

الشبكة العربية للمسؤولية  
الإجتماعية للمؤسسات  
Arabia CSR Network®

# Arabia CSR Network


newsletter

July 2017  
Volume 6 | Issue 71

## ARABIA CSR AWARDS 1<sup>st</sup> CYCLE application officially closed.



All received  
applications are being  
evaluated by the jury.



**7<sup>th</sup>** Edition of the Arabia CSR Best Practices

**12** Case Studies of recognisable best practice and leadership in CSR

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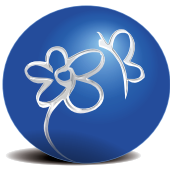
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## Note from the President & CEO Arabia CSR Network

### Eid Mubarak!

Now that Ramadan has come and gone, companies would be looking for new ways to reach out to the community in their quest to create social value. Undoubtedly Ramadan brings many opportunities to engage with the community in a proactive manner and make a positive impression on the community. However the Social Licence to Operate can only be cultivated and enhanced through long lasting and continued engagement and interaction. The SLO is dynamic in nature because stakeholders' perceptions can change over time in response to the organisation's activities, its CSR impacts, its ability to engage stakeholders constructively, and to manage and meet stakeholders' expectations and needs, and also as a result of new information that may be provided through reports, media, etc. The SLO can be revoked by the stakeholders, making it crucial for organisations to build, maintain and enhance it continually.

Having a stakeholder management plan is a crucial element in running the business smoothly and profitably. Since CSR and sustainability is linked to stakeholder needs and expectations, the organisation that does not develop a process for structured engagement and communication with stakeholders will not be able to respond to the dynamism within both the internal and the external environments. There are pronounced changes taking place all around and an organisation can use stakeholders as a gauge to figure out how these changes will impact the business. Stakeholders will alert the organisation to risks and opportunities, transfer knowledge and know how; often shedding light on dark corners the organisation had not navigated yet. Customers, suppliers, employees, local communities, investors and others will point out the issues that the organisation should focus on and which would be the building blocks of an effective CSR or sustainability strategy. So while polls, surveys and interviews are effectual in collecting the views and opinions of stakeholders, the engagement with stakeholders should not be restricted to an annual exercise.

This is often the case with reporting organisations that conduct a one-time engagement exercise to identify their material issues. But it is quite another thing altogether to sit with stakeholders, carry out constructive dialogue, involve in implementation, monitoring and assessment and ultimately, work with them as co-creators and collaborators in the value creation process. This leads to the situation where companies start to investigate their economic and societal impacts on a wide range of important stakeholders, and also examine what kind of future impacts there might arise and on which stakeholder constituency, generating a re-evaluation of the value chain. As a result of increased business knowledge, companies might also consider re-engineering their value chain to minimize negative impacts or to consolidate/accelerate positive impacts. This germinates a drive for improvement, transformation and innovation, and develops creativity, ownership and leadership. All these elements are integrated in to the Arabia CSR Awards criteria and organisations that win the award are recognised as leaders in value creation. We tell their stories in the annual Arabia CSR Best Practices, of which a small glimpse is provided at the end of the newsletter. We are excited now that the 10th cycle of the award is coming to its penultimate phase and we will wait eagerly for the new winners of 2017. Our grand awarding gala in September will unveil the CSR and Sustainability Champions of the Arab Region, we hope you will join us to celebrate their achievements.

We deeply mourn the sad demise of Ernst Ligteringen former Chief Executive of GRI. Ernst was a remarkable colleague with whom I had the pleasure to work with closely through my role as a member of the Stakeholder Council and as Certified Training Partner of GRI. The growth of GRI into the global platform that it is today can be directly credited to the brilliance of Ernst. It was his vision, perseverance and entrenched belief that drove GRI to grow and spread around the world. We have lost a dear friend and cherished advocate of sustainable development. My sincere condolences to Ernst's family and friends on this great loss.

Ms Habiba Al Marashi  
President & CEO, Arabia CSR Network

## Arabia CSR Upcoming Trainings



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11 - 13 July 2017

CSR Fundamentals



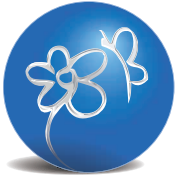


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25 - 27 July 2017

GRI Standards

Foundation	General Disclosures	Management Approach	Economic	Environmental	Social
GRI 101	GRI 102	GRI 103	GRI 200	GRI 300	GRI 400



## Arabia CSR News

### **Arabia CSR Awards 10<sup>th</sup> cycle is now closed**

The 10<sup>th</sup> cycle of the Arabia CSR Awards is now officially closed. All received applications are being checked and processed to be compiled into the final set for the jury. The jury will evaluate the submissions, comprising of the application form and supportive material, and will revert with the scores and feedback by the end of August. Shortlisted applicants will be informed in the first week of September. All applicants should block the date of September 25<sup>th</sup>, 2017 when the winners will be announced in a grand gala.

For further information on the Awards, 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 +971 4 3448622 and + 971 4 3448120.



### **Annual Dubai Dialogue Conference**

Under the patronage of the Minister of Economy H.E Sultan bin Saeed Al Mansoori, the Center of Responsible Business in Dubai Chamber (DC-CRB) hosted the annual conference of Dubai Dialogue on June 6<sup>th</sup> which was drew attention to the CSR & Sustainability focus of the federal government, while highlighting the importance of public-private partnerships in achieving objectives of the national development of UAE. Arabia CSR Network was invited to participate in the event.

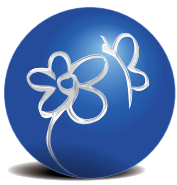
The UAE's Minister of Economy in his keynote speech remarked that the higher leadership within the government is keen on having more systematic CSR practices, through a well defined process and steps that include monitoring, benchmarking to measure the impact and the initiatives' progress and how they are benefiting the society.

Dubai Chamber's President and CEO Mr. Hamad Buamim said that having a unified common vision for CSR and sustainability in the UAE is a main concern for both public and private sectors. It is also the mission within the Dubai Dialogue conference, where organisations could share knowledge, experiences, and best practices in this domain. He added: "Corporate social responsibility is at the core of the Year of Giving strategy, which comprises many initiatives that will have a direct and significant impact on the UAE's business community and society at large"

The Undersecretary – Ministry of Economy,- highlighted the extensive collaboration DC-CRB is engaged in with the ministry of economy, in terms of putting things on the right track. He mainly referred to the growth in interest by his ministry to start issuing laws and legislations in coordination with the chamber and external consultants. He mentioned that there will be an online platform on CSR initiatives by the public and private sector that will combine the DC – CRB's CSR label to credit organisations for their achievements. Top organisations will be awarded for their successful initiatives. The head of CRB spoke about the assessment criteria of the winners, and mentioned that the information provided within the platform will be a key source for assessing the size and the effect of the partnerships taking place in the country. The event also provided a platform for company representatives to share their experiences in the arena of partnerships.







### **Holiday Inn Iftar focuses on Poverty and Hunger**

Holiday Inn Al Barsha hotel organised an Iftar event on June 12<sup>th</sup>. The event focused on Poverty and Hunger and highlighted the need to support the Sustainable Development Goals (SDGs) through collaboration initiatives that create an impact on the ground. The hotel has been implementing an initiative in collaboration with World Food Programme whereby every Iftar meal goes towards feeding four hungry persons.

The Iftar event was organised by Holiday Inn Dubai - Al Barsha (HIAB), Citi and UAE Red Crescent in support of orphan children in the UAE. The event commemorated the Year of Giving in the UAE and celebrated the 12th year of Citi's Global Community Day, wherein over 200 volunteers from Citi UAE, Holiday Inn and UAE Red Crescent shared a meal with orphans at The Gem Garden restaurant at the Holiday Inn Dubai – Al Barsha. According to Citi, it had collected close to 800 educational books and clothing to be donated through the “Share a touch of Love” Omo and Comfort campaign in partnership with the UAE Red Crescent. The Holiday Inn Dubai – Al Barsha also donated goodie bags to the orphans.

Holiday Inn Dubai - Al Barsha's CEO pledged that every iftar meal consumed by a guest in the hotel's The Gem Garden restaurant will enable funds to feed four hungry persons. The pledge is part of the hotel's corporate sustainability programme “Loves You Campaign” and serves to underscore its role as a responsible global corporate citizen. As a member of the United Nations Global Compact (UNGC), HIAB abides to UNGC's Sustainable Development Goals (SDGs), aligning its business practices with 10 of 17 SDGs including - No Poverty; Zero Hunger; Good Health and Well Being; Quality Education; Gender Equality; Clean Water and Sanitation; Affordable and Clean Energy; Decent Work and Economic Growth; Reduced Inequalities and Partnerships for the Goals. Through the campaign they have been able to feed 440,776 children through the UN World Food Programme. Their goal for 2017 is to support emergency food assistance in most needed countries. In-house guests can help to feed starving children around the world by making a voluntary donation of AED 5 (US\$ 1.4) upon check-out to feed five hungry children. In 2014, they delivered emergency food assistance to 16,500 people affected by the conflict in Syria. In 2013, HIAB provided 115,000 packs of high energy biscuits to the victims of typhoon Haiyan in the Philippines. In 2012, the hotel donated 74,165 school meals around the world. In 2016 up to Ramadan, they helped to sustain over 50,000 people who suffered in the Nepal earthquake.

Arabia CSR Network's President & CEO was among the invited guests at the event. Addressing the congregation she said, “According to estimates given by The United Nations Food and Agriculture Organisation, about 795 million people of the 7.3 billion people in the world, or one in nine, were suffering from chronic undernourishment during the period 2014-2016. Almost all the hungry people, 780 million, live in developing countries, representing 12.9 percent, or one in eight, of the population of developing countries. There are 11 million people undernourished in developed countries. With such stark facts staring us in the face, sustainable development does seem a challenge unless actions are taken to address these inequalities and dire needs facing such a large swathe of the human population. Our religion tells us, “He is not a Muslim who eats his fill when his neighbour goes hungry.” In this spiritual month of Ramadan, it is very appropriate that we follow what our religion tells us to do and look for ways and means by which we can alleviate the pain and suffering and address the needs of our fellow human beings.” She also lauded Holiday Inn Al Barsha for the impact they are making through the collaboration initiatives to fight poverty and hunger, saying it aligned well with their core objectives.



## Members Update

### **DEWA organises a number of initiative during the month of Ramadan**

Dubai Electricity and Water Authority (DEWA) launched the 'Umrat Khair initiative', to enable 70 of its employees to visit Mecca, to perform Umrah, during the Holy Month of Ramadan. DEWA also organised a variety of Islamic, social, cultural, and charitable activities throughout the Holy Month of Ramadan, to celebrate the values of the Holy Month and promote a spirit of cohesion and social solidarity. This is part of DEWA's Corporate Social Responsibility and its initiatives during the Year of Giving. DEWA distributed Iftar meals for 2,300 people every day during the Holy Month of Ramadan.

DEWA launched 'Let's make this summer green' for the second year running via social media channels, as well as other audio-visual media channels. The campaign runs from the beginning of May, until the end of August. It focuses on several guidelines including rationalisation of consumption during the Holy Month of Ramadan, reducing power consumption during peak hours (12 noon to 6 pm), setting the AC to 24C, tips for when away on summer vacation, fixing water leaks, and installing drip irrigation systems. During the Holy Month of Ramadan, DEWA also organised events and workshops, in cooperation with the General Authority of Islamic Affairs & Endowment (GAIAE), the Rashid Bin Mohammed Ramadan Gathering and the Dubai International Holy Quran Award. DEWA also cooperates with the Dubai Police through the Madfaa Al Iftar programme, which includes competitions related to rationalisation of power consumption.

Source: <https://www.dewa.gov.ae/en/about-dewa/news-and-media>



### **EGA to sponsor Dubai Sports World to promote health during summer months**

Emirates Global Aluminium (EGA), sponsored Dubai Sports World 2017, a flagship event that turns Dubai World Trade Centre into an indoor sports centre each summer. Dubai Sports World 2017 runs from 1 June to 2 September and is open to the public. EGA's sponsorship will benefit the community as well as enabling access to Dubai Sports World 2017 for EGA's 7,000 employees. The Managing Director and Chief Executive Officer of EGA, said: "The health and safety of our staff is our top priority at EGA. We devote huge effort each summer to ensuring our people stay healthy at work during the hot weather, particularly those whose jobs require them to be outside. Another summer challenge is staying fit and Dubai Sports World is a solution for us and the community."

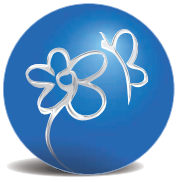
Source: <http://www.ega.ae/en/media/newsdetail?id=6093>

### **wasl properties Launches Ramadan Arts Competitions**

wasl announced the annual competitions, with a painting challenge for children and a photography contest for adults. The entries will be displayed online and via Instagram, with members of the public voting and the wasl committee selecting the prize winners. wasl's Ramadan Painting Competition is designed for younger tenants of up to 13 years old, and is now into its seventh successful year. This year's challenge is for children to paint the true meaning of Ramadan. To win the weekly prize of an iPad, artworks must be uploaded to a dedicated website where they will be voted by the public and judged by the wasl committee.

At the end of the holy month, one winner out of the four selected over the course of the competition will be awarded the grand prize of a tuition scholarship of up to AED 25,000. For adults, wasl has launched the Ramadan Instagram Photography Competition, which invites any individual over the age of 13 – whether tenant or non-tenant – to share photographs expressing the true spirit of the holy month on Instagram using #waslRamadan2017 and mentioning @waslgroup. Each entrant can upload an unlimited number of photos, and members of the public and the wasl committee will decide which lucky entrants will win the four Apple TVs that are up for grabs during the competition.





## General News

### **Training and trips on how to stay safe on the roads during Ramadan**

Multiple winner of the Arabia CSR Awards Tristar Transport offered training and guidance for fasting drivers during the month of Ramadan to enhance road safety. The programme also covered related aspects like diet for suhoor and iftar, need to stay cool during summer, use of safe routes, avoidance of road rage and rush hour. Non fasting drivers were also covered in the training to make them aware of the driving conditions during Ramadan. Mohammed Akber, General Manager for Health and Safety at Tristar, said that the pressure of completing the job within reduced working hours along with peak hour traffic rush and road rage creates pressures on drivers which is a potent cause for accidents. To avoid such accidents Tristar offered flexible working hours, rest periods, and the like to ensure that drivers are safe and able to discharge their duty.

### **Resource publication on Renewables leadership in MENA**

Who's Who in MENAT Renewables is a new high quality publication (print and digital) that profiles the 250 most powerful people working in renewable energy in the Middle East, North Africa & Turkey. The publication will be distributed to all profiled Ministers and Executives. In addition, it will be presented to all government agencies and organisations that take decisions with regards to energy policy and renewables development in the region and beyond. The publication will also be distributed at key industry events in Europe, MENA, Africa and Asia. *Source: <http://www.cleanenergybusinesscouncil.com/menat-renewables>*

## Feature Article

## Can corporate reporting help end poverty?

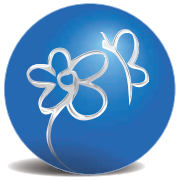


Companies impact poverty, and poverty, in turn, impacts them. Businesses, therefore, have an important role to play in eradicating poverty and supporting sustainable development. The benefit is mutual – stronger economies and stable societies create vast opportunities for growth in new markets.

Transparency is a key success factor in private sector efforts towards eradicating poverty. Businesses must have a way of measuring, monitoring, and communicating their commitment and impact on poverty alleviation.

In September last year, GRI embarked on a research project to uncover the concrete connections between sustainability reporting and poverty alleviation, through a series of focus groups, interviews, a deep-dive case study by the Overseas Development Institute (ODI), and an extensive analysis of sustainability reports. The research project, funded by the Swedish International Development Cooperation Agency (Sida) and the UK Department for International Development (DFID) has culminated in a new GRI publication 'Can corporate reporting help end poverty?' The publication presents vital findings from this research project, such as the need for companies to move beyond philanthropy and community engagement, towards strategies with large-scale impacts.



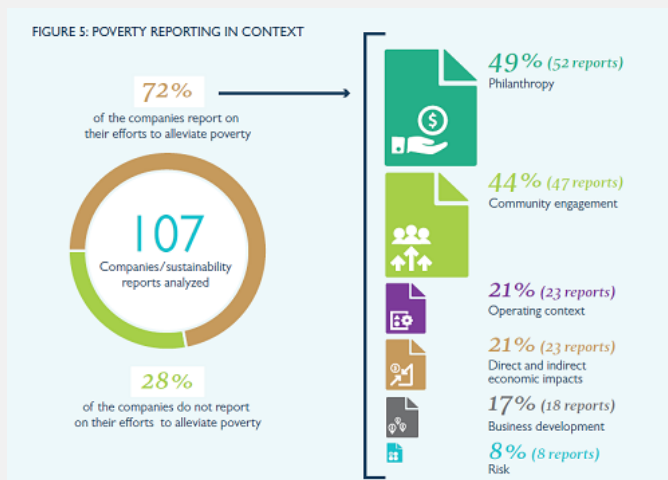


## Do companies report about poverty?

The research revealed that companies do report on their efforts to alleviate poverty: of the 107 reports analyzed, 72% included information about the company's impact on ending poverty. The research identified six contexts in which poverty is reported:

- Philanthropy, including corporate donations in terms of foundation funding, and volunteer work;
- Community engagement activities, involving local people in a direct relationship and dialogue to help address their needs and expectations;

Risks, posed by external sources, the environment, compliance regulations, customers or operations; Operating context, motivating company decisions to locate and generate employment in specific regions; Direct economic impacts, measured in terms of actual financial transactions, and indirect economic impacts, resulting from monetary flows such as income redistribution; and Business development, based on the adoption of new approaches, such as inclusive supply chains, products and services for low income groups, and small and medium-sized enterprises.



Reporting helps take the pulse of the private sector's perspectives and action on poverty. Understanding the contexts in which businesses report on poverty – and therefore their role and responsibilities in contributing to its alleviation – provides an essential baseline. The research shows that most business action related to poverty falls into the contexts of philanthropy and community engagement. On the upside, this means companies are engaging in poverty alleviation and proactively playing a part in their communities, helping tackle the issues of direct importance to them. On the downside, these are typically one-to-one interventions; in a world where nearly 1 billion people are living in extreme poverty, solutions that are immediately scalable are needed.

As highlighted by GRI's Deputy Chief Executive Teresa Fogelberg, "We are encouraged to find that companies are already reporting on their efforts to alleviate poverty, but our findings have also signaled that there is a long way to go to move toward more strategic, scalable interventions, and shift from outputs to outcomes."

The greatest opportunity for the private sector to contribute to poverty alleviation is through their direct and indirect economic impacts, as well as business development. However, the research showed that companies are not yet as active in this space as they are in the more traditional areas of philanthropy and community engagement.

Nevertheless, there is great potential:

### *Direct and indirect economic impacts*

If harnessed strategically with poverty alleviation in mind, companies could generate large-scale impacts through the economic empowerment of employees, suppliers, and other business-related multipliers.

### *Business development*

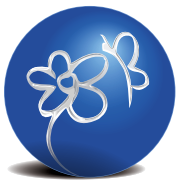
By including low income populations in the formal economy and finding ways to serve their essential needs, companies can significantly contribute to poverty alleviation on a global scale.

### *Increasing corporate impacts*

With businesses under pressure to drive sustainable economic development, it is important to understand the motivations that drive private sector actions towards fighting poverty, and to identify areas that need attention. Sustainability reporting provides insights into the predominant thinking of businesses and presents the context in which the bulk of their activities occur. Next to helping companies optimize and communicate their impacts on poverty, sustainability reporting also allows policy makers, investors, civil society and other stakeholders to gauge the commitment of companies towards poverty, and take action.

The new GRI publication 'Can corporate reporting help end poverty?' offers specific recommendations for companies as well as different stakeholder groups, to unlock the potential of sustainability reporting in the fight against poverty.

This article has been excerpted from the Global Reporting Initiative report titled 'Can corporate reporting help end poverty?'



## Case Study from the Archive - Holiday Inn - Al Barsha

### Abstract



HIAB have always prided themselves for their 'green' involvement which has been the core aspect of any business deal that they commit to. There has always been a strong belief that empowering your employees will lead to exemplary service which has proved to be true with HIAB's many accomplished awards. A large amount of attention has been placed into resource management and reducing their usage be it energy, food or water, HIAB has addressed it. Much detail and thought has gone into the many social projects and commitments that the organisation contributes into to ensure a fluid and transparent operation of them which are governed by strict and stringent policies.

The social and environmental commitment that the hotel has pursued has indeed led to a very fruitful economic outcome for the organisation. The hotel's sustainability journey is based on its deep rooted view that HIAB is a "Hotel with a Heart"; and includes 3 pillars - "Holiday Inn - Dubai Loves You Campaign", "Green Engage" and "Way of Life" representing our fundamental approach to environmental sustainability, social responsibility, corporate governance and ethics. Each one of these pillars is managed individually, with different mandates, different steering committees, objectives and deliverables. Specific objectives and annual targets are achieved through planned initiatives, which are assessed for impact being made through measurable performance indicators and through stakeholder feedback.

### Conclusion

HIAB is constantly innovating in its sustainability remit and playing exemplar in the Hospitality industry in Dubai, providing a unified leadership, top down so every one learns and becomes a role model of upholding strict values and code of ethics in looking after the people, and the environment with whom we build a loving relationship. HIAB prides itself in ensuring the stakeholders it serves have a safe haven and are confident in our Quality Risk and Process Management System. The key operations and processes are designed in line with the corporate strategy by optimizing the use of resources, reducing costs and ensuring profitability. HIAB adheres to international standards and operates in a manner that does not compromise the safety of services and the protection of the environment.

The hotel has an inbuilt understanding of Fire Life Safety to include Food safety, Health Safety and Security for guests as a priority for its guests. The hotel's Crisis Response Plan provides a systematic framework for the planning, mitigation, response, continuity and recovery for disruptive incidents which may impact the hotel, which include natural disasters, environmental accidents, technological mishaps, and man-made disasters. To achieve its vision, mission, and sustainable corporate goals the targets and indicators at corporate and departmental level have been set to ensure a robust framework of implementation. A strong sense of citizenship is apparent and HIAB admits that being a part of the UAE's economy, it makes an effort to instil pride in employees about the country that allows expats of numerous nationalities to live harmoniously. HIAB also demonstrates strong alignment with global sustainability initiatives and institutions, working with them closely to address critical universal challenges and concerns including hunger. Such efforts lend credence to HIAB's claim to industry best practices and sustainability leadership, which is borne out by the many awards and accolades that the hotel has bagged.

### Arabia CSR Best Practices: 2016

*This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2016'. For more details on Holiday Inn - Al Barsha' 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)