

الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network®

CSR ARABIA

Arabia CSR Network

newsletter

December 2016 Issue 64

Reporting session organized during Qatar Green Building Council Conference



Certified Training Partner
Arabia CSR Network
in United Arab Emirates

Sep 2011
Oct 2017

**CERTIFIED TRAINING
ON SUSTAINABILITY
REPORTING USING THE
GRI G4 FRAMEWORK**

13-15 Dec, 2016



الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network®

**A PRACTICAL
APPROACH TO
INTEGRATED
REPORTING**

29-30 Jan, 2017

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and help us expand our outreach one click at a time!

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Note from the President & CEO Arabia CSR Network

A look back at 2016 shows that businesses across the world have had to contend with different kinds of changes, - social, political, cultural and economic changes. In the Middle East and North Africa companies are faced with their unique set of challenges that are making it increasingly harder to achieve sustained growth. Within such a situation, the power of a sustainable approach can be harnessed to create value that is inclusive and sustainable, and advantageous given the current scenario.

In a recent session I spoke about the importance and relevance of CSR and sustainability in today's world in order to address emerging issues. New and emerging risks and opportunities are defining the CSR landscape today and offering businesses the space to develop unique value propositions. A change towards the more sustainable and responsible is clearly seen as a mark of leadership in today's ultra-competitive world, where businesses are trading on reputation, brand and such intangibles, and less on just products and services. When I meet people I challenge them to think beyond doing what is required by law and by convention, to approach the unapproachable and conquer the insurmountable. If we want to see equality, justice, equity, peace and harmony, we have to work harder and more industriously. The world is far from ideal. Poverty, hunger, inequality, conflict, deprivation and displacement have flawed the story of human progress.

Plundering of the earth's resources, over reaching bio-capacity, polluting and degrading the environment, - all are a result of the choices we have made since industrialization. However there is still time to reverse the damage, to at least attempt a reconciliation with nature and resolve the conflict between man and the planet he inhabits. CSR and sustainability equip us with requisite understanding of what we stand to lose if we continue with the current excesses related to unsustainable economic growth, how we can overcome the inevitable deficiencies and scarcities that will be our loss if we don't change course, and how to address societal challenges and turn them into opportunities for growth and long term success.

The above message was reinforced through a bunch of activities that we participated in November. In our trainings, workshops and talks, we focused on these key messages and aimed to create wide spread awareness about the imperative for sustainable economic activity and responsible growth. In December the UAE marked 45 years of the formation of the Union, a historic event that has shaped many milestones since. We are proud to have been a part of the country's growth towards sustainability, and to have contributed to the adoption of sustainable practices by numerous organisations not only in the UAE but beyond. We are happy to see that our members and partners are making great progress and using their businesses to create lasting impacts on society. We hope they continue to flourish and we will always be there to join forces and work together for sustainable development.

Upcoming Events




Certified Training Partner
Arabia CSR Network
in United Arab Emirates


Sep 2011
Oct 2017

▶ 13th - 15th Dec, 2016


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




EEG
مجموعة عمل الإمارات البيئية
EMIRATES ENVIRONMENTAL GROUP



UNEP



Clean Energy Business Council
مجلس الطاقة النظيفة
CLEAN ENERGY BUSINESS COUNCIL




الشبكة العربية للمسؤولية الاجتماعية للمؤسسات
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**Panel Discussion on
"Responsible Consumption
& Production of Energy"**

**21st December 2016
10:00 am to 12:30 pm**

Entry fee
Member: AED 100
Non Member: AED 150

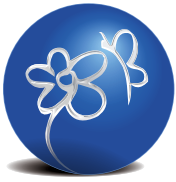


[TO VIEW 2017 TRAINING CALENDAR PLEASE CLICK HERE](#)

Arabia CSR News

GRI Stakeholder Council meeting update

The GRI Stakeholder Council (SC) had a virtual meeting on the 9th of November. ACSRN President & CEO Mrs. Habiba Al Marashi is an outgoing member of the Council, and will end her second term in December 2016. The council consists of representatives of the stakeholder constituencies of GRI that have been elected by the latter. The council deliberates various policy matters related to the work and activities of GRI, and also provides specialised inputs to the board in these matters. The agenda items included an update on SC recommendations to the GRI Board, Response to the GSSB Work Program (GSSB is tasked with developing the GRI Standard), opportunities for SC contribution in the GRI Knowledge Product Tracker, SC planning for the 2017 agenda, and an update on the SC elections. The meeting was facilitated by Ms. Helena Barton, SC Chairwoman and the GRI Secretariat in Amsterdam.



Reporting session organized during Qatar Green Building Council Conference

ACSRN delivered a one day sustainability reporting workshop based on the GRI guidelines on the sidelines of the Qatar Green Building Conference organized by QGBC from November 13th to 15th in Doha. The workshop was the result of an agreement that had been signed between ACSRN and QGBC to promote collaboration and support. Held under the patronage of Her Excellency Sheikha Hind Bint Hamad Al Thani, Vice Chairperson and CEO of Qatar Foundation, the 2nd Annual Conference focused on major issues and the most significant challenges of environmental sustainability and best practices for the built environment for Qatar, the Gulf region and beyond.

The one-day workshop highlighted the relevance of Sustainability Reporting to organizations practicing CSR and sustainability, including the need for heightened transparency and disclosures. The specific objectives were to explain the concept of Sustainability Reporting, to highlight the benefits, and to provide an overview of the GRI reporting process. The workshop was divided into the following sessions:

- Introduction to Sustainability Reporting and the Sustainability Context
- Introduction to GRI guidelines – key elements of the GRI framework
- The GRI reporting process – five phases of the process
- Stakeholder engagement and Materiality for reporting

Each session was backed up with course explanation, discussion and exercises wherever applicable. At the end of the session, participants were equipped with a strong understanding of the GRI reporting requirements, principles, criteria and process. Some of the delegates came with a specific interest to undertake sustainability reports in the future while others participated to increase knowledge and skills.

High level session on Sustainability and Reporting for Ducab senior management

On November 21st, ACSRN President & CEO Habiba Al Marashi handled a high level session for the senior management of Dubai Cable Co. (Ducab). The theme of the session was Sustainability Reporting and focused on the following points; - sustainability context, why CEOs should champion sustainability, the business case for CSR and sustainability, why sustainability reporting, benefits of sustainability reporting and GRI reporting in the Middle East Region.

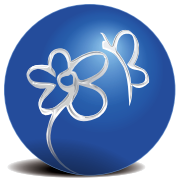
The session was organized by Ducab on the 20th of November at the company's corporate office. The objective of the session was to introduce senior management to transparency and disclosure as a strategic management tool to elevate CSR and sustainability, and share insights and information. The idea was to also answer questions that the audience might have and clear up doubts about sustainability reporting. Quoting the findings from the PwC 19th Annual Global CEO Survey she emphasized, - CEOs must navigate a world that is being dramatically shaped by megatrends such as increasing urbanisation, climate change and rapid demographic and social shifts. Faced with these changes, CEOs say that customers will increasingly judge companies based on how they help greater society and how they live up to their own values. CEOs understand that despite the tremendous challenges they face in managing their business for today, they also need to look ahead and build a business that's ready for the more complex global marketplace of the future.

ACSRN organizes CSR Advanced accredited course

ACSRN delivered a four day training course titled CSR Advanced from November 21st to 24th in Dubai. The objective of the course was to help organisations to develop the right approach for new social contexts to emerging market scenarios, and acquire an in-depth and advanced understanding of CSR and Sustainability. This training provided a thorough and structured look at the theoretical precepts and practical approaches to CSR and Corporate Sustainability. It helped delegates understand the evolution of CSR, key trends and developments, strategy and implementation, measuring CSR performance, and value creation demonstrated by a set of companies in the Region.



Participants that completed the four day training were subjected to an assessment test and successful delegates were presented with a certificate of attainment. The CSR Advanced training course is built to provide a foundational basis for strategy formulation and value creation. It highlights the importance of aligning the CSR strategy to core business interests and stakes, building requisite assets and capabilities for implementation and creating value from social issues.



The specific components of the course include, Evaluating the Internal and External Context, Trends and Patterns, Approaches to CSR and Sustainability, The Value Proposition, Mapping Sustainability Impacts and constraints (Inside Out/Outside In linkages), Stakeholder Analysis and Materiality, Developing a Sustainability Strategy- A Framework, Resource Allocation and Project Planning, Monitoring and Measurement, Implementation to Reporting, Sustainability Rankings and Ratings and Best Practice Case Studies.

"Great training that enhances the approach towards CSR and how to implement the best strategy." Thank you Arabia CSR Network team!
– Hassan Abouezzeddine, Marketing Director, McDonald's UAE

DBB Sustainability week event

On the 30th of November ACSRN President & CEO visited the offices of Dutco Balfour Beatty to give a motivational talk on CSR and Sustainability to the employees and senior management of the company. The event marked the conclusion of DBB Sustainability Week. DBB is a pioneering company within its sector, contributing heavily to the growth of Dubai and a CSR leader that has previously won the prestigious Arabia CSR Awards.



This annual event helps to mobilize the people in a collaborative initiative towards CSR and sustainability, with various projects and initiatives developed to mark the occasion. Speaking at the event Mrs. Al Marashi said, "Corporate social responsibility is about the integration of social, environmental, and economic considerations into the decision-making structures and processes of business. It is about using innovation to find creative and value-added solutions to societal and environmental challenges. It is about engaging shareholders and other stakeholders and collaborating with them to more effectively manage potential risks and build credibility and trust in society. It is about not only complying with the law in a due diligent way but also about taking account of society's needs and finding more effective ways to satisfy existing and anticipated demands in order to build more sustainable businesses."

Members Update

McDonald's UAE wins prestigious best employer award

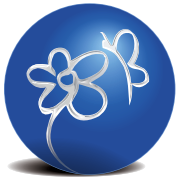
McDonald's UAE has been recognized as a UAE Best Employer in the prestigious Aon Best Employers Middle East 2016 study. The global initiative, which has been running annually in the Middle East since 2009, is a prominent study designed to empower organizations to improve talent acquisition and retention, help drive high performance and reward employers that create outstanding environments for their staff.

Speaking at the award ceremony, Walid Fakih, General Manager at McDonald's UAE said, "Aon's Best Employers Middle East 2016 award has become an international benchmark and holds a lot of gravitas. The accolade is a testament, not only to the commitment of our management and HR teams, but also a reminder of the outstanding nature of our staff".



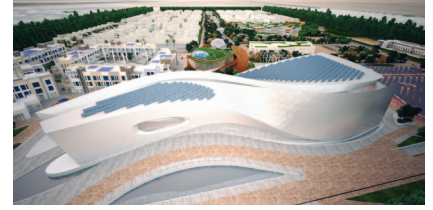
The Aon Best Employers Middle East study focuses on four key areas to distinguish outstanding employers; high employee engagement, a compelling employer brand, effective leadership, and a high performance culture. Since the launch of the first McDonald's in the UAE, the company has been committed to delivering exceptional opportunities for employees and the wider community spanning training, employee engagement and corporate social responsibility initiatives. In an ongoing effort to improve communities and highlight the continuous environmental benefits of their actions McDonald's UAE and Emirates Environment Group join forces in spreading green values among the UAE's children with the 'Planting a Greener Future' campaign. McDonald's UAE also significantly reduced its carbon footprint since the launch of its biodiesel initiative in July 2011. 100% of McDonald's used vegetable oil is collected from its outlets across the UAE and converted into 100% biodiesel which is used to fuel the company's logistics fleet.

To read the full article please visit the website <http://www.mcdonaldsarabia.com>



Diamond Developers PhD Fellowship Program in Sustainability Studies

In summer of 2016, Diamond Developers announced a PhD Fellowship program in Sustainability Studies in partnership with the University California Davis (UC Davis), one of the premier research Universities in the United States. The program aimed to provide the opportunity to some of the brightest minds from across the Arab world to carry out valuable research in sustainability topics. The Diamond Developers Fellowship Program aimed at around 50 students from the Middle East, accepted in a doctor of philosophy degree program at UC Davis in disciplines relevant to sustainability and economic/social development of Arab countries. Examples include, but are not limited to, agriculture, water, energy, biochemistry, or social science disciplines with a focus on sustainability and sustainable development. Students also have the option to carry out part of their research at The Sustainable City in Dubai.



The program supports the United Nations 'Sustainable Development Goals' (SDG) and the COP21 Paris Agreement by developing leading researchers, teachers and practitioners in sustainability fields in the Arab world. Faris Saeed, CEO of Diamond Developers, said: "The mission of The Diamond Innovation Center is to advance progress in sustainability whether it is environmental, economical or social. This initiative will further strengthen our work in this field and build on the sustainability studies we have been working on with UC Davis and our other academic partners." To read the full article please click on <http://diamond-developers.ae/diamond-developers-announces-phd-fellowship-program-in-sustainability>

General News

Qatar's Sustainability Loyalty Campaign is a First of its Kind

For the first time in the world, a sustainability loyalty campaign "Green Life Hero" was launched in Qatar by Qatar Green Building Council (QGBC). Green Life Hero, a national campaign by QGBC, aims at raising awareness and education about the different aspects of sustainability among businesses, institutions, families, and the public through training and healthy competitions. The website greenlifehero.com was also launched as part of the campaign. All residents can register via a mobile app (greenlifehero) and take part in training workshops and can win scores through eco-friendly activities like energy conservation, trash collection, water preservation, plantation and recycling. The app is divided into various categories like "The Cleaning Authority", "Active Transportation", "Ultra-efficient Homes", "Global Steward", "Fly non-stop", "Eco-friendly shopping bag", "PET plastic", "Electricity use" and "Reuse and reduce". Residents with higher score on performance table will be Heroes.



Unveiling the new year-round national sustainability initiative by Qatar Green Building Council (QGBC) under the title of 'The Action', The Director of QGBC announced the launch of the campaign. He said Green Life would promote a community driven sustainable lifestyle by establishing a sustainability loyalty program platform, adding it was the "world's first sustainability loyalty campaign".

The platform drives a wide range of community participation in relevant activities throughout the year to serve the effort in personalizing the concept of sustainability. QGBC will provide participants with continuing professional development (CPD) hours. LEED accredited professionals will receive up to 17 continuing education hours by attending workshops held on the final day of the conference. The conference will hold more than 16 interactive expert sessions and four workshops over the three-days period. H.E. Abdullah bin Hamad Al Attiyah, Chairman of the Abdullah bin Hamad Al Attiyah International Foundation for Energy and Sustainable Development, said: "We focus on human capital development that is needed to achieve the states endeavors and efforts in building a knowledge economy. There is no doubt that cities all over the world need producers to reduce the green house gas emissions which is caused by humans to prevent the occurrence of climate change."

"Some of the factors on which we all can ponder are to increase the share of renewable energy such as wind and solar in the combination of energy consumption, improving the efficiency of energy used in home appliances and buildings, reducing carbon dioxide emissions in transportation, imposing measures to curb the emission from landfills, changing human behaviors by following a strategy to raise awareness of the importance of green buildings and renewable energy and most importantly, curbing tropical deforestation," he further noted while giving his speech on the opening of QGBC. Engineer Issa Al Muhannadi, Chairman of QGBC and Qatar Tourism Authority, said: "Our sustainability education and professional development program has provided more than 2,000 construction professionals, school teachers and university students with the necessary skills to collectively contribute. to read more... Source: <http://www.ifpinfo.com/>



Feature Article

Morocco lights the way for Africa on renewable energy

COP22 host leads by example in the fight against climate change with 52% green energy target by 2020 and Africa's first city cycle hire scheme



As the host of this year's COP22 climate change conference in Marrakech, Morocco has been keen to demonstrate its green credentials and make this COP the "African COP".

In the past year, Morocco has banned the use of plastic bags, launched new plans for extending the urban tram networks in Casablanca and Rabat, started the process of replacing its dirty old fleet of buses and taxis, launched Africa's first city bicycle hire scheme, and launched a new initiative – the "Adaptation of African Agriculture" – to help the continent's farmers adjust to climate change.

But by far the most attention has been on the development of "mega" infrastructure projects in an ambitious plan to transform the country's energy mix.

Morocco has no fossil fuel reserves so is almost entirely reliant on imports. In 2015 King Mohammed VI committed the country to increasing its share of renewable electricity generation to 52% by 2030, aiming for the installation of around 10 gigawatts (GW). Of that, 14% is expected to come from solar, with plans to install 2GW of new capacity by 2020, as well as increases in wind power and hydraulic dams. Morocco has even opened the door to exchanging electricity produced from renewable sources with Europe.

Morocco's INDC (Intended Nationally Determined Contribution) plan submitted to the UNFCCC is equally ambitious and commits the country to cutting greenhouse gas emissions – particularly in agriculture – by 32% by 2030, compared to business as usual. Morocco has also committed to planting 200,000 hectares of forest (pdf) and greatly increasing in irrigation. The commitment is dependent on accessing climate financing, but translates to a cumulative reduction of 401 megatonnes of CO₂ over the period 2020-30. In 2015 Morocco completely removed subsidies on petroleum products.

The first phase of the giant Noor solar complex near Morocco's southern desert town of Ouarzazate is the 160MW Noor One plant, which was opened by the king in February. Instead of PV (photovoltaic) solar panels, Noor uses CSP (concentrated solar power) technology – giant mirrors to reflect the sun's rays on to tubes containing liquid which is super-heated to drive turbines. CSP offers storage of electricity for up to three hours after the sun has set, which covers peak demand times.

Close to the site of Noor One, Noor two, currently under construction, will use the same CSP technology, but on a bigger scale with the hope of storing electricity for seven hours. Noor Three however will use a new variant on CSP technology – the solar tower, where the mirrors are directed at a central point.

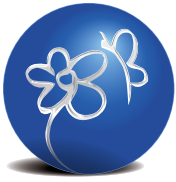
Between them they will add another 350MW to the national grid, and are expected to be completed by 2017/18. Noor Four will be constructed near the High Atlas town of Midelt and Morocco's renewables agency, Masen, announced this week at COP22 that it would open the bidding for two 400MW combined PV and CSP plants in early 2017.

Morocco is also investing in wind. A consortium of Enel Green Power, Nareva (owned by King Mohammed VI's investment company) and Siemens won a bid in March to build five new wind farms at different sites across Morocco – Midelt, Tangier, Jbel Lahdid, and Tiskrid and Boujdour in the disputed Western Sahara territory. Their combined capacity will be 850MW, a huge increase taking Morocco closer to its aim of producing 14% of electricity from wind by 2020. The unit cost in the tender documents was one of the lowest in the world, at just \$0.03 per kWh.

But while developing renewable power sounds good on paper, cost will be a big factor. The launch of the Noor CSP project has helped the price of electricity produced by CSP to come down to around \$0.16 per kWh, but that looks expensive compared to solar PV which has fallen as low as \$0.03 per kWh.

It remains to be seen whether the costs of CSP will fall low enough to be globally commercially competitive, and deliver cost-effective renewable power for Moroccan consumers. CSP also uses large amounts of water to keep the mirrors clean – a real problem in water-stressed Morocco. At the same time, Morocco has not totally kicked the fossil fuel habit – coal still makes up the biggest part of energy production today (35%) and is set to be expanded over the next five years. The new energy mix will include at least 3,900MW of energy from natural gas, and the search for hydrocarbon deposits on Moroccan soil continues.

This article is sourced from The Guardian and is credited to Celeste Hicks. She is an independent journalist who specialises in Africa and the Sahel. She has lived in Chad, Mali and Somalia.



Case Study from the Archive - National Bank of Abu Dhabi

Abstract

National Bank of Abu Dhabi is a leading financial institution that has made commendable progress in CSR and corporate sustainability. Using a maturity tool to assess the level of progress in CSR, NBAD has proved that its commitments run deep and that it is willing to further these commitments in the years to come. Some of their crowning achievements are related to very material areas, - boosting the green energy market through financial mechanisms and supporting the growth of entrepreneurship by the national population through small and medium businesses. Additionally, the bank has ensured safe and reliable operations, earning the label of being one of the safest banks in the Middle East. Social, environmental and governance issues have been accorded a high level of priority and are reflected duly in policies, processes and initiatives. The selection of material issues has been informed by strategic stakeholder engagement processes, making for a high level of reliability. This case study takes a look at some of the outstanding measures adopted by NBAD that has taken its CSR and sustainability practice several notches higher than its peers in the banking sector.

Said Group CEO Alex Thurby, "I believe that banking has a central role to play in the development of a dynamic and prosperous society. It's an extraordinary mechanism for transforming the countless creative efforts of individuals and businesses into a wealth of products, goods and services. And in doing so, it helps create jobs, build infrastructure and sustain livelihood. Through our Corporate Citizenship strategy, we have made a strategic commitment to support the growth of the country's SME sector and to investigate how the financial sector can contribute towards the development of sustainable energy solutions to meet future energy demands."

Conclusion

NBAD'S approach to sustainability is certainly commendable. They have focused on two very important and critical issues for the future, - the energy market and the SME market. Their commitment to these two issues reflects their progressive and mature thinking. NBAD stresses on developing the local workforce going beyond the business as usual by looking to employ and professionally develop the UAE national community.

They have expended praiseworthy efforts in ensuring that the national population gets a sound foothold in the banking sector. Their community investments and partnerships also indicate mindfulness towards creating impact where it would matter the most. They have used their core business and competencies very well in assuring that they can contribute in a productive manner. What NBAD could consider is doing more in this direction and engaging with the customer constituency in a more focused way related to sustainability matters.

With their influence and leading position they could develop more innovative products for customers that would be geared towards finding solutions to universal problems along with sustainable energy. All in all NBAD is a mature practitioner of CSR and sustainability and promises to go a long way in becoming a sustainability leader in the region's banking sector.



Arabia CSR Best Practices: 2015

This abstract has been taken from the ACSR Network publication titled 'Arabia CSR Best Practices: 2015'. For more details on NBAD 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