

الشبكة العربية للمسؤولية  
الإجتماعية للمؤسسات  
Arabia CSR Network®

CSR ARABIA

# Arabia CSR Network

newsletter

February 2015 Issue 42



## THE ARABIA CSR NETWORK CONDUCTS THE REGION'S FIRST HOMEGROWN CERTIFIED TRAINING!



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## Note from the President & CEO Arabia CSR Network

*"On land and in the sea, our forefathers lived and survived in this environment. They ... recognized the need to conserve it, to take from it only what they needed to live, and to preserve it for succeeding generations"*

His Highness Shaikh Zayed Bin Sultan Al Nahyan

Warm Greetings from the Arabia CSR Network!

The legacy of His Highness Sheikh Zayed is a testament that sustainable development has been an indigenous culture since the era of our forefathers. This legacy continues to guide the direction of the UAE for the greater good of the region and the planet. Last month we have seen thought leaders; policy makers and investors unite at the Abu Dhabi Sustainability Week to address the challenges of renewable energy and sustainable development with the UAE's visionary leaders at its helm. Arabia CSR Network was proud to have been a part of the week-long activities of the Abu Dhabi Sustainability week and to see that sustainable development has become a primal concern.

On another front, January was an exciting month and a great beginning of the year for the Arabia CSR Network- we have seen the product of long months of hard work manifested in the region's first Certified CSR Training Course. We have brought knowledge and professional CSR expertise home and will continue to bring you the remaining Certified Training Courses over the coming 12 months so be on the lookout. Please feel free to spread the word on our behalf because knowledge is best when shared.

Looking ahead this month also marks the launch of the 8th Cycle of the Arabia CSR Awards and we hope to make it a more valuable platform for all the past participants as well as organizations who will be coming on board for the first time. Because continuous improvement is an essential attribute of the Awards, we are looking to expand the scope, reach and participation for greater impact. This however, is only possible with the support and collaboration of you, our stakeholders, so join us on this journey.

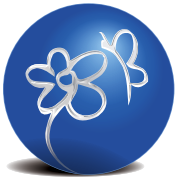
The Fourth edition of our annual Best Practices Publication is in the making and very soon we will be sharing the innovative and highly effective sustainability strategies from across the Arab Region (GCC, Levant and North Africa) by the winners of the 7th Cycle for the inspiration and benefit of others.

I hope you enjoy our newsletter and please remember to connect with us and share your views on all our social media channels.

I remain sustainably yours.....Habiba

### *The 8th Cycle of the Arabia CSR Awards- coming soon!*

ACSRN is pleased to announce the launch of the Arabia CSR Awards 8th Cycle in a Press Conference on February 16th 2015. After the groundbreaking success of the 7th Cycle, ACSRN anticipates a bigger and better cycle with new features and more room for the champions to compete for the region's most sought after CSR and Sustainability Accolade. The Press Conference will feature ACSRN President and CEO Mrs. Habiba AlMarashi as well as a selection of the winners of the 2014 Cycle who will relay their journey and share their success stories. ACSRN invites all its members and loyal friends for the momentous launch of yet another Cycle and help us drive sustainability through recognition, inspiration and knowledge sharing.



## Meetings & Events

### **The Arabia CSR Network conducts the region's first Homegrown Certified Training!**

ACSRN has conducted the first ever Certified training on fundamentals of CSR and Sustainability on the 19th – 20th January, 2015 in Dubai. The training on Fundamentals of CSR and Sustainability is the first in line of a series of certified trainings designed by the Arabia CSR Network as an international standard capacity building tool with the region's local context at the heart of its empirical examples. The training guarantees to equip a wide range of participants that are looking to enhance their knowledge and understanding of CSR and Sustainability including CSR team members tasked with Environmental, Social and Governance (ESG) responsibilities, as well as consultants, freelancers and researchers with organizational knowledge about how best to develop an effective CSR and Sustainability practice.

What distinguishes ACSRN's Certified Training Series is that participants obtain a certificate of attainment upon undergoing an assessment exercise at the end of the training. The certification will testify to the participant's attainment of knowledge based on the training module. The Certified Training is an achievement that the Arabia CSR Network is proud of and hopes to elevate the regions knowledge and expertise for sustainable growth and development.



### **ACSRN hosts the Representative of the UNGC Local Network in Iraq**

ACSRN received the Representative of the UNGC Local Network in Iraq, Mr. Mohammed Al Dulaimi and his delegation for a meeting to discuss mutual interests and future prospects of collaboration on January 27th at the Arabia CSR Network office. An introductory presentation was given to showcase the core activities of the network covering the Awards and the Forum, series of certified trainings, research and publications, consultation and third party assurance. Mr. Mohammed Al Dulaimi, expressed his appreciation of the effort put through by the network and emphasized on their interest in becoming members and work on raising awareness of the Iraqi companies operating in CSR.



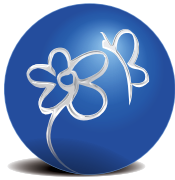
He also commended ACSRN's Awards and forum and ensured their willingness to participate in 2015 in addition to encouraging their participants. He also suggested cooperating in conducting a series of in-house trainings to small, medium and large companies in Iraq. Mrs. Habiba concluded the meeting by sharing with them ACSRN's latest Annual Report and Best Practice publications and thanked them for their visit. Both parties agreed to expedite their engagement in Arabia CSR Network's activities in the near future.

### **Launch of the Strategic plan for the International Humanitarian City (2015 – 2021)**

The Launch of the Strategic plan for the International Humanitarian City (2015 – 2021) was held under the Patronage and the Presence of His Highness Sheikh Mohammed Bin Rashid Al Maktoum - Vice President and Prime Minister of the United Arab Emirates and ruler of Dubai. The Launch ceremony was also graced by the presence of H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, and H.H. Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai. In addition the event was very well attended by high level government dignitaries along with representatives of International bodies who are based within the premises of the International Humanitarian City.

The event comes at a critical time for humanitarian efforts worldwide, while also mirroring the evolution of Dubai and the UAE. The International Humanitarian City aims to become a leader that champions humanitarian efforts through innovation and cooperation, pioneering the way as the world's very first humanitarian logistical hub. ACSRN was represented by its President and CEO, Mrs. Habiba Al Marashi who was honoured to have been a part of such a well-conceived and purposeful initiative. ACSRN expresses its full commitment and support towards the initiative and wishes it much success.





## Upcoming Trainings & Events

### **Certified GRI Sustainability Reporting Training – GRI G4** **24-26 February 2015 in Arabic, Dubai, UAE**

Arabia CSR Network will conduct its first certified GRI G4 sustainability reporting training of 2015 on 24th -26th of February. Based on popular demand and the success of the previous Arabic GRI training which was held on 16th and 17th of December, 2014, the Network will conduct the upcoming training in Arabic. This training will enable the participants to become skilled at using the latest GRI G4 framework for developing GRI /CSR / Sustainability Reports and gets conceptual understanding on GRI reporting process. Some of the aspects that will be covered during this training are: Stakeholder engagement and communication, materiality and sustainability context.

CSR and Sustainability have emerged as a strategic priority for organizations, leading them to find ways to realize the full potential that CSR offers as a strategic management tool. The Arabia CSR Network is organizing this training to help the participants understand how CSR can contribute strategically to an organization's comprehensive performance and learn more about opportunities and benefits that CSR presents by scoping out what corporate responsibility means for their company. The course has been designed to offer pedagogical content and real world examples using a combination of lecture, discussion and exercise. Government institutions, private sector companies, consultancies and CSR experts will all benefit from The G4 Framework in their particular scope. This includes learning how to create improved strategies, setting improvement targets, meeting the expectations of both internal and external stakeholders, improved efficiency, clarity and better reputational management for their organizations.

### **Certified Training on CSR Advanced** **March 17-18-19 in English, Dubai, UAE**

CSR and Sustainability are not static concepts. They work in tandem with and in response to the tectonic forces changing and re-shaping the global market. As pressures and drivers change, so does the corporate social response. To develop the right approach for changing social contexts to emerging market scenarios, organizations are essentially required to have an in-depth and advanced understanding of CSR and Sustainability.

This training will provide a thorough and structured look at the theoretical precepts and practical approaches to CSR and Corporate Sustainability. It will take delegates through the whole spectrum of the evolution of CSR, key trends and developments, the value proposition of CSR, strategy, planning and resource allocation; monitoring and measuring CSR performance, reporting results and outcomes, and benchmarks and best in class examples. This course is intended for people with a certain degree of exposure to CSR and Sustainability, having a rudimentary understanding of key CSR concepts and terms, and basic Business Project Planning and Management.

#### **Certificate of Attainment**

This certified training comes with a value added; - participants have the opportunity to get a certificate of attainment upon undergoing an assessment exercise at the end of the training. The certification will testify to the participant's attainment of knowledge based on the training module.

Training Fee per delegate

**USD 2,260**

*(for 3 days)*

This will include the training material, necessary handouts, tea and lunch

**USD 1,950**

*(Early-bird discount)*

If you register before Thursday, 10th February 2015

*(Group discount)*

If you register more than three trainees from one organization

Training Fee per delegate

**USD 2,275**

*(for 3 days)*

This will include the Course fee, training material, handouts, tea and lunch

**USD 2000**

*(Early-bird discount)*

If you register before 15th of February 2015

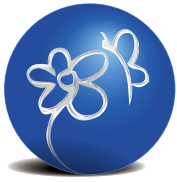
*(Group discounts)*

If you register more than three trainees from one organization

*(Member discount)*

Special discount for Arabia CSR Network members. Please get in touch with us for details.

To register yourself for this Training course and for more information on the ACSRN Certified Training Series please contact Arabia CSR Network on +971 4 3448120 or [admin@arabiaccsrnetwork.com](mailto:admin@arabiaccsrnetwork.com)



## Upcoming Trainings & Events

### **Women of the Mediterranean: The next generation of leaders**

Sciences Po has created a training program to support and guide young Mediterranean women in their professional and personal fulfillment. The Training program, cofounded by the French Ministry of Foreign Affairs, the Ministry of Social Affairs, Health and Women and the Inter-ministerial Delegation to the Mediterranean, will contribute to develop a solidarity and mutual support network among participants in order to support to the creation of a long-term culture of gender parity.

The program "Women of the Mediterranean: The next generation of leaders" aims to boost the professional growth of a group of young leaders from the countries of the Mediterranean. The women empowered through the program will become advocates for the advancement and promotion of gender equality in their own countries and professional sectors.

Every year in June, a total of 22 women will be selected based on a wide range of criteria, such as early excellence in their professional field or a commitment to promoting equality in their domain of activities. The first edition will be held in Paris and Brussels in June 2015. Women from the business, arts, culture, research, politics and humanitarian sectors will gather together and benefit from both applied and theoretical support to their careers. They will have access to Sciences Po's scientific and academic know-how and will be given the chance to meet high level senior figures from the political, arts, culture and business worlds, in addition to other distinguished representatives of the French and European public scene.

If you are an aspiring young woman from the Mediterranean and wish to register for the program please contact [caterina.sabbatini@sciencespo.fr](mailto:caterina.sabbatini@sciencespo.fr) or visit [blogs.sciences-po.fr/womed](http://blogs.sciences-po.fr/womed)

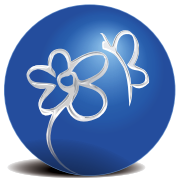
### **ACSRN Supports the 2nd Bahrain International Corporate Social Responsibility Conference and Exhibition (BICSR) 2015**

Under the title "Beyond Eco-Industrialism: Paving the way for a better tomorrow". The National Authority for Oil and Gas in Bahrain in partnership with GPIC is organizing the Bahrain International Corporate Social Responsibility Conference and Exhibition for the 2nd year under the Patronage of H.E. Dr. Abdul Hussain bin Ali Mirza Minister of Energy Kingdom of Bahrain.

The Conference is supported by ACSRN and its President and CEO Mrs. Habiba AlMarashi will be one of the keynote speakers at the event. In addition ACSRN will be delivering 2 workshops on the fundamentals of CSR as well as CSR Strategy and Leadership.

ACSRN strongly recommends BICSR as a solid CSR platform and strongly urges the participation of all our members and network of friends to benefit from the outstanding keynote speakers and topics. The BICSR will convene decision makers from business, representatives of trade unions, international organisations, civil society, government and academia to network and share the latest CSR trends.





## Feature Article

## Five ways to Achieve Climate Justice



We are learning to see climate injustice. We see it in the distressing stories of lives destroyed, epic droughts, floods and typhoons, and families and whole peoples uprooted. Climate injustice is not at first glance a legal problem anymore than climate change itself is: it is economic, political, scientific. And yet, year after year, it is to law we turn for a solution in the hope that each next round of climate talks will yield a binding international agreement.

Today, faced with the reality of the human cost of climate change, all around the world people are turning to law for help, seeking a remedy, redress, some guarantee that it won't happen again. This is the challenge of climate justice.

So far, the law has not seemed up to the task. Indeed, as the recent report of an International Bar Association (IBA) Task Force has shown, some of our laws, both national and international, apparently make climate action more rather than less difficult. The report, however, has plenty of suggestions for improvement. Here are five recommendations that are politically palatable and could make a big difference.

### **1. Recognize climate change victims**

We need to recognize that climate change has victims and give them a day in court. The report proposes that states adopt a "model statute on legal remedies for climate change" that can open doors to those directly affected by climate change. This is largely a matter of clarifying procedural rules. As a next step, the IBA has already embarked on drafting a model statute of this kind.

### **2. Reinforce human rights**

It has been clear for a long time that climate change harms human rights. What has been less clear is whether courts can apply existing law and legal precedent to cover these violations. After all, the law was developed without the enormity and urgency of climate change in view. But, like other human rights harms, climate change has agents, victims and injuries. It does not require much legal imagination to make the causal connection. Politicians, lawyers and the international community can help by making the connection clear.

### **3. Hold corporations to account**

At present, multinational corporations can escape carbon accountability in much the same way as they have often escaped responsibility for human rights violations caused by subsidiaries and suppliers abroad. As with human rights, what is needed is simple due diligence. The point must be to ensure that carbon emissions are counted right along the international supply chain, from sourcing to production to distribution to point of sale.

### **4. Beef up international institutions**

When it comes to environmental disputes, states rarely make use of the International Court of Justice (ICJ), the world's principal court for international law disputes.

No climate-related actions have come to the court. There are political reasons for this, of course, but there are also concerns about the competence of the court to manage what are often highly technical questions.

The ICJ needs bolstering. Recent appointments to the court's judicial panel may help. A recently-disbanded environmental panel could be reconstituted and strengthened. Courts are at least better than arbitration panels in these matters. But where states do choose arbitration, especially in disputes with investors over energy or environmental policy, everything should be fully transparent – not always the case today. The IBA also suggests making use of the environmental expertise at the Permanent Court of Arbitration in The Hague.

### **5. Get the trade system right**

We need to make sure trade rules do not penalize climate actions such as low carbon trade policies. The same governments who have spent decades hashing out a climate agreement can more easily send ministers to the WTO to make this happen. At present, governments wanting to tax high-carbon imports, for example, may fear a slap from the WTO's judicial authority. It is an easier matter by far to issue a ministerial declaration to the effect that such measures are lawful.

Of course, similar measures ought to be included in all bilateral and regional trade agreements, such as the Trans-Pacific Partnership and the Transatlantic Trade and Investment Partnership now under negotiation. These and any other future agreements need to be thoroughly vetted for long-term climate impacts before they are finalized. The IBA report has much more to say besides these recommendations and, in my view, ought to be mandatory reading for lawyers and policymakers everywhere. It is high time we began thinking seriously about preventing and redressing the human harm caused by climate change.

About the author: Baroness Helena Kennedy QC is co-chair of the IBA Presidential Task Force on Climate Change Justice and Human Rights and co-chair of the International Bar Association's Human Rights Institute





## Our Family Member Updates

### **wasl Asset Management opens Two New Customer Service Centers**

Wasl properties opened two new Customer Service centres in Dubai on January 27th 2015. The first facility is located in wasl vita, the organisation's most recent mixed-use project in Jumeira, while the second is located in wasl district Souq in Deira. The real estate development division of wasl Asset Management Group is one of the UAE's fastest growing property organisations. The new facilities have been established to provide an even greater level of services for customers and to cater to both the current tenants in the areas and the upcoming influx of new tenants anticipated for its real estate developments in the pipeline. ACSRN congratulates wasl on its success and wishes it sustainable growth and advancement in the future.

## General News

### **Women in Sustainability Unite at Abu Dhabi Sustainability Week**

Women working in the field of sustainability received high-profile recognition in a major forum convened by Masdar in partnership with the UAE Ministry of Foreign Affairs and Zayed Future Energy Prize on 20 January, 2015 in Abu Dhabi. Featuring female executives and leaders from around the globe, the Women in Sustainability, Environment and Renewable Energy (WISER) forum underscored women's quickly growing contributions to climate change solutions and green growth, as well as the tremendous opportunities now available to female graduates and young professionals. The event was held as part of Abu Dhabi Sustainability Week and the World Future Energy Summit. The forum assembled women in the fields of engineering, media, politics and science to drive solutions that address the challenges of energy, water security and climate risk.

WISER was opened with a keynote address from Her Excellency Reem Al Hashimy, UAE Minister of State, Director General, Bureau Dubai Expo 2020 and board representative of the Dubai Expo 2020 Higher Committee, who stated that the support of women leaders, who advocate sustainability, is a priority to the UAE and Expo 2020 Dubai. She further added that the WISER forum is a platform where and how women's empowerment can work to address viable sustainability initiatives. As one of the region's renowned female leaders, Mrs. Habiba was invited to attend the event and represented ACSRN during the event in recognition and support of future female leaders.

<http://www.masdar.ae/en/media/detail/women-in-sustainability-unite-at-abu-dhabi-sustainability-week>

### **Feasibility Reporting Guidelines to the Green Climate Fund**

Transparency International (TI) is the civil society organization leading the global fight against corruption. Fighting corruption is crucial to achieving sustainable development and warding off human rights abuses. TI aims to ensure that public climate finance is safeguarded against corruption, misuse and other factors diluting its effectiveness of meeting climate change goals. TI thus pursues policy and practice level solutions to enable greater transparency and accountability at all levels – from multilateral climate funds to project implementation.

The Green Climate Fund's governance structure provides for the establishment of an Independent Integrity Unit to investigate and take remedial action when cases of corruption occur. Challenges of addressing corruption complaints and ensuring accountability at appropriate levels are quite persistent. To this end, it is reasonable to explore how an independent, citizens based complaint review and referral system could work in conjunction with and in support of the official functions of the Independent Integrity Unit (IIU) and Green Climate Fund implementing agencies as well as downstream financial and project executors. TI has thus outlined certain feasibility report guidelines for consultants.

### **Experts gather in Geneva to discuss Consumer Protection Guidelines**

Between 22 and 23 January 2015, UNCTAD welcomed consumer protection experts from national authorities, Geneva based Missions, civil society and academia to the Palais des Nations, in order to discuss the draft resolutions for revision of the United Nations Guidelines for Consumer Protection (UNGCP).

This Third Ad Hoc Expert Meeting on Consumer Protection, which was planned under the regular work of the UNCTAD secretariat and arising from the Doha Mandate, was composed of "structured sessions" corresponding to each of the four UNGCP Working Groups (E-Commerce, Financial Services, Other Issues and Implementation) and the over-arching principles of these issues, such as disclosure and transparency, education and awareness, and redress mechanisms. Two days of constructive dialogue and contributions from a wide range of participants resulted in a revised, newly organized version of the draft resolutions.

The UNCTAD secretariat has proposed a period of three weeks for stakeholders to provide further contributions, before finalizing a version of the resolutions for further discussions towards the end of March. The agreed Resolution will be submitted for consideration to the 7th United Nations Conference to Review the Set, to be held in Geneva from 6-10 July 2015.

<http://unctad.org/en/pages/newsdetails.aspx>

### **GRI Creates Corporate Leadership Groups**

As a pioneer in the development of sustainability reporting over the past two decades, and the global standard-setter for sustainability disclosures, GRI has led the way in helping organizations and society benefit from reporting and transparency, and has a central role to play in the international dialogue on integrated reporting. To underline its commitment in these areas, GRI is convening leading organizations to form two Corporate Leadership Groups: Reporting 2025 and Integrated Reporting.

### **Corporate Leadership Group on Reporting 2025**

GRI has launched Reporting 2025 to promote an international discussion about the purpose of sustainability reporting and disclosures looking ahead to 2025. Over a 12-month period, thought-leaders in various fields will be interviewed on subjects ranging from data technology to society and business development scenarios, with the aim of identifying main issues that will or should be at the center of company agendas and their public reports. The Corporate Leadership Group will play a crucial role in advancing the discussion in the Reporting 2025 project. The group activities will take place in two phases.

<https://www.globalreporting.org/information/news-and-press-center/Pages/GRI-CREATES-CORPORATE-LEADERSHIP-GROUPS.aspx>



## Case Study from the Archive - Procter & Gamble

### Abstract

P&G are the winners of the NGO-Collaboration Award Category for the year 2013, showcasing an excellent example of global partnership with organizations supporting the cause of sustainability and corporate responsibility. P&G is a company of brands and is defined as an 'Inspired by Purpose' organization. It has grown to establish itself as one of the largest consumer goods companies in the world. P&G, focuses its social responsibility efforts in order to have lasting impacts on the people it reaches out to. The size and capacity enable the company to create scalable and sustainable innovations. P&G brands help people throughout the world live more sustainably by continually improving product performance and benefits through innovation and by continually increasing the levels of conservation and resource efficiency of its products.

Globally P&G releases an annual sustainability report which details the vision, mission, values and targets that are measured and reported to all stakeholders through public relations and through online media. This report includes progress on sustainability issues across all global operations including in the MENA region which are measured on a quarterly basis. The sustainability targets that P&G has in place are binding on the organization and its employees which is underlined in writing by board members including the CEO. Additionally, regions have begun to communicate on a local level with stakeholders. For example, the Arabian Peninsula region released its first sustainability report last year. P&G Egypt has also released sustainability reports to update stakeholders on progress made to achieve targets. P&G communicates on sustainability issues quarterly in MENA through newsletters that are distributed to media, government, customers, partners, suppliers, and local communities.



### Lessons Learnt

- Consumers are making a demand for sustainable products with no trade-off and P&G has to meet this challenge
- Adding sustainability to P&G brands has led to Innovation and shared value creation
- The company brands help people throughout the world live more sustainably as a result of continually improving product performance and benefits through innovation
- Long term ambitious goals should be complemented with short-term immediate goals to ensure steady progress on sustainability
- Manufacturing sites with zero waste to landfill through recycling and waste-to-energy initiatives have created over USD 1 billion in sales and cost savings

### Conclusion

Procter and Gamble portrays an excellent example of global partnership and collaboration with the aim and objective to benefit the larger community and play its role to tackle important universal challenges linked to human growth and development. They have an aim to make a global difference through their 2020 environmental and social goals, including the use of renewables, reducing the usage of non-sustainable materials and saving one life every hour by 2020 through the supply of P&G's Children's Safe Drinking Water. They have realized that many of the challenges that they are facing in advancing sustainability are impossible to achieve on their own. It will ultimately require them to partner with companies, governments, consumers, NGOs, and academia on common issues and work toward integrated solutions. It has been established that long-term, quality partnerships are critical, specifically in areas where it will take cross-industry effort to advance goals like 100% renewable energy and zero net deforestation.

### Arabia CSR Best Practices: 2012

This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2013'. For more details on Procter & Gamble and other companies that have been recognized for their innovative and effective CSR strategies write to us at [admin@arabiacsrnnetwork.com](mailto:admin@arabiacsrnnetwork.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@arabiacsrnnetwork.com](mailto:admin@arabiacsrnnetwork.com)  
For more information on the Arabia CSR Network visit [www.arabiacsrnnetwork.com](http://www.arabiacsrnnetwork.com)