizational



perspective to a macro level to demonstrate that DC's impact is more than just collecting duties and inspecting goods. Using a broader perspective, it maintains that by focusing on excellence in implementing its mandate, DC positively influences the economic, financial, and security sectors. CSR is inherently imbedded in DC's business goals and purpose. Upholding the highest ethical and sustainable performance, DC has been able to contribute to society, gain its license to operate, and function as a responsible organization.

This abstract has been taken from the ACSRN publication titled 'Arabia CSR Practices: 2008-2010'. For more details on Dubai Customs and other companies that have been recognized for their innovative and effective CSR strategies write to us at admin@arabiacrnetwork.com and book your copy now! Please mention "Arabia CSR Best Practices" in the subject.

General information

Stakeholder inclusiveness

Whenever integrated CSR and sustainability is the topic of the discussion, one aspect that commonly comes up is 'stakeholder inclusiveness'. What is this vague requirement for a company to be truly sustainable? And does it actually benefit the bottom line? Stakeholders can be organizations, individuals or groups of individuals that are affected by or affect the organization's activities, products, and/or services. Stakeholders can include internal entities and individuals such as employees, investors, shareholders, suppliers as well as those who are external to the organization such as communities, customers, NGOs, industry watchdogs etc. Stakeholder inclusiveness can help a company understand the expectations and interests of its various stakeholders, which is why it is key to the company's sustainability strategy. Meeting the expectations of every stakeholder is a difficult task. Nonetheless, to have a meaningful stakeholder inclusiveness and engagement process can help a company to enhance its credibility, accountability and its ability to deal with multiple expectations profitably and sustainably.

For more information, visit the GRI website on www.globalreporting.org

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