

الشبكة العربية للمسؤولية  
الإجتماعية للمؤسسات  
Arabia CSR Network®

CSR ARABIA

# Arabia CSR Network

newsletter

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## Unveiling of the 10<sup>th</sup> Arabia CSR Awards

Fundamentals of CSR Feb 26-28

GRI G4 (English) Mar 12-14

GRI Standard Transitional Module (English) Mar 15

GRI G4 (Arabic) Mar 19-21

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## Note from the President & CEO Arabia CSR Network

January saw a buzz of activities at the Arabia CSR network, stemming from the fact that we were celebrating the 10<sup>th</sup> anniversary of the Arabia CSR Awards. We were gearing up for the Press Conference in the third week, and to open the door to organisations to start the competition by registering to the awards. The Press Conference was also an important date since it marked the celebration of the anniversary. The Arabia CSR Network felt very proud and vindicated for their unrelenting hard work in the past decade. Initiating and developing the awards was by no means an easy task, it required all our skills, capacities and resources and much more.

In the Press Conference, we had an inspiring panel of speakers and as it turned out, all are women leaders within their respective organisations. They are passionate about sustainability and their dedication to their work shines through their words. All of them heaped praises for the network and in particular for the value that they have gained from the Arabia CSR Awards, year after year. They described how the award has shaped their practices, building and enhancing it over the years until they have achieved great success in their endeavours. They spoke about the great work that their respective organisations have been engaged in to become more responsible and more responsive towards stakeholders needs. They also spoke about their commitment towards national strategies for sustainability, and how they have contributed in advancing these strategies through on-the-ground execution.

In 2017 we have opened the award to not nine categories like in previous cycles but eleven categories. The awards began with just three categories and have expanded down the years to reach to its current number of categories. This is no small feat. It reflects the commanding position of the awards in the Region, and the keen interest of close to a thousand organisations that have deemed it worthwhile to compete for this award. 700 or so organisations have registered for this coveted award, representing 26 sectors and spanning 13 countries in the Arab region. This year we have another feat of achievement; - we have expanded the award to the whole of Africa, not limiting it to North Africa. We hope that we will be able to attract organisations across these vast geographies and the awards will once again provide a platform of learning and exchange to organisations across these regions. To mark the tenth anniversary, we will be presenting a newly designed trophy to the winners of the 2017 cycle, which will combine fresh elements with the old branding. We have already started to receive registrations. We will continue to accept registrations until April. We hope all organisations in our network will apply to this prestigious award and try their luck at being crowned The Sustainability Champions of 2017. We wish everyone our very best and look ahead with a lot of excitement to see who will win in this historic cycle.

## Arabia CSR Network Training and Workshop Planner 2017

JANUARY	FEBRUARY	MARCH	APRIL
	26-28 Fundamentals of CSR	12-14 GRI G4 English 15 GRI Standard Transition Module English 19-21 GRI G4 Arabic 22 GRI Standard Transition Module Arabic	9 Stakeholder Engagement Workshop 11-12 Integrated Reporting Training
MAY	JUNE	JULY	AUGUST
7-9 GRI Standard English 9-11 GRI Standard Arabic	IN HOUSE TRAINING RAMADAN	11-13 CSR Strategy & Leadership 25-27 GRI Standard English	IN HOUSE TRAINING
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
26-28 GRI Standard Arabic	17-18 Integrated Reporting Training 19 Materiality Matrix Workshop	20-23 CSR Advanced English	12-14 GRI Standard English



### Arabia CSR Awards Press Conference

January 22<sup>nd</sup> saw the unveiling of the 10<sup>th</sup> Arabia CSR Awards. This annual programme has reached a new milestone in 2017, having successfully completed and grown over the past ten years. An official press launch was organised by the Arabia CSR Network and hosted by the Movenpick Hotel in Dubai to mark the occasion and announce the opening of the cycle. The conference was attended by print and electronic media, past applicants to the awards and organisations with an interest to apply this year. A number of government entities were also represented in the conference. The two hour event had a packed agenda. There were five speakers including ACSRN President & CEO Habiba Al Mar'ashi. She shared an overview of the awards with the audience, highlighting the milestones covered during the past nine cycles. She spoke about the evolution of the awards, the journey through various categories and how the criteria have been modified over the years. Said Mrs. Al Marashi, "The Arabia CSR Awards completes 10 years this year and I am proud of this fact.

The journey has been a long and challenging one but we have been able to persevere relentlessly. The result is before you – the Sustainability Benchmark of the Arab Region that has germinated from the Region itself." Following her presentation, four other speakers took to the podium. Khawla Al Mehairi, V.P. Marketing & Communications, Dubai Electricity & Water Authority (DEWA); Fatma Al Khaja, CSR & Partnership Manager, Emirates National Oil Company (ENOC), Asma Ennaifer, Public Relations Director, CSR and Innovation, Orange Tunisie, and Roxana Jaffer, Chief Executive Officer, Holiday Inn Al Barsha; all represented some of the winners of the Arabia CSR Awards in 2016. Each speaker was requested to share their experience in applying to and winning the prestigious award, and also highlight how as an organisation they were benefitted by their accomplishment. All the speakers spoke passionately about their win, emphasizing how it had led to remarkable internal improvements for the organisations. They praised the practice of sharing the valuable feedback from the jury that helped them to enhance their CSR and sustainability practices in a very significant way. Some of the speakers also described their journey of applying to the awards multiple times and how it culminated in a win. The speakers talked about their organisations' achievements in CSR and sustainability and thanked Arabia CSR Network for the support and encouragement they have provided to these organisations.

The press conference marked the official opening of the Arabia CSR Awards 2017. The Arabia CSR Awards has a total of 11 categories, including: Public Sector, Large Business, Medium Business, Small Business, Financial Services Sector, Energy Sector, Social Enterprise Sector, Hospitality Sector, Construction Sector, Best New Business and Partnerships & Collaborations and will have a total of 31 companies that can be shortlisted as CSR champions for 2017. The two new categories, Hospitality and Construction, have been added to the cache of categories this year, to give more scope to organisations in these important sectors to compete within their sector and win. Complete information about the awards is available on the dedicated website linked to the ACSRN website where the awards guidelines and registration form may be downloaded. For further information the Awards Secretariat may be contacted via email [awards@arabiacsnetwork.com](mailto:awards@arabiacsnetwork.com); [admin@arabiacsnetwork.com](mailto:admin@arabiacsnetwork.com) or by phone +97143448622.

The awards are supported by United Nations Environment Programme, ENOC, EEG, myclimate, Farnek, DNV-GL, Orient Planet and Moon. The press conference was hosted by Movenpick Hotel Jumeirah Beach.



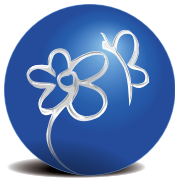
*The awards gave us the opportunity to relook into our practices and improve. – Khawla Al Mehairi*

*The feedback was admirable and helped us to grow. – Fatma Al Khaja*

*Winning the awards empowered our vision and provided more weight to our credibility – Asma Ennaifer*

*Winning the awards has helped our business through the impact on our reputation in the eyes of the millennials. – Roxana Jaffer*

Registration to the awards is open now. Please register on the awards microsite hosted on the Arabia CSR Network's homepage and submit your applications by 31/05/2017. Remember the deadline for registration is April 10, 2017 EOB and registrations will not be accepted after this date.



## Members Update

### **ABB in World Future Energy Summit 2017**

ABB showcased its products and technologies that reflect pioneering technology spirit and expertise in the Internet of Things at the World Future Energy Summit 2017 in Abu Dhabi. One of the highlights at the ABB stand was an Internet connected electric vehicle (EV) charger, which enables fast global service and pro-active maintenance. ABB has years of experience in creating, installing and maintaining charging infrastructure, including several nationwide charger networks. “We, at ABB, believe that a digital economy integrated with digital utilities and industries will help create a sustainable nation which uses its resources responsibly,” said Frank Duggan, President, Asia, Middle East and Africa, ABB on the occasion.

To read the full article please click on <http://www.abb.com/cawp/seitp202>

### **EGA focuses on innovative technology to improve operations**

As the largest primary aluminium producer in the region and among the top five producers in the world, Emirates Global Aluminium (“EGA”) has a rich tradition of developing home-grown technologies that can compete with similar technologies on the world market in terms of productivity, capacity and efficiency, while maintaining the highest standards of environmental conservation. These advanced in-house technologies are meant to improve productivity and enhance operational procedures at the EGA’s Jebel Ali Operations (also known as “DUBAL”) in Dubai.

As part of the EGA mandate to continuously drive innovation in the aluminium industry and to forge new frontiers in R&D, the project team at Jebel Ali Operations has successfully filed an application to patent the use of standard jacks to facilitate Anode Beam movement within the electrolysis cell. Working closely with Takamul – an innovation protection support programme developed and operated by the Abu Dhabi Technology Development Committee (“TDC”) – the new innovation will allow for easy maintenance, reduced manufacturing costs, as well as improved precision of vertical movement of the anode beam.

To read the full article please click on <http://www.ega.ae/en/media>

## General News

### **DEWA initiatives in Renewable Energy highlighted at WFES 2017**

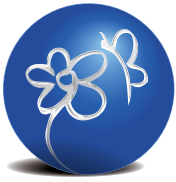
DEWA highlighted its pioneering work in Renewable Energy at the World Future Energy Summit exhibition. Among the initiatives being showcased were the Mohammed bin Rashid Al Maktoum Solar Park, which is the largest single-site solar energy project in the world, based on the Independent Power Producer (IPP) model; a model of its new head office, which is set to be the tallest, largest and smartest Net Zero Energy government building in the world; three smart initiatives launched to support the Smart Dubai initiative, to make Dubai the smartest and happiest city in the world; initiatives and projects that support the Comprehensive Hattat Development Plan including the first hydroelectric power station in the GCC; the Solar Decathlon Middle East (SDME). DEWA’s stand at WFES also presented the key projects of the UAE Water Aid Foundation (Suqia), which is under the umbrella of the Mohammed bin Rashid Al Maktoum Global Initiatives.



“The UAE has consolidated its global leading position in clean and renewable energy and is implementing quality projects to increase the percentage of renewable energy in the energy mix. At WFES, we highlight our efforts in building and developing renewable energy projects, and supporting research and development. These efforts support the Dubai Clean Energy Strategy 2050, which was launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, to transform the Emirate into an international hub for clean energy and green economy, and to generate 7% of Dubai’s total power output from clean energy sources by 2020. This target will increase to 25% by 2030 and to 75% by 2050,” said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

Source: <https://www.dewa.gov.ae>





## Feature Article

# Can artificial intelligence make supply chains sustainable?



The World Economic Forum in snowy Davos, Switzerland, brought a blizzard of proclamations about the disruptive impact of artificial intelligence, along with an avalanche of debate over its job-killing potential. The good news for us humans is that the current generation of AI technologies being used to automate data collection and processing — such as machine-learning software that amasses more expertise as it analyzes data or neural networks modeled after the human brain — are more likely to augment the human workforce rather than replace it. At least for now.

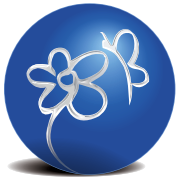
Indeed, almost two-thirds of the business executives responding to a survey released last week by IT consulting firm Infosys (PDF) said they believed AI would “bring out the best in their organization’s people.” The rise of AI, the Infosys poll respondents suggest, will place a premium on skills such as creativity and logical reasoning. Noted IBM chairwoman and CEO Ginni Rometty, in remarks Wednesday at Davos, said: “History has taught us many things.

When you [have] powerful technologies, you have a responsibility that they’re introduced in the right way.” Consider this a wake-up call for sustainability executives and risk management professionals focused on collecting and interpreting environment, social and governance data about global supply chains: several prominent information services are investing seriously in artificial intelligence that promises to dramatically speed this process. In fact, AI is such an important priority that one of these firms, France’s EcoVadis, just signed its first outside funding — for about \$32 million from institutional investor Partech Ventures — and specifically mentioned this area as a motivation for the arrangement. “This pivotal investment will empower our team to accelerate R&D and enhance our proprietary technology with the latest innovations in machine learning and natural language processing while broadening our expertise in CSR analysis to foster environmental, social and ethical performance at a global scale,” said EcoVadis co-CEO Frederic Trinel, in a statement.

### More languages, more ‘unstructured’ data

EcoVadis was founded 10 years ago to help organizations with vast, distributed supply chains create scorecards for their business partners examining anything from water consumption and energy efficiency to workplace conditions or policies for handling toxic chemicals. The software company works with more than 150 massive companies such as food and beverage firms Nestle and Heineken, pharmaceutical concerns GSK and Johnson & Johnson, and chemicals maker BASF — by keeping tabs on data contributed by more than 30,000 of their suppliers. Most organizations use the EcoVadis database for compliance reasons to mitigate the risks of dealing with certain suppliers, EcoVadis co-founder and co-CEO Pierre-Francoise Thaler told GreenBiz. Others consider it a yardstick for evaluating existing or assessing new relationships in which they are considering investments. Finally, a smaller but growing number of innovators such as cosmetics company L’Oreal and consumer products giant Unilever are gleaning the EcoVadis database for examples of innovation that they might be able to leverage more deeply in their own business models.

One example would be the successful use of advanced, more sustainable materials, Thaler said, adding: “It’s a small fraction of our leaders,” he said. A top priority for the AI investments that will be fueled by EcoVadis’ new backing is offering methods for automating the analysis of the “millions of pages of documents” collected annually, according to Thaler, especially as the service expects to double the number of companies submitting reports over the next 12 months. Right now, this process is handled largely on a manual basis. Using machine learning software to sort this “unstructured information” for certain emerging themes, in more than 20 languages, will be critical as EcoVadis scales, Thaler said. “It will improve the validity of the information and improve the coverage,” he said.



### **It's human plus machine**

Artificial intelligence — especially natural language processing — is already central to managing the information curated by another rising supply chain analytics company, eRevalue, headquartered in both New York and London. The service was created to upend the highly manual and subjective process of scanning corporate sustainability reports, regulatory information, investor filings, news media and declarations by non-government organizations. It currently covers seven years of reporting data for more than 7,000 companies, said eRevalue co-founder and CEO Marjella Alma. (You can check out a one-day trial of its entry-level product Caspian here.) The information is updated twice daily. “We really analyze the external landscapes, what is emerging, what is coming up, what is becoming the norm based on your industry,” she said.

The software can compress a search — such as information about biodiversity or human rights issues in given regions — that might typically take up to a month using traditional tools into an afternoon, according to Alma. That gives eRevalue’s human experts more time to consider findings against other information know about a company, such as its stated policies or commitments in those areas. Their interpretations and finding are fed back into the machine learning software, so that the system continues to become “smarter” over time. “AI quite often involves humans,” she noted. One example of a concept recently added to the eRevalue database: digital inequality. As is the case for EcoVadis, the job titles for those buying data from eRevalue range from sustainability professionals to risk managers to lawyers. Its customers include giant commercial real estate investment trust CBRE and consulting firm Crowe Horwath. About half of the software company’s clients are based in North America.

### **From automation to innovation**

Another organization that is optimistic about the potential benefits of artificial intelligence is RepRisk, a Swiss provider of ESG business intelligence covering more than 70,000 companies, which got its start as a service primarily for banks and insurance providers such Allianz, Citi and Swiss Re. Over the past 10 years, the company has grown beyond that initial focus to serve more than 150 companies including BASF, Colgate-Palmolive and Roche.

Its service captures and curates information about everything from pollution metrics to labor issues to deforestation — basically, anything that might be construed by a human as evidence of a company’s “real” standing when it comes to ESG risks. For now, RepRisk doesn’t interpret those findings, because what is viewed as a risk or as negative news by one country or company might be construed as an opportunity by another, said Philipp Aeby, CEO of the Zurich-based company. But RepRisk’s human teams

regularly validate the software’s findings, so that its algorithms continuously are refined.

Aeby said that sustainability professionals and risk managers are best-served when they consider both reports and information that they have explicitly collected, and validated, alongside data gathered by independent, third-party sources. “There’s huge potential for open source intelligence, for artificial intelligence in supply chain risk management,” he said. “This will play out over the next five years.”

### **Coverage in far-flung places**

It probably won’t surprise you to hear that well-known enterprise software purveyor SAP, one of the biggest sellers of software for managing back offices and supply chains, is also investing in artificial intelligence as a means of surfacing more information for its customers.

The German company is adding supplier data related to social and environment issues to its SAP Ariba service, which many companies use to manage transactions and contracts across their business partner networks. The service is called SAP Ariba Supplier Risk. “We want to gather more information for them before they find themselves on the front page,” said Padmini Ranganathan, vice president of products and innovation at SAP Ariba. Ranganathan cited the example of a company that decided to heighten its commitment to sustainably sourced materials in its furniture, but that had a limited view into which of its current suppliers might be at odds with that strategy. It used the SAP system to identify regions that might present an issue, which allowed it to focus its additional research more specifically.

Part of the impetus is globalization, as midsize companies don’t always have a local office near their supply chain partners. The Supplier Risk service seeks to get around that, by gleaning information from publicly available sources or by considering data collected through monitoring technologies, such as sensors or aerial imagery databases. Either way, it provides insight that otherwise might not be readily available. “You no longer need to send a helicopter to determine the status,” Ranganathan said. This article is composed by Heather Clancy, Senior Writer, GreenBiz.



## Case Study from the Archive - Masdar

### Abstract

The concept of corporate social responsibility is now firmly rooted on the global business agenda. Organizations are keener towards implementing the CSR practices for the sustainable future of their business and the society. It is a well-known fact that CSR practices offers a lot of benefits to the company in the form of improved financial performance, lower operating costs; enhanced brand image and reputation, increased sales and customer loyalty, greater productivity and quality, more ability to attract and retain employees; workforce diversity etc. as well as it also helps the community by charitable contributions, Employee volunteer programmes, Corporate involvement in community education, employment and homelessness programmes.

Masdar being the first medium sized enterprise in the Middle-East to invest in the renewable energy projects understands the sustainability issue very well and came up with a unique goal of showcasing innovation in sustainability and cleantech (renewable energy, information technology, green transportation, electric motors, grey water etc.) with a mission based on all three pillars of sustainability: economic, environmental and social development. Masdar is becoming a catalyst for the Arab region, refocusing investments and policy to seriously consider renewable energy as a strategy for long-term economic and social prosperity.

Masdar defined a clear set of Key performance Indicators such as Organizational Performance Management Reporting, Employee Performance Management, Quality, Health, and Safety and Environment (QHSE) Performance Management and Construction Environmental Management Plan Procedure (CEMP). Besides this, it engages its stakeholders to their various community involvement programs to generate ideas and awareness on sustainability. It has also undertaken many CSR initiatives like desalination plants in Abu Dhabi, low carbon solutions, environment impact assessment etc. Through the CSR initiatives it aims to serve as a leader in the push drive to create a more sustainable world. This multifaceted approach keeps them at the forefront of the global clean energy industry, while ensuring it remains grounded in the pursuit of pioneering and commercially-viable technologies and systems. With each unit focused on a key component of the value chain, Masdar operates with the broad scope needed to meet the most pressing sustainability challenges of tomorrow. This case study takes a keen approach towards bringing the Masdar's CSR activity practices to the forefront.

### Conclusion

Masdar has been convincingly playing the role of epitome in the renewable energy industry. It has defined a clear strategy to meet growing energy demand and addressing energy poverty by shifting to more renewable energy sources, it has focused on promoting and developing clean energy projects around advancing a transition to a clean energy economy of the future

It has collaborated with the stakeholders for the creation of knowledge and innovation in advanced and sustainable technologies. In January, Abu Dhabi Sustainability Week 2015 it welcomed over 3,000 UAE students and 32,000 visitors, while Festival at Masdar City attracted hundreds more. It also hosted the Solar Impulse 2, a solar-powered aircraft attempting to circumnavigate the globe, engaging over 1,800 students.

It acknowledged that the sustainability performance leadership begins with a selection of strategic KPIs that enables the organisation to focus on important issues. It also used a number of green building rating systems to determine and verify the sustainability attributes of selected buildings. They are cognizant of the benefits of a more inclusive society which resulted in the formation of the Women in Sustainability, Environment and Renewable Energy Forum (WiSER), as a leading global reference point on ideas that promote women's advancement in the careers of sustainability across the globe

In the nutshell, Masdar has done some profound works towards the sustainability and CSR. Through Masdar, the UAE is now at the forefront of the renewable energy developers regionally and internationally.



### Arabia CSR Best Practices: 2015-2016

*This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2015'. For more details on Masdar and other companies that have been recognised for their innovative and effective CSR strategies write to us at [admin@arabiacsrnnetwork.com](mailto: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 more about how to be a member, and how your organisation will benefit from it, call us at +971-4-3448120 or write to us at [admin@arabiacsrnnetwork.com](mailto:admin@arabiacsrnnetwork.com)  
For more information on the Arabia CSR Network visit [www.arabiacsrnnetwork.com](http://www.arabiacsrnnetwork.com)