

الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network®

CSR ARABIA

Arabia CSR Network

newsletter

November 2015 Issue 51

The Arabia CSR Awards 8th cycle honours MENA Sustainability Champions

"The Sustainable Development issue is top of the agenda. The issue of Food, water, Energy nexus is an important topic for Sustainable Development and it requires coherence and intersectoral coordination and cooperation." – Dr. Shahira Wahbi, Chief of Sustainable Development & International Cooperation, the League of Arab States (Speaker)

"The Creative Lab 3 (Sustainable Technologies and Innovation) was very informative and fun to listen to the speakers and grasp new aspects of Innovation and Technology, and how it helps the environment and being more responsive towards sustainability." – Yousef Al Falah, AUE (Student)

"A lot of interactive and related issues were raised by the speakers and the participants." – Mohamed A Redha G Hussain, Senior Advisor, General Management, Gulf Petrochemical Industries Company, Bahrain (Delegate)

Arabia CSR Forum -	Pg 2
Arabia CSR Awards Finalists -	Pg 6
Awards Gallery -	Pg 7

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Note from the President & CEO Arabia CSR Network

October is a month of celebration for us. Every year in the end of the month we present the Arabia CSR Awards to the CSR and sustainability champions of the Arab world. This year as well we went all out in rolling out the proverbial red carpet for our winners. The ceremony took place in one of the swanky hotels in Dubai, and was attended by VIPs, business leaders and experts. Our Chief Guest was Dr. Iyad Abumoghli, Director and Regional Representative of the United Nations Environment Programme in West Asia. The ceremony was under the patronage of the League of Arab States. As the winners came on to the stage, the hall erupted with clapping and good cheer. However, it is not enough to just cheer the winners from the sidelines. What is more important

is to be motivated by their example and adopt sustainability as a living and practicing creed. The world is plagued by myriad developmental problems. Governments cannot solve these problems on their own.

The sustainable development of the world needs active players from all formal and informal sectors. It needs business to rub shoulders with the community to offer solutions to problems and challenges. And indeed, business has it amply within its means to contribute to the making of a more sustainable future. It has vast resources at its disposal, it has a social contract with its stakeholders and the backing of governments for economic growth. With all these positive elements, business is truly positioned to change the face of economic institutions for better, greener, inclusive and equitable growth. The Arabia CSR Awards beckons to CSR and sustainability followers in the Arab Region to assume this elevated role and bring the world closer to sustainable development through ethics, inclusion, equity and sustainability.

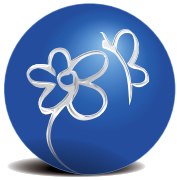
The Arabia CSR Forum, held for the first time as a two-day event, truly turned out to be a very successful platform for exchange. All four plenary sessions and the three break out sessions were extremely interactive, and the audience's flow of questions was nearly unstoppable. Many issues were brought to the table and many suggestions and recommendations were offered. The next big name in cross-sector partnership was officially revealed, and **Sharaka – The Arabia Partnering Alliance** was formally launched at the Forum. All these developments will be inconsequential if we do not all come together to play our parts. Each sector has the potential to contribute to the attainment of sustainable development. Each sector has a responsibility towards the collective whole. Each part has to fit into the overall collage that will be sustainable development, featuring economic growth, societal development and environment preservation.

The Sustainable Development Goals and the Post 2015 Agenda relies on this inclusiveness and we in the Arab world have to join forces with the rest of the world. The Arab Region is willing to play a leading part in the global arena, but with an eye to the local context. Partnerships, youth empowerment, women's participation in the economy and education suited to the market, - these issues seem to dominate the minds of people, as we saw in the Forum. These challenges can be turned towards opportunities for new economic and societal value creation if the private sector comes together with government and the civil society. We hope that the future will see the beginning of this trend and the Arabia CSR Network will continue to urge everyone to join the march for sustainable development.

Update on the Arabia CSR Forum 2015



The 6th Arabia CSR Forum was unique in many ways. For the first time the Forum was held over not one but two full days. The methodology of the Forum too was different this year. The agenda was developed to provide space for maximum interaction among the speakers and the delegates/participants. As such plenary sessions were mixed with smaller break-out sessions; - something that proved very successful. The Forum had an advanced theme, and was therefore quite different from usual CSR conferences. However that did not thwart potential participants, on the contrary it attracted people with a deep understanding of CSR and corporate sustainability.

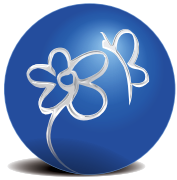


Held in Dubai, the Forum attracted experts and professionals from all over the Arab Region as well as different parts of the world. The two day forum shed light on the concept of transformational sustainability and why it assumes importance within the changing economic and social environment. The forum raised thought provoking issues about the future of mankind, sustainable growth and green development. The recently launched Sustainable Development Goals and the Post 2015 Development agenda featured prominently in several discussions, particularly emphasizing on what it would mean for the growth and development of the Arab region.

The Forum pointed out that transformational business models create opportunities for inclusive and equitable economic growth and societal value creation. Sustainability models bring in a culture that goes beyond social responsibility and motivates organisations to look beyond traditional profit models. The Forum emphasized the importance of this new approach in the post 2015 era of sustainable development.

Day one of the event had a mix of inspiring keynotes from Habiba Al Marashi, President & CEO of Arabia CSR Network, and HE Saeed Al Tayar, Managing Director and CEO of Dubai Electricity and Water Authority. The program on the first day started with a message from HE Dr. Mohammed At-Twajiri, Assistant Under Secretary General of Economic Affairs of the League of Arab States, that was delivered on his behalf by HE Dr. Shahira Wahbi, Chief of Sustainable Development and International Cooperation in the League of Arab States. These were followed by three plenary sessions, under the topics, - Shifting the paradigm for transformational sustainability – what it will take; New economic models and transformational business; and Gearing up for the Sustainable Development Goals. Prominent among the speakers was Dr. Nasser Saidi, Founder and Managing Director of Nasser Saidi & Associates, Dr. Iyad Abumoghli, Director of United Nations Environment Programme for Western Asia, Dr. Elissar Sarrouh, Professor at McGill University and former UNDP Resident Representative in the UAE, Qatar and Oman; Mr. Matthew Tukaki, Founder of Entrehub and other experts.

The second day had a set of three concurrent creative labs on the themes: The emergence of Social Enterprise; Youth knowledge and empowerment in post 2015 era; and Sustainable Technologies and Innovation. This was followed by a keynote address from Mr. Ulf Karlberg, Chairman of Global Child Forum. A bunch of case examples were also presented on day two, by Petrochemical Industries Company, MBC Group, Canon Middle East and the United Nations Environment Programme. The audience were enthralled by the insights of the experts, and had the unique opportunity to discuss many issues with them. Many ideas and solutions were discussed at the forum, and the exchange made it a very successful platform for learning and generation of new and innovative ideas.



The conclusion of the Forum coincided with the launch of Sharaka – the Arabia Partnering initiative, which is deemed to become the Arab Region's leading platform on sustainable development partnerships. The Sharaka Advisory Group and Task Force were unveiled during the launch, as well as a look at some of the support that will be extended to Sharaka by partnering organisations like Entrehub. A great many ideas of engagement involving Sharaka were discussed throughout the Forum, culminating in the broad development of a strong directional slant for the progress of the initiative.

The forum was held under the auspices of the League of Arab States, and was supported by the UN Global Compact, Hawkamah and Terous; and in collaboration with the United Nations Environment Programme (UNEP). Sponsors of the Forum were: Ma'aaden, (Exclusive Strategic Sponsor), Petrochemical Industries Company (Platinum Sponsor), ENOC, NATPET and Gulf Petrochemical Industrial Company (Gold Sponsors), Diamond Developers (Industry Sponsor), RasGas (publications Sponsor) and Canon Middle East (Imaging Sponsor). Emirates Environmental Group is the Environmental Partner, DNV-GL its assurance provider, and MBC Group its Strategic Media Partner. Other Media Partners are Arabian Business, News Services Group Middle East ME Newswire, Gulf News, Omnicom Media Group, 7DAYS, Eye of Riyadh and Blu Lowe Kuwait. For the third year running, the Forum was designed to be a carbon neutral event, courtesy myclimate.

Upcoming Trainings & Events - Register today!

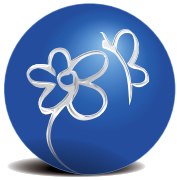
PLANNER 2015	NOV	DEC
	November 15-18 CSR Advanced (English)	December 14-15-16 CSR Strategy & Leadership (English) December 21-22 Integrated Reporting (English)

Hawkamah Annual Conference in November

Good corporate governance systems are a vital ingredient of the successful development of MENA markets. Even as foreign investment in the Region grows and regional players compete in global markets, it has increasingly become the focus of investors and regulators alike. According to experts, good corporate governance practices and greater transparency will attract more investor interest in the MENA region and provide a wider choice in the sources of capital. The 9th annual Corporate Governance conference being organized by Hawkamah, The Institute for Corporate Governance, will be held on November 11th, 2015 in Dubai. Themed 'Creating value through Governance', it will highlight the governance challenges within state and family owned businesses. It will bring together a suite of regional and international corporate governance practitioners to dialogue and share experience and insights into the interesting subject. The conference will look to creating awareness of the challenges and developing a suitable approach towards successfully addressing them, and is aimed at the top management comprising owners, board, C-suite leaders, as well as governance experts, practitioners and thought leaders. The event is designed to promote knowledge transfer and the development of sound and efficient financial markets and banking systems, and help shape the changing corporate governance landscape in the MENA region.

The Arabia CSR Network and Hawkamah have an active MOU for cooperations in place.

For more information kindly visit http://www.hawkamah.org/?post_type=ai1ec_event&p=2425



Feature Article

The Arabia CSR Awards 8th cycle honours MENA Sustainability Champions

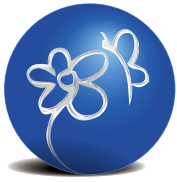


The Arabia CSR Network annually conducts, what has become known as the highest CSR and sustainability accolade in the Arab world, - crème de la crème of CSR and Sustainability awards. In a glittering gala held in Dubai, 20 public and private organisations were acknowledged for their role in creating positive societal impact. The Arabia CSR Awards eighth cycle concluded with an impressive awarding ceremony, which drew a large number of business leaders, government officials and VIPs. Some of the leading businesses in the Region were on the coveted list of winners. Like in past cycles, the results of the award were externally verified by DNV-GL, one of the leading providers of business assurance globally. The event was Climate Neutral, as in the past, however the carbon footprint of the event this year was at its lowest compared to past events.

The awards are known for their stringent criteria, which is benchmarked against the UN Global Compact Ten Principles, the GRI principles of sustainability reporting and the EFQM Excellence Model. In the year 2015, the awards came packed with three additional categories, taking the total number of categories of application to nine. These categories are: Public Sector, Large Sized Enterprise, Medium Sized Business, Small Sized Business, Energy, Financial Services, New Business, Partnerships and Collaborations, and Social Enterprise. The new categories among them were the Energy, Financial Services and Social Enterprise. The entries were judged by an independent six-member jury comprising of global and regional experts.

This year a total of 92 applications out of 131 were considered eligible for the jury evaluation, out of which there were 38 shortlisted organisations. The key aspects of this cycle of the award may be summed up as:

- *Support of the Arab league for the second year, and support of two UN bodies*
- *Local partnerships with entities in the UAE and Egypt*
- *More sponsors in the 8th cycle*
- *Applications received in Arabic, English and French*
- *Highest number of applications across Award Categories received in the Partnerships & Collaborations category, followed by large, Medium and Energy categories*
- *Highest number of applications by sector received from Financial services, followed by Education, and Government and Oil & Gas*
- *Highest number of applications by country received from the UAE, followed by Oman and Egypt*
- *37% of applicants have issued CSR/Sustainability reports, 96% of the reports were in English*
- *Applicants belonged to 11 Arab countries and represented 25 business and industry sectors*



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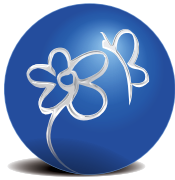
ARABIA
CORPORATE
SOCIAL
RESPONSIBILITY
AWARDS

8th Cycle
2015

Congratulations to the 8th Cycle Proud Winners in the order of their respective categories

No.	Winners	Country	Organization name
Public Sector Category			
1	Winner	UAE	Emirates Transport
2	1st Runner Up	UAE	Dubai Electricity and Water Authority (DEWA)
3	2nd Runner Up	UAE	Al Ain Distribution Company
4	2nd Runner Up	UAE	Dubai Customs
Large Category			
1	Winner	Bahrain	Gulf Petrochemical Industries Company (GPIC)
2	1st Runner Up	UAE	Medcare Hospital
3	2nd Runner Up	UAE	Al Futtaim Carillion LLC
4	2nd Runner Up	UAE	Farnek Services LLC
Medium Category			
1	Winner	Kuwait	Petrochemical Industries Company (PIC)
2	1st Runner Up	UAE	Al Jazeera International Catering LLC
3	2nd Runner Up	Qatar	ABB LLC - Qatar
Small Category			
1	Winner	UAE	Road Safety UAE
Energy Category			
1	Winner	Qatar	Gulf Drilling International
2	Winner	UAE	Masdar
Financial Services Category			
1	Winner	Morocco	BMCE Bank
Social Enterprise Category / New Bussiness Category			
1	Winner	UAE	The Green Design
Partnership and Collaborations Category			
1	Winner	UAE	Emirates NBD
2	1st Runner Up	Bahrain	Gulf Petrochemical Industries Company (GPIC)
3	2nd Runner Up	UAE	DLA Piper Middle East LLP

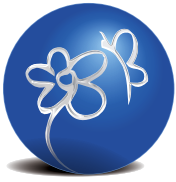
"We have seen some of the most qualitatively superior applications so far in the history of the awards this year, and this indicated very positively to the progressive journey of CSR and sustainability in our Region." – Habiba Al Marashi, President & CEO, Arabia CSR Network



Awarding Ceremony



For more photos please visit our facebook page. <https://www.facebook.com/arabiacsrnetwork>



Case Study from the Archive

Abstract (Sharek.org)

Sharek.org is an innovative product of cross-sector collaboration. Deriving inspiration from the Millennium Development Goal No. 8, to develop a global partnership for development, Sharek represents a brilliant attempt to connect the vast expertise of business to real areas of need. How it does so offers great insights into the potential that collaboration brings to all parties. From undertaking a needs assessment to defining a crucial gap, to structuring an effective engagement platform, and onwards to producing fast results; - Sharek has it all.

Sharek's thorough project management approach ensures that it does not suffer from a slow-down, but instead acquires and builds in itself the buoyancy that will keep it running. The partners of Sharek are inclusive; - corporates, business associations, civil society and international organizations working in the field of development collaboration. At launch Sharek had more than 250 opportunities, 16 civil society organizations and 12 member companies. Sharek is an interesting example also because it brought together three different global industry and CSR leaders on to a common platform, to spearhead the initiative in a spirit of cooperation and non-competitiveness. Furthermore, Sharek became an effective empowerment tool for employees, who were given the opportunity to select an organization based on their own interests, pursuits, skills, convenience and pace.



Conclusion

Sharek.org is undoubtedly a remarkable collaboration project. It is a class apart from many partnerships because of various factors. A key differentiator is the ease that it has been able to bring to the challenging task of finding suitable volunteering opportunities that are high-impact and solution oriented. The project succeeds in empowering entities at both ends of the opportunity, - providing the employee the option to choose the most be-fitting, and ensuring the NGO, start-up or student body the right expertise and resources. Egypt has a burgeoning civil society sector. While foreign grants were a source of support to NGOs in the past, the instability facing the country at present has made it more difficult for them to secure sustained resources for their operations.

Projects like Sharek.org push NGOs out of their comfort zone, challenging them to develop and be reliant on their own capabilities. The sheer scale of the consortium that actualized the platform is without precedent in the history of Egypt, and makes for a collaboration best practice that can be, and should be, replicated anywhere in the MENA region. Partnerships such as this will emerge as the key enabling factors in the future, when sustainable development goals will drive governments, business and civil society to come together and join forces to tackle the most pressing problems facing the world.

Arabia CSR Best Practices: 2014

This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2014'. For more details on Sharek.org 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