

الشبكة العربية للمسؤولية  
الإجتماعية للمؤسسات  
Arabia CSR Network®

# Arabia CSR Network

newsletter

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## Monumental 10<sup>th</sup> anniversary cycle of Arabia CSR Awards Concluded



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a Sustainable Future ©

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## Note from the President & CEO Arabia CSR Network

Someone once said, - Winning and losing isn't everything; sometimes, the journey is just as important as the outcome. This ethos echoed in the message that was given out during the 10th Arabia CSR Awards ceremony. The ten years of the Arabia CSR Awards symbolises the grit and determination of organisations in the Arab Region that have overcome economic and socio-political challenges in order to become more responsible and sustainable. The region has been facing a very difficult time, yet these organisations have not let their commitment to sustainability diminish. It takes a great deal of resilience to commit to investing in CSR and sustainability at adverse times, and frequently, CSR budgets are reduced or recalled at the first sign of financial stress.

In such a scenario it is hugely commendable that there exists in our Region a group of organisations that have steadfastly practised social responsibility and sustainability as strategic pursuits. Year after year they have worked hard to improve their responsible practices and create societal value. In the absence of any regulation mandating CSR and sustainability, such efforts assume a great deal of significance. Over the past ten years we have felicitated these champions through the Arabia CSR Awards. This award is easily recognisable as the most prominent Arab initiative on CSR and sustainability. It reflects the growth of CSR and sustainability in the Region as captured in the results and outcomes of the award.

It reveals trends and patterns of responsible behaviour as evident in the applications that we receive. We can say definitively that the journey of CSR and sustainability is progressing well and in the next decade we will see a clear increase in the number of organisations operating responsibly and ethically. Our hearty congratulations to the winners and finalists of the Arabia CSR Awards 10<sup>th</sup> cycle as well as to all the organisations that applied to the awards this year. You represent a very select group of leaders that are showing the way to all the others. We are hopeful that your reputations for being responsible businesses will grow and take you to new heights of achievements in the years to come.

## Arabia CSR Upcoming Trainings

Organised by EEG UNEP In Association with Arabia CSR Network® EGA Emirates Global Aluminium

**11<sup>th</sup> October 2017**  
10:00 am - 12:30 pm  
Fairmont the palm

**Register Now**

**Speakers:**  
Saeed Al Abbaz,  
Chairman - EGBC  
Jon Woodhead  
Regional Assessment Manager  
DNV - GL  
Emirates Global Aluminium  
(TBC)  
More speakers in the pipeline

**PANEL DISCUSSION ON**  
**Rethinking Infrastructure**  
**5<sup>s</sup>**  
Prosperity, People, Partnerships, Planet, Peace

**23 OCT 2017**  
**Materiality Matrix Workshop**

**20 - 23 NOV 2017**  
**CSR Advance (English)**

**17 - 18 OCT 2017**  
**Intergrated Reporting Training**

**12 - 14 DEC 2017**  
**GRI Standards (English)**



## Arabia CSR News

### ARABIA CSR AWARDS 2017 A DECADE OF RECOGNITION

The 10<sup>th</sup> anniversary of the Arabia CSR Awards 2017 was celebrated on the 25<sup>th</sup> of September. This milestone brought together past award winners, applicants in the 10<sup>th</sup> cycle, companies interested to apply in the future and a number of government officials and business leaders. To a packed audience ACSRN President & CEO Habiba Al Mara'shi said, "It is said that success is a journey, not a destination. So we have treated the tremendous success of the Arabia CSR Awards as something that prods us to aim higher and achieve more. Without this constant drive the Arabia CSR Awards would not have evolved into the Sustainability Benchmark of the Arab Region. "There is no doubt about the fact that the Arabia CSR Awards is the biggest and most prominent platform on CSR and sustainability in the Arab Region. Every year nearly a hundred or more organisations register to apply to the awards, out of which a select group make the final cut. Through the years the award has grown in every aspect, - from the number of categories to the maturity of the application process and criteria, and finally to the third party verification adding top its credibility and renown as the most rigorous CSR and sustainability award in the world. The award is available in three languages; - Arabic, English and French and has a tri-lingual jury to assess the applications. This home grown initiative came up in 2008 with the twin objectives of bringing to light CSR and sustainability leadership in the Arab world and to promote the adoption of CSR and sustainability as a value creation tool. The specific objectives of the award are:

- To bring the latest international CSR and sustainability developments, trends and standards to the Arab world
- To raise awareness and spread the culture of CSR and sustainability
- To promote CSR as an essential element of a successful business model in the Arab region
- To recognise and honour organisations in the Arab region that demonstrate outstanding leadership and commitment to Corporate Sustainability
- To commend international organisations that are actively pursuing Corporate Sustainability in the Arab region
- To create a database of CSR best practice case studies from around the region

Arabia CSR Network has worked very hard throughout the last decade to improve the award and expand it across the Arab Region. Based on internationally acclaimed structures like the UN Global Compact Ten Principles, the GRI Reporting Framework and the EFQM Excellence Model, it is won only by the most accomplished CSR and sustainability practitioners. Speaking about the challenges Mrs. Al Mar'ashi noted "the success of the Arabia CSR Awards, although beyond doubt, has been hard won. Every cycle has brought with it its own peculiar challenges and obstacles. In some cycles we faced difficulties due to the economic slowdown while in others the political scenario made it almost impossible to reach organisations in some countries. But we tried our best to make our outreach as effective as possible. We contacted Chambers of Commerce, business groups, associations, nonprofits and so on to disseminate the message of CSR and sustainability and attract participants. We took part in road shows in different countries; we utilised press conferences and the awards clinic to talk about the unique benefits of the awards. We invited previous winners to join these forums and share their experiences and learning. The results were highly encouraging; - we managed to rope in participants from 13 countries in the GCC, Levant and North Africa, who represented 31 business and industry sectors."



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The 10<sup>th</sup> cycle of the Arabia CSR Awards concluded with the gala dinner and felicitation of winners that took place on the 25<sup>th</sup> of September in a glittering function held at the Marriott Marquis Hotel in Dubai. The guest of Honour was His Excellency Engineer Sheikh Salem Bin Sultan Bin Saqr Al Qasimi, President, Ras Al Khaimah Department of Civil Aviation and the presence of dignitaries; ie H.E Abdullah Al Saleh, Undersecretary for Foreign Trade & Industry, Ministry of Economy and the Diplomats.

The ceremony opened with captivating 7 minute film narrating the 10<sup>th</sup> year journey of the awards followed by inspiring welcome address from the President & CEO where she recounted the journey of the award in the past ten years. Speaking about the factors that aided the success of the award she said, “We have been fortunate to receive the goodwill and collaboration from so many sources. From UN Global Compact, United Nations Environment Programme and League of Arab States to numerous public and private organisations that have generously helped us with sponsorship and in-kind support; - we have been fortunate to witness an outpouring of support in each successive cycle of the awards.

Our patrons, - His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council, and His Highness Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, Chairman & CEO, Emirates Group, Chairman, Dubai Airports have inspired us to make this award a unique and unparalleled platform in the Region. Her speech was followed by an entertainment programme presented by world famous comedienne, and arts educator Mina Liccione. Following the programme was the distribution of prizes to the winning organisations. The Climate neutral event was sponsored by Emirates National Oil Company (ENOC) and Gulf Petrochemical Industries Company (GPIC). Crucial support to the event was provided by UNEP, DNV-GL, myclimate, Gulf News and Al Roeya

The Arabia CSR Awards 10<sup>th</sup> cycle received 106 applications from 10 Arab countries. The number of sectors represented was 31. From all the applications 71 fulfilled all the requirements and were evaluated by the panel of judges. The biggest number of applicants belonged to United Arab Emirates, followed by Sultanate of Oman. Winners represented a cross section of business and industry sectors. The highest number of categories was visible in this cycle. With the addition of two new categories in 2017, the total number of categories stood at eleven. To commemorate the 10<sup>th</sup> anniversary a special category was introduced, the “CSR Personality of the Year”.





## Arabia CSR Awards Winning Category

The Winning entities being felicitated by His Excellency Engineer Sheikh Salem Bin Sultan Bin Saqr Al Qasimi, President, Ras Al Khaimah Department of Civil Aviation and H.E Abdullah Al Saleh, Undersecretary for Foreign Trade & Industry, Ministry of Economy

### PUBLIC SECTOR CATEGORY



**WINNER**  
Dubai Electricity and Water Authority



**1st Runner Up**  
Emirates Transport



**2nd Runner Up**  
Dubai Customs

### PARTNERSHIPS AND COLLABORATIONS CATEGORY



**WINNER (tie)**  
Dubai Municipality and Emirates Transport



**1st Runner Up**  
McDonald's UAE



**2nd Runner Up (tie)**  
Gulf Petrochemical Industries Company



**2nd Runner Up (tie)**  
Tristar Transport



## Arabia CSR Awards Winning Category

### LARGE BUSINESS CATEGORY



**WINNER**  
Gulf Petrochemical Industries Company



**1<sup>st</sup> Runner Up**  
Interserve International



**2<sup>nd</sup> Runner Up**  
Zulekha Hospitals

### MEDIUM BUSINESS CATEGORY



**WINNER**  
Al Jazeera Catering LLC



**1<sup>st</sup> Runner Up (tie)**  
Salalah Methanol Company and DLA Piper

### SMALL BUSINESS CATEGORY



**WINNER Tie**  
Knowledge Group



**WINNER Tie**  
Etihad ESCO



## Arabia CSR Awards Winning Category

### ENERGY SECTOR CATEGORY



#### WINNER

Emirates National Oil Company

### CONSTRUCTION SECTOR CATEGORY



#### WINNER

Al Futtaim Carillion

### SOCIAL ENTERPRISE CATEGORY



#### WINNER

TTI

### HOSPITALITY SECTOR CATEGORY



#### WINNER

Holiday Inn Dubai - Al Barsha



#### Special Recognition

Gloria Hotel



#### Special Recognition

Shangri-la Barr Al Jissah

### FINANCIAL SERVICES CATEGORY



#### WINNER

BMCE Bank of Africa - Morocco



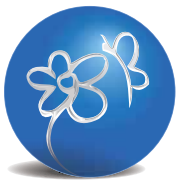
#### Special Recognition

BLC Bank - Lebanon



#### Special Recognition

UAE Exchange



## Case Study from the Archive - Orange Tunisie



### Abstract

*Tunisia has a high rate of youth unemployment, with above 30% of graduates being unemployed. This project is designed to tackle this problem and offer solutions by applying the core expertise of Orange Tunisie. The Developer Programme was launched in 2010 soon after the launch of Orange Tunisie, a private telecommunication operator in Tunisia.*

*The Developer Program instituted by Orange Tunisie was renamed the Innovation Program (IP). The aim of the programme is to achieve socio-economic rebalancing of regions by placing digital innovation at the core of CSR and empower youth through employment and entrepreneurship. It provides a boost to employability and the establishment of start-ups in Tunisia through a number of mediums including training, networking and coaching. It also increases access to digital technology among the student population in high schools. The long term goal is to magnify the social impact of the project across the entire country by 2020.*

IP is the perfect example of a successful partnership model that a business can explore to create shared value. It is rooted in local issues and market needs, and aims to address both with the same tool. While it seeks to increase employability and entrepreneurship, it also promotes the uptake of digital technologies among the populations of Tunisia. IP is conceived essentially as a vehicle of growth not only for the company, but also for the country's economy. It is linked to the core business and expertise of Orange Tunisie, therefore it is structured, well managed and impact oriented. Transparency and accountability are cornerstones of the project and are instrumental for maintaining consistent relationship with partners. The programme has reached to many beneficiaries as clearly evidenced, and has also been expanded throughout the years. All these factors amply demonstrate that IP is indeed a prime candidate for leadership in collaboration, and one that is replicable and inspiring.



### Arabia CSR Best Practices: 2016

This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2016'. For more details on Orange Tunisie 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)