

الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network®

Arabia CSR Network

newsletter

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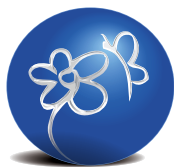
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WE ARE SOCIAL!



Note from the President & CEO Arabia CSR Network

On March 8th, the world will observe the International Women's Day. But how do the resolutions taken on a particular day of the year get implemented throughout the year to create actual impact that would help to diminish the global gender pay gap of 23%?

A new McKinsey Global Institute report finds that \$12 trillion could be added to global GDP by 2025 by advancing women's equality, resulting in a 11% GDP increase. In a "full potential" scenario in which women play an identical role in labor markets to that of men, as much as \$28 trillion, or 26%, could be added to global annual GDP by 2025. The public, private, and social sectors will need to act to close gender gaps in work and society.

Also, the World Water Day on the 22nd of March will rally people around the theme Nature for Water; exploring how we can use nature to overcome the water challenges of the 21st century. Globally, over 80% of the wastewater generated by society flows back into the ecosystem without being treated or reused. Sustainable Development Goal 6 – ensuring availability and sustainable management of water and sanitation for all by 2030 - includes a target to halve the proportion of untreated wastewater and increase water recycling and safe reuse.

Going back to last month, we attended a global summit on Health, Safety and Environment in Kuwait. It is reported that everyday, people die as result of occupational accidents or work-related diseases more than 2.78 million deaths per year. Additionally there are some 374 million non fatal work-related injuries and illness each year, many of these resulting in extended absences from work, according to ILO.

The salience of HSE is recognised all over the world, however the concern for health, safety and environment should prevail across every company's value chain. It was encouraging to see this understanding mirrored in many presentations and talks in the summit. We also had an interesting workshop on CSR impact assessment which provides a viable formula for validating impact and continuity of sustainability and CSR initiatives. We participated in the Pearl Initiative Excellence in Philanthropy: Frameworks for Sustainability high level roundtable. The event underscored the importance of strategic philanthropy in the Arab Region.

We hope you will continue to engage in our programmes and activities, in particular the 11th Arabia CSR Awards 2018. We are waiting to reveal the champions and trend setters in the Arab world for whom sustainability and CSR are truly the means to create long term successful business models and operations.

Register Now for the Arabia CSR Network Upcoming Trainings

18th March Stakeholder Engagement - Workshop 20th - 22nd March GRI Standards- Training (English)	10th April Arabia CSR Awards - Clinic 16th - 19th April CSR Advanced - Training (English) 18th April Panel Discussion - Technology of Today, Lifestyle of Tomorrow	3rd May Materiality Matrix Workshop 7th - 9th May CSR Strategy and Leadership Training (Arabic) 31st May Closing of the Arabia CSR Awards 2018 registrations and applications
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Arabia CSR Network welcomes New Member

We welcomed Emirates Transport as a member to our Network. Emirates Transport is a multiple times winner of the Arabia CSR Awards and has made its presence felt in the sustainability space. Their CNG transition has been a welcome effort that is aligned with the UAE's vision of a green economy and sustainability hub.





Global HSE Summit Kuwait 2018

Global HSE is an International cross industry platform initiated and pioneered by a Governing council consisting of HSE thought Leaders from all major industries in the Asia Pacific and MENA Region. Global HSE's Vision 2030 is to create a global outreach across all regions of the world by collaborating all major industry sectors and prioritise a commitment for Health, Safety and the Environment.

The objective of Global HSE states that as emerging markets have become instrumental in leading the global economic growth and recovery, organisations across the globe are striving to balance the need to build a proactive safety culture to sustain resources and achieve business excellence. As the premier platform for Creating Safe & Sustainable Future through Business Excellence, it facilitates cross culture learning and cross industry growth by learning from each other.



Under the Patronage of H.E. Bakheet S. Al-Rashidi, Minister of Oil & Minister of Electricity & Water, Chairman of the Board, Kuwait Petroleum Corporation, State of Kuwait, the Global HSE State of Kuwait conference and exhibition was held from February 12th - 14th. The theme of the event was "Driving Business Excellence through HSE Culture". It was hosted by Kuwait Petroleum Corporation, in association with Gulf Downstream Association. Said H.E. Bakheet S. Al-Rashidi, "Kuwait is committed to ensuring the highest standards of Health, Safety and Environment in all sectors of industry. The challenges faced by us in our country are no different from those experienced worldwide. In partnership with stakeholders and in collaboration with leading oil and gas companies, the Kuwait Ministry of Oil is determined to further develop an integrated strategy which aims to diversify HSE resources, reduce cost, and sustain safe and environment friendly operations."

The topics covered in the summit included Process Safety Management (PSM), Effective Contractor H&S Management, Occupational Health, Sustainability, H&S Best practices, Roads & Transportation Safety, Emergency & Crisis Management, Environmental Management, H&S Culture, Occupational Wellness, Human Factors & Human Reliability and HSE Challenges in Project Management.

ACSRN participated in two events held at Global HSE State of Kuwait. The first was a Technical Session themed 'Sustainability' where the President & CEO of ACSRN was among the speakers. The second was a half day workshop titled 'New GRI Requirements - How to Make a Corporate Difference', which was facilitated by ACSRN's in-house GRI Trainer.

ASCRN signs MOU with Newtonology

On February 14th, ASCRN President & CEO Habiba Al Mar'ashi and Fahad Al Baqer, Co-founder of Kuwait-based Newtonology, signed a Memorandum of Understanding. The agreement is based on the two organisations' mutual cooperation to promote Arabia Corporate Social Responsibility Awards in Kuwait and to facilitate a set of Arabia CSR Network training courses and workshops in Kuwait. Newtonology is henceforth recognised as the Arabia CSR Awards' Country Partner in Kuwait. Both signatories expressed their satisfaction at the formalisation of relations through the MOU and look forward to a productive year of collaboration and joint efforts.

Swedish Business Council Breakfast Meet

Swedish Business Council in collaboration with the Arabia CSR Network organised an exclusive discussion with Mrs Habiba Al Mar'ashi, president and CEO of the Arabia CSR Network on UAE's national CSR trends and how to localise multinationals CSR activities. The event was held on February 15th at the Arabia CSR Network offices. Ms. Maya Ternström, SBC Director joined Mrs. Al Mar'ashi in welcoming the attendees. A good discussion took place among the attendees where information and expertise were exchanged and mutual understanding was enhanced. The Arabia CSR Network and the Swedish Business Council and the Swedish Embassy have enjoyed a fruitful relationship for many years.





Pearl Initiative Roundtable on Philanthropy

On 25th February, Pearl Initiative Organised a Roundtable on “Excellence in Philanthropy: Frameworks for Sustainability” in Jumeirah Mina A’ Salam. The event which was attended by leaders in philanthropy, corporate giving and non-profit organisations responded to key findings of the Pearl Initiative’s regional survey on how governance practices are adopted in the philanthropic and non-profit sector as well as the expectations of donors who fund philanthropic activities. Arabia CSR Network’s president & CEO, Mrs. Habiba Al Mar’ashi was one of the panelists in the session on successes and challenges of institutional philanthropy. Moderated by Parastou Youssefi from the Bill and Melinda Gates Foundation, Habiba Al Mar’ashi along with the other panelists explored how foundations and businesses can increase the efficiency of giving in the region and shared views on how to overcome barriers to institutional philanthropy.



CSR Impact Assessment Workshop

ACSRN, in collaboration with Prophecy MENA organised a one day workshop on the theme of “CSR Impact Assessment” on February 27th in Dubai. The objective of the workshop was to measure the performance of CSR initiatives in terms of their awareness, appeal and utilise a strategic tool to prioritise CSR activities in terms of their effectiveness and return on investment. Ultimately, to optimise the CSR budget, while achieving maximum impact

An opening session was handled by Arabia CSR Network, wherein the sustainability context within which all organisations operate and which have a critical influence on their CSR and sustainability strategies and pursuits was explained. The rest of the workshop content was conducted by Prophecy MENA where the trainer delivered the content through an interactive lecture style presentation, discussions and Q&As. The workshop was attended by representatives of private, semi government and consulting organisations.



Members News

ABB to be part of recently announced CSP project

The latest announcement from Dubai is for the construction of the world’s largest single-site concentrated solar power (CSP) project. Dubai Electricity & Water’s Authority (DEWA) new 700MW plant, to be built by Saudi Arabia’s Acwa Power and China’s Shanghai Power at the cost of Dh14 billion(\$3.8 billion), is a major step in Dubai’s ambition to generate 25% of its energy needs from renewable sources by 2030, eventually growing to 75% by 2050.

ABB is proud to already be a part of the Mohammed bin Rashid (MBR) Solar Park. A 400/132 kilovolt (kV) gas-insulated switchgear (GIS) substation from ABB has been built for DEWA to connect the second phase of the MBR Solar Park and integrate 200 megawatts (MW) of electricity to the transmission grid.

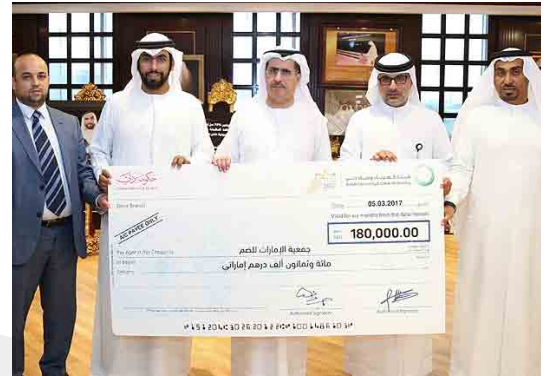
“This announcement from Dubai for the fourth phase of the MBR Park is truly path-breaking. We congratulate the government on furthering their commitment with this CSP Project, which will be located in the MBR Solar Park and include the world’s tallest solar tower, standing 260 metres tall. As the contractors have mentioned, this project will not only produce clean energy but also store it, truly making renewable energy a viable option. Both Dubai and Abu Dhabi with the MBR Solar Park and the Sweihan Solar Park are attracting global attention with the scale of the solar farms and the record-breaking low prices,” said The Managing Director of ABB.

DEWA’s commitment to people of determination

Dubai Electricity and Water Authority (DEWA) has taken huge strides in supporting and empowering people of determination by launching several initiatives, programmes, and services, according to well-defined plans and strategies aligned with the best global practices and standards. This helps integrate people of determination and achieve their happiness by creating a conducive environment that allows them to unleash their capabilities and potential. This also enhances their inclusion in society, and helps find new ways to involve them in their social environment as capable and creative individuals. These efforts have contributed to raising Social Happiness about DEWA’s role as an organisation that supports people of determination from 82% in 2013, to 92% in 2017.



DEWA provides world-class facilities and services that conform to the Dubai Universal Design Code, to ensure a seamless and integrating environment for people of determination, including redesigning its Customer Happiness Centres to be easily accessible for them. DEWA's services to people of determination includes providing free valet parking across all its centres. It also provides wheelchair service, dedicated parking spaces, wheelchairs, directional tactile paving for visually-impaired, staff who can use sign language, dedicated comprehensive service desks, customer guides and conservation-tip booklets in Braille, as well as other facilities." DEWA adopts a strategy for the happiness and inclusion of people of determination. DEWA promotes employment of people of determination and its work environment is friendly for them and supports their needs. DEWA also provides excellent services for customers who are people of determination," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA



EGA apprenticeship schemes for UAE nationals are now licenced to offer professional qualifications

Emirates Global Aluminium, the largest industrial company in the United Arab Emirates outside oil and gas, will become the first industrial company to offer vocational training programmes that will lead to qualifications recognised across Dubai, after the Knowledge and Human Development Authority licensed EGA's Technical Training Institute. Completing an EGA National Trainee Apprenticeship Scheme takes three years and consists of classroom and on-the-job training.

Dr. Abdulla Al Karam, Chairman of the Board of Directors and Director General at the Knowledge and Human Development Authority (KHDA), visited EGA's Technical Training Institute at Jebel Ali to formally confer the Educational Permit, accompanied by Dr. Naji Almahdi, Chief of Qualifications and Awards at KHDA. They were received by EGA's Managing Director and Chief Executive Officer Abdulla Kalban.

EGA's management training programmes are already accredited by the Institute of Leadership and Management, a part of City and Guilds, a global accrediting body. Around 2,500 staff attend management training courses at EGA each year, from graduates to executive leaders. EGA has 30 trainers who provide technical training for staff at all levels on the company's operational sites, including for apprentices on the three apprenticeship schemes and others that EGA runs. Three of EGA's National Trainee Apprenticeship Schemes for young UAE Nationals will lead to the qualifications. The programmes are for UAE Nationals starting careers as mechanical, electrical and instrumentation technicians.

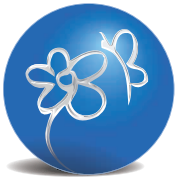
The Sustainable City welcomes His Highness Sheikh Mohammed Bin Rashid

In February, Vice President and Prime Minister of the UAE, and Ruler of Dubai, His Highness Sheikh Mohammed bin Rashid Al Maktoum paid a visit to "The Sustainable City", the first Net Zero Energy city in Dubai, accompanied by Crown Prince of Dubai, His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum. "Our vision is clear in term of establishing sustainability's pillars as a key component of our development journey, which is part of the national agenda.

We are committed to sustainability, which is a top priority that we strive to implement taking into consideration environment conservation, and balance between economic and social development, to provide people the best quality of life and ensure happiness of community," Sheikh Mohammed said. His Highness was also accompanied by H.H. Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Dubai Airports; President of the Dubai Civil Aviation Authority; Chairman and CEO of Emirates Group, HE Mohammed Ibrahim Al Shaibani, Director-General of Dubai Ruler's Court, HE Saeed Mohammed Al Tayer, Managing Director and CEO of Dubai Electricity and Water Authority and H.E. Khalifa Saeed Sulaiman, Director-General of the Dubai Protocol and Hospitality Department.



The AED 1.25 billion project, located in Dubai Land on the Al Qudra Road, is the Middle East's first fully-fledged sustainable development, and spreads over five million square feet. Sheikh Mohammed also toured phase 2 of the City, which consists of a mixed-use zone, an institute for ecological engineering, a hospital and rehabilitation centre, a "Green" School for K-6, and an eco-hotel. The 143-rooms hotel will be a net zero energy building, where 100% of its energy needs will be met by solar power. The hotel will be supplied with fresh produce from urban farming facilities that will be incorporated into the hotel grounds, in addition to The Sustainable City Bio Domes.



Emirates Transport Workshop on Intellectual Property Rights

Emirates Transport (ET) organized a workshop on intellectual property rights at the Corporation's head of office, in Dubai, organised in cooperation with the Dhahi Khalfan Intellectual Property Centre and the Emirates Intellectual Property Society. The workshop came within the framework of increasing awareness of intellectual property issues and boosting innovation among employees, by encouraging them to register their innovations to reflect positively on society. The workshop included a detailed explanation of the concept behind intellectual property right, its importance, classifications, as well as review of related items and issues.

Mohammed Al Tamimi, manager of the Department of Strategic Planning and Corporate Excellence at ET, said that the Intellectual Property Rights workshop aimed to support innovation and creativity among employees and to promote a culture of registering innovations with the competent authorities to protect their rights and protect them from violations, as protecting intellectual properties benefit the society. The workshop marked the UAE Innovation Month 2018, which is an extension of H.H. Sheikh Khalifa bin Zayed Al Nahyan's announcement of the year 2015 as a year of innovation.

Al Tamimi pointed out that Emirates Transport is committed to exert all its efforts and provide its potential to drive innovation in the organisation by creating a stimulating work environment for employees, stressing that encouraging and generating innovation is in itself a precursor of the future.

Feature, Blogs,
White papers, Articles...

***Social Polarisation: a new risk
to integrate for business***



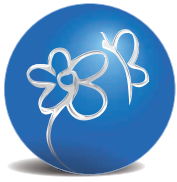
Few corporate affairs professionals today would argue that the risk environment in which their organisation operates is well mapped and circumscribed. While most of the risks are well-known, a certain level of unpredictability as to when they may manifest makes it difficult to manage them all effectively, despite having sophisticated tools in place or expertise to do so. In particular, one emerging risk area has existed below the surface for some time now. Perhaps because it has been relatively misunderstood, social polarisation has never really been on companies' radar. Management has not paid much attention to it, and its consequences for business have been largely ignored. However, there are now signs among corporate professionals that awareness of its disruptive potential for companies is increasing, and that business should start considering appropriate responses.

Impacts of political, economic, and social instability dominate the risk landscape

In exploring the array of risks facing corporate professionals, four major themes emerge that largely relate to complexities in the external business environment: geopolitics, regulation, growing social polarisation, and macro-economy. These are areas that are largely beyond the control of corporate professionals and therefore difficult to navigate; they are also among those seen as most pressing for business to address in the next two years. In comparison, traditional topics of corporate responsibility – governance and ethics, environmental and social performance, and supply chain – are areas where corporate professionals feel more ability to manage risks, perhaps reflecting greater confidence in corporate risk management of ESG issues (environment, social, governance). Similarly, while cyber risk has been very material after some high-profile global episodes in recent years, respondents perceive less difficulty to manage it as the tools and skills to do so are in house.

Social polarisation amplifies the external risk environment and needs to be prioritised as core risk

Corporate professionals are more likely to feel that social polarisation affects the business community overall rather than their company specifically. When asked to describe the potential risks of a polarised social context for business, however, it becomes apparent that social polarisation is an underlying factor with other risks that are seen as more urgent. In particular, three streams of anxiety emerge as highly associated with polarisation: instability,



greater economic inequality, and eroding trust. These negative social outcomes are highly interrelated and aggravate the most challenging external themes on the risk map (geopolitics, macro-economy, regulation). The magnifying effect of social polarisation across other risk areas means it can no longer be considered as tangential to business, but should instead be proactively addressed as a fundamental component of overall risk management strategy. This is the new reality for society, and business needs to find a way to respond to it.

A social engagement framework to better understand society's expectations of business before engaging on purpose

Gaining a more comprehensive and dynamic understanding of society's expectations for business is perceived as the most critical part of companies' response to growing social risk. Ways of measuring risks through big data analysis or ESG metrics, while still valid and critical, remain too issues-based and reactive, and have proven insufficient in helping business understand the impact of social polarisation. Corporate professionals now have to consider other, more proactive methods of engagement with communities and society on corporate purpose as highly relevant tactics to mitigate social risk. Indeed, engaging inclusively can enhance the value proposition of business to society and individuals, and help to bridge the gaps in polarising societies. The opportunity for business here is to develop a social community engagement strategy, distinct from a more traditional issues management approach, that will help inform society's perspective on future megatrends, and identify areas where global companies will be expected to contribute to and offer a genuine social response.

Aligning purpose with future mega-trends to amplify its relevance in addressing society's ills

The purpose narrative is most likely to help address polarisation by building more relevant and meaningful connections between big business and individuals. While almost all corporate professionals claim their companies have a stated purpose, there are still some challenges in realising its full value: shallow employee ownership of purpose, ability to quantify the reality of impact, and nascent risks of public cynicism are all major barriers for practitioners. To help realise the value of purpose, its narrative must first respond to social concerns and directly address society's perception of social ills. One step towards better capturing the trust building role of purpose is by demonstrating alignment with the Sustainable Development Goals (SDGs). Though not yet rated as the top mitigation tactic to address social polarisation, the SDGs platform is likely to emerge as core to social risk mitigation, precisely because it goes beyond the traditional issues-based response. Showing how the company's purpose directly contributes to the Goals will add authenticity to it, and could help address some of the challenges that businesses face in optimising purpose. Aligning the purpose and SDGs platforms will also strengthen business' credibility in communicating socially focused objectives, such as playing its part in addressing economic inequality. But, here too,

some challenges remain that may cause companies to hesitate in linking the two platforms at the moment.

Despite strong engagement with SDG strategy, lack of internal collaboration prevents further advancement

Most companies have now started to take steps to align their business strategy with the SDGs, but they are not necessarily communicating their ventures in this arena yet. Less than half of corporate professionals say their company is thinking of launching a campaign to explain their contribution to the SDGs within the next year. This trepidation in public engagement is likely linked to a lack of internal preparedness and engagement on the issue. Awareness of the SDGs narrative is currently uneven across business functions and suggests a lack of alignment from employees outside of corporate affairs and executive management. Greater understanding and socialisation of the SDGs internally (through the lens of the company's purpose) will also help clarify the role of functions and individuals in helping to drive progress. At the moment, outside of CSR and sustainability, and corporate affairs and communication, involvement by function appears fragmented and is lacking cohesion.

There is an apparent gap between companies' willingness to act on the SDGs and their ability to measure contribution

Greater internal buy-in is crucial for the SDGs strategy to succeed, but external recognition will also depend on the ability to demonstrate performance and impact. Many companies are still challenged in mapping the SDGs with core business activities and, as a result, may struggle to identify the operational steps required to implement an SDGs-backed strategy. This uncertainty around both the design and operationalisation of the strategy makes it difficult to assess performance, particularly as there is no standardised measurement framework to help companies assess their contributions more rigorously.

Leaders like Unilever, Nestlé, or Coca-Cola appear as pioneers on the SDGs, but there is a clear lack of visibility on the wider corporate response, suggesting it is likely still in its infancy. In light of pressing societal issues, there is, however, an urgency for business to articulate and demonstrate a credible and operationalised business response to the SDGs, and link it with the corporate purpose narrative. Companies able to do so will be better positioned to pre-empt the risk of social polarisation and factor it into their risk management. Their ability to effectively measure and report on their contribution, however, will be critical.

These key findings are excerpted from the report titled "Social Polarisation: a new risk to integrate for business, Opinions and Insights from Corporate Professionals" published by GlobeScan. The findings detailed in this report are based on online surveys with 103 corporate professionals. The study was carried out between late May and beginning of September 2017.



Case Study from the Archive - Dubai Electricity and Water Authority (DEWA)



Abstract

DEWA has made a name for itself in not just its business but as a Social Responsibility champion. It is DEWA's intent desire to serve its business and societal stakeholders through a number of initiatives that it has spearheaded through the years. Sustainability is seen as an integral component of the business and DEWA has concentrated its strategy, mission and values around the fundamental concepts of sustainability. DEWA has an impressive array of initiatives that support sustainable energy, climate change and water conservation. DEWA's efforts to create value for the community, particularly for the national population is praiseworthy, and there are a number of initiatives that testify to this. DEWA has also taken up its environmental responsibilities with earnestness and dedication, joining local and global platforms that serve to improve the state of the planet. DEWA focuses a great deal on innovation, which is a part of the business strategy to be a leader within its industry on an international scale. DEWA works hard to support and advance national strategies and mandates including those on sustainable development. A DEWA 2021 plan guides a seven year course towards triple bottom line performance.

Conclusion

DEWA is truly a world class leader and champion of sustainability. The organisation has chosen the accurate path to excellence and success by espousing sustainability and integrating it successfully into strategy and day to day operations. As a government organisation and bastion of national sustainability efforts, DEWA finds itself under the spotlight time and again. It has taken the onus of advancing climate change action, green energy and green economy through numerous impactful measures. These reflect the UAE leadership's dedication to take up universal development challenges and craft out local solutions to global problems.

DEWA has taken various steps to move towards a more sustainable model of business, without compromising any of its commercial objectives. DEWA presents a lesson in point for using sustainability for competitive advantage and demonstrating the value added that CSR and sustainability most certainly offer. DEWA has taken communication and reporting to a whole new level, and uses transparency and accountability as strategic tools to secure the buy in of stakeholders and enhance their Social Licence to Operate.

DEWA's accomplishments are many and are spread across various areas of focus, from Emission Management, Water Management, Renewable Energy, Smart City to Indigenisation and Community Engagement. DEWA can claim pioneer status for many of the initiatives that it has launched or helped to launch. DEWA's work in the area of clean energy is remarkable and truly singles out the organisation among one of the most sustainability oriented in the country. Globally as well DEWA is keen to pursue a prominent role in the sustainability of the utility sector and forward real contributions to sustainable development. DEWA will continue to progress towards more positive outcomes with its economic, social and environmental commitments and showcase the UAE government's visionary work in sustainability.

