

الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network®

CSR ARABIA

Arabia CSR Network

newsletter

March 2015 Issue 43



LAUNCH OF THE 8TH CYCLE OF THE ARABIA CSR AWARDS!



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Habiba Al Mar'ashi



Note from the President & CEO Arabia CSR Network

'2015 is a chance to change history'

These words were iterated by Ban Ki Moon, UN Secretary General in his address to the Global Youth Forum on February 2nd at the UN Headquarters in New York. He went on to state that 2015 is not just another year, but a chance to change the course of history emphasizing that this is the first generation with the potential to end poverty and the last generation to avoid worst effects of climate change.


This statement carries much weight for the fate of current generations and more importantly, future ones and exacerbates the need for greater action on behalf of individuals and businesses of all types and across all sectors.

On the national front, we continue to see our leadership pave the ground for organisations to behave sustainably providing the necessary commitment at the top. The Government Summit held in Dubai in February has tackled the issues and prospects of the city becoming the happiest and smartest in the world, with sustainable development at the heart of all the underlying discussions. However the rising awareness of the sustainability issue being discussed at global and national levels will only translate into tangible and positive impacts when organisations enact them on the ground.


At the Arabia CSR Network we are firm believers in walking the talk and delivering practical mechanisms for organisations to deliver on their sustainability performance in order to step up to the imminent threats to our planets and the well-being of our future generations. With that mindset, we have introduced the Arabia CSR Awards within the full spectrum of sustainability advancement tools for public and private sector organisations. I am pleased to announce that on February 16th we have proudly launched the 8th Cycle of the Arabia CSR Awards, bigger, better and more comprehensive than ever before. This Cycle includes three new categories, more streamlined application criteria and better promises for our applicants for a more beneficial and enjoyable journey! I urge all our readers to register for the Awards and encourage those in their spheres to do the same for maximum impact through collective action.

ACSRN has also participated in a number of important local and regional events in our support of all efforts that promote sustainability and February was rich with engagements and positive collaborations. Based on the growing demand for The GRI training on Sustainability Reporting in the Arabic language, we have conducted our second training in Arabic in February with attendance from a diverse range of organisations from across the region. We have shared all the exciting activities and important updates we have been engaging in over the past month in this issue, we hope you enjoy it! Please remember to connect with us and share your views on all our social media channels.

I remain sustainably yours.....Habiba



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للمؤسسات



ARABIA
CORPORATE
SOCIAL
RESPONSIBILITY
AWARDS

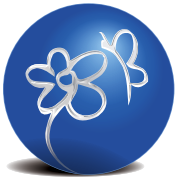
8th Cycle
2015

The Arabia CSR Awards Clinic - April 7th 2015 in Dubai

A Comprehensive Overview of the Application Criteria,
Statements and Evaluation Methodology

Improve your chances of submitting a winning application
to register for the Clinic email: admin@arabiaccsrnetwork.com
or call Tel: +971 3448120

***Registered applicants of the ACSRA 8th Cycle will receive 2 complimentary seats!**



Meetings & Events



Launch of the 8th Cycle of the Arabia CSR Awards!

The Arabia CSR Network launched the 8th Cycle of the Arabia CSR Awards in a Press conference hosted by the Oberoi Hotel in Dubai on February 16th. The Press conference was organised to announce the launch of the 8th Cycle of the Arabia CSR Awards and to share the features of the 8th Cycle with the media, potential participants and other stakeholders. In addition, The Press Conference highlighted the winners of the 7th Cycle from various categories and provided them a space to share their experiences and insights on their Awards journey.

This was meant to further recognise their success and also inspire other organisations to follow in their footsteps. Furthermore, the Press conference provided a platform for public and private organisations who were interested in applying to the Awards to become acquainted with the platform. Through the Press Conference, ACSRN aimed to promote awareness about the Awards through extensive media coverage in order to reach all target audiences through the relative media channels including Press, TV and radio stations to drive sustainable development in the region. ACSRN wishes all of the participants the best of luck and encourages all its members and stakeholders to embark on the Awards journey to learn, celebrate and inspire.

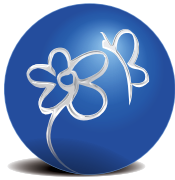
ACSRN Supports the 2nd Bahrain International Corporate Social Responsibility Conference and Exhibition (BICSR) 2015

ACSRN supported and participated in the “Beyond Eco-Industrialism: Paving the way for a better tomorrow” conference organized by The National Authority for Oil and Gas in Bahrain in partnership with GPIC between the 9th and 11th of February 2015. The Bahrain International Corporate Social Responsibility Conference and Exhibition was held for the 2nd year under the Patronage of H.E. Dr. Abdul Hussain bin Ali Mirza Minister of Energy Kingdom of Bahrain and convened decision makers from business, representatives of trade unions, international organisations, civil society, government and academia to network and share the latest CSR trends. ACSRN President and CEO Mrs. Habiba AlMarashi delivered a keynote speech at the event talking about changing management perspectives in the 21st Century market and applying the notions of stakeholder’s value and collaboration.



ACSRN Delivers CSR Fundamentals and CSR Strategy and Leadership Workshops at BICSR

In its capacity as the leading CSR and Sustainability training provider in the Arab region, ACSRN was invited to deliver two workshops in the “Beyond Eco-Industrialism: Paving the way for a better tomorrow” conference held in Bahrain on the 9th to 11th of February 2015. To address the diverse audience attending the conference, ACSRN delivered two workshops; the first being CSR Fundamentals and the latter CSR Strategy and Leadership. The workshops were attended by participants from the public and private organisations from multiple sectors and from across the Arab world. The workshops were highly interactive and attracted much positive feedback from the organizers and the participants- “The workshop was a big eye-opener, a big thanks to Mrs. Habiba and the Arabia CSR Network for the excellent information provided!” quoted one of the participants.



Meetings & Events



The Arabia CSR Network conducts GRI Sustainability Reporting Training in Arabic

Arabia CSR Network conducted its first certified GRI G4 sustainability reporting training of 2015 from 24th to 26th of February. The training is the second GRI Training conducted in Arabic and was organized by popular demand and the success of the previous Arabic GRI training which was held on 16th and 17th of December, 2014. The Training covered aspects such as stakeholder engagement and communication, materiality and sustainability context. ACSRN has strategically placed itself as the region's sustainability Network of choice by availing the much needed training courses in the region's mother language. This was done to serve the growing requirements for private and public organisations to increase their transparency and adopt sustainability reporting without fear of facing a language barrier. The training featured participants from a diverse range of government institutions, private sector companies, consultancies and CSR experts.

ACSRN leads “A Public Private Partnerships – key pillars to develop the Green Economy” Conference

The French Business Council in cooperation with Alliance Française organized an event titled on “A Public Private Partnerships – key pillars to develop the Green Economy” February 18th in Dubai. The conference was held as a part of a series of events related to Climate Change in anticipation of France's hosting of The 21st Conference of the Parties on Climate change in 2015. Mrs.Habiba AlMarashi, ACSRN President and CEO was the key speaker at the conference and delivered a Presentation under the same title. She provided an overview of the region's Green Economy and the prospects of attaining the Sustainable Development Goals through Public private Partnerships in the light of the upcoming Sustainable Development Goals. She highlighted the need for multi sector and cross sector collaboration for sustainable development and provided examples of pioneering PPP and Green Economy initiatives. Chalhoub Group, an active member of the Arabia CSR Network were also one of the speakers at the conference.

Women in the World Middle East, Dubai

The Women in the World Summit, one of the premier global platforms for women empowerment was held in Dubai on February 3rd 2015. The annual event, held for the first time in the Middle East convenes women leaders, innovators, diplomats and anchors to voice their roles and share remarkable experiences throughout their lives. The event was honored by the attendance of His Excellency Sheikh Nahayan Mubarak Al-Nahayan, Minister of Culture, Youth and Community Development. The event also gathered female luminaries from the UAE and beyond including Her Excellency Reem Ibrahim Al Hashimy Minister of State of the United Arab Emirates, Her Excellency Noura Al-Kaabi, Chief Executive Officer of the Media Zone Authority, Her Royal Highness Princess Reema Bint Bandar Al Saud, Founder of AlKhair and Baraboux and many other renowned females from diverse sectors. ACSRN President and CEO Mrs.Habiba AlMarashi attended the sessions in expression of her support of the journey that female leaders in the region and beyond are embarking on and in firm belief of the need for empowerment as a basis of sustainable development.



Upcoming Trainings & Events

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.

Who should Attend

- *Top level Executives*
- *Mid level management*
- *CSR Managers*
- *Sustainability Focal Points*
- *Internal and External Communication Specialists*
- *Marketing, PR and Brand Specialists*
- *NGOs, Academics and Researchers*

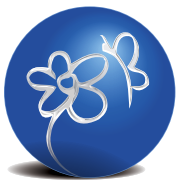
Women of the Mediterranean: The next generation of leaders

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 contribute 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. The project is designed to last three years, but could be extended to last longer.

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 visit blogs.sciences-po.fr/womed

Hawkamah Corporate Governance Forum – Family Governance

Family businesses are often vulnerable at times of transition. Only 30 percent of the family firms survive the transition to second generation and only 10 percent make it to the third generation. For most family businesses, planning for succession is the toughest and most critical challenge they face. Succession planning is not a one-off, technical event but a long-term multi-staged process. This workshop by Hawkamah, co-hosted by the Dubai Chamber of Commerce & Industry, Family Business Network (GCC) and Mudara, Institute of Directors for family businesses looks at the best practices and tools which family businesses can use to facilitate both managerial and ownership succession in a progressive, planned and non-disruptive manner. The workshop also features case studies in which family members share their key insights from their own experiences in succession. **Date: March 11th 2015.** To register for the workshop please send an email to info@hawkamah.org



Feature Article

Green MashUP: 7 trends transforming retail sustainability



The retail industry is a big player in the global economy and in people's lives, and thus is a sector with the ability to reshape sustainability. Here are a number of trends to watch out for:

1. Corporations leading the way

More and more retailers are becoming active players in creating more pathways in sustainability. The big corporations are stepping up to do their part. Ikea, for example, has announced it plans to invest \$1.7 billion in renewable energy projects.

In 2014, Ikea added 87 wind turbines to its renewable energy facilities, bringing the total to 224. It also installed 150,000 solar panels, increasing the total to 700,000. IKEA has solar running at almost 90 per cent of its US store locations. That totals almost 40 megawatts worth of generating capacity.

The world's biggest retailer, Walmart, has more than 335 renewable energy projects in operation or under development, providing more than 2.2 billion kilowatt hours of renewable electricity annually. Together with renewable electricity from the grid, 24.2 per cent of Walmart's electricity needs globally are supplied by renewable sources.

And Apple chief executive Tim Cook has announced that his company is planning to build an \$850 million solar farm in California. Apple expects this farm to supply power for its Silicon Valley operations, which includes its Cupertino headquarters, stores and data centre. It is expected to be completed in 2016.

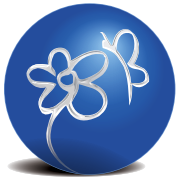
2. More sustainable product lines

Big retailers are now starting to take a serious look at their supply chain to create more sustainable offerings. Target, for example, has introduced "Made to Matter – Handpicked by Target". This is a first-of-its-kind collection that brings together 16 leading natural, organic and sustainable brands. This covers six categories – baby, beauty and personal care, grocery, healthcare and household – and the sustainable products in each category can be found throughout its US stores.

In the UK, Sainsbury has launched the country's first certified sustainable tuna sandwich. The fish is sourced from the Maldives using a low-impact pole and line technique. And in Australia, Woolworths says it's working on high-risk areas like forestry products and palm oil, and has banned palm oil from its private label food products.

3. Enter the number crunchers

According to Ernst & Young, chief financial officers of companies are now playing a more active role in sustainability. We can expect this trend to continue. EY data shows that 65 per cent of companies claimed their CFO had become involved in sustainability. Respondents cited cost reductions (74 per cent) and managing risks (61 per cent) as two key drivers of their company's sustainability agenda. Another reason for the growth of interest from CFOs is that 66 per cent of companies said they had seen an increase in enquiries about sustainability-related issues in the past 12 months from investors and shareholders. Also, 80 per cent of companies saw sustainability initiatives creating more business for them. One thing is for sure: with more CFOs involved, you can bet sustainability will increasingly become a first order issue for companies.



4. Rise of the watchdogs

As more companies claim to embrace sustainability, we can expect more monitoring of their activity, not to mention ratings systems holding them to account. Rankabrand is a European non-government organisation. It conducts ratings of hundreds of consumer brands based on a detailed methodology that considers labour practices, climate change and other environmental issues. It ranks brands from A (best) to E (worst). In the electronics sector, Apple and Nokia got high rankings but Samsung, LG, Asus and HTC are right at the bottom.

Ethical Consumer UK is a UK non-profit that considers the environmental, human and animal impacts of companies. Brands are given a score out of 20. It ranked M&S as the most ethical clothing retailer.

Ethical Clothing Australia ranks how Australian made clothing manufacturers comply with labour standards, climate change and other impacts on the environment, such as water use and pollution from non-organic cotton production. 3Fish, Carla Zampatti, Bianca Spender and Cue got high rankings. Wrangler, Lee and Tommy Hilfiger are among the worst.

5. Pop-up shops

Brands are moving into existing storefronts for limited periods and making it their own without renovation and expensive repairs. Combined with mobile payments and online shopping, it's a more sustainable way for retailers to do business. Think of the lumber allocation, energy costs, and manufacturing equipment that goes into setting up a shop. As the Sydney Morning Herald reports, pop-up shops are on the increase in Australia. Even Myer has opened pop-up sites in Melbourne at Southern Cross Station and Sydney's Bondi Junction to sell last-minute small items.

And in the US, Zappos, which is famous for speedy delivery and free 365-day return policy, has opened a pop-up store in Las Vegas to be open 24 hours a day. Consumers can view products in the store and scan them at kiosks or with their smartphones to see additional colours and sizes from the online selection. Zappos will be using a technology called ShopWithMe that will allow consumers to put merchandise into both a physical shopping cart in the store and a digital cart on Zappos.com and check out. Think of the real estate savings.

6. The sharing economy

The growth of phenomena like Uber and Airbnb has helped turn the sharing economy into a major force. While some might say that could hurt retailers who sell shareable products, the opposite seems to be happening. As reported byNRF, U-Haul has an Investors Club that encourages crowdfunding of trucks. Naked Wines offers customers in the United States, United Kingdom and Australia the ability to crowdfund independent winemakers for a monthly investment. In return, they get discounted wines.

RocksBox allows subscribers to access a "personalised rotating closet of designer jewellery" sent in sets of three at a time. H&M collects and repurposes used clothing through a garment recycling program, and IKEA has introduced a second-hand campaign in Norway to let customers sell used items during a two-month promotion. IKEA has even turned its Facebook page into a digital flea market on selected days.

7. Farmers markets

No matter where you live, there's every chance of a farmer's market around the corner. Urban Ecology Australia says it preserves farmland and sustainable agriculture, supports and stimulates the profitable trading, viability and business growth of independent primary producers, hobby farmers, community and home gardeners, and associated produce value-adders, while providing customers with regular supplies of fresh food and access to improved nutrition. Farmers markets are also good for building communities. As Jane Adams, spokesperson for the Australian Farmers' Markets Association says, consumers are more inclined to shop for seasonal, fresh food at a farmers' market because it ticks all the environmental boxes. And, she says, it's a social and educational way to shop.

"I think that resonates with people," Adams says. "If you shop at farmers' markets you'll see shoppers talking to one another as well as to the farmers and the producers. It's a very friendly and healthy way to do your shopping."

Article by Leon Gettler, *The Fifth Planet*
<http://www.thefifthstate.com.au>



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

UAE President calls for commitment on National Environment Day

Sheikh Khalifa Bin Zayed Al Nahyan, President of the UAE, has called on society to contribute towards preserving the environment. As part of National Environment Day celebrations held on February 4th 2015, Sheikh Khalifa stated that National Environment Day, organised by the UAE for 18th year in a row, is an important occasion when the UAE's Government and people renew their national and moral commitment to preserve our environmental resources.

His Royal Highness also called on public officials to reform economic policies and legislation to help monitor human, urban and industrial activities that lead to an increase of carbon emissions and pollution, while promoting economic activities that restrict global warming and do not threaten the UAE's biodiversity. He also spoke of his ministry's contribution, by promoting renewable and clean energy, green buildings, sustainable transport and the efficient use of resources. Sheikh Khalifa further added that the Green Economy is an innovative concept whose success largely depends on the use of innovative tools, practices and solutions to overcome the world's growing environmental and economic challenges.

<http://www.thenational.ae/uae/environment/uae-president-calls-for-commitment-on-national-environment-day>

Dubai hosts The Government Summit 2015 and pushes ahead its quest to become one of smartest cities in the world

Dubai held The Government Summit under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai between the 8th to the 10th of February. The Summit hosted more than 50 sessions, one 100 speakers and 3,000 participants from 87 countries discussing the future of education, health services and smart cities. The third edition of the Summit, which is the biggest event of its kind in the world, is held under the theme 'Shaping Future Governments'. The Summit hosted the nation's highest level government dignitaries and innovators from around the world and included partners such as Du, the World Economic Forum and The Organisation of Economic Cooperation and Development.

<http://www.wam.ae/en/news/emirates/1395276335562.html>

Sheikh Mohammed Bin Rashid announces the forming of the UAE Gender Balance Council

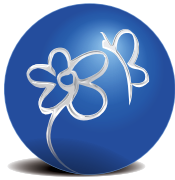
His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, has announced the forming of the UAE Gender Balance Council, a federal entity chaired by Sheikha Manal bint Mohammed bin Rashid Al Maktoum, President of Dubai Women Establishment and wife of Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Presidential Affairs. The new body aims to boost UAE's efforts to evolve and enhance women's role as key partners in building the future of the nation. Sheikh Mohammed expressed his pride that the UAE is hosting this inductive dialogue on one of the most important issues concerning women and contributes in granting her equal rights as equal partner. Expressing her profound appreciation for his unlimited support, Sheikha Manal said that Sheikh Mohammed has always been a strong defender of women's rights, believed in her capabilities and viewed her as original element in UAE's formula for development.

http://www.khaleejtimes.com/mobile/inside.asp?xfile=/data/government/2015/February/government_February41.xml§ion=government

Promising growth predicted for GCC retail sector

GCC retail sales is expected to grow at a 7.3 per cent CAGR (compounded annual growth rate) between 2013 and 2018 to reach \$284.5bn, says Alpen Capital. According to a report from the top investment bank, food retail sales growth is anticipated to outperform the non-food retail sales due to higher demand for healthier and high-value food in the region.

Supermarket and hypermarket sales in the GCC are expected to reach \$59.3bn, translating into a five-year CAGR of 9.2 per cent. This growth is expected to be driven by increasing disposable incomes and modernization of the industry. Airport-based duty free sales in the Middle East are estimated to increase from \$3.9bn in 2013 to \$6.6bn in 2018. This growth is expected to be driven by



robust passenger traffic across all the leading airports in the region. The personal luxury goods segment in the Middle East is expected to grow at a 4.6 per cent CAGR between 2013 and 2018 to reach \$ 9.4bn in sales.

These figures hold very high significance for the region's sustainability and imply very high impact on the environment resulting from increased consumption and production trends. The growth of the retail sector must be managed responsibly so that it may create economic growth whilst safeguarding the planet's resources and aiming at creating sustainable growth opportunities.

<http://ameinfo.com/blog/finance-and-economy/promising-growth-predicted-gcc-retail-sector/>

Qatar launches US \$80 million carbon recovery plant

Qatar launched its US \$80m carbon dioxide recovery (CDR) plant, aimed not only at enhancing the productive efficiency of methanol, but also ensuring cleaner environment. The plant, set up by Qatar Fuel Additives (Qafac) - an Industries Qatar subsidiary that aims to be the top five world producers of methanol, its high value derivatives and butane sub products by 2020 - was officially launched in the presence of HE the Minister of Energy and Industry Dr Mohamed bin Saleh al-Sada; HE the Minister of Environment Ahmed Amer Mohamed al-Humaidi and other dignitaries. The project will capture 500 tons of carbon dioxide per day - which otherwise, would have been emitted - from its methanol reformer stack and will be injected back into the existing process to enhance the production capacity of methanol.

GCC may cut energy-related water use by 22% thanks to renewables. A new study states that should the countries from the Gulf Cooperation Council (GCC) meet their individual renewables targets, the GCC will lower its water consumption for power production and fuel extraction by 22%. According to a report by the International Renewable Energy Agency (IRENA), power generation from wind and solar facilities, for example, can withdraw up to 200 times less water than a coal power plant for the same output. The agency noted that this will lead to "substantial" cost savings in a region where water is expensive and scarce. In addition to water saving, renewable energy technologies have the potential to improve food security and help provide clean drinking water through renewable energy-based desalination plants.

<http://www.ifpinfo.com/Sustainability-NewsArticle-5856#.VNsv5fmUfKM>

Statistical profiles for every country in the world now available

UNCTAD's new country profiles provide a basic snapshot of a country's economic and financial situation, facilitating convenient cross-country comparisons. The Country Profiles are designed primarily for people who want a few simple facts presented in a straightforward, digestible manner.

The profiles are generated automatically from the data contained in UNCTAD's statistical warehouse (UNCTADstat). The Profiles will be

of interest to economists or modelers, who typically want all the data they can get, and journalists who need only a few pertinent facts. For specialists UNCTADstat will continue to provide detailed tables.

The Country Profiles are tailored to showcase data that are unique to UNCTAD: trade, investment, Information and communications technology and maritime transport. Other basic economic data are included — such as gross domestic product and exchange rates — to provide some context for the data.

The current version of the Country Profiles includes data for 2005, 2010 and 2013. These profiles will be updated continuously to reflect any updates or revisions to the data and the references years will be redefined, as soon as all variables have been updated.

http://unctad.org/en/pages/newsdetails.aspx?OriginalVersionID=921&Sitemap_x0020_Taxonomy=UNCTAD%20Home;#561;#Statistics

GRI unveils first-ever professional exam to test knowledge of the G4 Guidelines and the GRI Reporting process.

GRI unveiled the GRI G4 Exam, a first-of-its-kind opportunity for sustainability professionals to demonstrate their knowledge of G4 and the GRI Reporting Process. Individuals who have attended one of GRI's Certified Training Courses or Training Modules are now eligible to take the G4 Exam for a fee. Trainees who earn a passing score on the exam will receive a certificate to that effect and their names will be listed on the GRI website. In this way, these practitioners can increase their credibility and good reputation in the sustainability field.

Of GRI's decision to develop the G4 Exam, Chief Executive Michael Meehan said, "With more than 17,000 GRI reports registered in our database and more than 19,000 professionals having attended a GRI Certified Training Course, the practice of sustainability reporting is poised to take a quantum leap, as organizations begin using the reporting process for strategic decision-making, to innovate and create value for their stakeholders. The G4 Exam will help stimulate this next step in sustainable development by increasing the number of highly skilled professionals working in the field."

The GRI G4 Exam tests candidates on their knowledge of the content of the G4 Guidelines, as well as the 5 phases of the GRI Reporting process: Prepare, Connect, Define, Monitor and Report. The exam consists of 60 multiple choice questions and test takers will be given 90 minutes to complete them. Candidates, who score at least 75%, will receive a passing mark. The exam can be taken at 4,500 test centers in 70 countries and individuals only become eligible to do so after attending a training course or module given by one of GRI's Certified Training Partners. Candidates in developing countries can take this exam for a reduced fee and members of GRI's OS Program are also eligible for a discount.

<https://www.globalreporting.org/information/news-and-press-center/Pages/GRI-introduces-G4-Exam---the-next-step-for-sustainability-practitioners.aspx>



Case Study from the Archive - Hamriyah Free Zone



Abstract

Hamriyah Free Zone Authority (HFZA)'s goal is to enable the creation of an 'industrial cornerstone' in the United Arab Emirates within a tax-free environment. Sustainability is viewed as a pathway to achieving the overarching objective of becoming a Next Generation Free Zone (Sustainable Free Zone). Hamriyah Free Zone has constructed a sustainability vision (aligned with the 3Ps - People, Profit, Planet) to take the organization beyond incremental efforts, such as just greening the surroundings or adopting solar power, and towards transformative change.

In 2010, HFZA formalized its commitment to sustainability by issuing the Hamriyah Sustainability Policy Statement outlining the vision, mission, values and objectives. To address environmental and social impacts, risks and opportunities Hamriyah Free Zone Authority has put in place an Integrated Management System for Quality, Environment, Health and Safety. HAFZA was shortlisted for the Arabia CSR Awards 2013 in the Public Sector category. This case study offers a look at the distinguishing aspects of HAFZA's CSR and sustainability practice.

Conclusion

The Hamriyah Free Zone Authority believes in walking the talk in sustainability and through its own example, aims to motivate its investors to embrace sustainability as a business imperative. The CSR practice is based on the principle of collaborative capacity building and co-creation. Through consistent stakeholder participation, HFZA has been able to offer two robust platforms that have collectively served close to 15,000 individuals within a relatively short span. HFZA's success is attributable to a focused strategy and a hands-on approach to sustainable good practice, backed up by the ambition to become 'a niche Free Zone in the country, and in the GCC' in the next twenty years. To make the transition to sustainability, HFZA has taken a systemic view, as evident in the Integrated Management System and comprehensive roles and responsibility allocation to deliver high levels of performance.

Lessons Learnt

- *Social responsibility is a strategic practice and key to organizational success, enhancing bottom line and long-term sustainability*
- *Sustainability implies going beyond incremental actions to trigger sweeping changes*
- *Businesses need to embrace the concept of sustainable development in their pursuit of value creation*
- *Volunteering is an effective means to create self-sustainable, durable programs by leveraging core competencies and resources*

Arabia CSR Best Practices: 2012

This abstract has been taken from the ACSR Network publication titled 'Arabia CSR Best Practices: 2013'. For more details on Hamriyah Free Zone (HFZA) and other companies that have been recognized for their innovative and effective CSR strategies write to us at admin@arabiacsnnetwork.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@arabiacsnnetwork.com. For more information on the Arabia CSR Network visit www.arabiacsnnetwork.com