

ارابيا سي اس آر نتورك
CSR
Arabia CSR Network®

CSR ARABIA

Arabia CSR
Network newsletter

March 2012
Issue 7

Arabia CSR Network's GRI trainings gain momentum

Read on page 2



Arabia CSR Awards 2012 update - page 3

*Bridging CSR and Social Entrepreneurs'
Innovative Ideas - page 4*

*ABB wins the 'Best CSR Initiative of the Year' award at
Middle East Electricity exhibition - page 7*

An overview of First Select International (FSI) - page 10



EEG Gala Dinner - page 9



ارابيا سي اس آر نتورك

CSR

Arabia CSR Network®

Note by the CEO / President Arabia CSR Network

Greetings from the Arabia CSR Network!

The month of February has proven to be an excellent start to the year 2012 for the Arabia CSR Network in terms of advancing our goals and seizing opportunities that have come our way.

This month the Arabia CSR Network officially launched its new membership packages available to new and renewing members. The three different membership categories: Diamond, Platinum and Gold, feature enhanced benefits which aim to serve our members in newer and better ways as well as expand their engagement with the ACSRN team, other network members and external organizations.

For more details on these membership benefits, please contact us at admin@arabiacsnetwork.com

We also conducted another GRI training session this month. This training, which focused on the international best practices of assessing and reporting an organization's sustainability performance, was attended by participants from many different organizations throughout the MENA region. Please read below for more details. In the coming months, the Arabia CSR Network in partnership with like-minded organizations plans to hold a number of sector-specific workshops that will address the needs of different strata of our membership base. Keep checking our website – www.arabiacsnetwork.com – for updates on these CSR related events.

Also, please stay in touch for the much-awaited Arabia CSR Awards. We will be launching the 2012 cycle in the month of April. So stay connected! ***P.S. We can be found on LinkedIn, Twitter and Facebook. See you there!***

Training

The Arabia CSR Network conducted a three-day GRI (Global Reporting Initiative) training at the Millennium Plaza Hotel in Dubai from 26th to 28th February 2012. The training focused on helping organizations measure, report and improve their sustainability performance using the internationally recognized GRI framework.

The Arabia CSR Network is the first GRI certified body that offers such training services to organizations and individuals in the Middle East. The Arabia CSR Network is very well placed to provide this training to build the capacity of organizations and businesses in the region, mainly because the ACSR Network is a regionally rooted organization that has access to in-depth CSR information of hundreds of companies in the region.

At the training Ms. Habiba Al Marashi, President of the Arabia CSR Network stated, *“this training will also serve as a valuable platform for organisations to be equipped with valuable tools for the 5th Cycle of the Arabia CSR Awards which we will roll out in April this year.”*

Mrs. Al Marashi said organizations related to the Environmental Health and Safety sector, Oil and Gas, Chemicals and Petrochemicals, Environmental Compliance, Transportation, Accounting, Human Resources, Supply Chain, Banking,



Hospitality; Service sector organizations; relevant Government departments; Non-Government organizations; and many more can benefit greatly from GRI training.

“However, the GRI is not limited to generating a report. It focuses on facilitating the process in which companies are actively measuring and managing their sustainability practices so that they are strongly ingrained in each activity and department of the organization,” she added.

Nine participants from important public and private organizations and companies such as Dubai Customs, Dubai Electricity and Water Authority, McDonald's, Aramex Emirates LLC, International Islamic Relief Organization, Roads and Transport Authority and Haggar Foundation participated in the training.



ارابيا سي اس آر نتورك

CSR

Arabia CSR Network®

“I found the GRI training very rewarding. The content and presentation were very rich and the knowledge we learned from this training will be valuable not just for our company but to our society as well.”

Mr. Mazen Sous, Senior Marketing and Communications Director of McDonald's UAE

“Sustainability is no more PR work, but a necessity. And GRI is a public framework which could be easily implemented. This will surely bring value to the organization.”

Nezamul Hasan Mohammed Jamal, ICT Business Analyst, Int'l Islamic Relief Organization

The GRI has emerged as the leading reporting framework designed specifically for companies that wish to report on their sustainability strategies and initiatives. It complements the traditional business practice of developing financial reports. The GRI also address the non-financial aspects of economic, environmental, and social performance of organizations. Feel free to write to us at admin@arabiacsnetwork.com for more information about Arabia CSR Network's GRI trainings for 2012.

GRI training in April 2012

The Arabia CSR Network plans to organize another 3 day informative workshop on the internationally recognized GRI framework for sustainability reporting. In a recently published report titled “Resilient People, Resilient Planet – A Future Worth Choosing,” the UN strongly emphasizes the need for more sustainability reporting by corporations.

According to a recent survey by KPMG, “the Global Reporting Initiative (GRI) Guidelines are used by 80% of the G250 and 69% of N100 companies and are gaining widespread adoption as the de facto reporting standard in the world”. Arabia CSR Network will conduct the GRI sustainability reporting training in English in Dubai from **15-17 April 2012** on the confirmation of at least 10 participants. For more information, please write to admin@arabiacsnetwork.com or visit www.arabiacsnetwork.com

Arabia CSR Awards update

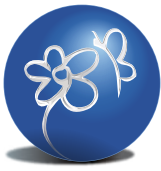


The Arabia CSR Awards is the most prestigious CSR and sustainability related accolade in the region. Supported by the UN Global Compact, this Award program honors and showcases those companies that demonstrate a clear vision, strategy and implementation of CSR.

Every year, the Arabia CSR Awards screens hundreds of applying companies, their sustainability report and their applications to be a part of the sustainability journey in the Arab region. Those companies that best exhibit strong values and commitment towards sustainability, corporate responsibility, social accountability, stakeholder inclusiveness and other such aspects of responsible business are awarded and recognized on a regional platform and showcased at the global level.

In the past four Awards cycles, the Arabia CSR Network has been able to reach out to more than 310 organizations from 12 countries in the Arab world. This is indicative of the value that the Arabia CSR Awards provides to businesses in the region; after all it is not just the award or the accolade, but also the process of self evaluation and assessment that helps companies understand how they can improve their performance to become more sustainable and have a positive impact on society and the environment.

This year, the Arabia CSR Awards will be officially launched on Monday, 2nd April 2012 in Dubai, UAE. If you are a corporate organization willing to apply for these Awards, or are a media agency wishing to learn more about this event, please write to us at admin@arabiacsnetwork.com



Feature article

Bridging CSR and Social Entrepreneurs' Innovative Ideas

**- Alexandre Lemille
CSR & Social Business Advocate**

The UAE has a rich heritage of innovative and successful entrepreneurs. While this trend continues, it is important to note that new breeds of entrepreneurs are also sprouting up here. This is the growing movement of social entrepreneurs who are risk-takers willing to improve social issues and problems currently prevailing in the UAE. They fundamentally believe that there is a solution out there for some of these social issues, and which can not necessarily be understood within the status quo.

Within the UAE, a number of notable actors are paving the way for this inspiring movement. The Hub Dubai, a dynamic network of people with different backgrounds brainstorming innovative social ideas, managed to raise more money than they targeted to get their association started in February. Dubai+Acumen, a non-profit global venture fund that supports entrepreneurial approaches to solving global poverty problems launched a four-part workshop on social entrepreneurship and held a competition that has shortlisted the 21 best social projects out of many willing to compete in the Acumen Fund Social Competition Challenge in March. Also, Hult International Business School in Dubai recently concluded its regionally held competition in the Hult Global Case Challenge in Knowledge Village.

This competition, which in three short years has become the world's largest crowd sourcing platform for social ideas, challenges students from around the world to use innovative thinking to create self-sustaining solutions to poverty. The best ideas will be presented to Muhammad Yunus and Bill Clinton this coming April in New York City. Finally, a number of social innovation consultants such as Carole Escaravage, Baraka Ventures or Xisché are extremely active in advancing this new wave. These organizations and the growing network of people working towards social causes from the angle of business ownership mark a new and noteworthy trend.

Having a positive impact on society is the core purpose of a social innovator. They seek answers to the UAE's most critical societal issues be it diabetes, unemployment, lack of housing, education for all, rights of the person, etc.

Social entrepreneurs face the same reality as any other entrepreneur. Their operations have to be profitable to ensure sustainability of their projects and realization of their targeted impact. Thanks to concepts such as C.K. Prahalad's 12 Bottom of The Pyramid Principles and others, these new leaders already have some tools to build their business plans. Furthermore, well-established business schools are now offering a Social Innovation or Social Entrepreneurship modules with increasing credit weights, reflecting the growing interest of socially-minded business thinking. This reality is true not only in Western countries but is also happening in India, Pakistan and Asia generally, with this wave now hitting the UAE and the Gulf at full speed.

How can UAE based companies help these socially-driven entrepreneurs? Just as social entrepreneurship is expanding, a parallel trend is that of the rise of Corporate Social Responsibility (CSR). CSR addresses human rights, labor rights, environmental protection as well as anti-corruption acts. CSR is burgeoning in this part of the world and a localized version of what should be the CSR priorities in the UAE according to the cultural aspect of the society is evolving.

Arabia CSR Network is a great example of an association working towards this end while also reflecting universal principles. To be effective, CSR practices need to be aligned with a company's core values and business priorities: it needs to be both strategic and part of the organizational culture.

CSR is a company focused effort to achieve social good through its business. Social Entrepreneurship is a socially focused effort that uses business tools to create sustainable social results. By linking CSR programs with socially innovative ideas, companies can not only find answers to society's most challenging problems, but create sustainable value for all their stakeholders.

Supporting entrepreneurs in their social mission will expand the impact of companies' innovative CSR campaigns.

Today, UAE needs all actors to address the social and environmental needs that have often been overlooked due to the greater emphasis placed on economic activity and growth that the country has experienced over the last two decades in particular. Adding a dose of idealism to the reality of our beloved UAE society can help ensure the longevity of the country's development plans and vision.



ارابيا سي اس آر نتورك

CSR

Arabia CSR Network®

Members Update

Organization(s) that have recently joined the Network:

PalTel Group Foundation for Community Development, Palestine

We welcome you to the Arabia CSR Network!

ABB wins the 'Best CSR Initiative of the Year' award at Middle East Electricity exhibition



ABB won the 'Best CSR Initiative of the Year' award at Middle East Electricity exhibition for its IMA Health and Safety Week held in April, 2011. The company was also nominated as one of the top four companies in the region in 'HSE Project Initiative of the Year' category. The awards ceremony took place in Dubai Trade Center in the UAE. Companies from all over the Middle East competed in six categories for the Middle East Award.

ABB has also invested in upgrading the lighting system of the signage at the ABB facility in Al Quoz Industrial zone in Dubai. The operations included the replacement of five ABB logos, four of which were illuminated using state-of-the-art light emitting diode (LED) technology. Not only will the project allow for more than 13,000 AED per year savings on the electricity bills, it will also prevent the emissions of more than 11 tons of CO2 per year roughly.

ABB also teamed up with Transco for its first HSE week held in January 2012. The topic of the week was 'Hazard-Near Miss Spotting & Reporting.' During the week, various activities and awareness events were arranged as part of the knowledge initiative program at all Transco sites in the UAE. ABB had participated in three selected sites; the 400 KV grid substation site at Fujairah, and the two water pumping station construction sites at Mirfa and Shuweihat in Abu Dhabi. Employees at the

sites had the opportunity to participate in training sessions and competitions aimed at raising awareness of health and safety in the workplace, at home and on the road.

HH the Crown Prince of Dubai honours Du for supporting Dubai Award for Sustainable Transport



HH Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai, honoured du for supporting the Dubai Award for Sustainable Transport (DAST), which aims to improve on the environmental impact of transportation in the UAE.

du, as part of its efforts to improve the environment, supported the award for the fourth consecutive year.

Du is an avid supporter of environmental awareness campaigns, and supporting such a prestigious green program for the fourth year goes hand-in-hand with the telecommunications company's sustainable development efforts. The company also participated in an exhibition held as part of the award ceremony, where it presented its sustainable development efforts and distributed copies of the telecom's recently launched Sustainable Development Report to visitors.

In-line with du's Corporate Social Responsibility efforts, the telecommunications company observed UAE National Environment Day by hosting a workshop for its employees. Entitled 'Save Energy & Save Money', it educated employees on the importance of conserving energy by reducing wasteful consumption at home and in the office.

Du is also the exclusive Knowledge Partner of the M+Health Conference (www.mplushealth.com), which is the first ever mobile health conference at Arab Health 2012. This one day conference is a forum where leading authorities in the clinical and technological domains of mobile health will converge and share their collective experience and understanding of this new area that could augment effective healthcare delivery. The conference will also include discussions on realistic approaches to sustainable business and clinical models, and will conclude by inviting government and regulatory entities to share their vision of a way forward to improve the state of healthcare in the Middle East.



ارابيا سي اس آر نتورك

CSR

Arabia CSR Network®

DEWA will manage Dubai's Dh12b solar power project



The 14th Water, Energy, Technology and Environment Exhibition (WETEX) 2012, the global leading exhibition in Water, Energy, Environment, Oil and Gas will present for the second year the SmarTech - the only B2B and B2C marketing platform dedicated to encouraging the responsible use of resources in all sectors of the community.

Organized by Dubai Electricity and Water Authority (DEWA) for the past 13 years in accordance to the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Prime Minister and Vice President of the United Arab Emirates and Ruler of Dubai, and under the patronage of HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Finance Minister of the UAE and President of DEWA, WETEX 2012 will take place from the 13th to 15th of March in Zabeel Hall and Halls 1,2,3 and 4, at The Dubai International Convention & Exhibition Centre with SmarTech taking place in Halls 3 and 4.

McDonald's UAE recognized for contribution to sustainable transport



McDonald's UAE is proud to have recently been recognized by Dubai Road and Transport Authority (RTA) for their commitment to sustainable transport. McDonald's UAE and Neutral Fuels were awarded with the 2011 Dubai Award for Sustainable Transport (DAST), in the 'Environmental Protection Category'. The award was presented by His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum,

Crown Prince of Dubai to representatives from McDonald's UAE and Neutral Fuels for the recent biodiesel initiative, which saw McDonald's UAE convert its used vegetable cooking oil into biodiesel for its fleet of logistics trucks.

McDonald's UAE is actively involved in continuously giving back to the communities it operates in through involvement in local events and youth sports such as the annual Olympic Day Run which aims to promote a balanced active lifestyle. In addition, McDonald's UAE enjoys a long standing partnership with several organizations such as the Emirates Environmental Group, a professional environmental organization devoted to protecting the environment.

Metito Contributes To a Good Cause



Sustainability is core to Metito's values and commitment towards the communities it operates in. Stemming from this and in support of the company's ongoing community efforts, Metito Qatar has signed a contract with Al Shafalah Center for children with special needs whereby it performs periodical water analysis and treatment of Potable water, chilled water systems and swimming pools to ensure high quality water – at no cost.

Al Shafalah needs high quality water in physiotherapy and for the chillers among other uses. Metito's scope of work includes testing the swimming pools for Legionella every six months, monthly testing of pool, chillers, fountain and fire fighting water on a monthly basis. All water treatment chemicals that will be used during the course of this contract will also be supplied by Metito free of charge.

This is a true milestone for Metito's sustainability efforts in Qatar as it provides the perfect match between its core business, skills and the means by which it can utilize the same to effectively make a difference in the wellbeing of the communities it works with.



General News

GRI launches XBRL Taxonomy for GRI Guidelines

GRI in cooperation with Deloitte has developed a new XBRL taxonomy for both the G3 and G3.1 Guidelines. The new XBRL taxonomy will enable organizations to tag their sustainability data in reports. The taxonomy will help organizations improve the quality and integrity of their sustainability performance data. This will help investors, auditors and other report users to access and compare GRI data more quickly and easily without the need for excessive manual work.

Gearing up for G4

The project to update the GRI Guidelines is now well under way, and GRI's Technical Advisory Committee and Board of Directors have made a number of decisions as a result of the first G4 Public Comment Period. Working Groups are an essential part of the G4 development process, responsible for new content and major revisions of existing content. Recruitment for two new Working Groups will soon begin – on Boundary and Application Levels. So far GRI is committed to five Working Groups for G4 development, focusing on the following: Disclosures on Management Approach, Boundary, Application Levels, Governance and Remuneration, and Supply Chain Disclosures.

GRI is currently finalizing the results of the first Public Comment Period, which will be published on the GRI website. As part of the analysis process, GRI is looking at new topics suggested during the preparatory phase and Public Comment Period, and the TAC and Board of Directors will make decisions on new topics following this analysis.

New GRI guidance rocks the event industry

Event organizers can now report on sustainability issues like impacts on communities, natural environments, and local and global economies, thanks to new guidance published by GRI on 24 January 2012. The events sector is diverse: its activities range from business meetings, conferences, and exhibitions to sports and cultural festivals – all of which have impacts on the economy, environment and society. These impacts need to be considered, measured and shared in order to improve the sustainability performance of the events industry.

The Event Organizers Sector Supplement (EOSS) will enable event organizers to report their sustainability performance in a comparable way. The Supplement provides reporting guidance that is suitable for all types and sizes of events. The guidance covers the complete project life cycle of an event, from bid to planning,

execution and, finally, post-event – including the crucial issue of legacy. The Supplement can be used to report before or after an event has taken place.

Women's Empowerment Principles Noted for Advancing Decent Working Conditions, Equal Opportunities for Women

On the first anniversary of UN Women, the organization's executive director Michelle Bachelet highlighted its increased interaction with the private sector, particularly through the Women's Empowerment Principles that guide companies in creating better and more equitable conditions for women.

Developed by UN Women and the UN Global Compact, the Women's Empowerment Principles are a set of Principles for business offering guidance on how to empower women in the workplace, marketplace and community.

The Principles emphasize the business case for corporate action to promote gender equality and women's empowerment, and are informed by real-life business practices and input gathered from across the globe through an international multi-stakeholder consultation process that commenced in 2009.

UN Secretary-General Urges U.S. and Global Businesses to Embrace Sustainability Challenge

Speaking at a corporate sustainability summit in New York, UN Secretary-General Ban Ki-moon called on U.S. and global business leaders to embed sustainability practices in their strategies and operations and join forces with the UN in advancing sustainable development around the globe.

"What I see is a crisis of leadership – a lack of imagination in looking at old problems with fresh eyes – and a lack of urgency as the clock keeps ticking down," the Secretary-General said, while outlining the private sector as a key partner of the United Nations. "In these uncertain and tumultuous times, we need to work together to deliver solutions for sustainability."

Titled Business Perspective on Sustainable Growth: Preparing for Rio+20, the three-day event was hosted by KPMG International in collaboration with the UN Global Compact, the UNEP Finance Initiative and the World Business Council on Sustainable Development.

Bringing together 600 high-level participants from international business and the public policy community, the summit aims to be a catalyst for corporations and governments to advance the green growth agenda in the lead-up to the UN Conference on Sustainable Development (Rio+20) this June in Brazil.



Updates from the UAE Foreign Aid Sector

Iraq's AED 21.3 billion debt cancelled

The UAE has confirmed cancelling almost AED 21.3 billion (US\$5.8 billion) of debt from Iraq, an announcement made by HH Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE. The debt, which consists of loans and grants amounting to AED 14.7 billion (US\$ 4 billion) plus interest and arrears, dates from the early to mid-1980s.

UAE gives AED 140 million to build Pakistan highway

The UAE Project to Assist Pakistan (UAE PAP) has pledged AED 140 million (US\$38 million), through Khalifa Foundation, for the construction of a strategic highway in the region of South Waziristan. The 50 km Sheikh Khalifa Bin Zayed Al Nahyan highway is due to be completed in early 2013. The UAE PAP is also constructing 41 schools and 10 other institutes in Pakistan.

UAE sends 939 tons of relief goods to Somalia

The UAE has sent a ship to the Somali capital Mogadishu, carrying 939 tons of food and other relief materials to help people affected by famine. The aid sent by the Red Crescent Authority includes food, medicine, clothes, blankets, shelter materials, school items and electrical appliances.

UAE RCA offers AED 2.03 million in urgent assistance to Yemeni displaced

The UAE Red Crescent Authority (RCA) has disbursed AED 2.03 million in urgent assistance to assist Internally Displaced Persons (IDPs) in Yemeni cities including Sana'a, Aden, Lahaj and Ta'ez. The relief items, that include clothing, blankets, and health care supplies, were distributed in coordination with the RCA's office in Yemen.

Sharjah Charity Association funds and supports poor families in Palestine

The Sharjah Charity Association has been providing support to under-privileged families in Palestine. In the last quarter of 2011, it has supported 69 families, with a total of AED 102,000 in Khan Younis in Gaza. The program, which started in 2009, provides families with a fixed sum of money every three months, in order to assist them with their daily needs. In 2011, a total of AED 2.3 million was given in support of 160 families. Orphans' sponsorship is considered a main aspect of this program, with 5,321 orphans sponsored in Gaza as well.

UAE RCA helps Somali families get back home

The UAE RCA has performed the second phase of its return program in the Somali capital, Mogadishu. The reports from the UAE's Al Rajaa camp in Mogadishu said that 4 convoys returned 465 Somali families to their cities and villages of origin.

Workshop on Climate Finance

The New York University of Abu Dhabi recently hosted a two-day workshop on Climate Financing, giving a global and technical perspective to help engage the UAE with the United Nations Framework Convention on Climate Change (UNFCCC) process and the concerned international institutions.

The workshop, a continuing joint effort of the UAE Ministry of Foreign Affairs and the New York University, examined the issues of climate change governance, and the public and private sectors financial tracking under the proposed Green Climate Fund, in light of the recent conference in Durban.

Upcoming Events

GRI training in Oman

The Arabia CSR Network, in collaboration with Global Connections Center (Tawasul) in Oman is organizing a 3 day training (19-21 March 2012) focusing on the GRI sustainability reporting training.

This training, which will be held at the Tawasul premises in Al Athaiba, will guide the trainees how to actively manage and measure their sustainability practices so that they are strongly ingrained in every activity of the organization.

For more details, please contact admin@arabiacrnetwork.com

Arabia CSR Awards launch

The Arabia CSR Network will be launching the Arabia CSR Awards 2012 on Monday, 2nd April 2012 in Dubai, UAE. The launch, which will be done through a press conference, will mark the start of the fifth cycle of the prestigious Awards program.

For more details, please write to admin@arabiacrnetwork.com



ارابيا سي اس آر نتورك

CSR

Arabia CSR Network®

Meetings during February

Shell The Arabia CSR Network and its sister organization, the Emirates Environmental Group, had a detailed meeting with Shell UAE concerning CSR related collaboration in the future. The Arabia CSR Network presented the work it does in areas of CSR research, training, identification of best practices and raising awareness on sustainability issues through corporate-level networking. Shell UAE also shared information on its various CSR initiatives such as investing in innovation and technology for low carbon emissions, smart mobility, energy-efficiency and more. Shell UAE also spoke about the first Shell Eco Marathon that will take place in the UAE.

PwC PricewaterhouseCoopers, one of the biggest accounting firms globally and in the Middle East, has recently joined the Arabia CSR Network as a corporate member. In the month of February, Mr. Mohammad Salem, Advisory Partner, PwC UAE, was invited to the Arabia CSR Network office to discuss areas for collaboration in the future. PwC and the Arabia CSR Network both plan to work together in areas of building corporate capacity for effective and holistic sustainability strategy development and implementation. PwC and Arabia CSR Network will also work towards conducting CSR related research for the MENA region.

SBC With the MoC in place between the Arabia CSR Network and the Swedish Business Council UAE, both organizations have quickly started working towards implementing activities that will help raise the level for CSR implementation amongst Swedish and other businesses based in the UAE. One of the first outcomes of this cooperation between ACSRN and SBC will be a CSR related networking event in the month of April 2012. This event, which will take place on 11th April 2012, will invite a number of CSR and senior management executives to understand how they can build and implement better CSR strategies. Keep visiting www.arabiacsrn.com for updates on this valuable event.

Emirates Environmental Group Updates

Emirates Environmental Group organizes 15th Annual Gala Dinner - DIFC Chief calls for mandatory reporting on Environmental Corporate Social Responsibility

The EEG (Emirates Environmental Group) recently held its 15th Annual Gala Dinner at the Jumeirah Emirates Towers to show its deep appreciation to its supporters as well as sponsors from the corporate and government sectors in the UAE. The event held under the kind patronage of HH Sheikh Ahmed Bin Saeed Al Maktoum – President - Dubai Civil Aviation Authority, Chairman and CEO - Emirates Group, Chairman – Dubai Airports began with a warm welcome by EEG Chairperson, Mrs. Habiba Al Marashi, who paid tribute to individuals and public and private sector organizations and institutions who have invaluable contributed to promoting and advancing the agenda of sustainable development in the UAE and the wider Arab region. A total of 53 companies and government entities were honored for their continued support to EEG. Each of them received a specially-designed and individually marked glass crystal as a token of EEG's appreciation.

“The work that we jointly undertake is a labor of love. Every effort made to protect the environment, establish a sustainable business, assume corporate responsibility is driven by humanity's most basic instinct; the need to give generously and passionately,” said Mrs. Al Marashi.

Meanwhile, Dr. Nasser Saidi, chief economist of the Dubai International Financial Centre and Executive Director of the Hawkamah Institute for Corporate Governance, delivered a

Keynote Speech in line with the celebration of the International Year of Sustainable Energy for All.

“The MENA Region and the GCC in particular should imperatively focus on investing in renewable energy, clean technology and R&D (research and development). These will enable a new production sector to emerge and more importantly create more opportunities and jobs. The MENA region has an enormous potential in solar, wind and other renewable resources,” he said.

Dr. Saidi also advocated the mandatory reporting on ESG (environmental corporate social responsibility and corporate governance). *“International experience shows that when you have mandatory reporting, companies improve their performance,” he said.*

“The capital market authorities, the regulators of stock exchanges should encourage integrated reporting. This means listed companies should not only just show how well they perform financially but also how well they perform on the environment, CSR (corporate social responsibility) and corporate governance,” he added.

EEG's 15th Annual Gala Dinner was a resounding success, celebrating everyone who has supported EEG's activities, while emphasizing the importance of working towards a sustainable environment. To that end, EEG sponsored by Farnek Avireal has collaborated with MyClimate, a Swiss climate protection organization, to offset 11.36 tons of CO2 making this a Climate Neutral Event.





ارابيا سي اس آر نتورك

CSR

Arabia CSR Network®

Best practices from the archive



14001 for Environmental Management. For a company with its size, this is a testament to FSI's resolute intent to offer top notch quality in the manpower it supplies and to provide the highest level of service.

The achievement of 'triple gold' has been a turning point that did not take place overnight. Years prior to gaining international recognition, FSI had already laid the foundation within the organization. It is no surprise that the root of FSI's CSR is its commitment to fair hiring practices. FSI defines the standards that it upholds, especially on racial and cultural diversity, as well as equal opportunity for all applicants. Its hiring policy strives to acknowledge and respect cultural, national, racial, gender, and religious differences.

First Select International demonstrates the fact that no company is too small to strive for excellence or to get involved in CSR. Its programs thrive on its inspirational leadership, as well as the entrepreneurial spirit of its employees. FSI maintains that the most critical element of its CSR program is to understand how its efforts contribute to the greater good.

FSI's CSR efforts have not only changed the lives of project beneficiaries, such as young poverty victims, but it changed how volunteers thought about their own personal lives and the choices that they made. Being a recruitment company, FSI is in an ideal position to influence its client companies and job applicants alike. This has boosted awareness and facilitated the communication of FSI's CSR message to its major stakeholders.

An overview of First Select International (FSI)

First Select International (FSI), an international recruitment company, is a classic example of homegrown corporate social responsibility that has developed from a commitment to excellence to a common desire to do good. Inspired by its CEO, FSI created a CSR committee to steer its programs.

Its social responsibility programs focus on children victims of poverty in developing countries. Its employees have launched several projects geared towards helping orphans, and addressing childhood disability and nutrition. FSI is also a big supporter of Dubai's environmental campaigns.

In 2009, FSI achieved the coveted 'triple gold' certifications, being the first company in the North America-Middle East region to receive the three international certifications; namely, ISO 9001 for Quality Management, OHSAS 18001 for Health and Safety Management, and ISO

Arabia CSR Best Practices: 2008-2010

This abstract has been taken from the ACSRN publication titled 'Arabia CSR Practices: 2008-2010'. For more details on First Select International (FSI), 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.

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