



الشبكة العربية للمسؤولية  
الإجتماعية للمؤسسات  
Arabia CSR Network®

CSR ARABIA

Arabia CSR  
Network newsletter

July 2015 Issue 47

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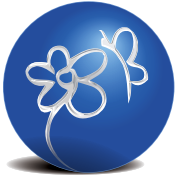
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## Note from the President & CEO Arabia CSR Network

### Summer time reflections

It looks all set to become one of the warmest summers. According to the scientists, the period from January to April 2015 was one of the warmest in the 136 years of recorded climate history. April was +1.33°F warmer than the 20th century average, it was the 4th warmest April on record, with land temperatures being the 10th warmest by recording a +2.00°F higher temperature, and the ocean temperature recording the warmest ever with a +1.08°F higher temperature than the 20th C average.

Already summer time temperatures in this region are reaching record levels; June saw it climbing to the 50 Degree C high mark in the garden city of Al Ain located in the UAE. The World Day to Combat Desertification fell on June 17th, while World Environment Day also befell in the same month (June 5th). These landmarks serve as reminders to alert us to the many perils of rising temperatures, rising sea levels and climate change. Bio systems are shifting, habitats are changing, and none of this is indicative of any positive trends. On the contrary, there are red flags going up everywhere, if only we open our eyes and recognize the warning signs.

For people that are observing the Holy month of Ramadan, it is a time of physical hardship as long parched hours of summer time fasting can take a toll on the health. Being in one of the hottest 12 month periods in the known history of the planet does not make it any easier. Through a month of spiritual exercise and purification, Muslims across the world will also seek to respect all the tenets of Islam, including those that enlighten us about our obligations and responsibilities towards the Earth, towards the environment, and towards all species. . One cardinal principle of Islam should be borne in mind by all, fasting and non-fasting alike, "waste not for God loves not the wasters". Let not Ramadan lose its meaning by becoming an opportunity for over -consumption and wastage. It is about giving and sharing, not over consuming and wasting.

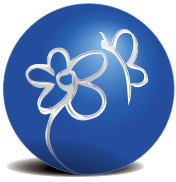
Some scholars in this region share the belief that sustainability is conceptually inherent in Islam, reflected in such principles as Adl (justice), Mizan (balance), Wasat (middleness or the middle path), Rahmah (mercy), Amanah (custodianship), Taharah (spiritual purity and hygiene), Haq (rights) and Ilm Nafi (efficacy of knowledge and science). It is how we choose to interpret and apply these long standing principles into the modern context and in a way that is beneficial to the growth and development of the present society, and the sustainability of our successors.

### Update on the Arabia CSR Awards & Forum 2015

The Arabia CSR Network announced receiving 134 applications from 78 organisations in 12 Arab countries across 24 sectors to date for the 8th Cycle of the Arabia CSR Awards. ACSRN has also announced that the number of award categories have increased to 9 including 3 new categories which are : 'Financial Services,' 'Energy' and 'Social Enterprise' in addition to the previous categories : 'Large,' 'Medium,' 'Small,' 'Public,' 'Partnership & Collaboration,' 'Best New Business'.

Organisations who are driving CSR to a new era in the Arab world will be honoured at this year's Arabia CSR Awards, Forum and Ceremony, which will be held on October 27-28, 2015 in Dubai. Themed "Beyond Responsibility: Towards Transformational Sustainability" in 2015, the forum will host an array of global experts in the field who will gather to deliberate on the journey and challenges towards transformational sustainability and share CSR best practice. Now in its eighth cycle, the annual programme from Arabia CSR Network, (ACSRN), the region's largest and most influential CSR and sustainability multi-stakeholder platform, will pay tribute to public and private sector entities from across the Arab region that have helped achieve excellence in their sustainability practices.

This year's Awards will be held under the auspices of the League of Arab States for the second consecutive year. It is also being held in strategic collaboration with UNEP following a Memorandum of Understanding that was signed in October 2014, which outlined the Awards' role in the promotion of sustainable development goals in the Arab world. Further adding to the programme's significance is the ACSRN's 3rd party assurance by the DNV-GL, the third largest CSR accreditation body in the world. Sponsors for the 2015 awards include: Ma'aaden, The Saudi Arabian Mining Company (Exclusive Strategic Sponsor) and ENOC (Emirates National Oil Company) and NATPET National Petrochemical Industrial Company (Gold Sponsors). Emirates Environmental Group will be the Environmental Partner for the event with Media Partners including: Arabian Business, News Services Group Middle East ME Newswire, Gulf News, Omnicom Media Group, 7DAYS, Eye of Riyadh and Blu Lowe Kuwait.



## Meetings & Events

### SROI, measuring the impact of CSR investments

“It is said that growth and progress are measured in money, and money does not give us information about ecological and social systems. So the broad question that confronts us is, how do we talk about sustainable development, inclusive growth and societal progress, when it is seemingly difficult to measure social impact, and even less in terms of quantitative value?” These opening remarks by ACSRN President & CEO Habiba Al Marashi set the stage for the two day Social Impact Measurement Workshop that took place in Dubai last month. She also went on to say that public and private enterprises are more and more relating to a non-market ecosystem, where relationships drive performance, outcomes and ultimately, success.

Therefore there is a growing interest to share information of a non-financial nature with both traditional and non-traditional/non-shareholding stakeholders. The concept of Social Impact Measurement is thus very attractive to those organisations that view CSR and sustainability investments as a long term commitment, and would like their belief in Social Value Creation to be validated, mandated and advanced continuously. For them SROI (Social Return on Investment) is a great metrics-driven tool that helps to ascertain how specific CSR/sustainability initiatives are helping to grow, enhance or dilute value; and to compute the change created in monetary terms by using financial proxies.

The Arabia CSR Network is known to offer insightful courses on trendy and upcoming themes. This workshop too brought to the fore issues that are in the words of the ACSRN chief, “on the lips of the collective CSR community, and are the key to the long term sustainability of CSR and Corporate Sustainability initiatives.” The course was delivered by Mr. Monaem bin Lellahoum (Founding partner of Sustainable Square), in association with Sustainable Square. Mr. Lellahoum was the Arab Region’s first certified SROI practitioner, having been accredited by the UK SROI Network. He has considerable expertise in social impact measurement, having managed research programs and authored research reports to demonstrate the social value generated of community development work through SROI analysis. The workshop began with an overview of the theory and practice of social impact measurement, and a brief look at the role of the SROI Network and SIAA in developing the SROI framework. The session was predominantly interactive and learning-based where methodologies, principles and applications were explained through exercises and tested out through live case examples. Participants were able to compute the social value of projects and initiatives that their respective firms have launched, and acquired the skills to apply the Social Impact measurement concept to all CSR and sustainability investments.



- “Well researched, thought provoking, excellent platform for knowledge share by a professional with extensive background knowledge in sustainability.”
- “This training is very helpful since it is the first of its kind in the region.”
- “Very informative!”
- “Eye opening, makes us realize whether or not we are adding value and impact to society.”

## Upcoming Trainings & Events - Register today!

EVENTS	Sep	Oct	Nov	Dec
PLANNER 2015	CSR Workshops/ Networking Events		November 10-11-12 CSR Fundamentals (Arabic) November 15-18 CSR Advanced (English)	December 14-15-16 CSR Strategy & Leadership (English) December 21-22 Integrated Reporting (English)
	Arabia CSR Awards & Forum		October 27 - 28	





## **Sustainability Reporting Training Certified by GRI**

September 6-7-8 GRI G4 English | September 13-14-15 GRI G4 Arabic

Recently, GRI CEO Michael Meehan said in an interview given for the MIT Sloan Management Review May issue, "Sustainability reporting is important for companies because it's a strategic exercise. It helps them understand where they are at and what issues are important for them."

A growing wealth of CSR and Sustainability Reports indicate that reporting of non-financial performance is becoming a default business practice, and organisations are beginning to see the value of transparency and accountability towards non-shareholding stakeholders. Many countries around the globe are calling for non-financial disclosures as a mandatory requirement from organisations, particularly from large cross-national businesses. CSR and Sustainability reporting is also on the rise in the Arab region, as it confers competitive advantage to enterprises working across globalized markets and value chains. The GRI reporting framework is widely recognized to offer the most methodical approach to sustainability reporting.

The Arabia CSR Network, as a Training Partner of Global Reporting Initiative (GRI), will undertake the next batch of accredited training courses on the GRI framework in the last quarter of 2015, the dates of which are mentioned above. Two training sessions will be delivered in English, while the concluding one will be in Arabic. The course will focus on the G4 edition of the GRI framework. The outline of the sessions being identical, it will cover the following:

- Introduction: how the Sustainability Context shapes the CSR landscape
- Sustainability Reporting and Global Reporting Initiative: value of sustainability reporting and overview of both GRI the organisation and the GRI G4 reporting framework
- The five phases of the GRI G4 reporting process: Prepare, Connect, Define, Monitor and Report
- In addition to several exercises to help participants learn directly about GRI Reports

Interested persons may contact the Arabia CSR Network either immediately or during the course of the next three months to register your interest in any one course/multiple courses in English and Arabic. For details please contact us by Email ([admin@arabiacrnetwork.com](mailto:admin@arabiacrnetwork.com)), Telephone (+97143448622), or via social media (Facebook, Twitter, LinkedIn).

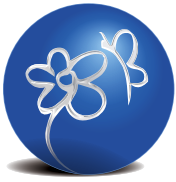
## **Members Update**

### **Dewa set to award consultancy contract for latest solar park phase**

Dubai Electricity and Water Authority (DEWA) has announced on June 18th 2015 that it will next month award a contract for the consultancy stage of the latest phase of its 1,000-megawatt solar park. DEWA said that eight companies had been shortlisted and DEWA is in the final stages of evaluation. The winner of this stage will help DEWA to decide if it will award all of the remaining 800MW for the Mohammed bin Rashid Al Maktoum solar photovoltaic (PV) park in one single phase or separately into sections, such as two 200MW awards and one 300MW contract. The plant's total capacity will be just over 1,000MW upon completion, which is expected by 2030 which is enough electricity, on average, to power more than 1 million homes.

### **Securitas collaborates with Arabtec for comprehensive security solutions**

Securitas has teamed up with Arabtec Envirogreen Facilities Management (AEFM), an associate company of construction giant Arabtec, for providing security solutions to its key projects. The collaboration between the two companies will ensure that all of the services they will offer customers become self-delivering which is more sustainable. The purpose behind the joint venture is to promote sustainable growth, while bringing something different and new to the customers of the respective partners. Transparency, quality and honesty are the keys factor behind the delivery approach differentiating the security solutions from those provided by their competition. Arabtec has stated that while working with Securitas, they got what they were promised and it is very rare and is a key success factor for a sustainable partnership.



## wasl wins Global Accolade for its Array of Smart Services

wasl Asset Management Group has had the world-leading class of its digital applications acknowledged with a major industry award. wasl was declared a Gold Winner at the SAP Quality Awards for Europe, Middle East and Africa (EMEA), scooping the title for its array of innovative Mobility Services, many of which are amongst the first of their kind in the region. Wasl has expressed their delight to accept the SAP Quality Awards' Gold Winner and mentioned that the accolade represents the fruit of their continuous efforts to enhance and support the government's 2021 vision to turn Dubai into a Smart City. Congratulations to our members and we wish them many more successes to come.



## Feature Article

## *Big data: How civil society organisations are analyzing and sharing sustainability data for informed decision making*



Civil society organizations (CSOs) have a variety of roles to play to protect people and the environment. They employ a number of strategies – not only advocacy – to achieve their goals; this is especially the case in developing countries. By putting companies and governments in the spotlight, CSOs provide the tools and insights the public needs to hold them accountable and demand greater transparency.

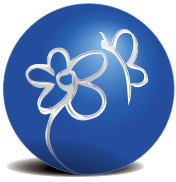
According to the World Health Organisation, civil society organizations (CSOs) are generally accepted as being “non-state, not-for-profit, voluntary organizations formed by people in that social sphere.” CSOs can include a variety of organizations, associations, networks and even movements that work towards a common interest.

CSOs play a vital role globally, and especially in developing countries, by putting companies and governments under the spotlight, providing the tools and insights the public needs to hold them accountable and demand greater transparency.

Sustainability data is key to this function: many CSOs are collating, analyzing and making available vast amounts of data about companies, to help people make more sustainable decisions. Civil society is an important stakeholder group for companies, keeping them on track in terms of their sustainability performance. GRI engages with many CSOs to develop Sustainability Reporting Guidelines – both for the internal use of CSOs themselves, and for them to monitor the performance of companies – and drive transparency to enable better decision-making for a sustainable global economy.

### **Internal benefit: optimizing effectiveness**

CSOs differ from companies in many ways, including how they measure the success of their operations. GRI worked with NGOs to develop specific reporting guidance – a tailored set of Guidelines that include performance indicators developed specifically for NGOs, to capture what matters most.



The Guidelines cover sector-specific issues such as program effectiveness, public awareness and advocacy and resource allocation. By using sustainability data, CSOs can work more effectively towards their goals; empowering people, encouraging accountability and helping companies improve their performance all help to increase the positive impact of their operations exponentially.

Assessing and understanding others' sustainability data also helps CSOs understand their own impacts. By taking ESG issues into account in objectives and strategy, and by monitoring sustainability performance, CSOs can improve their own performance, increasing impact and reducing administrative costs. CSOs also provide benefits to others by using sustainability data. Here we evaluate three significant contributions that their use of sustainability data makes towards a sustainable global economy, along with case studies:

- *Encouraging accountability*
- *Driving performance improvement*
- *Empowering the public*

#### **Encouraging accountability**

Many CSOs exist to support a cause, and to hold companies accountable for their impacts on society, the environment and the economy. By using sustainability performance data, these CSOs can paint a realistic picture of a company's activities, performance and impacts, and hold them to account for their actions. For example, Oxfam's 'Behind the Brands' campaign accesses publicly available ESG data, published in company reports and on websites, to assess the progress the 10 biggest food and beverage companies are making towards a sustainable supply chain. The information Oxfam collects tells a powerful story, which has encouraged the big brands to be accountable for their sustainability performance, and that of their supply chains. And by having access to the information, major stakeholders – including banks and investors – can conduct their own assessments, spurring on the companies to be more accountable.

Similarly, WWF is encouraging accountability through its Palm Oil Buyers Scorecard. In its 2011 review, WWF concluded that no company had an excuse for not using 100% certified sustainable palm oil. Starting with just 10 members in 2004, the initiative now has more than 1,300 members from 50 countries. Members are required to provide information about their palm oil supply, increasing their transparency and accountability. While many companies publish performance information, data is not always available; the Centre for Environmental Rights (CER) pushes for greater public and private sector transparency around environmental performance. Established in 2009, the organization works to encourage transparency and accountability – overall, they say access to full environmental data is limited, and that governments and companies need to push transparency more to encourage accountability.

#### **Driving performance improvement**

While encouraging accountability, sustainability data also invites reflection, helping companies make changes towards improving their own sustainability performance, and that of their supply chains. As

we see in the case study, by comparing the performance of big brands, Oxfam's 'Behind the Brands' Campaign fuels a 'race to the top'. Oxfam analyzes the intention of companies to determine, evaluate and improve the social and environmental effects of their direct and indirect operations. Pitching the companies against one another in this way provides an incentive to improve performance.

The Bench Marks Foundation also has a positive effect on performance, in the South African mining sector. The Foundation benchmarks company performance by looking at publicly available data, in-company data and stakeholder opinion. This gives companies valuable insights into their performance, providing them with the opportunity to improve; many companies engage with the Foundation to discuss their strategies, reports and research methodologies, which in turn informs their sustainability performance.

Painting a picture of sustainability performance can also show companies where they can make improvements. ContextReporting.com is a sustainability data visualization and benchmarking platform that aggregates corporate sustainability data, organized by GRI indicators, into a central repository. It enables companies and the public to visualize performance data, displaying the change in performance over time for a given indicator, and benchmarking their performance against that of their peers.

#### **Empowering the public**

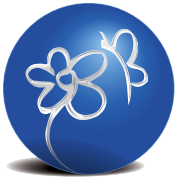
Many CSOs empower the public, equipping them with the information they need to make sustainable decisions and drive the sustainable global economy from the demand side. A wave of CSOs using sustainability data to highlight the performance of companies and products will, in turn, empower people, providing the insights consumers need to make informed choices. Wikirate uses crowdsourced data and information to "make companies clear," helping the public understand how companies are run, and how sustainable they are. Armed with this knowledge, consumers can choose products and services that contribute to the world in which they want to live.

#### **Excerpted from "Informing decisions, driving change: The role of data in a sustainable future"**

This new study presents a baseline stocktake of the ways sustainability performance data is being used by civil society, investors, business, government and market regulators, and media. Various ways in which data is being used to drive behavior change and its impacts are outlined in the report. It also features case studies on the challenges and future potential of using sustainability data, offering insights into how it can be used to empower stakeholders, and how it can be leveraged for change. The full report can be accessed from the following link:

<https://www.globalreporting.org/resource/library/Informing-decisions-driving-change-The-role-of-data-in-a-sustainable-future.pdf>





## Case Study from the Archive - RasGas

### Abstract



RasGas is a leading producer of Liquid Natural Gas (LNG), based in Qatar. It is a joint stock company, formed of Qatar Petroleum and an affiliate of ExxonMobil. With an integrated value chain, RasGas employs over 3,700 people that help it run a growing business of extracting, treating, liquefying and exporting LNG to a global customer base. RasGas has its eyes fixed on the growth potential

of the LNG business, especially as the world searches for solutions to reduce GHG concentrations in the atmosphere and use sustainable sources of Energy. To consolidate its position as a trustworthy partner in the global movement to achieve sustainable energy mix, RasGas has identified a set of keys that will help it to unlock its full potential and deliver value to all its stakeholders. RasGas has adopted sustainability as a driver of business excellence and societal contribution.

Four characteristics define its approach, - a) improving performance, b) strengthening relationships, c) integrity and d) integrating sustainable practices. Sustainability is embedded in its strategic choices; - focusing on HSE excellence, custodianship of its people and the Qatari community, reliability and deliverability, and cost optimization. RasGas' strong economic and social performance owes much to the rigorous management systems, internal control systems and monitoring, and the spirit of continuous improvement related to Safety, Health, Environment and Security. Relationships are at the heart of many of the covenants and practices at RasGas due to its firm belief in Corporate Citizenship, and at each step there are visible attempts to heed and address stakeholders' needs and concerns. Some of the initiatives taken up by RasGas, for instance, safety, road safety, public policy advocacy, health, etc., demonstrates that the organization looks beyond its economic role, and is committed to other developmental priorities of the nation. RasGas is also a firm believer in Transparency and Accountability, and has been practicing sustainability reporting and related disclosures as a strategic activity for the past five years.

**Conclusion** - RasGas is an organization that has worked hard and paved the way to success. Strong performance in environment, health and safety has brought them to the top of the industry in these spheres. It is a responsible business and has contributed positively and significantly to the development of the national economy. The efforts to create value for the indigenous community via the core business and through external engagements reflects its long term vision. For CSR and sustainability to be truly embedded in to the core business, the organization would not need to develop a sustainability vision and mission for the company. The company would gain tremendous reputational and market advantages by addressing important social issues like human rights and labour rights more strongly, for instance by pursuing international frameworks and benchmarks. For a leader such as RasGas, it would be a logical flow of CSR commitments, and aligned to the drive for excellence that is evident in its HSE performance.



RasGas recognizes that its business strategy and policies are constantly shaped by global needs and local drivers. The most important global needs that RasGas responds to within its business are reduction of greenhouse gas emissions, protection of biodiversity and habitats, wastes and water management, health and safety including occupational health and safety, and supply chain sustainability. Combining these with national directives on Sustainability, RasGas has come up with an effective framework that helps to align business success with sustainability. On the way, it has been able to integrate ESG elements into the core of its management systems and operational policies.

The proprietary SEVENTH SENSE and RGEE management systems are designed to detect, control and manage risks including environmental, social and governance risks, that blend seamlessly into the enterprise risk management. The SEVENTH SENSE internal controls system identifies and manages a variety of risks, including environmental, social, and governance risks; and the RGEE system addresses operational risks related to people, environment, and community; The Safety, Health, Environment, and Security Policy commits to people, environment and asset security. Performance in CSR is managed through the Performance Management System and shared across the organization via regular and structured communications and reporting back. Individual and organizational social performance is reviewed and rewarded through various appropriate mechanisms. Sustainability performance is recorded and published in the Sustainability Report benchmarked to the renowned GRI and IPIECA guidelines on transparency and disclosures. RasGas was the first energy company in Qatar to publish a Sustainability Report in 2009 and received the large-scale organisation Award for Excellence in Sustainability Reporting under the energy and industry sector's programme in 2011 and 2012.

### Arabia CSR Best Practices: 2014

*This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2014'. For more details on RasGas and other companies that have been recognized for their innovative and effective CSR strategies write to us at [admin@arabiacsnetwork.com](mailto:admin@arabiacsnetwork.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 to be a member, and how your organization will benefit from it, call us at +971-4-3448120 or write to us at [admin@arabiacsnetwork.com](mailto:admin@arabiacsnetwork.com) For more information on the Arabia CSR Network visit [www.arabiacsnetwork.com](http://www.arabiacsnetwork.com)