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Arabia CSR Network®

CSR ARABIA

Arabia CSR Network

newsletter

December 2015 Issue 52

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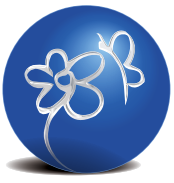
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Note from the President & CEO Arabia CSR Network

We live in difficult times where we are repeatedly exposed to economic, political and social disturbances. All across our Region events and developments are taking place that are rocking the Region's basic stability. This would definitely create a long term impact and shape the future of the Region. We are all aware of the political developments in our Region and we feel strongly about the negative impacts of it on the people of the Region. Nothing could be starker than wars, conflicts and terrorism. But how is the Region faring in terms of sustainability, is a question that often people like me ask.

Although economic growth, peace and security are inalienable elements of sustainability, but that does not paint the complete picture. While preparing for a recent presentation, I got the answer to my question, and it made me very concerned. According to experts the Middle East and North Africa has a very high level of vulnerability to Climate Change. The Intergovernmental Panel on Climate Change (IPCC) predicts that the MENA Region will become hotter and drier. It is estimated that an additional 80–100 million people will be exposed by 2025 to water stress, which will put a further pressure on groundwater resources and have an impact on agricultural outputs.

For MENA, the social, economic, and ecological impacts of temperature increase and rise of sea level as a result of Global Warming are expected to be relatively higher compared to the rest of the world. Low-lying coastal areas in Tunisia, Qatar, Libya, UAE, Kuwait, and particularly Egypt are at particular risk. Rising sea level could affect 43 port cities—24 in the Middle East and 19 in North Africa. It is no coincidence that the UN considers Climate Change as the single biggest threat for mankind in the current century. The need for the world to undergo a course correction is felt most acutely and will continue to dominate the global development agenda for years to come. Economic growth, environmental wellbeing and social progress are intrinsically linked through the concept of sustainable development. The earlier we embrace this paradigm, the faster will we be able to solve some of the most acute problems facing us today. Helen Keller said in Let us Have Faith, "The breakage and agony rending us today will be our salvation if they drive us by new routes to meet it. . . . As of old we must be our own seers, musicians and explorers, and to an extent vaster than ever before. This is the purpose to which we are being summoned to harness our world-body!"

Meetings & Events

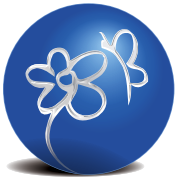
Corporate Governance Conference highlights key issues for state and family businesses

Hawkamah is a leading corporate governance institute promoting sound organizations, corporate sector reform, strong banking and financial sector, and good governance. Good governance is widely seen as a pre-requisite of performance for any company, and can be potentially challenging to achieve for certain kinds of businesses like state-owned or family-owned businesses. The 9th Corporate Governance Conference aimed to shed light on how such businesses can retain entrepreneurial independence while remaining accountable to the controlling entity. The theme of the conference, which was held in Dubai on the 11th of November, was 'Creating Value through Governance – The Cases of State & Family Owned Enterprises'.



Discussion centered around the key topics; - latest regulatory trends in Corporate Governance, the dilemma of subsidiary governance: challenges & alternatives, Women Directors, Boards & Nominee Directors in group companies, and risk management in group companies. There was also a case example of a family owned group company. The opening address was given by H.E Hamad Buamim, Chairman, Hawkamah Institute for Corporate Governance; CEO & President, Dubai Chamber of Commerce and Industry. The keynote presentation came from H. E Mohammed Ahmed Bin Abdul Aziz Al Shehhi, Undersecretary for Economic Affairs – Ministry of Economy, UAE. Among the speakers were industry leaders and subject matter experts who provided great insights into these demanding topics that are on the lips of many regional companies; particularly state and family owned establishments.

The event was attended by owners, board, C-suite leaders, as well as governance experts, practitioners and thought leaders. The discussions highlighted the fact that group companies face unique challenges and that their governance and risk management structures need to be carefully designed to address the needs that each specific group has, given its own industry, level of maturity, and ownership structure.



The proceedings and discussions from the conference will be utilized to develop and/or enhance programs to improve the corporate governance practices of governments and companies across the MENA region. The Arabia CSR Network, as a partner of Hawkamah, supported the event and participated in it. The Network was also provided with an opportunity to display its services and publications through a dedicated stand in the conference area. Said the organisers about the contribution of the Network, - Arabia CSR's support to the event was both important and valuable to the success of the conference, and highlighted Arabia CSR's leadership in successfully incorporating corporate governance within your corporate culture.

Interserve global conference focuses on sustainability challenges

The Arabia CSR Network was delighted to participate in the International 2015 Conference organized by Interserve for their stakeholders on November 23th and 24th. Interserve is one of the leading support services and construction companies globally. At Interserve, Sustainability is fundamental to the business and is rooted in the values and the business strategy. Two years ago, Interserve launched what it known as the SustainAbilities Plan that defines its approach and upholds its commitments to sustainability. The conference provided a good platform to share the Interserve's sustainability achievements.

The President & CEO of Arabia CSR Network, Mrs. Habiba Al Marashi, was a guest speaker at the conference. She gave a talk on the sustainability challenges in the Arab Region and the role of business in tackling them. She focused on a range of key issues that are very significant for sustainable development, such as climate change, the energy and water nexus, waste and pollution, biodiversity threats, wealth inequality, unemployment and education, rights, health and safety. Speaking about the role of business she highlighted the opportunities that exist within green growth, sustainable consumption and production, green buildings and sustainability reporting. Two areas of opportunity were identified as very significant for Interserve's future sustainable undertaking, - employment of local youth at both national and regional levels, and collaborating with the government to promote sustainability practices in the respective sector. A workshop was also organized to assess the results and impacts of the sustainability initiatives taken up by Interserve in the past year.

DP World conducts leadership programme for women

The positive impacts of an inclusive workforce is beyond doubt, leading governments to promote diversity among the business sector. Across the world and in the GCC Region, the need for more women entering the workforce and taking up leadership positions is keenly felt. Many European governments have mandated a quota for women in the board. In the UAE efforts have been underway to include more women at the board level. Starting in 2012 the government has formulated policies and directives to promote inclusion of women in the board of corporations and government owned establishments.

DP World is deeply committed to sustainability in their business. According to DP World, "As a world class business integral to the supply chain of our customers, we act with integrity in the development of solutions for our customers and partners, leveraging the talent of our employees to contribute to a sustainable future." Recognizing diversity and inclusion to be a central element of organisational success, the executive management is leading a series of leadership development initiatives, focused on the organisation's Diversity and Inclusion strategy. One of the programmes centered on women leaders and was organised on November 24th and 25th, with the aim of bringing together women employees and women leaders in a spirit of exchange and learning.

The programme objectives were:

- Explore why Diversity and Inclusion is important for the business and the steps involved in creating an inclusive culture
- Learn from each other and from women leaders outside DPW about different approaches to leadership, including leading beyond authority
- Identify an individual leadership challenge and develop a plan to work with it both during and after the programme
- share your leadership journey with the participants in small, informal group conversations – including your own leadership approach, the benefits of doing so, and specific initiatives.

Mrs. Habiba Al Marashi, the President & CEO of Arabia CSR Network was among the group of leaders invited to the programme. She was requested to share her leadership journey including her leadership approach, the benefits and challenges, and noteworthy initiatives. Mrs. Al Marashi spoke about her professional journey including her leadership roles within the EEG and the Arabia CSR Network, both of which she founded and has led since. She urged women in the audience to fulfill their passion and bring out their talents and contribute to their own development and to the growth of their nation.



Upcoming Trainings & Events - Register today!



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**CSR ADVANCED CERTIFIED
TRAINING COURSE**

DEC 14-17 2015 Dubai, United Arab Emirates




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Middle East Countries

Global
Reporting
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Training Dates:
DEC 22-24 2015

Certified Training on
Sustainability Reporting
using the Global Reporting
Initiative's (GRI) Newly
Launched G4 Framework

Participants will receive a
certificate for the training
issued by the GRI head-
quarters in Netherlands.



Members Update

Metito leads knowledge session in student workshop

Metito recently played an active role in the annual Students Workshop 2015 series organized by Emirates Environmental Group (EEG). It was themed "Global Environmental Challenges – From Green Attitude to Green Action" and brought together 533 students at Rashid School for Boys in Dubai, UAE. Metito was invited to lead a session covering one of the most important environmental challenges facing the world today; water conservation. Representing Metito at the workshop were; Hans Meu, Metito Utilities General Manager; Reem Saleh, Metito Corporate Communication Senior Manager and Alaa Waswas, Metito Corporate Communication Executive. Mr. Meu gave a talk on the subject 'Innovations in wastewater treatment and sustainable solutions' where he highlighted how water recycling and reuse can change the world and further help in conserving water. [Source: http://www.metito.com/](http://www.metito.com/)



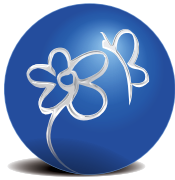
ABB to build Substation to deliver clean energy in the UAE

ABB is responsible for the design, installation, commissioning and start-up of a utility scale solar photovoltaic plant in the Mohammed bin Rashid Al Maktoum (MBR) solar park located in Dubai. The plant, which covers 4.5 square kilometers, will produce enough electricity to power more than 30,000 homes serving 130,000 people. Its addition to the UAE system displaces the need for power from fossil fuels that would have produced about 250,000 tons of carbon emissions annually. Key products to be supplied include eleven bays of 400 kilovolt (kV) and twenty one bays of 132 kV GIS, power transformers, as well as the protection system, automation and control system, surveillance and communication. The substation will also be IEC 61850 enabled to support open communications automation and protection. ABB's gas-insulated switchgear (GIS) substation will enhance transmission capacity, boost power supplies and strengthen the reliability of the grid for the Middle East's state-of-the-art solar park. [Source: http://new.abb.com/docs/librariesprovider20/Contact-magazine](http://new.abb.com/docs/librariesprovider20/Contact-magazine)

Al Ghurair Centre and Oasis Mall create awareness on waste management

In the month of October, two of Dubai's well known malls came together to raise awareness about waste management and recycling among the community. Children and families were the focus of a fun-filled Waste Management initiative at Al Ghurair Centre and Oasis Mall as organisers set out to recruit young supporters and their parents to the war on waste. The malls hosted the 'Act to Sustain' campaign on October 22 and 23. Directly targeting the community, an 'edutainment' programme of events was held on both evenings to raise public awareness of waste-related issues. A 'Recycling Game' taught participants how to separate recyclable from non-recyclable waste. Other activities included a 'Rapid Fire Quiz' on waste management topics and, for younger children, a 'Colouring Zone' with crayons introduced them to waste-management and recycling in a fun-friendly way. The two-day initiative was supported by retail outlets within Al Ghurair Centre and Oasis Mall who provided volunteers to man the events. [Source: http://www.al-ghurair.com/en/media-centre](http://www.al-ghurair.com/en/media-centre)





wasl Launches ‘Smart Centre’ to commemorate UAE Innovation Week

wasl properties, a subsidiary of wasl Asset Management Group, has announced the launch of its Smart Centre. Opening for business in conjunction with UAE Innovation Week - which runs from November 22-28 - the new facility aims to continue the outstanding success of wasl's eService programme, which since its implementation four months ago now sees 95% of property and land renewals conducted online. The facility is considered the first and only dedicated centre that conducts leasing for property and land related transactions utilising smart services and will build on the company's accomplishments in progressively moving online.

Operating 24 hours-a-day and seven days a week, wasl's Smart Centre will facilitate online real estate transactions, including lease renewals, maintenance requests, tenant profile updates, parking requests, NOC requests, violations registration, complaints registration, official letter requests and payments. The company says that the centre fulfills two main goals; the first to maximise customer convenience and the second to play an important role in Dubai's ambition to be a Smart City that links vital services through the use of smart devices accessed via high-speed wireless internet connections. This will result in efficiencies for the organization and its customers and help wasl fulfill its sustainability related commitments. [Source: https://www.waslproperties.com](https://www.waslproperties.com)

EGA Supports 7Emirates Run ultra-marathon to improve the lives of children

Committed to contributing meaningfully to the communities where it operates, Emirates Global Aluminium ("EGA") is supporting the 2015 7EmiratesRun ("7ER"), a 12-day ultra-marathon journeying across the UAE through its generous sponsorship. Held in partnership with the Al Jalila Foundation, the marathon's mission is to 'get children back on their feet' by raising funds to pay for life-transforming surgeries and post-operative medical support for children in the UAE who are unable to walk.



The 2015 edition of 7ER is taking place under the patronage of H H Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai. It started in Abu Dhabi on 21 November and will finish in Dubai on 2 December, coinciding with UAE National Day. During the gruelling cross-country run, 49 runners in seven teams - representing the seven Emirates - will cover an average of 50km per day. The 12-day period of 7ER coincides with the inaugural UAE National Sports Day on Wednesday 25 November. Launched by H H Sheikh Mohammed bin Rashid Al Maktoum (Vice President and Prime Minister of the UAE and Ruler of Dubai), UAE National Sports Day aims to promote healthy living and friendly sporting competition in the local community. [Source: http://www.ega.ae/](http://www.ega.ae/) | Photo credit: [Gulfnews](#)

General News

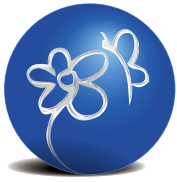
Dubai Clean Energy Strategy 2050 unveiled

HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, recently unveiled a very ambitious clean energy strategy for the Emirate, which aims to make Dubai a global centre of clean energy and green economy. The strategy consists of five main pillars: Infrastructure, legislation, funding, capacity and skills development, and an environment-friendly energy mix.

The Dubai Clean Energy Strategy will target to provide 7 per cent of Dubai's energy from clean energy sources by 2020, 25 per cent by 2030 and 75 per cent by 2050.

"Our goal is to become the city with the smallest carbon footprint in the world by 2050," said Shaikh Mohammad. The investment allocations for the strategy include AED 100 Billion in Green Fund and AED 50 Billion for the second phase of the Mohammed Bin Rashid Al Maktoum Solar Park. The Ruler also inaugurated the second phase of the Solar Park, hailed as the largest of its kind in the world. It is expected to produce 5,000 megawatts of energy by 2030. Sheikh Mohammed also launched the commencement of the DEWA Innovation Centre, which will house a group of research and development laboratories in the field of clean energy with a total investment of Dh500 million. The strategy also iterates the establishment of a new free zone under the name 'Dubai Green Zone' dedicated to attracting research and development centres and emerging companies in the field of clean energy. [Photocredit: Gulfnews](#)





GRI releases new resource on Business and Human Rights

GRI, pioneer of the world's most widely used sustainability reporting standards, today launched its latest Linkage Document at the Fourth United Nations Forum on Business and Human Rights. 'Linking G4 and the UN Guiding Principles' highlights the connections between the GRI G4 Reporting Guidelines (G4) and key concepts of the United Nations Guiding Principles on Business and Human Rights. These include due diligence, grievance mechanisms and impact assessments – undertaken both for operations and suppliers – which are also recurring concepts throughout G4.

The Annual Forum is the largest global gathering on Business and Human Rights, bringing together experts and practitioners to address these important challenges. This year's theme focuses on measurement and reporting on the implementation of the Guiding Principles. This new Linkage Document gives stakeholders an understanding of the existing opportunities and further potential for companies to integrate and adhere to the Guiding Principles when using G4.

The Guiding Principles recognize the importance of corporate transparency and were adopted unanimously by the General Assembly in 2011. For the first time, the roles of both the State and the private sector regarding human rights impacts were clarified. They articulate that States have the duty to protect human rights while the private sector has the corporate responsibility to respect these. Should human rights violations occur, both actors are accountable to ensure that access to remedy is provided to the victims.

GRI, in partnership with the UN Working Group on Business and Human Rights, UNICEF, Gold Standards and CliMates will co-host the side event, 'Spotlight on climate change and human rights – the role of business', at the upcoming UNFCCC Conference (COP21) in Paris on 11 December. [Source: www.globalreporting.org](http://www.globalreporting.org)

Feature Article

Adaptation to Climate Change Induced Stress in the Nile Basin



The Nile system is one of Africa's most important ecosystems, since it hosts 40% of Africa's population (about 238 million people).

THE ISSUE

The Nile system is one of Africa's most important ecosystems, since it hosts 40% of Africa's population (about 238 million people). Due to its size and varying climate and topographies, the Nile Basin constitutes one of the most complex river basins. The challenges emanating from climate change in the Nile Basin include uncertainty as regards precipitation and river flow, land degradation, reduced river flow, flooding, droughts, deforestation, and loss of species and ecosystems and increased incidences of disease.

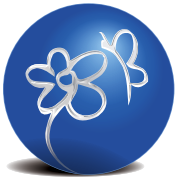
Additional challenges are the lack of sufficient institutional capacity and networking, inadequate climate variability monitoring and response mechanisms, lack of communication between science and policy communities, and inadequate technical capacity that

is needed to cope with climate change related impacts. Not all countries in the Nile Basin have a water policy, let-alone a comprehensive water policy.

Although climate change has a fundamental role for water management, reforms in the water sector in the Nile Basin region often have very weak links to climate. Vulnerable sectors to impacts of climate change in the Nile region were identified as agriculture, water, energy and ecosystems, and the identification for needs for adaptation to climate change included satisfying access to water.

INTERVENTION

The "Adapting to climate change induced water stress in the Nile River Basin" project was launched in March 2010 as a partnership between UNEP and the Nile Basin Initiative (NBI), sponsored by SIDA. The project ran from 2009 to 2012, and was focused on the Nile River Basin. The overall project goal was to build the resilience of ecosystems and economies that are most vulnerable



to climate change induced water stress in the Nile Basin countries through building key adaptive capacity and piloting adaptation in “hotspots” with technical, policy and financial interventions.

With this project, UNEP has committed to assist Nile basin countries adapt to the impacts of climate change by using climate change adaptation methods, such as building resilience of vulnerable sectors and ecosystems in the region and hence its focus at a river basin level. Specifically, the project aims at minimizing the projected stress of too little and too much water (flooding and water scarcity) for conflict prevention and disaster reduction, through knowledge-based policy intervention, technology transfer and investment in key infrastructure

Results and information emanating from the project were expected to support policy areas and decision makers in the Nile Basin region in addressing the myriad complexities of increasing water scarcity, deteriorating water quality, lack of access to electricity, climate change and its potential impacts (i.e., droughts, floods, wetland degradation) as well as uneven levels of economic development. Additionally, the results from the project were to lead to increased cooperative management of the common Nile Basin water resources.

The project built on past work and incorporated adaptation issues as they relate to water stress within the Nile Basin. Detailed studies and assessment were undertaken that link climate change adaptation science and policy to provide adequate information and direction on water resources management within a changing climate and ultimately inform the demonstration activities at community level.

SUCCESSES

Comprehensive assessment

UNEP, in collaboration with DHI, developed an assessment methodology including themes, tools, criteria and indicators for selecting hot spots linked to scenario development. The framework

sought to improve the regional knowledge and information based on adaptation strategies and transformative policies to manage these shared resources of the Nile Basin. A vulnerability assessment report identified adoption to climate change adaptation methods that build resilience of vulnerable sectors and ecosystems in the region was produced. The purpose of the study was to extend the knowledge and information base and aid critical policy intervention that complements and strengthens ongoing efforts to address the challenge of managing water resources in the area.

Policy and capacity building

The GWP and the NBI were both responsible for building the capacities of government agencies, research institutes, non-governmental organizations and other social actors that can enable them to facilitate climate resilience at local and national level. The NBI facilitated political and technical processes and provided relevant climate information, while GWP provided training, information management and dissemination through climate change adaptation portals and awareness material. Based on these interventions, several policy areas and recommendations for policy actions were identified.

Demonstration/Field site

Based on information generated by the comprehensive assessment work on hot spots, Uganda and Ethiopia were selected as pilot countries where demonstrations were undertaken. UNEP collaborated with several partners to implement functional and replicable demonstration sites linked to adaptation practices in a mountain or wetland ecosystem. Results from the demonstration site were shared with other countries within the basin.

This success story is published by the United Nations Environment Programme. To access the full story please click on the link <http://www.unep.org/climatechange/SGSummit2014>



Case Study from the Archive

Abstract Dubai Electricity and Water Authority (DEWA)

Being at the forefront of Dubai's exponential expansion into a regional hub and a global city, DEWA has had to juggle conflicting expectations. On the one hand, it has had to ensure a consistent supply of water and electricity to an ever growing population of residents, which it has done by increasing capacities. On the other hand, it has had to reconcile the social impacts of this growth and expansion by adopting high standards of responsibility in its operations and through its outreach activities. Today, DEWA is seen as one of the most responsible public sector organizations.

It has earned this reputation through a slew of measures that has helped it to successfully acclimatize to the changing priorities of stakeholders. The primary motivation continues to come from the visions and directives of the country's leadership. For example, in its Sustainability Report DEWA points to its broader operating context by citing this statement from the President of the UAE, HH Sheikh Khalifa Bin Zayed Al Nahyan, - "The UAE is striving to develop and boost its rich resources and expertise in the international energy markets and enhance its leading role as a world centre for renewable energy research and development."

DEWA is actively engaged in not only supplying power and water to all its customers in the best way possible, it also plays a leading role in several initiatives designed to deliver sustainable energy, smart city grids and a Green Economy for Sustainable Development. Corporate sustainability at DEWA is guided by six themes; - Stakeholder and Community Engagement, Corporate Sustainability Strategy, Sustainability Reporting, Integrated Management and Internal Control Systems, Internal and External Benchmark, and Corporate Governance, Transparency, and Communication.



Conclusion

DEWA demonstrates a high level of sensitivity to and understanding of changing local and global drivers. It has stepped up efforts to tackle the challenges that face one of the most dynamic cities in the world, - the challenges of constant growth and expansion. It is led by the mandate to make Dubai a leader in smart city and sustainable growth. Possessing a great deal of resources and influence, DEWA has started to push the right buttons to mainstream sustainability among its constituencies.

DEWA is playing a lead role in advancing the UAE government's green growth strategy and energy mix objectives through a number of local initiatives and through global collaboration. DEWA is proactively helping their consumers to address their environmental footprint and has adopted a range of measures that would help raise the level of awareness and commitment.

DEWA has immense potential to accelerate economic diversification, development of local businesses and penetration of indigenous populations in the market. DEWA may want to consider using more systematic tools for impact measurement and assessment, such as SROI. In the coming years sustainability reporting will be a useful medium for DEWA to assess the efficacy of its future commitments with respect to its five year strategy.

Arabia CSR Best Practices: 2014

This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2014'. For more details on Abstract Dubai Electricity and Water Authority (DEWA) and other companies that have been recognized for their innovative and effective CSR strategies write to us at 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 For more information on the Arabia CSR Network visit www.arabiacsrnnetwork.com