

الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network®

CSR ARABIA

Arabia CSR Network

newsletter

September 2015 Issue 49

“BEYOND RESPONSIBILITY: TOWARDS TRANSFORMATIONAL SUSTAINABILITY”



Landing Soon!

AT THE ARABIA CSR FORUM 2015



Case Study from the BMCE Bank - Pg 7

Update on the Arabia CSR Awards & Forum 2015 - Pg 2

Emirati Women's Day unveiled - Pg 3

Feature Article: Talking about Integrated Reporting? - Pg 6

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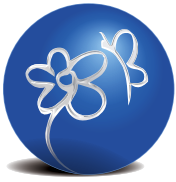
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Note from the President & CEO Arabia CSR Network

August 28th, 2015, was a historic day in the life of the UAE. It was the first Emirati Women's Day that the nation had ever celebrated. Once again the UAE's visionary leadership took a great leap forward by marking a day in the year when the contribution of women to the country will be commemorated. It was on this day thirty years ago that the country's frontline organisation for women, known as the General Women's Union, was formed under the leadership of HH Sheikh Fatima Bint Mubarak, the wife of the erstwhile President and Father of the Nation, HH Sheikh Zayed Bin Sultan Al Nahyan. The UAE has become the first country in the Region to have a dedicated day for women, just like it had been the first in the Region to launch a National Strategy for

the Advancement of Women was back in 2002. We have much to be proud of; our women have made great progress in the years since the UAE was founded. The Emirati woman is educated, accomplished and ambitious. She is equally comfortable at home and in the workplace.

The founding fathers and the subsequent leadership of the country have pushed for the emancipation and empowerment of women in all fields, - economic, social and political. Women have been pushed to play an active role in all walks of life. However there are still gaps in what women have achieved so far, especially in the private sector. The percentage of Emirati women in the private sector is still negligible, in spite of the fact that women constitute 75 per cent of all university graduates in this country. Although women have been prominent in the government and public sector, the private sector has not been able to attract and retain national women employees. Another area where women ought to be provided with more organized support is in entrepreneurship. Female-led and female-owned businesses are not many in number in the Region as a whole, a fact that has to be rectified if the Region is to achieve sustainable development. In the upcoming historic UN summit in New York later this month the 2030 agenda for sustainable development will be released, along with the 17 Sustainable Development Goals (SDGs) and 169 corresponding targets. Goal No. 5 states, - Achieve gender equality and empower all women and girls. The UAE is already committed to the objective reflected in such a goal, and had achieved considerable success in implementing the gender related Millennium Development Goals. So we are confident that the future will be bright for Emirati women, and there will be more opportunities and inclusivity targeting them specifically. And we hope the private sector will step up to its anticipated role in the participation of women in the economy, and their empowerment in the workplace.

Update on the Arabia CSR Awards 2015

The Arabia CSR Awards scores are being finalised. Best of luck to all our applicants as we near the date to announce the results! Shortlisted organisations will be informed in the first week of October and the winners will be announced in the Awards ceremony on the evening of October 28th. Deadline for submissions was 30th of June. Our judges and the Arabia CSR Network team have been working hard to finalise the scoring of the awards in July and August. With over 110 applications from 74 organisations across 12 Arab countries, our judges enjoyed a busy summer and we are expecting to receive the last marked batch from them in the first week of September.



Our team is currently compiling the scores of the applicants and we will soon be notifying the shortlisted organisations. All eyes are on the results of the three new categories in the awards. In its 8th Cycle, organisations had the opportunity to compete under the categories of Financial, Energy and Social Enterprises sectors. This year's Awards will be held under the auspices of the League of Arab States for the second consecutive year. It is also being held in strategic collaboration with UNEP following a Memorandum of Understanding that was signed in October 2014, which outlined the Awards' role in the promotion of sustainable development goals in the Arab world. Further adding to the programme's significance is the ACSRN's 3rd party assurance by the DNV-GL, the third largest CSR accreditation body in the world.

Update on the Arabia CSR Forum 2015

Registration is open. Under the patronage of the League of Arab States; The Arabia CSR Forum is planned to take place under the title of **"Beyond Responsibility: Towards Transformational Sustainability"** on the 27th and 28th October in Dubai, UAE. For its 6th cycle, the forum will be held over the span of two days to maximise on the value and knowledge of our high profile experts and to allow more room for interaction between our expert panelists and the audience especially in our creative labs taking place on the second day.

The agenda for the forum is finalised with an impressive line of experts and practitioners from all around the world and the Arab world. The Arabia CSR Forum is the most prestigious CSR and Sustainability platform in the region. The forum sheds the light on international development and trends in the field of sustainability, while highlighting best practices from the region.



Meetings & Events

Emirati Women's Day unveiled

Following on the heels of the launch of the national day for women in the UAE by Her Highness Sheikha Fatima Bint Mubarak, Mother of the Nation and Chairwoman of the General Women's Union, Supreme Chairwoman of the Family Development Foundation and President of the Supreme Council for Motherhood and Childhood, several functions were organized all over the country by government and private entities. Arabia CSR Network President and CEO Habiba Al Marashi was invited to speak at two such events, one organized by Emirates Transport and the other organized by Dubai Electricity and Water Authority (DEWA).

Mrs. Al Marashi was invited to talk about her personal experiences at the Emirates Transport Emirati Women's Day celebrations on August 26th, while the topic of her presentation to DEWA was "Women in Community Service". Both the talks provided a summary view of the work of the Arabia CSR Network and its key achievements. In the DEWA event, a group of women leaders including Mrs. Al Marashi were felicitated for their various contributions in economic, political or social fields.



The Emirati Women's Day was celebrated with a great deal of enthusiasm. 28th August will henceforth be marked as the national day for women, seeking to draw attention to the contributions by women to the sustainable development of the nation. In 2002 the UAE became the first country in the Region to develop a national strategy for the advancement of women. It's emphasis is on the role of women in eight critical areas, - education, health, economy, law-making, environment, social domain, information, political participation and decision-making. The leadership of the country is deeply committed to the cause of women, and the declaration of a national day dedicated solely to women is a testimony of this fact. While international women's day is celebrated by countries across the world, few have taken the step of launching a national day for women in their own countries. The sentiment is aptly reflected in the words of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the country and Ruler of Dubai, "The UAE went beyond the stage of women's empowerment. We are now empowering the community through women." HH Sheikha Fatima dedicated the inaugural Emirati Women's Day to the mothers of all martyrs and to the women in military service.

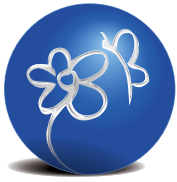
A truly Sustainable City in the heart of Dubai

The Arabia CSR Network President and CEO Habiba Al Marashi, accompanied by HE Abdulaziz Al Midfa, the Vice-Chair of Emirates Environmental Group, paid a visit to the Sustainable City in the Dubailand area. The visit was organized by Diamond Developers a coporate member of Arabia CSR Network, the developers of the project, while CEO Fares Saeed took the distinguished guests around the city. Diamond Developers are driven by the principle of the "Triple Ps" of People, Planet and Profit and to them "sustainability encompasses all the three main pillars embedded not only in our branding DNA, but in what we strive as an organisation to achieve."

The 46 hectare mixed use development is the first of its kind in the Emirate and has sustainability embedded throughout. Built to meet the highest environmental standards, it consists of residential townhouses and villas, a sustainable engineering research institute and training centre, a green school, an eco-resort and sustainable hotel, tourist attractions, in-built with green components, such as a planetarium, biodomes, organic farms, sports, leisure and entertainment facilities, etc.

The city will have a lush landscape, with 10,000 of fifty different species of trees. Other noteworthy sustainable features include 10 MW solar power production to meet electricity needs, and 100% recycling of the wastes and waste water that will be produced in the city. Projected to house 2,700 residents and a daily population of 6,000 people, the city will seek to become an example of sustainable living and a leader in the Region in eco-tourism and environmental protection. All houses will be fitted with products and amenities that will allow the occupants to reduce their own environmental footprints without additional charges, including solar panels, roof top panels, roof gardens and landscaping, green star home appliances, electric buggies for travel inside the city, and the like.





Upcoming Trainings & Events - Register today!



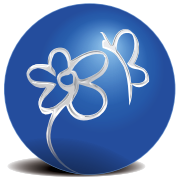
PLANNER 2015	EVENTS	SEP	OCT	NOV	DEC
	CSR Workshops / Trainings	GRI G4 8-10 (English) GRI G4 13-15 (Arabic)		November 10-11-12 CSR Fundamentals (Arabic) November 15-18 CSR Advanced (English)	December 14-15-16 CSR Strategy & Leadership (English) December 21-22 Integrated Reporting (English)
	Arabia CSR Forum & Awards		October 27 - 28		

Members Update



Metito supports the revival of tourism in Egypt

As part of its ongoing commitment to Egypt, Metito, the leader and provider of choice for total intelligent water management solutions in emerging markets, has announced its participation in four key projects that will support the revival of Egypt's local tourism economy. The four projects, worth more than EGP 65M, are located in major luxury resorts that serve Egyptians holidaying in their own country, namely; 'City Stars' by Golden Coast, 'Hacienda Bay' by Palm Hills, 'Porto Sharm' by Amer Group and 'Marassi' by Emaar Egypt. The projects that include sea water desalination installations and sewage treatment plants will be concluded over the course of this year and are aimed to bolster the critical infrastructure at these resorts through ensuring the sustainable supply of clean and safe water and clean treated effluent for irrigation usage, features that are much expected from such luxury holiday resorts. Read more at <http://www.metito.com/>



In August we were delighted to have two new members in the Arabia CSR Network. We say a big and hearty WELCOME to Al Ghurair Investments and Interserve, and we eagerly look forward to their active contribution to the network's activities in the future.

General News

New interpretation on Assurance status in GRI Content Index

The Global Sustainability Standards Board (GSSB) – the independent body responsible for developing and issuing the Sustainability Reporting Standards – has issued an Interpretation on disclosure G4-32-b in the G4 Guidelines, by which it is no longer required to complete the external assurance column in the G4 Content Index in order to report 'in accordance' with G4. The Interpretation is the first to be issued by the GSSB. Under the Due Process Protocol, the GSSB is mandated to use such authoritative pronouncements to refine and clarify disclosures and concepts in the Standards and original GRI Guidelines.

The rationale for amending the 'in accordance' criteria is based on stakeholder feedback. Users suggested that providing information on the assurance status of each disclosure, whether or not it was externally assured, is confusing and adds little value to the Content Index. The assurance report or statement in a sustainability report, if applicable, in combination with reporting against G4-33 and using plain and accessible language, should provide sufficient information on the assurance approach, and any limitations to the assurance process.

The Interpretation is included on the G4 web pages and in the downloadable G4 documents, where it is presented in a new annex. The G4 Frequently Asked Questions (FAQ) document has also been updated to capture the Interpretation. It offers guidance on using clear language to communicate about assurance – the standards used, the level applied, and the limitations.

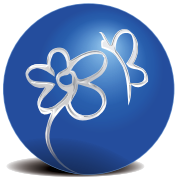
Source: <https://www.globalreporting.org/information/news-and-press-center>

New Climate Economy Report 2014 outlines key actions to tackle Climate Change

The Global Commission on the Economy and Climate has published a new report that urges governments and business to tackle Climate Change through **A SET OF URGENT MEASURES**. These measures will help to achieve up to 96 per cent reduction in the CO2 emissions by 2030, which is required to restrict global temperature rise to less than 2 degrees centigrade as pledged by a collection of governments across the world. The ten recommended actions are:

- Cities to commit to low carbon urban development strategies by 2020
- Stop deforestation by 2030 and restore degraded farmland by boosting partnerships
- Governments, development banks and private sector to invest at least USD 1 Trillion per year for low carbon power supply and energy efficiency
- G20 and other countries should raise energy efficiency standards to the global best
- Developed and emerging economies to commit to launching or strengthening carbon pricing by 2020, and phasing out of fossil fuel subsidies.
- G20 and other countries to include climate change impacts in their national infrastructure policies and plans
- Business should work with governments to boost research and development and demonstration of low carbon technologies
- Drive low-carbon growth through business and investor action
- Emissions from international aviation and maritime sectors to be reduced in line with a 2°C pathway
- Phase down the use of hydrofluorocarbons (HFCs) used as refrigerants, as solvents, in fire protection and in insulating foams, which are the fastest growing source of Greenhouse gas emissions growing at a 10-15% rate per year

Source: businessGreen; <http://www.businessgreen.com/>



Feature Article

Talking about integrated reporting?

The International Integrated Reporting Council (IIRC) issued its International <IR> Framework in December 2013 to help organizations tell the story of how they create value over time through an integrated report. Integrated thinking and reporting has the potential to create profound change by getting organisations to think long-term about their business model and how they create value and for whom.

So, what types of organisations are doing integrated reporting? How are they experiencing their integrated reporting journey? How are they trying to apply the <IR> Framework? What are the tasks and decisions that they have to take during the process? How are they communicating their value creation story through their integrated report? How can the integrated reporting process help organizations to integrate sustainability fully into the organization's business strategy and operations?

Torres Training Consultancy is collaborating with Arabia CSR Network to offer a hands on training on a 'Practical approach to integrated reporting' that answers these questions. By doing so, it helps organisations take the first steps to complete their own integrated report.

The training on a 'practical approach to integrated reporting' has been given in the first half of this year in Australia, New Zealand and Switzerland and more are planned in the second half of this year in Turkey, Switzerland, Germany, Brazil, Mexico, USA and UAE.

The following important messages of lessons learnt from integrated reporting companies is provided during the training course.

- Hold interdepartmental meetings/workshops/sessions at the start of the process to understand what are the significant capitals your organisations use and affect to create value and how that is linked to your business strategy and business model.

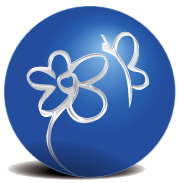
- Focus on your organisation's most important financial and non-financial impacts and where these are most significant (within and outside your organisation). Explain why these are important in relation to your organisation's value creation, what you are doing to manage them and how you are evaluating your organisation's progress.

- The GRI G4 Guidelines and the <IR> Framework are not at all exclusive. They should be used by organisations as complementary. An organisation should refer to the GRI G4 as an important tool for example for its materiality process, to identify potentially relevant KPIs, etc...

- An integrated report should provide a simple and concise story of how your organisation is creating value now and in the short, medium and long term future. The integrated report should provide links to where specific details are rather than try to include everything in the one report. As such, organisations should be using interactive platforms to make this happen, e.g. their website pages.

The 'Practical approach to integrated reporting' training course will be offered in Dubai in December. You can contact admin@arabiaccsrnetwork.com to get more information on when and how to register for this training.

This article has been contributed by Enrique Torres, Owner, Torres Training Consultancy



Case Study from the Archive

Abstract

BMCE Bank stands out like a beacon in the North African commercial banking sector. It is viewed as a pioneer in many respects, for envisioning overseas expansion and for its role in promoting sustainable finance in the banking sector. It has always had a positive, proactive stance on Sustainable Development, and sees CSR as a means to promoting and advancing it. The bank recognized early on the overriding import of external risks in its corporate and commercial activities, and undertook commensurate steps to tackle them.

Therefore becoming a socially responsible enterprise was a logical outcome of an integrated approach to economic, social and environmental risks, opportunities and impacts. Aside from being an ISO 14001 (Environmental Management Standard) certified organization, it works through an integrated Social and Environmental Management System (SEMS) to manage both social and environmental impacts. BMCE Bank has adopted the ISO 26000 international framework for sustainability. It is also the first bank in North Africa to sign the Equator Principles and co-manages the African Outreach Group. Strategic alliances with the International Financial Corporation (IFC), UNEP Financial Initiative (UNEP-FI), National Agency for the Development of Renewable Energies and Energy Efficiency (ADEREE), the Moroccan Centre for Clean Production (CMPP), CGEM, and have brought significant value added to the bank's CSR.

The core components of BMCE Bank's CSR are workplace ethics, environmental management, sustainable finance community and engagement. The Medersat.com is a flagship initiative undertaken by the BMCE Bank Foundation, which was created in 1995 to promote education in rural areas and environmental preservation, and is supported by the Bank through its annual allocation of 4% of gross operating income. This pioneering programme and its unique model of education and environment has had a tremendous impact in rural areas. BMCE Bank has been acclaimed for its social and environmental practices and has won the Top CSR Performer Award from Viego in 2013 and 2014.



Conclusion

BMCE Bank has made a place for itself in the Sustainable Banking landscape in the MENA region. It is very clear that the bank is pushing the envelope when it comes to the CSR agenda in Morocco and the African continent. It is a pioneer in mainstreaming environmental and social risk management within its business, setting a precedent for not only its peers in the services industry, but also motivating customers to change their behaviour to more sustainable ways.

The bank voluntarily embraced management practices that would help it to intensify efforts to become more responsible and sustainable, and emerged as a pathfinder in human resource and environmental management. For their visionary policies, practices and engagements, and for transforming the banking environment and paving the way for more access to finance, Bank has won repeated acclaim, locally and internationally. The bank uses reporting tools attached to the different standards and frameworks it adheres to, upholding a high level of transparency and accountability. It is commendable that BMCE has considered the GRI G4 guidelines to widen the scope of performance assessment through a more expanded range of KPIs. It is also expected to motivate greater transparency and disclosure within the banking and finance sector as a whole.

Arabia CSR Best Practices: 2014

This abstract has been taken from the ACSR Network publication titled 'Arabia CSR Best Practices: 2014'. For more details on BMCE Bank and other companies that have been recognized for their innovative and effective CSR strategies write to us at admin@arabiaccsrnetwork.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@arabiaccsrnetwork.com For more information on the Arabia CSR Network visit www.arabiaccsrnetwork.com