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الإجتماعية للمؤسسات  
Arabia CSR Network®

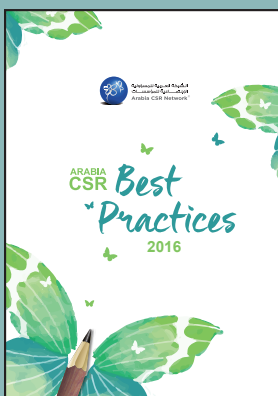
# Arabia CSR Network

newsletter

June 2017  
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## Arabia CSR Network organised the Region's first GRI Standards Certified Training



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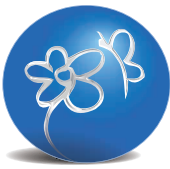
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## Note from the President & CEO Arabia CSR Network

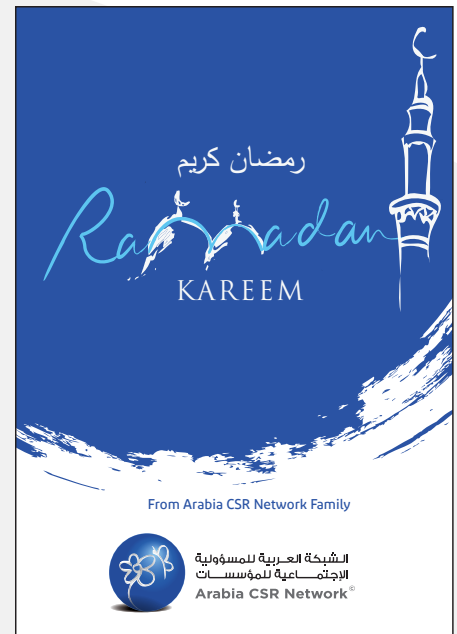
### Ramadan Kareem!

In May I attended the release of the ninth edition of the Arab Youth Survey published by Asda'a Burson - Marsteller, startling everyone with its revelations. Although there have always been pronounced differences in the views of Arab youths around the different sub-regions in the Middle East and North Africa, this report revealed just how deep the differences are among some Arab youth in the GCC, Levant, Yemen and North Africa. This is attributable to the economic, political and social contexts of these sub regions, and clearly reflects the current trends and developments in each. What is interesting though is that over half of those polled agree that unemployment among youth is a matter of great concern. As Shaikha Hanadi Bint Nasser Al Thani said during the launch of the survey, the responsibility of creating jobs does not rest solely with governments, but relies on the private sector to catalyze jobs and employment opportunities for the youth.

The importance of governance in state owned enterprises, particularly the role of the boards, was highlighted in an important conference organised in Dubai by one of our partners, the Hawkamah Institute of Corporate Governance. The two day conference was successful in throwing new light on various debates related to corporate governance, and had top level speakers and presenters from around the globe. In May, ACSRN delivered the first GRI Standards training to a group of sustainability professionals belonging to the Oil & Gas, and Energy industries. We will continue to offer this training in the coming months as well as a bunch of other trainings on CSR and Sustainability, and reporting. We had a very interesting panel discussion on the subject of Climate Change and Climate Action to focus on the role of stakeholders and what can be achieved by amplifying stakeholder participation in climate action.

The Arabia CSR Awards 10<sup>th</sup> Cycle is gradually coming to a close. We have extended the deadline in consideration of many requests from both applicants and interested organisations. The awards is still open to any organisation interested to apply and will get an extension till the 20<sup>th</sup> of June. In July and August the received applications will be shared with the jury, who will evaluate them and provide scores and feedback. In September we will organise the annual awards gala, where the winners will be announced.

A final word about Ramadan,- the holy month for all Muslims. It is said in the Holy Quran, "Allah is with those who restrain themselves." [Quran 16: 128] It is certainly within our social responsibility to avoid excess and wastage in any form, be it food, or natural resources. Consume wisely, judiciously and sustainably and let Ramadan become a month of responsibility as much as one of spirituality.



## Arabia CSR Upcoming Trainings

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**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 deadline extended to 20<sup>th</sup> of June

We are happy to announce that the deadline for the Arabia CSR Awards for the MENA and Africa has been extended to June 15<sup>th</sup> by which time participating applicants can submit their application forms and related documents. This move came on the back of growing interest in the awards and requests for extension of the deadline from interested participants. Currently in its tenth cycle, the Awards are targeted at organisations that have implemented sustainability strategies, plans and initiatives in the afore-mentioned regions, and can provide evidence in support of their achievements in economic, environmental and social areas.

For further information on the Awards, the Awards Secretariat may be contacted via email [awards@arabiacsrnnetwork.com](mailto:awards@arabiacsrnnetwork.com); [admin@arabiacsrnnetwork.com](mailto:admin@arabiacsrnnetwork.com) or by phone +971 4 3448622.

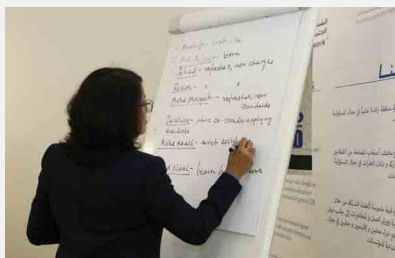


### GRI Standards Training

ACSRN organised the Region's first GRI Standards Certified Training from May 7<sup>th</sup> to 9<sup>th</sup> in the Millennium Plaza Hotel in Dubai. This accredited training course comes with certificates issued by GRI from The Netherlands, and is highly commended for all reporting organisations and those that are yet to publish a sustainability report. The three day training offered extensive exposure to the newly launched GRI Standards and catered to a range of delegates from organisations operating in the UAE and Bahrain.

The particular sessions delivered during the three days included Introduction and background, an overview of the GRI Standards, GRI Standards in detail, start the reporting process using the GRI Standards and additional resources. The course has been developed by GRI with ACSRN adding local case examples to illustrate the key concepts. ACSRN is the first certified training partner of GRI in the Arab Region, launching into GRI trainings as a training partner in 2011. So far ACSRN has conducted 35 certified sessions on GRI, training up to 338 participants.

The course was delivered through lecture style presentations, group exercises and discussions. The aim of the training was to equip delegates with the requisite knowledge and understanding that could be applied to producing a sustainability report that adheres to the GRI Standards.







Speaking about the session the President and CEO of Arabia CSR Network Habiba Al Marashi said, “A growing trend of sustainability reporting has been evident for the past few years in the Arab Region. Many organisations, both public and private, have used GRI as the preferred vehicle for publishing their CSR and sustainability reports. Globally, GRI is specifically referenced in policy or regulation in over 40 countries and regions, and by 24 stock exchanges. The last version of the GRI, known as G4, had featured in 140 reports published from the region. We are proud to be a certified training partner of GRI since 2011 and have so far organised thirty five sessions on GRI alone, training to more than three hundred CSR and sustainability professionals. We help organisations to adopt GRI reporting for enhanced communication and performance disclosures to stakeholders. We hope that more organisations realise the value of transparency and reporting in gaining the trust of their stakeholders as well as long term confidence from the market.” Mrs. Al Mar’ashi opened the training with a presentation about the Sustainable Development Goals and explained their relevance to the public and private sectors.

“

- *What I appreciated the most was that the trainers made sure everyone understood. – Jihad Khalfan, GPIC.*
- *An eye opening training on sustainability. – Mustafa Anzi, Etihad Esco*
- *It gave more information and ideas on sustainability reporting. - Muhammad Nasif, Etihad Esco*
- *Very informative and well delivered training. – Ibrahim Mohammad, Execution Manager, Etihad Esco*
- *Interactive and very informative training. – Mohammad Khalil, Etihad Esco*

”

### Panel discussion on Climate Action

“Climate Change is a phenomenon that will take all the intelligence and resources of mankind to fight it. Each and every entity, be it an individual or an institution, has a dedicated role in this fight. We all have to do our individual bit to collectively contribute to Climate Action. Climate Action is not any particular individual or constituency’s responsibility, but each stakeholder has a defined role within it”, remarked Habiba Al Marashi, President & CEO of Arabia CSR Network and Chairperson of Emirates Environmental Group (EEG) in her opening address during a panel discussion on the theme “Climate Action – Role of the Stakeholder”. Held at the Canadian University in Dubai on May 22nd, the aim of the event was to start a dialogue among various stakeholders about Climate Action, and share experiences about how each of them is handling this responsibility within their scope of activity. The event was organised by EEG, in association with Arabia CSR Network, Emirates Green Building Council and United Nations Environment Programme (UNEP). The event was graciously sponsored by Emirates Global Aluminium (EGA), with Abela & Co. catering for the event.



The panelists comprised of key representatives from leading government, business and non profit organisations. Among the speakers were Muna Ahmad Ali Abbas Alamoodi, Head of Environment Department of Emirates Global Aluminium (EGA), Brijesh Dhruve, Chief Environment Officer of ENOC, Sara Mansournia, Marketing & PA to Group CEO of EnviroServe, Tanzeed Alam, Climate and Energy Director of EWS-WWF and Mahmood Adel, President of AISEC UAE.





Muna Ahmad spoke about EGA's experience in fighting climate change through GHG emission reduction, and use of state of the art technology in environmental practices, which was illustrated through successful case studies. Brijesh Dhruve spoke about ENOC's climate friendly initiatives." Sara Mansournia highlighted that "Recycling is the only way to protect the environment and to keep our living space clean and hazard-free. Recycling essentially allows us to eliminate the waste that can not only increase pollution and contaminate our environment, but can also increase our chances of exposure to viral diseases that can damage our health. Without proper IT recycling and e-waste management, it is impossible to dispose the IT-based equipment. Unfortunately, the recycling process in most areas is either weak or lack the extensive system that ensures responsible e-waste management. And it is in our hands to make sure and educate children, teenagers and adults about the proper way of recycling including cause and effects of it." Tanzeed Alam's presentation focused on the key points 'Climate change – where are we headed with Paris Agreement?', 'What is the UAE doing?' and What is the role of non-state actors, including EWS-WWF?' Mahmood Adel said, "Youth have a vital stand against climate change & if we don't take this stand right now, it might be too late in the future. It's not just about awareness - but more of how can we form tangible action's to take this forward & further understand our role in tackling climate change. We could easily be the last generation that can end climate change as Ban Ki Moon once stated & the change need's to start with us."

### **11<sup>th</sup> Hawkamah Annual Conference and 2<sup>nd</sup> Meeting of Global SOE Network**

Hawkamah, the institute for corporate governance and a partner of Arabia CSR Network, was established in 2006 by Dubai government in order to improve governance practices in the MENA region. It works with governments, regulators as well as companies. Every year, Hawkamah organises an international conference that brings experts from different countries to share their experiences and thoughts regarding various governance issues. The 11<sup>th</sup> annual conference that is held in cooperation with the OECD, will focus on latest developments in SOEs, especially the organisation of ownership function and boards of directors. The subject is of particular interest to governments of the region as SOEs are dominant in all strategic economic sectors and resources almost in all countries.

The event also combined the 2<sup>nd</sup> Meeting of the Global Network on Corporate Governance of State-owned Enterprises.

As explained by Hawkamah, "Boards play a fundamental role in corporate governance and performance of state-owned enterprises. Over the last decade, an increasing number of governments have sought to make boards perform better, ensure their independence and shield them from ad hoc political intervention. Still, assuring a strong, autonomous role for SOE boards of directors is an issue that most countries grapple with." The main theme of the second meeting of the Global Network on Corporate Governance of State-Owned Enterprises meeting was professionalising boards of directors in SOEs. The OECD organised the meeting, jointly with the Hawkamah Institute for Corporate Governance, with support from the Ministry of Strategy and Finance of Korea. Through the process of knowledge sharing, the meeting aimed to support ongoing efforts to help governments identify priorities for SOE board efficiency and implementation of the aspirational standards of SOE governance established by the newly revised OECD Guidelines on Corporate Governance of State-Owned Enterprises (SOE Guidelines).

Individual sessions included Roundtable on recent SOE reform experiences, Thematic discussion: The State's role in enhancing effectiveness of boards of directors of state-owned enterprises; Panel 1 : Governance, Competitiveness & Innovation : The role of the state versus the role of the SOE board; and Panel 2 : Best practices on professionalising the board function: Nomination and appointment on Day 1. The second day also featured the OECD Workshop on Corporate Governance of State-owned Enterprises in the Middle East and North Africa which was organised jointly with the Hawkamah Institute for Corporate Governance. The day's sessions included Session 1: Accountability Challenges: Balancing commercial and non-commercial objectives of SOEs; Session 2: Enhancing SOE competitiveness while safeguarding a level playing field between private businesses; and Session 3: The Road Ahead.

The event was attended by representatives of governments, state ownership entities, individual SOEs and subject experts. It was opened by H.E. Hamad Buamim – Chairman, Hawkamah, The Institute for Corporate Governance.





## Members Update

### **ABB delivers power to the residents of Dubai's first all-electric city**

ABB has supplied 400 string inverters to harvest solar energy for 400 villas in the Sustainable City, the region's first fully integrated sustainable community. The inverters were installed by City Solar, one of the leading companies specialising in solar photovoltaic (PV) power generation in the United Arab Emirates and Dubai. Conceived and built by Dubai based Diamond Developers, the Sustainable City will be home to some 2,000 people in an area of nearly 500,000 square meters. It will eventually generate 10 megawatt-peak (MWp) of power from solar panels on private and public buildings within the city. As well as supplying the inverters, ABB provides training, ensuring the client's own engineers can install and maintain the inverters. ABB is providing replacements in advance, delivering new inverters before collecting any faulty units. ABB has one of the broadest portfolios of solar inverters in the industry, ranging from small single-phase and three-phase string inverters up to megawatt-sized central inverters. This extensive range of solar inverters is suitable for the smallest residential photovoltaic (PV) systems through to multi-megawatt PV power plants. ABB solutions are complemented by monitoring systems to ensure optimum performance of the PV installations, backed up by a global service network.

Source: <http://www.mena.abb.com/cawp/seitp202>

### **McDonald's strengthens its commitment to sustainability with a series of major food enhancements**

In a move to enable consumers to make better food choices, McDonald's has announced the launch of significant enhancements to its menu across the GCC. Introduced as part of its 'Every Day. A Better Day' campaign, consumers can now enjoy better nutritional value with the same great taste for World Famous Fries, McChicken, and Filet-O-Fish, amongst others. Following the earlier milestone of reducing trans fats in McDonald's fried food to 0.01%, the brand has now successfully completed the transition of its cooking oil to a sunflower and canola oil blend at all of its 500+ restaurants in the GCC, as well as across the entire supply chain. This lighter oil blend is better for consumers as it comes with an 80% reduction in saturated fat content. In line with the company's core values of Quality, Service, Cleanliness and Value, McDonald's GCC has always strived to set a precedent in the food and beverage industry, whether it's through the launch of its 'Your Right to Know' platform in 2015 or by becoming the first Quick Service Restaurant in the Middle East to provide nutrition labelling directly on its food packaging in 2013.

Source: <http://www.mcdonaldsarabia.com/uae/en/newsroom.html#>

### **DEWA organises inception meeting and training workshop on 'GCC Solar Photovoltaic Testing Centres Network'**

Dubai Electricity and Water Authority (DEWA), in cooperation with the EU-GCC Clean Energy Technology Network, and in association with the International Renewable Energy Agency (IRENA) and other organisations from the European Union (EU) and Gulf Cooperation Council Countries (GCC), has organised an inception meeting and training workshop in Dubai to discuss establishing the 'GCC Solar Photovoltaic Testing Centres Network.' Participants also visited the solar testing facility at the Mohammed bin Rashid Al Maktoum Solar Park, which is the largest single-site solar project in the world. The inception meeting discussed forming the GCC PV Testing Labs network, its aims, objectives, and organisation. Participants reviewed best practices on the methodology and procedures used to test solar photovoltaic modules. The workshop discussed ways to help photovoltaic testing centres in the GCC improve their capabilities to meet international standards and provide support to transform photovoltaic labs to strong market players that can support solar photovoltaic deployment in the region.

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

### **Smart Dubai delegation visits the Sustainable City in Dubai**

The Sustainable City, the Middle East's first fully fledged sustainable development, welcomed a Smart Dubai delegation headed by H.E Dr. Aisha Bint Butti Bin Bishr, Director General of the Smart Dubai Office. The delegation was greeted by Faris Saeed, CEO of Diamond Developers – the real estate developer behind The Sustainable City – and a number of other senior company officials. During the visit, H.E Dr. Bin Bishr enjoyed a full tour of The Sustainable City and gained insights into the ongoing phases of development that have brought the community to life, including its five residential complexes and wide variety of facilities. She also received a comprehensive explanation from the company's officials about the smart technologies used in The Sustainable City's green buildings, as well as the environmentally friendly technologies used for the developments power generation, water treatment and urban farming.

Source: <http://www.thesustainablecity.ae/thediamond/news.html>





### EGA honours successful Accelerator Programme team

Emirates Global Aluminium (EGA) honoured the team which delivered its successful Government Accelerators project. EGA worked with the Ministry of Climate Change & Environment and GE to reduce its NOx emissions by 16 per cent in just 100 days ending in February, exceeding a Government Accelerators programme target. This is equivalent to removing 450,000 cars from UAE roads. The gathering was hosted by Abdulla Kalban, EGA's Managing Director and Chief Executive Officer and was attended by more than 100 accelerators team members from the Prime Minister's Office, the Ministry of Climate Change & Environment, EGA and GE.

### CEBC appoints new CEO

The Clean Energy Business Council, a partner of Arabia CSR Network, (CEBC) recently announced the appointment of Stephane le Gentil as the new Chief Executive Officer. Mr. le Gentil comes with vast expertise in the area of energy and energy services. He helped to found and manage Etihad Energy Services Company or Etihad ESCO, the DEWA owned organisation that was established with the remit of reducing electricity and water consumption in the Emirate of Dubai. Mr. le Gentil is a former Chairman of the European Association of Energy Service Companies.

## General News

### 9<sup>th</sup> Arab Youth Survey

In a recent poll conducted by Asda'a Burson Marsteller on Arab youth, it has been found that there are clear indications of a difference in perspective among the youth of the GCC Region and that of the Levant and North Africa. In general, GCC youth are more optimistic about their future and upbeat about the steps taken by their governments to address economic and social issues.

The report titled "The Middle East, A Region Divided" is based on an extensive survey undertaken with 3,500 youth aged between 18 to 24 years across 16 countries in the Middle East and North Africa. The annual survey has been ongoing for the past nine years and offers significant insights into the minds of Arab youth.



Some of the findings are as follows:

Direction that their countries are taking	14% - right direction 1% - don't know	Biggest obstacle facing the Region	Yemen – 30% Jordan – 29% Lebanon – 21% Morocco – 21% Algeria – 20% Kuwait – 19.4% Oman – 18.8% Bahrain – 14% UAE – 10% Qatar – 1.5%
52% - Right direction 45% Wrong direction 3% - Don't know	The country needs to address the needs of the youth better	35% - Unemployment 35% - Rise of Daesh 34% - Threat of terrorism 27% - Rising cost of living 19% - Civil unrest	
The breakdown in the GCC:	81% - Agree 12% - Disagree	The unemployment rates among Arab youth across countries	Education and the preparation of students for jobs
85% - Right direction 13% - Wrong direction 2% - Don't know	The breakdown in the GCC	Libya – 49% Palestinian Territories – 43% Egypt – 42% Iraq – 39% Saudi Arabia – 33.5% Tunisia – 32%	51% - Satisfied 49% - Not satisfied 39% - Education quality concerns
The breakdown in North Africa	85% - Agree 10% - Disagree		
51% - Right direction 42% - Wrong direction 7% - don't know	The breakdown in North Africa		
The breakdown in the Levant & Yemen	85% - Agree 9% - Disagree		
85% - wrong direction	The breakdown in the Levant & Yemen		
	71% - Agree 16% - Disagree		



51% of respondents feel very concerned about unemployment, which at 30% is the highest youth unemployment rate in the world. Therefore jobs and education figure high on the suggested means to thwart terrorism and conflict in the Region. Interestingly, one in three Arab youths would like to live in the UAE, making the UAE more than twice as popular as the US as a place to live in. UAE was scored very highly due to the safe and secure environment, growing economy, good job opportunities, good wages and a high quality education system. Tweeting about the survey HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice President & Prime Minister of UAE and Ruler of Dubai, wrote, "The UAE is a country for everyone; the ambitions of young Arabs align with ours, and our dream is for the entire Arab region to prosper." 60% of Arab youth think that Arabic is losing its value as the preferred language. As to social media, Facebook and Whatsapp are the most popular vehicles, followed by Instagram.

### **Sugia awards ten winners of global water awards**

The UAE Water Aid Foundation (Sugia) recently announced the winners of the first edition of the Mohammed Bin Rashid Al Maktoum Global Water Awards. The winners were selected based on their ideas to help combat global water scarcity using solar technology. The winners belonged to the UAE, Qatar, Canada, Switzerland, the Netherlands, Spain, Finland and Greece, and were felicitated at a grand ceremony in the presence of Shaikh Maktoum Bin Mohammed Bin Rashid Al Maktoum, Deputy Ruler of Dubai. In the first cycle the awards received 138 entries from 43 countries, representing research institutions, universities and innovators. The awards were open in three categories; - innovative projects, innovative research & development, and youth innovation. Among the winners were Khalifa University, Masdar Institute, Netherlands Organisation for Applied Scientific Research, Qatar General Electricity and Water Corporation, Elemental Water Makers (The Netherlands) and Dr. Marta Vivar from Spain.

Sugia was established to help provide fresh water to people in need in 19 countries, and has exceeded its mandated target in 2016. According to Saeed Mohammed Al Tayer, Chairman of Sugia, "By the end of last year, our projects provided potable clean water to over eight million people in 19 countries worldwide. Sugia also collaborated with the Ministry of Foreign Affairs and International Cooperation to provide relief supplies in Yemen, benefitting over a million people."

## Feature Article

## Why are we failing 75% of the world's youth at a time of unique opportunity?



Photograph: Khaled Desouki/AFP/Getty Images

One in four people alive today is a young person aged 15 to 29: that's nearly 1.8 billion in total, of whom close to 90% live in developing countries. Demographically speaking, the next couple of decades are a unique window of opportunity. With the exception of Africa, the world is ageing, which means the proportion of young people in the global population will never again be so high. The "youth bulge" – broadly defined as a peak in young people's share in a country's population – could be a blessing for many countries, provided governments and others do what is necessary to ensure young people become healthy, educated and productive citizens.





But where should they be looking to find the data that will help them develop more evidence-based policies and programmes? Credible data on young people is rather difficult to come by. Data split by gender is even harder to find. A youth development index (YDI) developed by the Commonwealth Secretariat seeks to address this anomaly. The index, which aggregates data on 18 indicators related to the health, education, employment and political participation levels of young people, provides a snapshot of the multi-dimensional nature of youth development in 183 countries. Like all composite indices, the index has its shortcomings. But crunching the data it throws up offers a lot of food for thought, particularly for policymakers.

Overall, the prospects for a majority of young people in the world are bleak. Three in four of them are failing to get the start in life they deserve. The inequality in opportunities and outcomes for young people across countries is huge. For instance, the youth mortality rate is on average five times higher in the lowest-ranked countries of the index in comparison with countries where young people have the best shot at living a decent life. Equally shocking is the gap in secondary education enrolment rates for the highest and lowest ranked countries.

In some respects, however, the best and worst-performing countries are similar: unemployment, drug abuse and mental disorder rates among young people are equally worrying in both. It is the poor quality of healthcare and education in so many countries, and a socio-economic horizon blighted by poverty, unemployment, violence, inequality or lawlessness, that are usually to blame. For girls and young women, the future looks particularly precarious. Only 40% of countries have achieved something close to gender parity in secondary education enrolment rates. In tertiary education, that figure drops to 4%. Young females are on average twice as likely as young males to be out of education, employment or training. Worldwide, HIV prevalence rates are also significantly higher among young females.

The study reveals that large youth bulges, violent conflict, a country's income status and regime type are among the most important predictors of youth development. Nearly all the countries in the index where youth development is categorised as medium or low are ones where young people make up a significantly large proportion of the population.

But the unluckiest young people are the ones living in countries that have also been ravaged by violence and armed conflict – in other words, the countries at the bottom of the index, such as Central African Republic, Afghanistan, the

Democratic Republic of the Congo and Chad. In a similar vein, political unrest and war in the Middle East and North Africa are undoing the significant progress many countries in the region had made in the past few decades in providing decent education and healthcare to their young people. Syria, for instance, has registered the largest drop in education scores in the five-year period tracked by the index.

A critical factor in youth development is the extent to which young people are able to participate in the political and civic life of their countries. But role models are in short supply: according to the Inter-Parliamentary Union, of the 45,000 national level legislators in the world, only 1.9% are below the age of 30. It is hardly surprising that young people are fast losing faith in apathetic political systems at a time when social media is giving them the tools to launch an insurgency from their bedrooms.

In 2015, the world signed up to the sustainable development goals, an ambitious set of targets to be achieved by 2030. Be it ending poverty or pushing back climate change, getting close to these goals will depend largely on the ability of today's youth to rise to the challenge. The evidence suggests most countries are failing to prepare their young people for the economic, environmental, technological and political upheavals that lie ahead. In much of the world, the window of opportunity for converting the youth bulge into a "demographic dividend" will remain open for another few decades at best.

Unless the challenges young people face are treated as urgent, it is more than likely that many among their nearly 2 billion-strong number will end up as a lost generation.



Image source: Shutterstock

*This article is penned by Abhik Sen and Rafiullah Kakar who are the co-editors of the 2016 Global Youth Development Index and report published by the Commonwealth Secretariat. Source: <https://www.theguardian.com/global-development>*



## Case Study from the Archive - Abu Dhabi University Knowledge Group (ADUKG)



### Abstract

A key part of ADUKG's vision is to play a prominent role in contributing to the social development and economic growth of the region. The organization, therefore, drives sustainably through the portfolio of its training & development services. This is further underlined in their CSR Strategy document, where the CSR Vision is described thus: "Strengthening social development platforms and securing families for a better future."

ADUKG – a winner of the Arabia CSR Awards 2016 (Small category) - places emphasis on building relations with partners and suppliers that share the spirit and values identified in its CSR goals and mission. The WeCare initiative is the flagship program of the organization's drive to be a sustainable entity. Through it ADUKG has initiated a range of projects that have made a substantial impact to areas such as its employee health, anti-corruption and the organisation's environmental performance, as well as supporting worthy external causes to impact the wider community.

### Conclusion

The nature of ADUKG's people-focused business requires that it always uphold strong values of respect and consideration for its employees, clients and the community it operates in. Moreover, to enhance its sustainable performance as a business, it must always seek to identify low-cost yet innovative and high-impact initiatives that are closely linked to its business expertise.

Through its WeCare CSR initiative, ADUKG has demonstrated how a relatively small company can make a significant positive impact on the society and communities it operates in. From its founding, the WeCare initiative has been established, not just as an implementing entity within the organization, but as a representative forum to help generate ideas, formulate high-impact projects and plans, and collect and analyze performance data to ensure ADUKG's CSR goals are being achieved.

This approach demonstrates creative thinking and a mature understanding towards ADUKG's focus on addressing sustainability issues in its value chain. What has certainly helped the organization is the senior leadership's commitment to creating a positive impact, not just for the bottom line, but for a range of sustainability related issues.

ADUKG has also prioritized environmental performance as one of its key CSR objectives. Focusing on encouraging environmentally-responsible practices amongst its employees has helped leverage its small size to create big impact. However, an area that the organization itself claims that it has room for improvement is a mechanism to measure the impact of its environmental performance.

Overall, ADUKG and its WeCare initiative, despite its small size, has a range of commendable activities that address a number of pillars of environmental care, employee-related policies, and community engagement. The organization's CSR policy further identifies special areas of education and health that guide the organization when undertaking any social project.

### Arabia CSR Best Practices: 2016

*This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2016'. For more details on Abu Dhabi University Knowledge Group' 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)