



الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network®

CSR ARABIA

Arabia CSR Network

newsletter

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Arabia CSR Awards 2016 9th Cycle Concludes



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The **Arabia CSR Forum** and the **Arabia CSR Awards** both highlighted passion and commitment for sustainability. Organisations came, participated, learnt and shared. They were eager to talk about their experiences and experiments with sustainability and CSR. Most of them discussed the opportunities that they are working on to become a more ethical, responsible and sustainable organisation. They talked about efficiencies, products and services that align with sustainability criteria, value created for communities, and so on.

Several issues stand out. Reforms in the educational system, increasing private sector spending on R&D, ensuring youth are employable, empowering women to participate in economic activity, accelerating Renewable Energy, scaling up partnerships for sustainable development, - all these critical issues were at the centre of the discussion in the Forum. The UAE government has taken the promising step of reforming the Ministry of Environment and Water to create the Ministry of Climate Change and Environment. The move reflects the government's deep commitment to address Climate Change through a variety of measures not the least of which is economic diversification and a focus on non-fossil fuel based energy sources. The UAE has the potential to become a Renewable Energy hub in the world. It already plays host to IRENA, the International Renewable Energy Agency, and is already offering incentives to involve various sectors. Notable among these are Zayed Future Energy Prize, Zayed International Prize for Environment, Dubai International Award for Best Practices, Green Awards for schools and companies, and so on. All these awards and accolades are successful in raising the banner of sustainable development and giving an opportunity to various sectors to act, learn and share.

The Arabia CSR Awards is a pan-Arab initiative that hopes to bring together sustainability leaders, experts and professionals from the region and beyond to a common platform and showcase their efforts to embed sustainability into the business. What it fundamentally seeks to do is to create a momentum and push sustainability practitioners to even greater heights of excellence. The structure of the award is innovative in that it enhances capability to a very real extent and shows the right path to leadership in sustainability. So we can definitively say that we have had a big hand in creating sustainability champions in the Arab world. Year after year we have interacted with organisations to scrutinize their practices, applaud their good work and point out areas of improvement. We have tried to break mindsets that denuded the foundations of sustainability and restricted it to environmental compliance or community engagement; - in many cases, the business as usual. We have created knowledge about the holistic expanse of sustainability applicable at every juncture and every activity every day. Our award therefore aligns with the sustainability visions and strategies of Arab governments and hopes to contribute as an initiative of Arab sustainable development. We are fortunate that our partners and participants alike have acknowledged its significance in the Region and joined hands with us to work in realizing a sustainable future.

Arabia CSR Forum 2016



The 7th cycle of the Arabia CSR Forum took place on the 19th and 20th of October in Dubai. The forum, like in the past two cycles, was organized under the patronage of the League of Arab States (LAS) and in collaboration with the United Nations Environment Programme (UNEP). This is the only CSR Forum in the Arab Region that has been fortunate to receive this high level support consistently for three years, a fact that bolsters the already strong reputation of the forum.

The forum was supported by Strategic Sponsor, ENOC, Platinum Sponsor, Ma'aden, Gold Sponsor Diamond Developers, Silver Sponsors Gulf Petrochemical Industries Corporation and Tristar, Strategic Supporter Expert Consulting on Governance Inc. and myclimate. The forum was conducted as a Carbon Neutral event, where the carbon emissions resulting from the travel of all the participants were off set in order to balance out the negative impact arising from it. Therefore the forum helped to not just preach sustainability but also practice it as well.



At the Opening of the Forum the President and CEO of the Arabia CSR Network Mrs. Habiba Al Marashi said, “When we talk of sustainable development, we do not see it as a new concept. It emanates from our religious teachings on environmental and social values, which have guided our collective behaviour when we have approached sustainability. A deep sense of contribution and commitment to societal and community development is an intrinsic element of the Arab identity.”

Sessions

The speakers who presented the keynote addresses over the two days were H.E. Dr. Mohammed At-Twajiri, Assistant Under Secretary General of Economic Affairs of the League of Arab States (LAS), H.E. Saeed Al Tayer, Managing Director and Chief Executive Officer of Dubai Electricity and Water Authority (DEWA), Dr. Iyad Abumoghli, Regional Director and Representative, United Nations Environment Programme, Dr. Eng. Waddah Ghanem, Executive Director EHSQ Compliance and Corporate Affairs, Emirates National Oil Company (ENOC), on behalf of Mr. Saif Humaid Al Falasi, Chief Executive Officer, Emirates National Oil Company (ENOC). Said H.E. Dr. Mohammed At-Twajiri, “*This is a very important conference and LAS is proud to see the Arabia CSR Forum under the leadership of Mrs. Habiba Al Marashi.*” He went on to say that CSR is a new phenomenon and more efforts are needed to raise awareness and make it a success in the Arab Region. He praised the role of NGOs in working with government entities and called for the scaling up of initiatives such as the Arabia CSR Forum, which is a notable effort in gathering stakeholders to discuss the 2030 development agenda. He cautioned that the Arab Region has to take a pragmatic approach towards the Sustainable Development Goals and consider capacities and gaps while implementing the goals. Dr. At-Twajiri emphasized on the need to enhance education, technical and technological capacities in the Arab Region to prepare for the future.

H.E. Saeed Al Tayer welcomed delegates to Dubai and the Arabia CSR Forum and spoke about the different initiatives floated by DEWA in support of the UAE government’s focus on CSR and sustainable development. He mentioned that the fundamental social objective underlying DEWA’s annual CSR plan is to promote the highest level of happiness among the people of the UAE through green, inclusive and socially responsible initiatives.



Dr. Iyad Abumoghli’s presentation offered glimpses from the 1st Arab Report on Sustainable Development, and a look at the current state of a variety of sustainability issues. He said that partnership is one of the overarching principles of sustainable development and the UN puts a great deal of emphasis on the role of NGOs, civil society, private sector and business in the implementation of the Sustainable Development Goals and long lasting development.

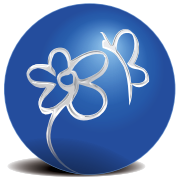
Dr. Eng. Waddah Ghanem gave an overview of how ENOC as a company is approaching sustainability internally and externally in partnership with other organisations. Among other initiatives ENOC is focused on the economic dimension of sustainability, i.e. elimination of poverty, and education and



women empowerment. Dr. Waddah also participated in one of the plenary sessions where he gave a talk on Innovative approach to SDGs. He highlighted a set of sustainability challenges and spoke about how their organisation is addressing them. His presentation was followed by one entitled ‘Dubai Demand Side Management Strategy 2030’ from Eng. Faisal Ali Hassan Rashid, Director, Demand Side Management, Dubai Supreme Council of Energy. Demand side management is a key principle of the Dubai Integrated Energy Strategy, which is very comprehensive in terms of supply and demand side management. He mentioned that in the past year the focus of the strategy has shifted from fossil fuels to Renewable Energy and many initiatives are being launched to fulfill the targets set to achieve the strategic objectives. He shared that the current policy framework focuses on water, electricity, mobility, transportation and fuel pricing. Dr. Adrian Whiteman, Head of Statistic, International Renewable Energy Agency (IRENA) presented on the theme “Innovation & Collaboration to meet the Energy SDG”. He spoke about different aspects pertaining to implementation of SDG No. 7 on Energy such as access, innovations, collaboration, R&D, and also provided examples of good practice from the Arab Region. Karin Ireton, Independent Advisor in sustainability matters and Member of the Jury Arabia CSR Awards, spoke about global sustainability challenges and what they mean for business. She cited the World Economic forum Risk Report wherein some of the highest risks pertain to water, population, poverty etc. The challenge for business lies in managing and measuring the non-financial risks that leads to everyday changes within organisations. She spoke about some of the challenges facing business with regards to the SDGs such as linking SDGs to regular business goals, linking targets to core business, monitoring, measuring and setting new targets, working with governments and communities.

The two creative lab sessions saw a high level of interaction among the speakers and the audience. One of the sessions focused on youth perspectives and highlighted key issues such as managing cross-generational gaps, to focus on specific regional issues and explore solutions, build responsibility among youth for sustainable development and locate young SD champions, increase awareness campaigns in academic institutions led by youth, share the big trends in the macro environment, look into role of ICT, Artificial Intelligence, robotics and employment and create a MENA platform for youth on the SDGs

The other session heard from the Prince Sultan Fund in Saudi Arabia about how it is channelizing the fund to advance women’s capacity and skills building, employment, entrepreneurship and empowerment. Under the SDG 5, achieving gender equality and empowering all women and girls is a requirement of sustainable development in the 21st century. Following the two labs, the moderators of the sessions took part in a joint session where they presented summaries of their respective sessions. This was followed by a presentation on Sharaka, The Arabia Partnering Alliance by Habiba Al Marashi, President & CEO of Arabia CSR Network. She gave an overview of the current work underway in Sharaka, sharing insights on general trends and patterns in partnership as seen among the partnership projects applied to the Arabia CSR Awards from 2012 to 2015. She also revealed the 7 principles of partnership that will be applied by Sharaka to determine high impact partnership initiatives in the Arab Region.

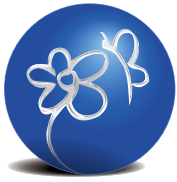


Dr. Nasser Saidi, Chairman of Clean Energy Business Council gave a riveting talk on the key issues facing the Arab Region in terms of sustainability such as Renewable Energy and the fight against Climate Change, Women Empowerment, Access to water, sustainability of cities, sustainable infrastructure development, and regional collaboration for sustainable development. He also spoke about the need for new financial mechanisms such as carbon taxing, green climate funds and green economy projects to accelerate sustainable development in the Arab Region. Ahmed Ajabnoor, Director, Saudi Arabian Mining Company (Ma'aden) discussed the efforts of Maaden to achieve sustainable objectives including the Ma'aden sustainability model. Ma'aden has worked on mapping the SDGs to the mining sector within Saudi Arabia and has contributed to the mapping project undertaken by World Economic Forum. Jon Woodhead, Regional Assessment Services Manager, Northern Europe of DNV-GL gave a presentation on 'Partnerships for the SDGs, how can business help secure the future of Spaceship Earth' in which he highlighted some global examples that demonstrate progress in various areas such as education, clean water, sanitation, environment and infrastructure and innovation.

H.E. Eng. Mariam Mohammed Saeed Hareb Al Muhairi, Assistant Undersecretary, Ministry of Climate Change and Environment spoke about the UAE's strong commitment to the SDGs which is aligned to the national strategies, action plans and initiatives. She said that the recent reform in the government that resulted in the creation of a Ministry of Climate Change and Environment testifies to the country's strong focus on key sustainability challenges. She also referred to the new strategy 2017-2021 which is focused on Climate Change and looks towards the private sector to play a key role. A comprehensive national strategy for Climate Change will boost the UAE's environmental sustainability and competitiveness. She stressed that the government will play the role of a goal setter, facilitator, leader, innovator and catalyst of sustainable development in the UAE. She enumerated a number of government led initiatives that tackle various aspects of sustainable development which are creating a positive impact on the ground. In the same session as Mrs. Mariam was Dr. Abdulwahab Sadoun, Secretary General, Gulf Petrochemical & Chemical Association, whose presentation was entitled 'Introducing Global Goals for Sustainable Development: A GCC Petrochemical Industry's Perspective'. He spoke at length about the petrochemical industry's sustainability commitments, and how GCC strategies can be linked to the Global Goals. The following speaker Ourania Dionysiou, Advisor Partner Relations, UNICEF Gulf Area brought wonderful insights through a straight from the heart talk. What she said resonated with the audience and the other panelists, that partnerships is not a second thought, choice or option but a necessity. She also shared a few successful examples of Public Private Partnerships (PPPs). Mr. Wayne Dunn, President, CSR Training Institute Canada, spoke about CSR and value creation. He termed the MDGS, SDGs and CSR global development frameworks and social value investments by business, in particular the SDGs as a framework for aligning social value. He showed a few examples of how business creates social value and enhances stakeholder value. He also stressed on the need for analyzing and reporting on the impact of SDGs and a framework for partnerships to drive the global development agenda.

The first speaker of the last session was Dr. Ghaith Fariz, Regional Director, UNESCO whose presentation was themed 'Nexus of Youth, Knowledge and Innovation and Sustainable Human Development in the Arab Region'. He spoke about the youth bulge in the Arab Region and youth unemployment and gave an overview of where Arab youth stand in a number of areas including cognitive skills, social skills, values, youth effectiveness, openness and global intercommunication, knowledge, innovation and competitiveness. He emphasized that one of the most important needs is to invest in education, R&D and innovation and to utilize the historic opportunity in creating human wealth (youth) and knowledge. Dr. Yusuf Sidani, Professor of Leadership & Business Ethics of Olayan School of Business, American University of Beirut talked about Youth, Innovation and Social Enterprise. He said that there is no conflict between doing good and doing well and social enterprise as a model supports both aims. He indicated that Social Enterprise should be included in business studies curriculum in order to build readiness among youth for change. The last speaker was Ms. Mei Kok, Coordinator, Youth for Global Goals, Asian Development Bank. She discussed the work of the ADB and AIESEC with youth, as well as Youth for Global Goals that is enabling young people to participate and contribute actively to SDGs.

The moderators of the sessions included Habiba Al Marashi, President & CEO Arabia CSR Network, Karim El Jisr, Director, Diamond Developers, and Ola Al Haj Hussin, Corporate Citizenship Manager, Crescent Enterprises. The overall concluding remarks were presented by Mrs. Karin Ireton who wrapped up the two days' sessions and presented a set of recommendations.



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UPCOMING EVENTS



Arabia CSR Awards



On the 20th of October the winners of this year's Arabia CSR Awards were felicitated in an award gala held in the Steigenberger Hotel in Dubai. A total of 20 awards were presented during the course of the evening. The recipients were the champions that had been selected by an independent jury for their outstanding practices in CSR and sustainability. This year we received 103 registrations from 87 organisations based in various corners of the Arab Region. Out of this group, 68 applications from 46 organisations were pre-selected for jury evaluation for having fulfilled the empanelling requirements. The group comprised of public and private organisations, including large, medium and small businesses. Although the awards are available in 9 categories, this year awards were actually conferred only in 7 categories. Awards in two categories, - Best New Business and Social Enterprise were withheld because the quality of applications in these categories did not merit an award. This decision was taken by the jury and the award secretariat in recognition of the high standard required from applications, which unfortunately were not matched by applications in these two categories. Awards were therefore bestowed for the following categories: Public Sector, Large Business, Medium Business, Small Business, Energy Sector, Financial Services Sector, and Partnerships & Collaborations. Please see the list below to know who the winners were.

For the rest of the applicants Arabia CSR Network this year gave out certificates of appreciation in order to acknowledge them for the effort they have demonstrated in applying to this very rigorous and demanding award. All applicants received their applications back from the organizers along with their scores and detailed feedback and recommendations from the jury. In fact so valued is this feedback that winners receiving their trophies on stage openly acknowledged the role that the jury feedback had played in helping to consolidate their CSR and sustainability practices and even helping them to win the award.



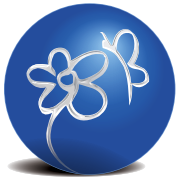
All the winners thanked the organizers for adding value through the comprehensive feedback provided by the awards jury on each and every statement (the application comprises of individual statements grouped together under themed sections). There is also a self-assessment opportunity available in the application which helps organisations to match their expectation to the actual score received from the jury. This benefits the applying organisation in a very significant way. All these factors have made the Arabia CSR Awards a very attractive proposition to organisations that can also utilize it as a gap analysis by default. The scores are verified independently by third party assurance provided DNV-GL.

The event was graced by a large number of dignitaries and high level officials from government entities, private sector, multi-lateral bodies, and so on. The carbon neutral event once again actively helped to offset the carbon emissions resulting from the travel and transportation related activities. The food was carefully selected and presented to avoid any wastage, guests were requested to indicate their preferences prior to the event to minimize any unwarranted waste. This eye for detail is unique to the Arabia CSR Awards ceremony and goes a long way in making the event itself a sustainable one. The trophies were presented to the winners jointly by HE Dr. Mohammed At-Twajiri, Assistant Secretary General of Economic Affairs, League of Arab States, Dr. Iyad Abumoghli, Regional Director and Representative, United Nations Environment Programme, and Mrs. Habiba Al Marashi, President & CEO of Arabia CSR Network.

Opening the event Mrs. Al Marashi, , said, "We have seen some new trends and patterns evolving in CSR and sustainability, as supported by the applications. Organisations across the Region are viewing CSR and sustainability from the lens of social value creation and stakeholder needs. They are eager to engage with stakeholders, identify critical touch points, and build long term strategies that support national and regional plans and mandates for growth and development. This is a very welcome development and one that will be very impactful for the Region as we move to the Sustainable Development Goals era and the 2030 Arab Agenda for Sustainable Development." The winning practices will be published in a best practice case studies compilation with the aim of disseminating knowledge about CSR and sustainability.

The awards were organised under the patronage of the League of Arab States (LAS) for the third consecutive year, the only award to win this distinction consistently for three years. The awards were also supported by the United Nations Environment Programme (UNEP) for the same duration. Other organisations that offered support were myclimate in association with their regional implementation partner Farnek, DNV-GL, Emirates Environmental Group, as well as a host of media supporters.

Winners	Country	Organization name
Public Sector Category		
Winner	UAE	Dubai Electricity and Water Authority (DEWA)
1st Runner Up	UAE	Emirates Transport
Large Category		
Winner (Tie)	Bahrain	Gulf Petrochemical Industries Company (GPIC)
	UAE	Al Futtaim Carillion
1st Runner Up	UAE	Zulekha Hospital
2nd Runner Up	UAE	Interserve International
Medium Category		
Winner (Tie)	Qatar	ABB - Qatar
	UAE	Holiday Inn Al Barsha - Hotel
1st Runner Up	UAE	Al Jazeera International Catering
2nd Runner Up	Kuwait	Kuwait Petroleum International
Small Category		
Winner	UAE	Road Safety UAE
1st Runner Up	UAE	Abu Dhabi University Knowledge Group (ADUKG)
Financial Services		
Winner	Morocco	BMCE Bank
Energy Sector		
Winner	UAE	Emirates National Oil Company (ENOC)
Partnerships and Collaborations		
Winner (Tie)	UAE	Emirates Transport
	Bahrain	Gulf Petrochemical Industries Company (GPIC)
1st Runner Up (Tie)	Sudan	Dal Motors Company
	UAE	Tristar
2nd Runner Up	Tunisia	Orange Tunisie
Special Recognition	UAE	Sharjah City for Humanitarian Services



Energy Sector - Winner
Emirates National Oil Company ENOC



Financial Services Sector - Winner
BMCE Bank



Small Category - 2nd Runner Up
Abu Dhabi University Knowledge Group



Small Category - Winner
Road Safety UAE



Medium Category - 2nd Runner Up
Kuwait Petroleum International



Medium Category - 1st Runner Up
Al Jazeera International Catering



Medium Category - Winner (Tie)
ABB - Qatar and Holiday Inn Al Barsha - Hotel



Partnerships and Collaborations - 2nd Runner Up
Orange Tunisie



Partnerships and Collaborations - 1st Runner Up (Tie)
Dal Motors Company and Tristar Transport



Partnerships and Collaborations - Winner (Tie)
Emirates Transport and Gulf Petrochemical Industries Company (GPIC)



Special Recognition
Sharjah City for Humanitarian Services



Large Category - 2nd Runner Up
Interserve International



Large Category - 1st Runner Up
Zulekha Hospital



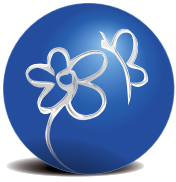
Large Category - Winner
GPIC and Al Futtaim Carillion



Public Sector Category - 1st Runner Up
Emirates Transport



Public Sector Category - Winner
Dubai Electricity and Water Authority (DEWA)



Case Study from the Archive - INJAZ Al-Maghrib

Abstract

INJAZ Al-Maghrib is a non-profit organization established in the year 2007 under the SNI Group initiative. It engages the private sector with the youth community to contribute to the emergence of a new generation of entrepreneurs. INJAZ Al-Maghrib, adapted to the Moroccan context, developed a program which allows students to start junior small scale companies, master the basics of finance and prepare them for the challenges of the workplace. A Junior Achievement program in various public institutions based on the "learning by doing" approach is delivered by its volunteers and business executives.

INJAZ Al-Maghrib aims to prepare students from middle, high schools and universities to enter the workforce as qualified and skilled employees, to empower youth to their personal and professional capabilities and open their minds to their fullest potential, building confidence and creativity in students to enhance their knowledge and entrepreneurial spirit. The NGO encourages private sector participation and corporate citizenship involvement in educational development.

INJAZ Al Maghrib has a vision to reveal the skills of the youth and to stimulate their entrepreneurship potential through the involvement of the private sector in education by mobilizing their executives to deliver Junior Achievement Programs on entrepreneurship development in public schools. The unemployment rate in Morocco is quite high and INJAZ Al-Arab has taken the responsibility to make the youth independent so that it would also create jobs for others. It has an ambition of creating a new generation of entrepreneurs by promoting the entrepreneurship culture. Its stakeholders are the corporate leaders of Morocco. Its mission is to train the school students and stimulate the entrepreneurial spirit of the youth by developing schools business partnership. Junior Achievement program empowers the students with executive volunteers who guide them through the process of creating and managing their own small business. The unemployment rate in Morocco is quite high and INJAZ Al-Arab has taken the responsibility to make the youth independent so that it would also create jobs for others.

Conclusion

INJAZ Al Maghrib has shown a strong commitment towards CSR, through its extraordinary and innovative management practices. The organization is dedicated towards revealing the skills of youth and to stimulate their entrepreneurship potential through the involvement of the private sector in education.

INJAZ Al Maghrib nurtures its partnership with every single member enterprise. It has signed partnership agreements with different educational institutions and association of employers to implement their programs. It has organized events like conferences, seminars, meetings etc. for the involvement of the community. Its employees are committed to reduce the consumption of papers and electricity, it saves as much as it can and recycles. It also encourages its students to combat social and ecological issues in the surrounding environment within which their enterprises are launched and operate..

It is among very few NGOs in Morocco to have the label of "Association Responsible" which recognizes its governance, social utility and the protection of its environment. Since, 2008 it has trained more than 50,000 young people

mainly with a company program which itself is a great achievement for an organization. In the light of INJAZ's best practices, it can be said that youth have a lot of hidden talents, which must be revealed and nurtured in a way that they can serve their nation as well as the world. Injaz' contributions are fundamentally linked to problem solving in that it tackles one of the most important issues in the Region, which is, youth unemployment.

It not only promotes employment but empowers them to become business leaders and entrepreneurs. It has a successful track record of corporate engagement, which is a vital component in the sustainability of its programs. Injaz could now concentrate on internalizing CSR further within their own organisation. There are many measures that Injaz could adopt to become more sustainable including improving their social practices. Their approach to corruption is praiseworthy and their environmental commitments are likewise very strong and lend a great deal of credibility to their CSR. Lastly, Injaz is in the right position to issue a sustainability report to share its incredible work with the widest possible audience in the Region and globally.

Arabia CSR Best Practices: 2015

This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2015'. For more details on INJAZ Al-Maghrib 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 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@arabiaccsrnetwork.com For more information on the Arabia CSR Network visit www.arabiaccsrnetwork.com