

الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network®

Arabia CSR Network

newsletter

February 2018
Volume 7 | Issue 78



The Arabia CSR Network launched the 11th cycle of the Arabia CSR Awards 2018



First GRI Standards Training in 2018

Arabia CSR Upcoming Trainings	Pg 2
Members News Update	Pg 6
Best Practices from the Archives	Pg 9

Follow us on:

LinkedIn

<http://www.linkedin.com/groups/Arabia-CSR-Network-3835323>

Facebook

<https://www.facebook.com/arabiacsnnetwork>

Twitter:

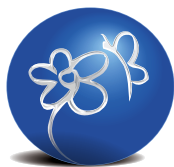
<https://twitter.com/ArabiaCSR>

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

Building Partnerships for
a Sustainable Future ©

P.O Box 112101, Villa No. 117a, JMR 68, Jumeirah 1, Dubai United Arab Emirates
Tel: +971 4 344 8120, +971 4 344 8622 Fax: +971 4 344 8677
Email: admin@arabiacsnnetwork.com Web: www.arabiacsnnetwork.com

Editorial Team:
Habiba Al Mar'ashi, Sudipa Bose, Jefferson Balisi



Note from the President & CEO Arabia CSR Network

H.H. the late Sheikh Zayed bin Sultan Al Nahyan was much more than the first president of the United Arab Emirates. He was the force that brought together the Khaleeji rulers to form the Gulf Cooperation Council (GCC), so his contribution clearly went beyond the formation of the UAE. His personal attributes are legendary, from his physical to his cerebral qualities, from his governance capacities to his love for his people. A hundred years have passed since this visionary opened his eyes and fourteen years since he closed them. His legacy is visible in everything that the UAE has achieved and his influence has been forever embedded into the economic, political, social, cultural and ecological fabrics of the country. 2018 is the year that we celebrate this unparalleled leader, his work, his accomplishments and also, his beliefs and values. Year of Zayed has four tracks, each of

which commemorates Sheikh Zayed's value system; - Wisdom, Respect, Sustainability and Human development.

It has been correctly said that his lifelong commitment to sustainability became a hallmark of his Presidency that continues to shape the positive and constructive approach of the UAE to meeting the world's greatest environmental challenges. He had a genuine interest in the empowerment and welfare of the women of the UAE. He focused efforts to provide education, healthcare, housing and other infrastructure to the people of the UAE, as well as humanitarian support in whichever part of the globe where it was needed. Regarding the future his foresight led him to say, "We must not rely on oil alone as the main source of our national income. We have to diversify the sources of our revenue and construct economic projects that will ensure a free, stable and dignified life for the people." About the past, his wisdom shone through these famous words, "On land and in the sea, our fore-fathers lived and survived in this environment. They were able to do so because they recognised the need to conserve it, to take from it only what they needed to live, and to preserve it for succeeding generations."

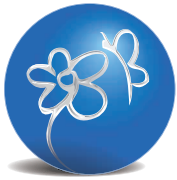
He was talking about what is understood to be the basic tenet of sustainable development. His empathy for the natural environment and his support in its preservation earned him the prestigious Golden Panda award in 1997, WWF's highest conservation award and which for the first time, was being conferred on a Head of State. In the same year he also received the region's first ever Gulf Business Award for Environmental Action. Prior to that, Sheikh Zayed had received a gold medal from the Food and Agriculture Organisation (FAO) of the UN for his agriculture development efforts, not only in the UAE, but in other developing countries, in the year 1995.

In 2018 we will be happy to work with or support any organisation that launches into activities and initiatives to mark the Year of Zayed. Arabia CSR Network will channelise all efforts to support the four themes of Year of Zayed and in particular Sustainability. As the very first of many more firm steps, the Network held a number of prosperous meetings with entities on federal and governmental level to further push this agenda and honour his legacy.



Arabia CSR Upcoming Trainings

13th February CSR Impact Assessment - Workshop	18th March Stakeholder Engagement - Workshop	10th April Arabia CSR Awards - Clinic
18th February Panel Discussion - Innovation, Sustainable Development - New Manifesto for SDG's	20th - 22nd March GRI Standards- Training (English)	16th - 19th April CSR Advanced - Training
20th - 22nd Feb Fundamentals of CSR - Training		18th April Panel Discussion - Technology of Today, Lifestyle of Tomorrow



الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network®

Arabia CSR Awards 11th cycle press launch

The Arabia CSR Network launched the 11th cycle of the Arabia CSR Awards 2018 on 17th January hosted by the Grand Millennium Hotel in Dubai. The purpose of the launch was to officially commence a new cycle of the awards, announce the new online launch of the Awards website and share the features of the new cycle with the media, potential participants and other stakeholders. In addition, the launch highlighted the winners of the 10th Cycle from various categories and provided them with a platform to share their experiences and insights on their Awards journey. Representatives from Salalah Methanol, Etihad ESCO, DLA Piper and Al Jazeera International Catering were present to talk about their successful participation. This was meant to further recognise their success and also inspire other organisations to follow in their suit. Furthermore, it provided an opportunity for public and private organisations who were interested in applying to this cycle to become familiar with the platform. With introduction of a new sector specific category the Awards will be spanning twelve categories this year; the categories are **Public Sector, Large, Medium, Small, Energy, Financial Services, Social Enterprise, Construction, Hospitality, Healthcare, New Business and Partnerships & Collaborations.**

One of the highlights of the event was the signing of a Memorandum of Cooperation with Wasm CSR that came on board as country partner in the Kingdom of Saudi Arabia. This formalised Wasm CSR's roles as not only marketing the Awards in their host country but also engaging in other avenues of collaboration.



First GRI Standards Training in 2018

Arabia CSR Network's training programmes in 2018 commenced with a GRI Standards certified training held from January 23rd to 25th. Later this year GRI's G4 guidelines will be phased out and the GRI Standards will come into force from the month of July. Therefore organisations that have plans to publish their sustainability reports in the second half of 2018 have been interested to undergo this training in order to understand and apply the Standards in their own reporting. The training enables not only skill building for sustainability reporting, but also deepens understanding about sustainability practice itself. The training is very effective in imparting both theoretical and practical learning related to sustainability strategy, material topics and pillars, goals and targets, Key Performance Indicators, monitoring and evaluation. This popular course has been developed by Amsterdam based Global Reporting Initiative's Global Sustainability Standards Board (GSSB), with key inputs from Arabia CSR Network, the local training partner.

The course is delivered across three days to ensure optimisation of knowledge sharing through lectures, discussions and exercises. The components of the training include introductory sections, overview of the Standards, details of the four series of standards covering various topics, reporting requirements and guidance; the reporting process in sequence, and a section on the various resources and tools that are available to reporters from GRI. An end of course interactive exercise to review a set of reports using the principles and frameworks taught during the training aids participants to check the level of clarity and proficiency that they have gained over the course of the training. All participants received e-certificates from the GRI headquarters in The Netherlands certifying the successful completion of the course.



Testimonials:

The parts of the training I appreciated most were the interaction and exercise activities.

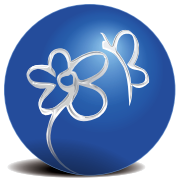
– Mohamed Ahmed Al-Hashemi, Fire & Safety Shift Supervisor, Gulf Petrochemical Industries Company

The part of the training I appreciated most was the reviewing of actual case studies.

– Fuad Ali, Media Editor, Emirates Transport

An excellently conducted course. Highly enjoyable and useful. The trainer was extremely engaging and the topics covered were insightful and relevant.

– Dahlia Haleem, Senior Project Officer, Dubai Carbon Centre of Excellence.



World Future Energy Summit

From January 15th to 18th, more than 33,000 attendees from 175 countries convened in Abu Dhabi for the World Future Energy Summit (WFES). The annually held summit consists of an exhibition and a conference, in commemoration of the Abu Dhabi Sustainability week.

The event is hosted and organised by Masdar (the Abu Dhabi government entity pioneering the advancement of clean energy implementation and adoption across the globe) and the centrepiece of Abu Dhabi Sustainability Week. WFES facilitates many touch points for project developers, distributors, innovators, investors and purchasers gathered from across the globe to meet and discuss products, services, experiences, thinking and innovation that facilitate global energy mix. WFES reported 8,600 meetings between exhibitors and registered buyers, enabling new partnerships and business opportunities. Alongside the exhibition, WFES also featured the annual conference that brings to light salient sustainability trends, issues, challenges and solutions, etc.

Arabia CSR Network shared exhibition space with their strategic partner Emirates Environmental Group. President & CEO Habiba Al Mar'ashi was an invitee of the WFES conference. Meetings with interested organisations and individuals were also held in the stand which provided an opportunity to Arabia CSR Network for exposure and networking.



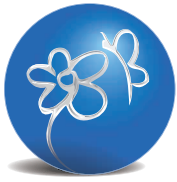
Launch of the State of the Green Economy Report

On the 17th of January, HE Saeed Mohammed Al Tayer, Vice Chairman of Dubai Supreme Council of Energy launched the State of Green Economy Report 2018. The report was compiled by Supreme Council of Energy in collaboration with United Nations Development Program (UNDP), and Dubai Carbon Centre of Excellence (Dubai Carbon). The report was launched at the Youth Hub in Emirates Towers, Dubai. The ceremony was attended by HE Dr Aisha Bin Bishr, Director General of the Smart Dubai Office, HE Huda Al Hashimi, Assistant to the Director General for Strategy and Innovation at the Prime Minister's Office, HE Ahmad bin Butti Al Muhairbi, Secretary General of the Supreme Council of Energy, Abdullah Kalban, MD & CEO of Emirates Global Aluminium, HE Ahmad Bin Shafar, CEO of Empower, Waleed Salman, Chairman of Dubai Carbon, Frode Muring, UNDP Resident Representative, and representatives from the public and private sectors, international organisations, and the media. During the event a number of individuals and organisations from the public and private sectors were honoured during the ceremony for their contribution to the report. Arabia CSR Network was among the selected invitees.



The State of Green Economy Report 2018 consists of eight chapters on green economy development, under the theme 'Youth and building the future.' It sheds light on the efforts of various organisations in green economy, with a general perspective by young Emiratis, as well as the efforts done by various sectors in the transition to a green economy. The chapters cover several topics, such as the World Green Economy Summit (WGES), Innovation and Technology, Roadmap to the Future, Energy, Renewable Technology, Smart Cities, Green Transformation, Policies and Governance, Youth, and the Private Sector. The report highlights major green initiatives and investments, and is sponsored and supported by key players in various energy sectors, notably DEWA, ENOC, Empower, ENGIE, Emirates Global Aluminium (EGA), the UAE Water Aid Foundation (Suqia), ABB, and the Dubai Science Park.

Speaking at the event HE Saeed Mohammed Al Tayer, Vice Chairman of Dubai Supreme Council of Energy said, "The UAE believes that sustainability is a global priority. Under the guidance of our wise leadership, the government of the UAE aims to ensure sustainable development, while preserving the environment and balancing economic and social development. Federal and local visions and strategies focus on preserving natural resources, and implementing green growth plans, in line with the UAE Vision 2021, the UAE Green Growth Strategy under the theme 'Green Economy for Sustainable Development,' the Dubai Plan 2021, and other strategies. All these contribute to achieving the United Nations' Sustainable Development Goals."



Jordan International Conference focused on physical therapy and rehabilitation in conflict zones

The 3rd International Conference: Physical Therapy Services in Conflict Affected Countries (Jordan, West Bank, Gaza, and Lebanon) was organized by Al Hussein Society (AHS), and funded by USAID.

It was held under the Patronage of HRH Princes Majda Raad; Founder and President of AHS. The two day conference took place on January 27th and 28th in the Dead Sea. The agenda covered a set of scientific papers that were presented by specialists on the topics, 'Exercises Can Prevent Muscle Wasting in Acute Sepsis', 'The Development and Evaluation of Virtual Reality Balance Scenarios in People with Multiple Sclerosis (MS)', 'Rehabilitation Services in Pediatric in Jordan', 'Wheelchair Training Program for Occupational Therapy Students in Jordan', 'CBR Program in Gaza', 'Higher Education in Physiotherapy: The Lebanese Experience', 'Predictors of Quality of Life of Rehabilitation Sciences' Students', 'Gender in Physiotherapy (Country Level Survey)', 'Treatment of Idiopathic Scoliosis Using FED' and 'Comprehensive, Functional Assessment of the Patient by Means of the DIERS system'. Two symposia were held, one on each day. The symposium on the second day was on the topic Model Social Strategy in Rehab, Role of CSR in Achieving social strategies, which was presented by ACSRN President & CEO Mrs. Habiba Al Mar'ashi, and Interdisciplinary Rehabilitation: The JUST-CRS experience.



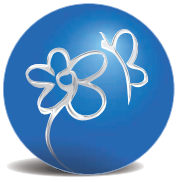
A set of workshops were also held on the concluding day of the conference. Arabia CSR Network and Al Hussein Society had signed a MOU in 2016 and ACSRN's participation in the conference was a result of this collaboration. Mrs. Al Marashi spoke about the nexus of Social Strategies and CSR and how companies can leverage CSR practices to achieve the social objectives and strategies that arise from stakeholders' expectations and local needs. She also presented a few case examples and explained how the Sustainable Development Goals support disability and invited public and private organisations to collaborate through social strategies and CSR in addressing this issue. Mrs. Marashi gave a brief overview of the Arabia CSR Awards, focusing on the Partnerships & Collaborations category, which recognises CSR oriented partnerships.

Ajman Social Responsibility Summit 2018

Under the patronage and personal presence of His Highness Sheikh Humaid Bin Rashid Al Nuaimi, Ruler of the Emirate of Ajman and member of the UAE Supreme Council of the Union, the Ajman Social Responsibility Summit was organised on January 30th by Ajman CSR Center with the support of Fairmont Ajman, Ajman University, Emirates NBD Bank and BuFares Perfumes. Many senior business executives, entrepreneurs and representatives from the government, private, public sectors and civil society convened to explore emerging trends and innovative solutions to social responsibility questions. Attending the event was H.E Hessa Essa Buhumaid - Minister of Community Development. Two panel discussions were held during the summit. The first panel themed "Social Responsibility in the Private Sector" had five speakers; - Mrs. Habiba Hassan Al Marashi - President and CEO, Arabia CSR Network; Mr. Iftikhar Hamdani - General Manager of Ramada Hotel and Suites Ajman; Mr. Alex Malouf – Corporate Communications and Reputation Manager – Arabian Peninsula Procter & Gamble and Mrs. Ola Al Haj Hussin - CSR Director of Crescent Enterprises. The theme of the second panel was "Nationalism and the Volunteering Spirit" and featured the following speakers; - Dr. Amna Khalifa Alali - The Board Member of Ajman Chamber and Chairwoman of the Ajman Businesswomen Council; Mr. Abdulla Ahmed Al Shehhi - Chief Operating Officer at Dubai Cares and Mrs. Noof Ali AlHosani - Supervisor of Volunteer Evaluate & Training, Emirates Red Crescent.



In her inputs and interventions during the panel discussion Mrs. Al Mar'ashi highlighted several important issues such as the business case of CSR, the first steps in developing a CSR practice, CSR and strategy alignment, stakeholder engagement and sustainability reporting. In her concluding remarks she said, "Sustainability offers a once-in-a-lifetime opportunity to business to become a partner in development. It is up to them to seize it and imprint their positive contributions towards human development. This is the legacy business should leave for the future, and for sustainable development."



Members News

wasl signs agreement with Dubai Police to support prison inmates to mark Year of Zayed

wasl Asset Management Group has signed an agreement with the General Department of Punitive and Correctional Establishments of the Dubai Police General Command in alignment with the UAE's 'Year of Zayed 2018'. Reflecting the values of the Founding Father, the agreement will see the two parties continuing their cooperation to support inmates in Dubai's penal institutions with a series of enriching programmes and activities. Under the agreement, wasl will provide sponsorship to support activities, initiatives and public administration programmes that serve the inmates of penal and correctional institutions, including dune buggy manufacturing. This programme will allow the automotive industry to support inmates in learning all stages of dune buggy manufacturing, from structure to assembling electrical and mechanical body parts, and will use the best technology to manufacture five cars. The cars will be allocated to inmates who pass their rehabilitation mechanical courses. As part of the agreement, wasl will also provide a computer hall equipped with the latest technology in order to train the inmates in rehabilitation and specialised courses in various other fields. The computer hall will accommodate 10 devices, in addition to projectors and specialised programmes. *Source: www.wasl.ae*

DEWA launches cache of programmes in support of Year of Zayed

H.E Saeed Mohammed Al Tayer, MD & CEO of Dubai Electricity and Water Authority (DEWA) has approved an integrated programme for the Year of Zayed that includes 6 main programmes to provide 29 initiatives. They continue DEWA's initiatives during the Year of Giving 2017, where it approved 12 main programmes to provide 27 social and humanitarian initiatives.

DEWA's programmes for the Year of Zayed includes 'Zayed's Footsteps', which consists of initiatives that contribute to consolidating the principles of the late Sheikh Zayed, such as love and loyalty to the homeland, social cohesion, and spreading love among all members of society; 'Zayed Al Khair' to support People of Determination, charities and orphans to ensure a decent life for them and provide them with a fixed income; 'Zayed and Giving' to support sustainable international projects that serve the national vision and translate the vision of the late Sheikh Zayed in philanthropy and giving; 'Zayed the Leader' which includes initiatives that contribute to preparing a generation of young leaders who work according to the principles of the late Sheikh Zayed, to enable them to lead development and charity projects, and become creative Emirati leaders; 'Zayed and the Environment' which includes initiatives that support the environment, provide clean energy, and prepare a generation that realises the importance of sustainability and protecting the environment and natural resources; and 'Zayed the Inspirer' which supports students in the UAE, and other countries, by providing a learning environment for them and fulfill their educational needs. DEWA will also launch several local and international volunteer programmes, and national, environmental, cultural and traditional events and activities around the legacy of the late Sheikh Zayed.

DEWA's efficient, effective and sustainable practices are clearly reflected in their international performance results that includes reducing electricity line losses from 7% to 3.3% and Unaccounted for Water from 42% to 8%, which are global benchmarks. Customer Minutes Lost reached 2.6 minutes per year compared with 15 minutes of leading utilities in Europe and the USA. The fuel efficiency of DEWA's latest power plants increased to about 90% and generation efficiency increased by 27% from 2006 to 2017, "During the Year of Zayed, and with the determination of all Emiratis, we will continue the journey of sustainable development initiated by the late Sheikh Zayed, which is continued by our wise leadership, to make the UAE one of the most important players in sustainable development worldwide," said Al Tayer. *Source: <https://www.dewa.gov.ae>*

EGA shortlists three university teams for robot design competition

Emirates Global Aluminium recently announced the three student teams that have been shortlisted for the next round of Al Robot, an open competition for university students to design and build an industrial robot for use in EGA's smelters. The teams are from United Arab Emirates University, Higher Colleges of Technology and Rochester Institute of Technology in Dubai. The three teams will be funded by EGA to develop their robot designs. Entries in the first round were judged on their safety, level of innovative thinking, and overall scientific and technical approach. The finalists are Ammar N. Al Mamari, Ahmed A. Altelbani, Ahmed Ben Kraouda, Abdulla G. Hussain and Maryam S. Al Kaabi from the United Arab Emirates University; Omar Alhosani, Abdulla Almessabi and Abdulla Webair from the Higher College of Technology; and Fatma El Sheimy, Cliff Wachiuri and Aswath Sridhar from the Rochester Institute of Technology in Dubai..



EGA collaborates closely with local and international universities in its research and development programme, but Al Robot is the first time the company has held an open competition for students to tackle an industrial challenge. The winning robot will be able to lay the brickwork lining of the pots where aluminium is smelted, a process that is currently done manually. EGA's existing academic partnerships include Masdar Institute, American University of Sharjah, and Higher Colleges of Technology in the UAE. As well as the University of Auckland, University of New South Wales, and the Massachusetts Institute of Technology.

Source: www.ega.ae

ENOC subsidiary Emirates Gas launches UAE's first composite LPG cylinders project

Emirates Gas, a subsidiary of ENOC Group, will commence the installation, supply and distribution of composite LPG cylinders within Al Khail Gate's residential community.

The project is part of an agreement between Emirates Gas and Dubai Properties (DP) signed earlier this year to supply residents with safer cooking gas cylinders. As the first and only supplier of these aesthetically-appealing composite LPG cylinders, Emirates Gas will exclusively meet all LPG requirements in DP communities, starting with Al Khail Gate. With the installation of composite cylinders system set to be implemented in two phases and to be completed in Q1 2018, over 9,000 units of Al Khail Gate will have in each kitchen an LPG Gas leak detection sensor that will trigger a shutdown of gas supply from the cylinders through a Solenoid Valve supplemented by an emergency shutdown switch. The gas detection system in every kitchen is wired to the fire alarm panel of the building which instantly communicates any hazards directly with the 24x7 help center of the Dubai Civil Defense department. The regulators on the cylinder are fitted with an excess flow-check mechanism that instantly stops the flow of gas from the cylinder in case of any loss of containment in the supply piping. Al Khail Gate residential tenants will automatically be enrolled for annual maintenance contracts ensuring peace of mind throughout the year.

Composite cylinders are light weight and almost half the weight of a conventional steel cylinder. This allows better fuel efficiency in transportation due to lesser Pay-load on transport vehicles reducing the overall carbon footprint. Composite cylinders are also translucent enabling the consumers to know the level of product in the cylinder as it goes down thereby alerting them to book refills on time. Emirates Gas' initiative in delivering a state-of-the-art technology driven smart application that facilitates Al Khail Gate residential tenants in managing their LPG requirements, including a payment gateway, is driven by H.H Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai's vision of a smart city with mobility and E-commerce being the focus.

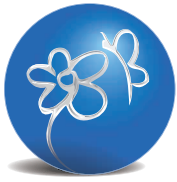
Source: www.enoc.com

The Sustainable City and Roads and Transport Authority (RTA) MOU to operate autonomous vehicles

The Sustainable City and Roads and Transport Authority (RTA) have signed an MoU for the operation of autonomous vehicles within the facilities of the project situated in Dubai Land, Al Qudra Road, starting from February 2018. The step stems from the keenness of both parties to support the Dubai Government's strategy of converting 25% of public transport services to driverless means by 2030. "The MoU underscores RTA's commitment to engage in partnerships with public and private sectors to realize its strategic, smart mobility objectives. It reflects the cooperation and partnership between the RTA and Sustainable City and supports the Smart City initiative as well as our government directives to transform 25% of public transport means into driverless transit modes by 2030. The MoU calls for studying the location of operating the autonomous vehicle in The Sustainable City project in Dubai Land, Al Qudra Road, and providing the infrastructure needed for the start of operation," said Abdullah Yusef Al Ali, CEO of Licensing Agency and Deputy Chairman of Autonomous Vehicles Committee.

Faris Saeed, CEO of Diamond Developers (Developer of The Sustainable City Project) said, "We are pleased with the enhanced strategic cooperation with the RTA in supporting the Dubai Government plan for transforming 25% of public transport means into driverless modes by 2030. The integrated efforts of public and private sectors, and the exchange of experiences in support of sustainable development that conserves the environment will serve the joint interests of making Dubai the best destination for living and business."

Source: <http://www.thesustainablecity.ae>



Feature, Blogs, White papers, Articles...

The Danger of Treadmill Verbs



Sometimes it's better to hop off the treadmill.

My colleague and friend Ann Latham is a pro at creating effective meetings. One of her secrets is to ensure that everyone is always moving forward toward an identified goal. No wheel-spinning allowed! So when I read her recent post about “treadmill verbs” and how they bog down meetings, I immediately drew a parallel to philanthropy.

Treadmill verbs describe those actions that can bog us down and keep us from moving forward – all in the name of doing good work. You’ll doubtless recognize words like learn, review, study, and plan. “Destination verbs,” on the other hand, are words that describe forward movement and accomplishment. Think of words like approve, decide, confirm.

It’s not that philanthropy doesn’t require a good dose of treadmill verb activity. As grant makers, we need to plan, scan, meet, discuss, listen, review and more in order to do our work effectively. The problem comes when we continue to engage in these activities and are unable to move past them. Hence, we’re stuck on a treadmill of our own making rather than making forward strides.

Think of your work as a journey. Focus on your destination, what you want to accomplish (whether in a multi-year grant initiative or in today’s meeting), and how you’ll know when you’ve arrived. Then, think about the activities (verbs) that will speed you down the path you’ve laid out, and which will keep you running in place.

Here’s a challenge:

Take a look at the list of treadmill verbs and destination verbs below. Feel free to add your own to either list.

Pay attention to how often you hear or say each of them in the context of your work over the next week or so.

Then, start inserting destination verbs into your own conversations in place of treadmill verbs whenever you can.

My bet is that you’ll begin to see some movement and forward momentum where things may have stalled out before!

Treadmill verbs

- *Conduct due diligence*
- *Learn*
- *Report*
- *Review*
- *Listen*
- *Discuss*
- *Meet*
- *Scan*
- *Communicate**
- *Disseminate**
- *Plan*
- *Facilitate*
- *Weigh*

Destination verbs

- *Approve*
- *Decide*
- *Authorize*
- *Agree*
- *Confirm*
- *Impact*
- *Change*
- *Arrive*
- *Share**
- *Elect*
- *Fund*
- *Leverage*

*Some verbs can be either treadmill verbs or destination verbs, depending on the context.

Again, it’s not that treadmill verbs are bad activities – we need them to do our work thoroughly and effectively. But when too much of our time and effort are spent on treadmill verb activities, we deny ourselves the ability to deliver the kind of impact we want and our communities deserve. So get off that treadmill and make some real strides!

This article is written by Kris Putnam-Walkerly, MSW, Global Philanthropy Advisor, member of the Million Dollar Consultant Hall of Fame and named one of America’s Top 25 Philanthropy Speakers. And author of the award-winning book *Confident Giving: Sage Advice for Funders*, which was named one of “The 10 Best Corporate Social Responsibility Books.”



Case Study from the Archive - BMCE Bank



Abstract

The BMCE Bank in Morocco – winner of the Financial Sector category of the Arabia CSR Awards 2016 – is a part of the Bank of Africa Group and is the second largest private bank in Morocco. The bank is the first corporate in Morocco to issue a Eurobond in 2013. It is also listed on 3 stock markets – Casablanca, London and Luxemburg, thus giving the Bank of Africa Group direct access to the international market.

In terms of corporate responsibility practices, the bank demonstrates a progressive approach by adopting the ISO 26000 standard for social responsibility. It also follows a number of other international standards and international best practice that has helped it function with a structured sustainability strategy that focuses on a range of issues such as climate change, water shortages, working conditions, youth employment, good governance and transparency.

The BMCE Bank of Africa, over the past 20 years, has strengthened its brand as a crucial element of a progressive Maghrebien and Pan-African business group. Significant credit of this growth in brand value can be attributed to the Bank's emphasis on sustainability, both within the company and as part of its investments.

There is a strong emphasis on developing financing solutions for projects with positive social and environmental impacts. The Bank, a signatory to the UN Global Compact, has also made efforts to integrate principles of sustainability and the Sustainable Development Goals in the way it does business and engages with its key stakeholders.

The projects detailed above are a very good demonstration of how a Bank can transform its core business to uphold sustainable values. By financing renewable energy projects - solar and wind, mobilising energy efficiency financing for SMEs, it is using its expertise as a catalyst for addressing climate change and sustainability. Furthermore, the management of social and environmental risks in its investment portfolio as per the Equator Principles is indicative of a mature approach towards practicing corporate responsibility.

The Bank's Foundation too plays a very strong role in Morocco's social development and education landscape, especially for the rural sector. In this too, the Bank has achieved a win-win by closely tying its business sustainability with community development by focusing on the subject of financial literacy for the rural masses. It is clear that the interest of the Bank's leadership in integrated corporate sustainability has paid dividends in terms of enhancing the company's vision and impact in a number of economic, environmental, social and governance related areas.



Arabia CSR Best Practices: 2016

This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2016'. For more details on - BMCE Bank and other companies that have been recognised for their innovative and effective CSR strategies write to us at admin@arabiaccsrnetwork.com and book your copy now! Please mention "Arabia CSR Best Practices" in the subject.

The Arabia CSR Network welcomes new members to be a part of its CSR journey. To learn more about how to be a member, and how your organisation will benefit from it, call us at +971-4-3448120 or write to us at admin@arabiaccsrnetwork.com
For more information on the Arabia CSR Network visit www.arabiaccsrnetwork.com