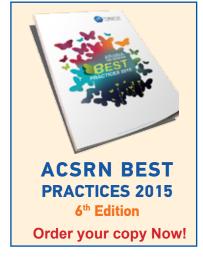


Arabia CSR
Network

newsletter

September 2016 Issue 61







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Note from the President & CEO Arabia CSR Network

DEWA's World Youth Day announcements have given the youthful population of the country a great deal of hope. As I wrote in my previous message, youth unemployment in the Arab Region is worryingly high and the ILO states it as 28.4% in 2015. So it is really an imperative for public and private sectors to push the envelope and create opportunities to integrate the youth in their agendas. It is heartening to see that organisations like DEWA are doing so much to develop the potential of the local youth community to play strong economic and social roles. We hope that more organisations will follow suit. There are several important days in September such as the International Day for the Preservation of the Ozone Layer, International Day of Peace and World Carfree Day Campaign. The

United Nations Environment Programme can share materials with interested organisations that would like to launch a programme on Ozone action. They also have material for countries and schools for the same purpose.

Motor vehicles are the single biggest source of atmospheric pollution, contributing an estimated 14% of the world's carbon dioxide emissions from fossil fuel burning, a proportion that is steadily rising, according to the World Carfree Network. Transport is estimated to account for 20-25% of all greenhouse gas emissions with global warming on everyone's minds, the World Carfree Day offers a perfect opportunity to show your support for the planet's wellbeing and observe a day of walking, cycling, alternative public transportation or whatever means available to you. The World Carfree Network provides information and guidance, and a bunch of resources meant to help interested parties organize a commemorative event. Posters, graphics, videos are included in the list of resources.

"The people of the world have asked us to shine a light on a future of promise and opportunity. Member States have responded with the 2030 Agenda for Sustainable Development... It is an agenda for people, to end poverty in all its forms. An agenda for the planet, our common home. An agenda for shared prosperity, peace and partnership." Said the UN Secretary-General, Ban Ki-moon. The International Peace Day was established in 1981 by United Nations as a day for "commemorating and strengthening the ideals of peace both within and among all nations and peoples." The theme of the 2016 International Peace Day is "The Sustainable Development Goals: Building Blocks for Peace." This day too can be observed in a variety of ways and through many different kinds of actions. The main thing to remember is that although there are commemorative days, our actions should continue throughout the year and not be restricted to any particular day. Sustainability is a daily practice and should be ingrained in the way we conduct our lives every day of our lives.

There is just one month to go before the Arabia CSR Forum. We have received confirmations from our distinguished speakers in what promises to be a most exciting conference. Join us as we advocate for sustainable change as a new culture and ethical, equitable and responsible development and a new paradigm for the growth and progression of the Arab Region based on the Sustainable Development Goals.

Here in the Arabia CSR Network, we are busy not only with the preparations for the Forum but with many other things as well. Every other day we meet with wonderful likeminded people that come to us with an interest to take up something concrete for the environment, and for sustainability. We discuss, brain storm and strike up partnerships with the aim of contributing to the spread of sustainability in our Region. Apart from events, it is activities such as these that strengthen our networking and outreach and truly make the Arabia CSR Network the preferred partner of many.

An update on the upcoming Arabia CSR Forum

The region's most awaited CSR Forum will take place next month in one of Dubai's newest hotels. The Arabia CSR Forum will see delegates converge from all over the MENA and from beyond our Region too. The theme of the forum is highly important and of tremendous relevance in today's context. It will aim to lift the veil on the crucial Sustainable Development Goals (SDGs, Global Goals) and reveal the Arab agenda to target these goals. A group of leading experts, thought and practice leaders from around the Region will take to the dais over the two days, along with global names synonymous with sustainability like Prof. Jeffrey Sachs. Stalwarts from the region include H.E. Saeed Al Tayer, MD & CEO of Dubai Electricity and Water Authority (DEWA), which is one of the organisations leading the sustainability brigade from the Arabian Gulf.

H.E. Dr. Mohammed At-Twaijri, the Assistant Secretary General of Economic Affairs, the League of Arab States will present a keynote talk, drawing on his rich knowledge about the intricacies and priorities of the Region. The theme "Accelerating the Arab Sustainable Development Agenda through Innovation and Collaboration" will focus on various dimensions of Arab sustainable development such as innovation, collaboration, policy, role of youth, business contribution and so on. A set of creative labs or breakout sessions will provide direct access to the high profile speakers, offering a rare opportunity to engage in a discussion with the leading minds in sustainability and related fields. See agenda next page



Under the Patronage of the League of Arab States

ARABIA CSR FORUM 2016

Accelerating the Arab Sustainable Development Agenda Through Innovation and Collaboration

19th - 20th October | Steigenberger Hotel Business Bay, Dubai, UAE

Sit with galaxy of experts and sustainability thinkers that will shed light on the latest developments, trends and challenges in the field of CSR and sustainability.



RSVP on admin@arabiacsrnetwork.com Tel: +971 (4) 344 8120 | +971 (4) 344 8622 Fax: +971 (4) 344 8622

19 OCTOBER DAY 1	
Time	Session
8:30 - 9:30	Registration
9:30 - 9:45	Opening
9:45 – 10:30	KEYNOTE ADDRESS: Transforming the Arab World: the 2030 Agenda for Sustainable Development
10:30 - 11:00	Networking Break
11:00 – 1:00	PLENARY SESSION I: How will the SDGs drive Innovation and Collaboration?
1:00 - 2:00	Lunch break
2:00 – 4:00	CREATIVE LABS: 1. The Road to 2030: Youth Perspectives for the Arab world 2. Fit for Purpose Philanthropy to accelerate the Post 2015 Agenda 3. Social Enterprise: A Compass for Sustainable Growth
4:00 – 4:30	THE SHARAKA'S PRINCIPLES: A Compass for Sustainable Arab Partnerships

20 OCTOBER DAY 2	
Time	Session
8:30 - 9:00	Registration
9:00 – 9:30	KEYNOTE ADDRESS: Policies and Frameworks to drive the Post 2015- Arab Sustainable Development Agenda
9:30 – 11:00	PLENARY SESSION II: Partnerships for the SDGs: Enhancing CSR for Policy Coherence and Resilient Collaborations
11:00 – 11:30	Networking Break
11:30 – 1:00	PLENARY SESSION III: Interdependencies and disparities between Private, Public and Civil Society Collaborators
1:00 - 2:00	Lunch Break
2:00 – 3:30	PLENARY SESSION IV: The Nexus of Youth, Innovation and Social Enterprise
3:30 - 4:00	Closing Session: Recomendations and Conclusions

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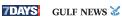






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UPCOMING EVENTS



ACSRN conducts GRI training

Arabia CSR Network delivered a three day training course on the GRI G4 guidelines and reporting framework from the 14th to the 16th of August. The training highlighted the fundamental aspects of the GRI framework including the reporting process recommended by GRI. Delegates were taken through the course material in detail, supported by presentations, lectures, discussions and exercises. The GRI is the world's most popular sustainability reporting framework with close to 35,000 reports published on its database. It emphasizes two essential concepts – stakeholder engagement and materiality, which lie at the heart of an organisation's sustainability. They point to the need for organisations to go through an extensive process of stakeholder consultation to determine a set of sustainability issues that are most meaningful and relevant to the business. These issues should be addressed by the organisation and reported upon using the GRI guidelines.

The reporting process developed by GRI and recommended for sustainability reporting consists of five phases, namely, Prepare, Connect, Define, Monitor and Report. Each of the phases is applied using a set of principles and undertaking a series of activities. The training comprises of theoretical precepts that underpin the GRI process, and also includes group discussions and interactive exercises that explain the practical implementation of the framework. The three day training drew participants from the UAE and Saudi Arabia. It was the 31st GRI training to be undertaken by the Arabia CSR Network. So far the Network has trained more than 300 people from hundreds of organisations across numerous sectors from about thirteen countries in the Arab Region.



"Arabia CSR Network has provided a 5 Star training session. It was very well planned and the environment and materials were excellent. It was a collaborative training environment and I believe it made a huge difference. " – Joy Spiropoulos-Lavers, Project Controller, Outotec DMCC

"It was a good training with rich knowledge."

– Mustafe Alshehri, Sustainability Director,
SABIC



GRI Stakeholders Council discuss GRI draft standards

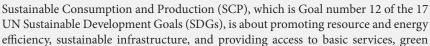
The GRI Stakeholder Council had a conference call with the GRI Director of Standards, Mr. Bastian Buck. The objective of the call was to discuss the feedback that had been provided by the Council to the draft standards. Participants discussed the process of collecting feedback and challenges within that, which had been conducted by a working group within the council. The council acknowledged that although it did not have a formal role in relation to the standard setting process, it was appreciative of the inclusive approach of the standard setting body in engaging the council to provide a feedback on



the recent Public Commenting Period. The key points that were focused on included: - the modular structure of the standards, requirements vs recommendations vs guidance, "in accordance" and SRS(Sustainability Reporting Standard)-referenced options, structure of documents, simplification of disclosures, referencing of international accounting standards, alignment with electronic reporting formats and "employee/ worker" terminology review results. The call took place on 2nd of August 2016 and involved Council members around the globe. : http://www.alphagalileo.org/ViewItem.aspx?ItemId=163049&CultureCode=en

A panel discussion on Sustainable Consumption and Production

The panel discussion was organized by Arabia CSR Network, Emirates Environmental Group in association the United Nations Environment Programme (UNEP) on 23rd of August 2016. It brought together over 70 guests representing federal and local entities, and the corporate and the educational sectors.





and decent jobs and a better quality of life for all. Its implementation helps to achieve overall development plans, reduce future economic, environmental and social costs, strengthen economic competitiveness and reduce poverty.

Themed "Sustainability and Consumption" the panel highlighted key issues surrounding this important theme and the efforts made by global, national and local governments and organisations in finding sustainable and tangible solutions to resource production and wastage. The issue of consumer responsibility in the transformation towards more sustainable consumption-production-patterns from an environmental and social perspective was also discoursed.

Arabia CSR President & CEO Habiba Al Marashi opened up the event by sharing her insights into the subject. The panel comprised of a strong line-up of speakers which included

- Mr. Fareed Bushehri, Senior Sustainable Consumption and Production Officer, UNEP Regional Office Bahrain
- Dr. Essam Elhashimi, Head of Food Studies Expert, Dubai Municipality
- . Ms. Shamma Mohamed Abdulla Alfalasi, Environmental Educator, Ministry of Climate Change and Environment
- Mr Karim El-Jisr, Director Diamond Innovation Centre, Diamond Developers (The Sustainability City)

Book honours ACSRN President

ACSRN President & CEO Habiba Al Marashi was invited to the launching of the book entitled 'Emirati Women... spirit of the place' which has been published under the efforts of the Federal Competitiveness and Statistics Authority led by HE Reem Al Hashemi, Chair of the Board of the Authority, and Minister of State for International Cooperation. The compilation of women leaders from the UAE represent various sectors and backgrounds, honouring them for their contribution in their respective domains and generally to the UAE. The event took place on August 28th on the occasion of the 2nd UAE Women's Day under the patronage of Her Highness Sheikha Fatima Bint Mubarak - Mother of the Nation and wife of the late His Highness Sheikh Sultan Bin Zayed Al Nahyan.

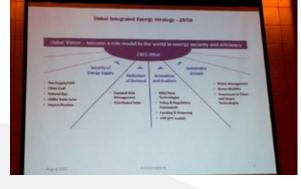




CEBC conducts Waste to Energy Workshop

On 30th of August, the Clean Energy Business Council organized a workshop on the topic "Renewables Revolution: Waste to Energy". The objective of theworkshop was to highlight smart technologies and process innovations that can be used to develop efficient, sustainable and futuristic waste management strategies. Speakers represented some of the top institutions working in the fields of renewable energy and waste management including Dubai Supreme Council of Energy, GCC Clean Energy Network, Anaergia, Ashurst, Unidaan and various experts from the region and globally.

The workshop had the following tracks; - Defining the Critical Success Factors for a Waste to Energy Project and Transforming Waste into Energy and



Resources. A panel discussion also took place to discourse about the challenges and opportunities for the waste to Energy sector in the MENA Region. Mr. Taher Diab Senior Director, Planning & Strategy at Dubai Supreme Council of Energy shared wonderful insights about the efforst underway by the government of Dubai to execute the vision of becoming a role model in Clean Energy globally and become the leader in energy security and efficiency led by the Dubai Integrated Energy Strategy 2050.

Members Update

McDonald's increases customer accessibility by opening a slew of outlets throughout summer

McDonald's UAE are expanding their geographical reach and opening more restaurants in the United Arab Emirates this summer. The new openings include a restaurant with 130 seating capacity centrally located in the Zakher area of Al Ain. "We look forward to more upcoming store openings in the near future, particularly to further implement our digital self-ordering kiosks at the majority of stores giving customers the opportunity to customise their orders individually and order through the self-service touchscreens "commented Mr. Rafic Faqih, Managing Director and Partner at McDonald's UAE. The opening of the new McDonald's restaurants boosts the total number of McDonald's outlets in the Emirates to 148 which is in line with McDonald's global expansion strategy. To read the full article please click on http://www.mcdonaldsarabia.com/uae/en/newsroom.html#



wasl transforms customer service centers to customer happiness centers

wasl properties, the leading real estate management company, a subsidiary of wasl Asset Management Group, have announced that all of its Dubai customer service centres have become 'Customer Happiness Centres'. The new initiative is in line with the vision of HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to transform Dubai into the happiest city in the world. This change also saw wasl's customer service representatives renamed as 'Customer Happiness Agents', as wasl became the first real estate company to carry out this change across all of its centres, which adds to an already extensive list of pioneering initiatives that wasl have undertaken. Source: https://www.wasl.ae/press-releases/wasldevelops-customer-happiness-centres





EGA wins accolade in Boston Consulting Group Global Challengers report

Emirates Global Aluminium ("EGA") – the UAE's industrial champion and one of the world's top five primary aluminium producers – has been named one of the top rapidly globalizing companies in the Boston Consulting Group ("BCG") 2016 Global Challengers report. This is EGA's second citing, having also been included in the 2014 edition of the report. The BCG Global Challengers report focuses on the innovative business models, strategies and challenges arising from emerging markets; and is the outcome of an analytical study into how the companies in the report are performing. As with prior editions, the BCG Global Challengers 2016 report identifies the top 100 companies that are vying for leadership of key industries and driving global economic growth. Source: http://www.ega.ae/en/media/newsdetail/?id=5967



First solar powered plane's historic flight

Solar Impulse has made history by completing the first flight around the world in a plane powered only by energy from the sun. Its achievement is a tremendous success for clean technologies and a triumph of technology innovation to change the world. ABB entered into a partnership with Solar Impulse in 2014 to support its zero-fuel flight around the world. In preparing for the round-the-world flight and during the mission itself, ABB broke new ground in numerous areas related to clean technologies. One is microgrids, self-sustaining electricity grids powered by solar or wind with battery back-up, which can switch between different energy sources in seconds. Solar Impulse itself is a flying microgrid. In the coming years, microgrids will transform the lives of millions of people by providing electricity access to offgrid communities and enabling industry in places without reliable power supplies.



Another innovation developed by ABB while Solar Impulse while gearing up is a groundbreaking new flash-charging technology, which charges an electric bus in 15-seconds while passengers are leaving and boarding the vehicle. Known as TOSA, it requires no overhead wires and is the first sustainable mass transport solution that offers a viable alternative to diesel buses. It is about to go into service in Geneva. To read the full article please go to http://www.utilities-me.com/article-4412-flight-to-the-future/

DEWA's drive at youth development and empowerment

"Dubai Electricity and Water Authority (DEWA)'s vision adheres to the directives of HH Sheikh Mohamed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to involve the youth in the development process, as the future of the UAE's development is based on core values, led by the youth. DEWA believes that the youth are the driving force behind creating a brighter future." Said Saeed Al Tayer, MD & CEO of DEWA on the occasion of World Youth Day on August 12th. DEWA works to develop the youth of the country in adherence to the directives of HH Sheikh Mohamed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai and to achieve Dubai Plan 2021 to transform Dubai into a city of happy, creative, and empowered people. Towards this DEWA has taken up a slew of initiatives that support the development of Emirati youth such as providing quality jobs, training and scholarship programmes to help develop skills and expertise.

Mr. Al Tayer explained that "DEWA works with a number of high school and university students, and provides them with summer training courses in the fields of mechanical and electrical engineering, business management, finance, and legal affairs. A total of 322 students have been trained over the last 3 years, in addition to a number of university, college, and high school students. This also includes field training, which is a major requirement for graduating Emirati students. DEWA began in 1998 to provide scholarships in technical fields, to Emirati students who completed high school. DEWA offers 130 scholarships annually, for technical specialties." DEWA also hosts Youth Circles to promote dialogue and sharing of best practices and has a Carbon Ambassadors Programme for studets. Incidentally DEWA is the first organisation to provide support to the Marriage Endowment Fund. Talking about DEWA's Emiratisation policy, Mr. Al Tayer said, "As part of DEWA's workforce budget for 2016, DEWA has implemented 300 new positions for UAE citizens. DEWA has achieved excellent results in Emiratisation, with UAE Nationals comprising 84.78% of senior management and 46.48% in middle management, as of Q4 of 2015."



Feature Article

Companies to watch in the circular economy



The circular economy has quickly moved from theoretical to practical for companies of all sizes.

By now, most everyone roaming the realm of corporate sustainability has heard the term "circular economy" — maybe a few more times than they'd care to recall. But it's much more than just another buzzword, as the circular economy has the potential to solve the world's mounting waste problem by doing away with the very concept of waste altogether.

By creating production models that reduce reliance on raw materials through continuously cycling materials of all types back into supply chains, companies stand to gain a business advantage by steeling themselves against fluctuating commodity markets and other future shocks. While it makes long-term business and environmental sense, transitioning from our current "take-make-waste" linear economy to a more "circular" one that views waste as technical nutrients isn't easy. Challenges remain, including making the internal business case for it, updating antiquated public policies to promote circular strategies and educating consumers about the merits.

But the circular economy is anything but theoretical — startups and big companies alike already are experimenting with the concept to forge new business models and buttress existing ones. Here are companies of the most notable:

Startups

Thread

This Pittsburgh-based Certified B Corporation transforms plastic bottles from the streets and canals of Haiti and Honduras into "responsible fabric" used in consumer products. In addition to helping to reduce trash in Haiti and Honduras by creating upcycled alternatives to waste, the company also strives to provide quality to locals in impoverished communities. Thread recently partnered with Timberland to provide upcycled materials for use in the apparel brand's footwear. To add another level of transparency, each yard of

Thread fabric is traced and tracked at every step of the upcycling process, from bottle collection to fabric creation to the delivery of the fabric bolt to the manufacturer.

Looptworks

Launched in 2009, Looptworks repurposes abandoned materials into "meaningful, long-lasting and limited edition products." By reusing the world's pre-consumer excess, the Portland-based company says it aims to rid the world of waste while inspiring a generation to reduce its impact on the planet. The line includes jackets, hoodies, skirts, shirts and graphic T-shirts for both men and women. Having partnered with Southwest Airlines in 2014 to upcycle its seat leather into soccer balls, bags and other products, Looptworks continued onward last year with Alaska Airlines, turning the airline's used seats into handbags and purses. Looptworks collects, sorts and cleans the seat materials, designs and develops the upcycled products, produces, markets and sells them.

Big companies

Dell

In recognition of the rising e-waste epidemic — rapid technology innovation and ever-shortening product lifespans are contributed to nearly 42 million tons in 2014 — Dell is making some of the first inroads to a more "circular" supply chain. Late last year, the company announced progress against its circular economy initiatives, including the expansion of its closed-loop recycled plastic supply chain and the introduction of reclaimed carbon fiber source materials into some of its products. As part of its 2020 Legacy of Good Plan, Dell also has established two objectives tied to cutting down on e-waste: using 50 million pounds of recycled materials and recovering 2 billion pounds of e-waste by 2020.

Levi Strauss

With around 24 billion pounds of clothing, shoes and textiles finding their way into U.S. landfills each year — including untold tons of jeans — Levi's is working on some interesting short- and long-term circular economy initiatives aimed at taking a chunk out of this statistic. Every Levi's store accepts old clothes and shoes of any brand, which the company collects and repurposes or recycles with its partner, I:CO. The collected clothes are transformed into things such as insulation for buildings, cushioning material and new fibers for clothing. Meanwhile, Levi's is working to establish an infrastructure that supports closed loop products by 2020. Eventually, the company hopes to be able to recycle old Levi's jeans into new ones.

This article contains excerpts from the article written by Mike Hower, Senior Writer, GreenBiz Group



Case Study from the Archive - FARNEK

Abstract

Over the last several decades the world has undergone several various kinds of economic, political, environmental, and cultural changes. Society is faced with countless challenges that surround sustainable development. Progress has been made with respect to world poverty, and technology-focused total facilities management services. It incorporates innovation into all aspects of the business, in order to deliver 2015. Farnek has also been recognized for its tireless efforts in CSR and as such was rewarded with 'CSR Initiative of the Year' at the 2015

international organizations such as Green Globe and my climate. In 2007 they were presented with the prestigious Emirates Energy award The organization has a real capacity and mindset to invest in Facilities Management sustainability innovation. It has always pioneered

Conclusion

Farnek has a real capacity and the requisite mindset to invest in Facilities Management sustainability innovation. It has always pioneered new sustainability concepts throughout the last few years within its own operations such as LED lights and air conditioning energy saving device in 2009, thermal insulation in 2013 for its head offices, creation of partnership with Green Globe and Myclimate, etc.. In 2010, it became the first FM company to have an ISO 14001 and the first to launch carbon neutral buses, while promoting sustainability in the market. It was also, the first to publish energy & water benchmark studies and developed a benchmark for the hotel industry. Therefore both internally and externally, Farnek's sustainability initiatives and efforts are highly exemplary.

In a forward looking step towards CSR, Farnek has taken the financial risk to create a model where a dedicated expert team is driving the implementation of sustainability concepts into the operations. Just within a year, the Waste Management new activity investment is close to AED 500,000 between the salary of the 2 persons in charge and the investment (AED 100,000) in bins for the head office to launch the binless office and remove hazardous waste from operations. It has also dedicated 17% of its marketing budget in PR, out of which 50% is about sustainability awareness, i.e. 8.5% of their overall marketing budget. It has made a difference by successfully creating a Biogas project for its employees in Nepal.

Farnek reinforces their sustainable values with the unique practice of printing 'sustainability pledge' on the office walls, along with monthly environmental activities and events, which has led to significant creativity and enthusiasm within its teams. Moreover, Farnek is dedicated to increasing the quality of its stakeholders mapping and materiality analysis, enabling it to have a brighter vision and direction, and therefore going faster in its achievements. To read the complete case study of Farnek please get in touch with the Arabia CSR Network for a copy of the Arabia CSR Best Practices 2015-2016.



Arabia CSR Best Practices: 2015

This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2015'. For more details on Farnek and other companies that have been recognized for their innovative and effective CSR strategies write to us at admin@arabiacsrnetwork.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 more about 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@arabiacsrnetwork.com For more information on the Arabia CSR Network visit www.arabiacsrnetwork.com