

الشبكة العربية للمسؤولية  
الإجتماعية للمؤسسات  
Arabia CSR Network®

CSR ARABIA

# Arabia CSR Network

newsletter

April 2017  
Volume 6 | Issue 68

**Register NOW for the  
Arabia CSR Awards Clinic.  
10<sup>th</sup> April 2016**



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## Note from the President & CEO Arabia CSR Network

His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai has said, "The UAE's ongoing efforts in clean technology and renewable energy further reinforce the country's position on the international stage. Every investment in the development of clean energy sources is at the same time an investment to protect the environment for future generations." UAE is demonstrating its strong commitment to sustainable development in the energy sector through a slew of initiatives backed by the country's visionary leadership. The Mohammed bin Rashid Al Maktoum Solar Park is one such initiative that mirrors the ambitions of the country to pursue a low carbon development.

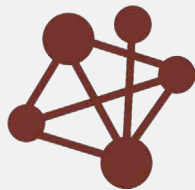
The opening of the second phase of the park is hailed widely as another great step in the right direction. According to Dr. Nasser Saidi, Chairman of the Clean Energy Business Council (CEBC), the renewable energy industry is bracing itself for a critical year of positive activity in 2017 as key markets across the Gulf and wider Middle East and North Africa (MENA) accelerate their energy diversification programmes to meet national targets. This positive trend signals the beginning of a transformation towards sustainable energy development in the Region, which has tremendous potential for growth in this sector. With a growing market for renewables, the focus turns to those that have entered the fray and are leading efforts across the Region. The Arabia CSR Awards is also seeking out these frontrunners to acknowledge their efforts and share their achievements with all societal stakeholders. A specific award category for the Energy sector has been offered for the past two years to allow organisations to compete across a level playing field. Last year the winner in this category was Emirates National Oil Company (ENOC). We hope that the award will attract all those organisations that are engaged in the energy sector and that they apply to win this prestigious award, - adding another feather to their cap.

The award is also aimed at other sectors such as financial services, hospitality, construction and social enterprises. Additionally there are the generic non-sector specific categories including large business, medium sized business, small business and public sector. A special category is available to apply with partnership and collaboration projects. The awards clinic to be held this month will focus on the application form and bolster the knowledge and understanding required to develop a strong submission. To those that are debating whether to apply to this rigorous award or not I would like to leave you with this quote from a celebrity, - Challenge yourself, jump off the deep end and learn to swim.

## Arabia CSR Upcoming Trainings

### Stakeholder Engagement Workshop

9 April 2017



### CSR Strategy & Leadership Training

11-13 April 2017



### Panel Discussion on (Waste to Energy)

18 April 2017



### GRI Standards for Sustainability Reporting

7 - 9 May 2017



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### Arabia CSR Awards call to register

Arabia CSR Network is organising a half day workshop for registered and potential applicants to the Arabia CSR Awards 2017. The workshop will focus on the key elements of the award including criteria, methodology, scoring and so on; and will be very valuable for organisations competing for the top slots. The Clinic will be facilitated by a member of the Awards jury and will also feature a panel discussion led by three of the past winners of the award, - ENOC, Kuwait Petroleum International and Interserve. Key representatives of these organisations will explain to the audience how they participated in the award, filled up the rigorous application, overcame challenges and benefitted from the award. The audience will have the opportunity to pose their questions directly to the jury member and the panelists in an effort to understand how best to compile a winning application. The annual Arabia CSR best Practices will also be officially released during the clinic.



The Arabia CSR Awards 2017 was launched in January this year. The awards are offered in eleven categories; - 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. The applications are independently evaluated by a combination of international and regional subject matter experts. The results are validated through a third party verification conducted by DNV-GL, the world's leading business assurance provider. The 'sustainability benchmark of the Arab Region' as the award is known, is informed by international best practices and standards such as Global Compact Ten Principles, GRI and EFQM model of business excellence. The award is supported by the League of Arab States and United Nations Environment Programme; - the only award of its kind that these august institutions support in the Region.

The deadline for registration to the award is April 10<sup>th</sup>, and the deadline for submission of the application is May 31<sup>st</sup>. Organisations committed to social responsibility and sustainability should grab the opportunity to compete for this prestigious award and gain acclaim as the CSR Champions of the Arab world.

For further information regarding the Awards, The Secretariat may be contacted via email [awards@arabiacsrnetwork.com](mailto:awards@arabiacsrnetwork.com); [admin@arabiacsrnetwork.com](mailto:admin@arabiacsrnetwork.com) or by phone +97143448622, +97143448120.

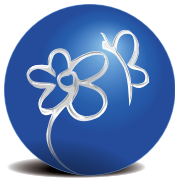
### GRI Stakeholder Council's meets virtually

The Global Reporting Initiative (GRI) Stakeholder Council met virtually on March 22<sup>nd</sup>. GRI is a Netherlands based international independent organization that helps businesses, governments and other organizations understand and communicate the impact of business on critical sustainability issues such as climate change, human rights, corruption and many others. The Stakeholder Council (SC) is the formal stakeholder policy forum within the GRI governance structure, and advises the Board on strategic issues. The SC's key governance functions include appointing Board members and making recommendations on future policy, business planning and activity.



Up to 50 members sit on the Stakeholder Council (SC). Its membership is diverse, and drawn from all United Nations-defined regions: Africa, Asia Pacific/Oceania, Latin America/Caribbean, North America/Europe/CIS and West Asia. Its members represent core constituencies in GRI's network: Business, Civil Society Organization, Investment Institution, Labor and Mediating Institution. Arabia CSR Network President and CEO Habiba Al Marashi is carrying out her second term on the Stakeholder Council.

The agenda points that were discussed included the minutes of the last meeting, SC feedback to the Secretariat and Board Meeting 4-5 March, feedback from SC session at GRI Reporters' Summit, SC input to GRI Strategy, update on the key Standards developments, governance update on new GSSB members and SC elections process for 2017.



## **Second phase of Mohammed bin Rashid Al Maktoum Solar Park inaugurated by DEWA**

The 200MW second phase of the solar park was opened by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai on March 20<sup>th</sup>. The project will generate enough clean energy for 50,000 residences in Dubai and will reduce 214,000 tonnes of carbon emissions a year. The 2.3-million photovoltaic (PV) solar panels are spread over 4.5 square kilometers. The Dh1.2 billion project incorporated 1.5 million safe man hours, with more than 1100 manpower who built the plant. Coinciding with the International Day of Happiness, Saeed Mohammed Al Tayer, Managing Director and CEO of DEWA, said the “national landmark will contribute to the happiness of society and generations to come.” Mr. Al Tayer welcomed Sheikh Mohammed’s long-term vision for clean energy, which directly contributes to the efforts aiming to secure community happiness and welfare.



He noted that the park will help focus on happiness of people and balance the need for developments with preservation of environment. Delegates and senior officials including Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Sheikh Mansour bin Zayed bin Sultan bin Zayed bin Khalifa Al Nahyan, deputy prime minister of UAE, and minister of presidential affairs attended the high profile event. Arabia CSR Network President & CEO Habiba Al Marashi was among the list of invited guests.

The Mohammed bin Rashid Solar Park will be the largest single-site solar energy project in the world, with a planned total production capacity of 1,000 megawatts by 2020 and 5,000 megawatts by 2030, enough to power 800,000 homes with a total investment of Dh50 billion. When completed, the solar park will reduce over 6.5 million tonnes of carbon dioxide emissions annually. As part of its Clean Energy Strategy, Dubai is looking to have 7 per cent of its total power output from clean energy sources in the next four years, followed by 25 per cent by 2030 and 75 per cent by 2050.

## **Members Update**

### **wasl Launches Karama Bazaar to support UAE 2017 ‘Year of Giving’**

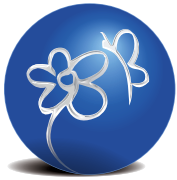
wasl is offering free stalls for Emirati small business owners in an initiative that was launched to mark the Year of Giving. The event is being hosted at the Karama Central Market within wasl buildings, and is running from March 16 until April 7, 2017 on Thursdays and Fridays from 4 -10 pm. This initiative is part of a series of activities the company will carry out for the 2017 Year of Giving. At the non-profit event, 28 local entrepreneurs will be provided free stalls to support their commercial activities, where they will display a variety of products, ranging from clothes, accessories and dukhoon, to handicrafts, food and beverages.



The Karama Bazaar will provide a boost to small-to-medium size Emirati businessmen, and communicates wasl’s commitment towards all segments of the local community. Activities will also include an open mic session, stage performances, roaming entertainment, caricature and henna artists, and Bollywood dancer shows. Amongst wasl’s community initiatives to take place at Karama Bazaar will be the ‘wasl Bazaar Graffiti’ competition, which invites the public to visit the bazaar, find the graffiti wall, and spot the hidden word for a chance to win cash prizes. Once they have guessed the word, visitors to the bazaar must take a selfie with the graffiti wall behind them and post it on Instagram or Facebook with the hashtag #waslBazaarGraffiti. From among the correct entries, four winners will be randomly selected to receive a cash prize of AED 2,500 each.

To read the full article please click on <https://www.wasl.ae/press-releases>





### **ABB talks about future of electric vehicles in the Middle East**

Urs Waelchli, head of ABB's EV charger business was in Dubai recently. Here are some of the interesting things he said about ABB venturing into the electric vehicles market in the Region: ABB is committed to provide charging solutions that match the needs of Charge Point Operators (companies who operate the charging post and offer charging to EV drivers) as well as fulfill the technical standards of as many EV cars as possible. The ability to combine these two items into a solution has made it possible to deploy ABB chargers in over 50 countries. Overall, ABB has delivered and installed now over 5000 DC Fast Chargers in the world. This number will grow substantially over the next years. Launch of new EV cars will be the main driver behind this development. ABB is working on several key projects in the region and the first chargers are already deployed in Jordan. The potential for EV Cars as well as E-Buses is growing, as many cities and governments have sustainable transportation as a key topic in their agenda. ABB is firmly committed to supporting these regional developments.



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

### **EGA to test Aluminium by-product In cement plant, improving Environmental Performance**

Emirates Global Aluminium, the largest industrial company in the United Arab Emirates outside oil and gas, and Arkan, a leading building materials company, have agreed to test the use of a by-product of aluminium smelting in Arkan's cement plant in Al Ain, improving the environmental performance of both companies. Spent pot lining is the used inner lining of aluminium smelting pots, which is worn out and replaced every four to five years. Globally, the aluminium industry produces over 1 million tonnes of spent pot lining each year according to industry experts, and much is stored indefinitely. Outside the UAE, some spent pot lining is sent to landfill. EGA is to provide spent pot lining to Arkan for joint tests of its suitability for use as feedstock for Arkan's cement plant. This will not only reduce storage in the UAE, but is also expected to reduce Arkan's energy needs and requirement for quarried rock. EGA has supplied spent pot lining to other UAE cement plants since 2010 for use as a feedstock.



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

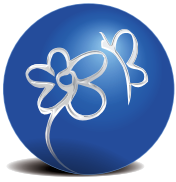
### **Minister of infrastructure development visits Dubai Sustainable City**

Minister of Infrastructure Development, Dr. Abdullah bin Mohammed Belhaif Al Nuaimi today visited The Sustainable City, region's first sustainable and integrated project and the first residential project in Dubai that produces clean energy. The tour to the city took place on March 9<sup>th</sup> and included a special preview on the first ever complete model of the Sustainable City which will be showcased at the Future Cities Show 2017 from 2nd to 4th April in Dubai World Trade Centre. Dr. Al Nuaimi was accompanied by Jamila Al Fandi, General Manager of Sheikh Zayed Housing Programme, Dr. Abdullah Salem Al Katheeri, Director General, Federal Transport Authority - Land and Maritime, Faris Saeed, CEO at Diamond Developers, the Developer of the Sustainable City and a number of top CEO's of leading companies operating in the field of sustainability along with media representatives.



The Future Cities Show objectives come in line with the innovative strategies launched in Dubai by Vice President, Prime Minister and Ruler of Dubai, His Highness Sheikh Mohammed bin Rashid Al Maktoum, such as Dubai Clean Energy Strategy 2050. The show also contributes to UAE vision 2021 and the UAE national agenda.

To read the full article please click on <http://www.thesustainablecity.ae/thediamond/news.html>



## General News

### **Fifth of world's food lost to over-eating and waste, study finds**

The world population consumes around 10 per cent more food than it needs, while almost nine per cent is thrown away or left to spoil, researchers say. Efforts to reduce the billions of tonnes lost could improve global food security -- ensuring everyone has access to a safe, affordable, nutritious diet -- and help prevent damage to the environment, the team says. Scientists at the University of Edinburgh examined ten key stages in the global food system -- including food consumption and the growing and harvesting of crops -- to quantify the extent of losses. Using data collected primarily by the UN's Food and Agriculture Organisation, the team found that more food is lost from the system than was previously thought.

Almost half of harvested crops -- or 2.1 billion tonnes -- are lost through over-consumption, consumer waste and inefficiencies in production processes, researchers say. Livestock production is the least efficient process, with losses of 78 per cent or 840 million tonnes, the team found. Some 1.08 billion tonnes of harvested crops are used to produce 240 million tonnes of edible animal products including meat, milk and eggs. This stage alone accounts for 40 per cent of all losses of harvested crops, researchers say. Increased demand for some foods, particularly meat and dairy products, would decrease the efficiency of the food system and could make it difficult to feed the world's expanding population in sustainable ways, researchers say. Meeting this demand could cause environmental harm by increasing greenhouse gas emissions, depleting water supplies and causing loss of biodiversity. Encouraging people to eat fewer animal products, reduce waste and not exceed their nutritional needs could help to reverse these trends, the team says.

The study is published in the journal *Agricultural Systems*. It was carried out in collaboration with Scotland's Rural College, University of York, Karlsruhe Institute of Technology and the Centre for Australian Weather and Climate Research.

Source: <https://www.sciencedaily.com/releases/2017/02/170221101024.htm>

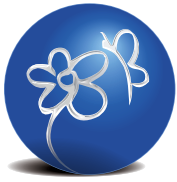
## Feature Article

## Is the 'ANTHROPOCENE' Epoch a Condemnation of Human Interference - or a Call for More?



Perhaps you've noticed, amid the hot invective and dry mockery of daily events in your social-media feeds, reports of the glaciers melting at each pole. Arctic ice cover reached record lows this summer and fall, while in Antarctica, we saw the continuing enlargement of an already massive crack in the region's fourth-largest ice sheet, threatening its continued stability. The year 2016 was the hottest ever recorded, surpassing the previous record in 2015, which had in turn exceeded that of the previous hottest year ever recorded, 2014.

Our inability to connect the day's ephemera with the geological time scale has summoned a striking neologism: the Anthropocene — the "Age of Man." Its meteoric rise is a case study in the stubbornness of the problem that the word was designed to master. Coined by the atmospheric scientist Paul Crutzen around the year 2000, the word expressed his intuition that humanity had become tantamount to the great forces of nature and that our activities now shaped the state of the systems that regulate the conditions of life. Human-induced impact on the world had become so great, he believed, that we had pushed the planet into a whole new stage of the geological time scale, leaving

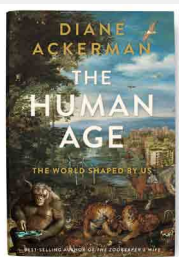


behind the Holocene epoch, which began 10,000 to 12,000 years ago.

Crutzen and a group of like-minded scientists set about grounding his improvised conceit with empirical findings drawn from various earth sciences: We have dammed half of the world's large rivers, subdued nearly 40 percent of the world's landmass for agricultural use, invented plastics, smelted metals and spread other novel particles of our own devising throughout the world; according to some estimates, 95 percent of the vertebrate biomass on land consists of ourselves, our pets and livestock bred to our specifications and raised mostly in enormous industrialized monocultures. The concept of the Anthropocene is that, in the distant future, these changes will be legible in the record preserved in the earth: in ice cores, in sediment, in fossils, everywhere.

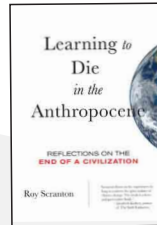
Last August, a working group within the International Commission on Stratigraphy issued a recommendation that the wider body formally designate the end of the Holocene epoch and declare the Anthropocene a reality. The question arose of whether these scientists were doing science at all or making a political statement. (After all, geological epochs are generally named millions of years after they end.) This leaves the effort to fix the meaning of the Anthropocene in stratigraphical terms still inconclusive.

It also leaves it feeling rather irrelevant. For in the meantime, the word has slipped free of its original intentions, diffusing rapidly throughout academia and slowly trickling into the consciousness of the mainstream press. Part of the Anthropocene's appeal was the sound of the word itself: portentous, stately, vaguely Latinate, imbued with a dark majesty. Another part of its appeal was its capaciousness — large enough to swallow the whole planet and everything that lives on it. Crutzen wished to capture the imagination and frame the world in a word that would create urgency around the issue of climate change and other slow-building dangers accruing to the earth. But the risk was always that the word would capture the imagination all too well and become more like a summons to further heroic exertions to remake the world in our own image.



In Diane Ackerman's 2014 book, "The Human Age: The World Shaped by Us," the author declares herself "enormously hopeful" at the start of the Anthropocene. She goes on to chronicle, in a mood of excited ambivalence, the good and the bad: "a scary mass extinction of animals" and "alarming signs of climate change" but

also a number of promising "revolutions" in sustainability, manufacturing, biomimicry and nanotechnology.



The novelist Roy Scranton, in his short 2015 polemic, "Learning to Die in the Anthropocene," calls on us to abandon false hope in the "toxic, cannibalistic and self-destructive" system of carbon-based capitalism and to "learn to die not as individuals, but as a civilization."



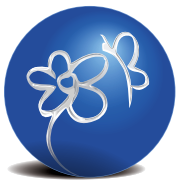
And Jedediah Purdy, author of the 2015 tract "After Nature: A Politics for the Anthropocene," contrives to see opportunity in the crisis. Though he acknowledges that humanity presently lacks the political institutions to act collectively on a global scale, he allows himself the hope that a new politics will arise that will be "democratic in the

double sense of thoroughly politicizing nature's future and recognizing the imperative of political equality among the people who will together create that future." Whatever else our posterity may come to lack, it will not suffer from a dearth of grand invective or sonorous incantation. While humanists have bent the Anthropocene to serve their own purposes, technologists have turned what began as a call for radical austerity into a renewed push for significant technological advances.

Right around the time that we confirmed that the sixth great extinction had already begun, scientists discovered Crispr, which is bacterial DNA that can be manipulated to edit genes and perhaps to bring back extinct species or to invent new forms of biological life. The Harvard biologist George Church is leading an attempt to transform an elephant's genome into that of a woolly mammoth, one of many such "de-extinction" projects. One purpose is to show that such feats are possible, to demonstrate that humanity can reverse a sentence as final as extinction. But the ultimate goal, Church has said, is to release the beasts into the permafrost, which they can save by trampling the shrubbery that would otherwise break it up in a warming climate — helping to preserve, at least for a while, the conditions that gave rise to humanity in the first place.

This is excerpted from an article written by Wesley Yang for the New York Times Magazine.





## 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.



### 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: 2015-2016

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