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Arabia CSR Network®

CSR ARABIA

# Arabia CSR Network

newsletter

April 2014 Issue 32

## **“GREEN & INCLUSIVE ECONOMY *Building a Sustainable Future*”**

Theme for the Forum 2014 announced at the  
launch of 7th Awards Cycle



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Sustainability Reporting Training**  
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## Note by the President & CEO Arabia CSR Network

### Greetings from Arabia CSR network!

Today, CSR is being realized as a core of any business strategy, as well managed CSR and sustainability programmes generate real and long-term values for institutions. For countries in the Arab Region, CSR too is becoming a topic of great interest among business leaders and government officials in the region, but there is still a need to cultivate a deeper understanding of CSR and its implications.

With the goal of capacitating companies to optimize the potential of their CSR initiatives and nurture CSR leadership in the region, the Arabia CSR Network is dedicatedly implementing programs that help organizations to identify specific issues and enable them to spearhead cost-effective solutions and leverage their core competencies.

In the month of March, Arabia CSR Network held a Press Conference and launch of the Seventh Cycle of the Arabia CSR Awards (ACSRA) and the Forum 2014. We have high hopes for this cycle as more and more organizations in the region realize the need and importance of implementing Corporate Social Responsibility, integrating sustainability into their core business strategies and contributing to the sustainable development of our region can create infinite opportunities for innovation and co-creation of benefits. ACSRA not only provides a learning curve for the organizations but also showcases the work being undertaken by the organizations in the region at the national, regional and international platform. The Forum for 2014 will be held on 26th October under the theme of "Green and Inclusive Economy: Building a Sustainable Future. I urge all the organizations in the region – small, medium, large, private or Government to apply and join the Awards Cycle. An Awards Clinic is being organised on 21st April to facilitate the applicants with the process of application and sharing of judges expectations, challenges and success stories of the past winners. I hope organizations will take advantage of this supporting clinic.

To help companies improve their CSR performance, ACSRN organises a range of trainings. Training on Fundamentals of CSR was organised in the Month of March. More trainings are planned for the coming months that include GRI Sustainability Reporting Training in April and Training on Budgeting and Implementation of CSR in May. I hope to see organizations make the most out of these trainings to streamline and strengthen their CSR initiatives.

To remain updated about our activities and share your views, get in touch with us through [LinkedIn](#), [Twitter](#) and [Facebook](#) Stay connected!

## Meetings & Events



### ACSRN at GRI Stakeholder Council Meeting, Amsterdam, Netherlands

GRI organised its first Stakeholder Council Meeting of the year on 11th-12th March 2014 in Amsterdam, Netherlands. Mrs Habiba Al Mar'ashi joined the meeting in the capacity of a Stakeholder Council Member. Arabia CSR Network is an Organisational Stakeholder and a certified training partner in the Arabic Speaking Region.

The main agenda points of the meeting included an update on G4 roll out and uptake from the various parts. The Stakeholder Council Meeting had the country updates given by the various members present. The discussions during the two-days meeting focused around strategic positioning of GRI currently and proposed future scenarios. The meeting also hosted discussions related to governance, transition to a formal standard setter amongst many others where members of the Stakeholder Council shared their views and opinions.



## **Arabia CSR Awards & Forum 2014 : Launch and Press Conference, Dubai, UAE**

The Arabia CSR Network (ACSRN) hosted a press conference on the 7th cycle of the highly coveted Arabia CSR Awards on 18th March 2014 in Dubai.

### **The six categories of the 7th Cycle of Arabia CSR Awards 2014:**

- |                                    |  |
|------------------------------------|--|
| 1. <b>Small-sized enterprises</b>  | 4. <b>Government authorities / departments</b> |
| 2. <b>Medium-sized enterprises</b> | 5. <b>Partnership Projects</b>                 |
| 3. <b>Large-sized enterprises</b>  | 6. <b>New business</b>                         |

Mrs Habiba Al Mar'ashi, President / CEO, Arabia CSR Network while launching the 7th Cycle of the Awards and introducing the Forum 2014 highlighted that the Arabia CSR Awards is a milestone and an occasion to celebrate the achievement of public and private organisations in the Arab Region in enhancing their social, environmental and corporate performance to become more sustainable and to have a more positive and larger impact on society.



The Awards is a homegrown product of the region and is focused to build capacity of the organisations in the MENA region to excel and lead by example globally. Winners of the 6th Cycle also attended the Press Conference as part of the Panel Speakers and shared their experiences on how the Award process has helped them assess their CSR processes and developed their implementation capabilities resulting in greater synergies, cost effectiveness and overall value creation. The panelists included representatives from the General Headquarters of Abu Dhabi Police, 1st Runner Up-Public Sector Category; Dutco Balfour Beatty LLC, Winner-Large Category and Home Grown Nursery, Winner New Business Category & 1st Runner Up Small Category.

To learn more about the Awards categories, the application process and the benefits of the Awards and registration please visit <http://www.arabiaccsrnetwork.com/home/entry-information>. We encourage you to read the guidelines (on the same link) before you register. The deadline for submission is 30th June 2014. The winners will be announced at a high-profile Forum & Ceremony on 26th October 2014.



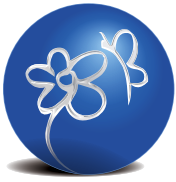
### **ACSRN conducted Training on Fundamentals of CSR, Dubai, UAE**

The Arabia CSR Network organised a two-day training "Fundamentals of CSR" on 19th - 20th March 2014 for CSR practitioners to understand how they can drive business value by investing in CSR and Sustainability. The objective of the training was also to prove that CSR and responsible business practices should not be seen as an exclusive privilege of large and multi-national organizations, but a necessary investment for organizations of all sizes and from all sectors.

The training conducted by the International faculty with more than two decades of CSR expertise had participants from diverse organizations and sectors ranging from Hospitality, Chemicals Industry, Retail, Services and Consumer Technology amongst others. The training focused on topics such as Triple Bottom Line, Sustainable Value Portfolio, Stakeholder Engagement and Communicating CSR progress.

The training made use of exercises that further elaborated key corporate sustainability topics. The scientifically designed training material helped the participants understand the concept of CSR in a holistic manner and deliberated on importance of creating regional scope of CSR activities, CSR audits, building of CSR Strategies, converging diverse CSR initiatives in to organizational plans. The CSR Fundamentals training is one of the many capacity-building programs that the Network has planned for 2014. For more details on the trainings offered by ACSRN, visit: <http://www.arabiaccsrnetwork.com/home/2014-training-series>





### **ACSRN attends AHK Event on Compliance**

The Arabia CSR Network participated in an interesting event titled "Compliance in the Middle East – a customized concept by organizers AHK – the German-Emirati Joint Council for Industry & Commerce, which was held in Dubai on 27th March 2014. Key topics addressed in the event included:

- The legal and regulatory framework and current developments and challenges in GCC-Germany business relations using the example of the UAE
- Early recognition, exposing and prevention of compliance cases in higher risk jurisdictions
- Compliance management
- Case studies from the Region

Delegates heard from three experts about the compliance architecture in the Region, recent developments, the Siemens compliance system, the Foreign Corrupt Practices Act (FCPA) and the Middle East. Several company cases and country examples were discussed to define the existing legal framework with particular reference to corruption and bribery, country-specific particularities and challenges, and initiatives of the local government. The speakers were Dr. Sven Klaiber, Regional Compliance Officer for the ThyssenKrupp Group; Dr. Frank Chudzick, General Counsel for Siemens Middle East and Dr. Florian Amereller, senior partner and founder of Amereller Legal Consultants, a specialist regional practice.

Presenting an outlook on the UAE's legal system in relation to anti-bribery, the speaker cited the high country ranking (26th out of 177) in the Transparency international Corruption Perception Index 2013, the strong reliance on sponsorship system, common pool of players (government and business linkages), importance of personal relationships, broad public sector and other aspects.

Noteworthy local efforts include the UAE ratifying the United Nations Convention against Corruption (UNCAC) and drafting a law on anti-corruption, Code of Ethics and Professional Conduct for Civil Service launched by Government of Dubai, etc. Siemens explained how driven by a major compliance case in 2006 in Germany the company worked on establishing a strong, top-down compliance management system, which in turn has ensured a top ranking successively in the Dow Jones Sustainability Index. An overview of the compliance business in the Region shed light on current pressures and drivers, best practices, future trends and the case of Iraq.

Regarding compliance in the Middle East and FCPA, the speaker remarked that the compliance business is dominated by US law firms. He noted that compliance and enforcement is extremely selective in the Region. However market forces and historical pressures and decreasing public tolerance for corruption have led to increasing cooperation, enforcement, and preventive rather than defensive programs. The example of Iraq showed that there exists a distinct difference between theory and practice, polarization by sector (for instance high corruption in re-construction cases in which US companies are heavily invested), variation in terms of geography (north and south), and differentiation by clusters clean clusters).

In the case of Siemens, allegations in the biggest bribery case in Germany in 2006 set in motion a series of overhauling measures that subsequently resulted in a robust compliance system and consistent top ranking in the Dow Jones Sustainability Index.

### **Arabia CSR Network at Dutco Balfour Beatty Sustainability Month Celebrations, Dubai**



Arabia CSR Network's member, Dutco Balfour Beatty LLC organised the Sustainability Month in March 2014. During the month an array of activities to engage their employees towards CSR practices. Mrs Habiba Al Mar'ashi, President / CEO, Arabia CSR Network was invited to deliver a talk on sustainability at the concluding ceremony of the Sustainability month on 30th March 2014. Addressing the top and middle management at DBB, Mrs Mar'ashi highlighted that a sustainable organization is the one that successfully navigates financial, social and environmental risks, obligations and opportunities.

In today's rapidly changing environment – building a sustainable business is not just an advantage; it is in fact a necessity. Appreciating the efforts made by Dutco Balfour Beatty LLC making them a winner of the Arabia CSR Awards 2013 in the

Large Category, she shared examples of best practices from other companies from the region and globally. She stressed upon the need for the organizations to share best practices and learn from each other. During the session, General Manager, Dutco Balfour Beatty LLC was also present and shared his views on the activities conducted during the Sustainability Month. Towards the end of the session, prizes were given out to the winners of the various activities held during the month as a token appreciation and motivation for DBB employees.



## Upcoming Trainings & Events

### **GRI Sustainability Reporting Training 19th-20th April, 2014 - Dubai, UAE**

Arabia CSR Network's first Certified Sustainability Reporting Training on GRI's Newly Launched G4 Framework: 19-20 April 2014  
On the popular demand from the region, Arabia CSR Network is bringing to you, in your own region, its first certified training on Sustainability Reporting based on the newly launched GRI G4 Guidelines.  
The Detailed and Specialised Training will enable the participants to:



- Go through the five step process of reporting - prepare, connect, define, monitor and report
- Plan and Coordinate GRI Reporting Process
- Understand, Identify and Manage the concept of Stakeholder Engagement
- Learn how to prioritise and document Material Issues
- Select the "in accordance" criteria and assure the collected information and data.

The training format will consist of lecture, discourse and group exercises. Professionals interested to obtain a certified training with no prior certification or the previously trained participants of GRI G3 / G3.1 can attend the training. Certificates will be issued to all the participants by the GRI Headquarters in Netherlands.

The new generation of GRI G4 is different from G3.1 with a greater emphasis on management, ethics, governance, supply chain and more. Make sure you are part of this first-time conducted training by Arabia CSR Network and avail the special prices offered. Participation Fee: AED 6500 per participant. Group Discount of AED 500 per participant is available for three or more trainees from the same organization. Don't miss your chance as the seats are limited and entry is on the first come first serve basis. For more details on the training, visit <http://www.arabiaccsrnetwork.com/home/2014-training-series>. For registration, contact us at [admin@arabiaccsrnetwork.com](mailto:admin@arabiaccsrnetwork.com) / +971-43448120

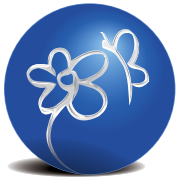
### **The Arabia CSR Awards Clinic – 21st April 2014, Dubai, UAE**

To support the applicants of the 7th Cycle of Arabia CSR Awards, the Arabia CSR Network is organizing an Awards Clinic on 21st April 2014. This Clinic will provide organizations with a complete outline of the application procedure, help them acquire an in-depth understanding of the rationale behind the questionnaire and the required supporting documents and provide helpful tips on submitting an Award winning application. Winners of 2013's 6th Cycle will also be there to firsthand narrate their journeys and explain how the Awards has positively impacted their sustainable business practices.

Participation in the clinic is a very important first step on the road for self-assessment and knowledge sharing and will provide all the information you need to ensure the quality of your application. The Arabia CSR Network team will also be available to answer any queries you may have on the application questionnaire, judging process, important deadlines, upcoming trainings as well as to address general concerns or comments. All registered applicants to the Awards will receive one complimentary seat at this upcoming Clinic. Any additional seats will be at a charge of 500 Dhs per participant. For registration and booking your seat, contact us at [admin@arabiaccsrnetwork.com](mailto:admin@arabiaccsrnetwork.com) / +971-4-3448120

### **Training on Budgeting & Implementation of CSR –12th -13th May, 2014 – Dubai, UAE**

A large number of organizations are realizing that CSR is critical for community development as well as for business success. However, good intentions are not always effectively implemented, which is why the noblest of objectives require assistance to put them into action. The Arabia CSR Network will organize a very helpful training on the practical aspects of implementing CSR goals and strategies. This training will assist participants on preparing CSR programs and actions plans, setting measurable targets, conducting trainings, engaging employees and the community monitoring performance and more. The trainer will answer all implementation related queries that the participants may have regarding their organization's CSR strategy. To register please visit <http://www.arabiaccsrnetwork.com/home/2014-training-series> or contact us at [admin@arabiaccsrnetwork.com](mailto:admin@arabiaccsrnetwork.com) / +971-4-3448120.



## Feature Article

# Social Media as a Driving Force in Companies' Sustainability Agendas



One of the key learnings of British Petroleum's oil spill was the way the company had badly managed communications, discomfited the public audience, and weakly disclosed on news related to its environmental mess. We have learned, big time, that at times of crisis, companies are obliged to be as open and transparent as possible and expeditiously communicate updates to different stakeholders' impacted.

Until recently, the concept of corporate sustainability and responsibility (CSR) among businesses has revolved around risk mitigation and self-regulation. Today, businesses are evolving from those reactive positions and moving toward more pro-active approaches to disclose on their various social and environmental issues. The rise of social media has caused several changes in the way CSR functions. Feedback through social media is immediate, permanent, and extremely public. It offers new solutions to advance transparency in business practices and has created online spaces where businesses can engage and drive a bigger impact. Today, more sophisticated companies are using social and new media channels to protect their reputation from misinformation, tell their story to target audiences and inspire new ideas and innovation.

When individuals feel strongly bad about a company's performance on social or environmental issues, one small voice can quickly turn into an online campaign, difficult for even the most protected brands to ignore. For this reason, social media has become a driving force in many companies' CSR agendas. It is a powerful communication vehicle that helps in amplifying CSR messages and positions a company as a good corporate citizen.

The dialogue exchanged between customers and companies can be highly beneficial for both sides; it can build and strengthen a sense of community, which is the fundamental purpose of social media. Lots of firms have excelled in this regard by creating active branded social media channels to engage and share information related to their CSR performance; a great example is General Electric Ecomagination's twitter account which was created to be a forum for fresh thinking and online debates related to clean technology and sustainable infrastructure. Another example is Nestlé Creating Shared Value where the company shares updates related to their nutrition, water presentation and rural development program globally. Another great example is CISCO CSR sharing stories about how CISCO and its partners are bringing positive change in the world.

Nike, the global shoe giant, launched an internal social media network called the "We Portal" which evolved to be a worldwide engagement hub, linking Nike's employees around the social and environmental issue that they care about. Via the portal, employees can get their donation matched by Nike, create volunteering teams and earn points

for giving and post community-giving opportunities. "We Portal" serves also as a platform to help employees generate ideas on how Nike can be more sustainable and drive a positive impact globally. These brands and many more made their company's CSR efforts extremely personal just by being present and approachable to the people of Twitter and Facebook. I can easily engage with Jeffrey Hogue, Senior Director of Global CSR and Sustainability at McDonalds, to learn more about the environmental impact of his company's iconic French fries or can ask Ramon Arratia, Global sustainability director at Interface Floor, about how environmentally friendly are the raw materials used in the production of my office's carp tiles. I can also engage with Louise Nicholls, Head of Responsible Sourcing and Sustainability at Marks and Spencer, to discuss some initiatives to help offering clothes to needy people in rural areas of my country. It is that easy!

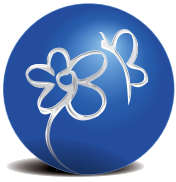
All in the spirit of sharing good news, those companies have a huge opportunity to ride the high wave of CSR through social media, spread the word, amplify their causes and enlarge a powerful network of their supporters. Building a network of supporters over time that aligns with a company's values and actions can definitely help in protecting brands in times of trouble.

More businesses are now diversifying the usage of social media channels and tools to trigger a viral chain reaction of interest around their CSR and sustainability work. One of the best examples is Unilever via its Sustainable Living Plan; producing videos describing their Value Chain Strategy, designing dedicated websites, contributing to blogs and conducting live Twitter chats to promote their product's sustainability plans and overall progress of their sustainability performance.

Academic institutions are also catching up with the trend. Both programmatic and academic initiatives in communicating sustainability are becoming part of the landscape of sustainability programs at many institutions of higher education. Yale University has created Yale Sustainability striving to enhance the culture of sustainability in the university, develop institutional sustainability models and communicate with CSR thought leaders, practitioners and social influencers to ensure a seat at the CSR table.

Leveraging CSR in the social media world can strengthen consumer trust and loyalty, encourage followers to take action and participate, and put a halo over the brand that dives in. It is a practice that keeps developing every day and more and more companies are getting into the pave. However, the management's quality of those online platforms remains to be weak and requires more development in order to generate the needed impact and drive the most effective stakeholders' engagement for a brand.

*Monaem Ben Lellahom is Co-founder Head of Advisory Services, Sustainability Square based in Dubai, UAE.*



## Members Update



### DEWA (Dubai Electricity & Water Authority)

#### DEWA's 'Make a Switch Campaign' and 'Earth Hour'

DEWA launched 'Make a Switch' campaign in collaboration with several government departments and businesses. 'Make the Switch' is focused on educating residents on the importance of conserving energy through simple steps such as using energy-efficient light bulbs, unplugging unused appliances and setting the air conditioners to 24 degrees Celsius.

As part of the ongoing commitment to support the global initiative of Earth Hour, Dubai Electricity and Water Authority (DEWA) marked Earth Hour in Dubai on 29th March 2014, at Bay Avenue Park from 8:30 - 9:30pm under the patronage of Shaikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council.

DEWA encouraged all residents of Dubai to participate in the event, organised at Bay Avenue Park from 5- 8:30pm, and also invited them to be part of the Earth Hour walk, which started at 8:30pm. ACSRN's sister organization Emirates Environmental Group participated in the Earth Hour with a big team of volunteers.

Source: <https://eservices.dewa.gov.ae/newshist/details.aspx?id=02358534000000000000000002358534>

### Dutco Balfour Beatty LLC

#### Sustainability Month – March 2014 at Dutco Balfour Beatty LLC

2nd March 2014 marked the commencement of "Sustainability Month – March 2014" at DBB. The event was formally inaugurated by DBB General Manager at their Head Offices in Jebel Ali. Employees were encouraged to practice sustainability in their day to day activities and consider sustainability as a "collective responsibility". The month long celebrations aimed to create increased awareness on the importance of sustainability among our stakeholders. Various activities ranging from staff suggestion programs, photography and slogan competitions, employee health monitoring, beach walks, beach cleanup campaigns, donation drive in aid of Dubai Autism Centre, screening of environmental movies, blood donation drive, defensive driving and lectures on sustainability by industry experts were organized as part of the month long celebrations.

Source: DBB Sustainability Alert

### Emirates Integrated Telecommunications Company (du)

#### du becomes first in the region and first telecom globally to release Sustainability Report based on GRI-G4 comprehensive guidelines

In continuation of its commitment to sustainability best practice, du announced the launch of its third annual Sustainability Report, raising the benchmark for sustainability reporting in the region. The Report meets the new Global Reporting Initiative (GRI) G4 Comprehensive guidelines, which were launched in May 2013 in The Netherlands. In doing so, du has become the first in the region and the world's first telecommunications company to adopt this standard.

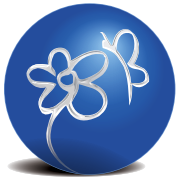
In parallel, du announced its revised corporate sustainability commitment, marking the company's progressive outlook in line with the sustainability focus for Expo 2020 and the UAE's Vision 2021. du's 2013 Sustainability Report has undergone the Materiality Matters check by GRI, which verifies that at the time of the report's publication, the disclosures that cover the process of identifying material issues and stakeholder engagement were correctly reported on and identified in the report. In this third revision of the commitment, the company shows an evolution towards a business model that proactively integrates a sustainability outlook across all business areas. The revised corporate sustainability commitment is guided by the United Nations Global Compact (UNGC) principles and the GRI reporting framework, amongst others.

#### **Highlights of du's 2013 Sustainability Report include:**

- Steady increase in Emiratisation figures; 34% of the company's total workforce and 81% of du's executive management are Emiratis.
- Emphasis on protection of customers and their data through a range of cyber-security technology and services.
- Suite of innovative offerings that create social and environmental value, such as enabling easier communication for UAE's expatriate labour workforce,
- cloud services for lower costs and increased efficiency and more.
- 209 of du's base transceiver stations use hybrid sources of energy.
- du is one of the first telecommunications companies in the region to have calculated and assessed its carbon footprint.
- Launch of the company's flagship wellness programme, Every Step Counts, to promote healthy living in the UAE.

Source: <http://www.du.ae/en/about/media-centre/newsdetails/du-becomes-first-in-the-region-and-first-telecom-globally-to-release-Sustainability-Report-based-on-GRI-G4-comprehensive-guidelines>





## ***Dubai Aluminium (Dubal)***

### ***DUBAL actions highlight the importance of corporate responsibility***

Reflecting a corporate commitment to excellence and the strength of its leadership and good governance, Dubai Aluminium PJSC ("DUBAL") received two of the top honours at the inaugural 2014 Information Systems Audit and Control Association ("ISACA") Excellence Awards. The awards won by DUBAL were "CIO/Head of the Year 2014" and "Chief Governance Officer/Head of IT Governance of the Year"

Source: <https://www.dubal.ae/press-room/media-desk/news/>

## ***Securitas UAE***

### ***Securitas UAE brings Seccredito specialists to deliver high-level consultancy in GCC***

Securitas UAE, the leading security services provider, has brought in specialists from Seccredito AB, the leading Scandinavian consultants offering world-class risk, intelligence and security management services, to deliver high-level consultancy across the GCC. SeccreditoAB specialists, to be based at Securitas UAE office, will offer value-added services, expertise and knowledge across the risk, crisis and security management domains in the GCC.

The presence of Seccredito specialists offers Securitas UAE the advantage of offering advanced security solutions and responding to all security needs of its clients and partners in specific spheres. The special intelligence service on offer with Seccredito include competitive intelligence, country analysis, travel security reports, background screenings and due diligence, extending a professional value-addition to the industry-best services provided by Securitas.

Source: [http://www.zawya.com/story/Securitas\\_UAE\\_brings\\_Seccredito\\_specialists\\_to\\_deliver\\_highlevel\\_consultancy\\_in\\_GCC-ZAWYA20140318095624/](http://www.zawya.com/story/Securitas_UAE_brings_Seccredito_specialists_to_deliver_highlevel_consultancy_in_GCC-ZAWYA20140318095624/)

## **General News**

### ***Emirates Green Building Council 2014 Awards launched to honour excellence in sustainability initiatives***

Emirates Green Building Council (EmiratesGBC), an independent forum aimed at conserving the environment by strengthening and promoting green building practices, has unveiled the EGBC 2014 Awards to honour excellence in sustainability initiatives. Following the strong response to the first edition of the Awards, from diverse stakeholders involved in driving sustainable growth, the EGBC 2014 Awards is also open to organisations and individuals from across the Middle East and North Africa region.

The six categories of the EGBC 2014 Awards include: Green Building of the year, for a building finalised between 2012 and 2014 in the MENA region that employed the highest sustainability standards and included innovation in design and processes in its construction and completion; Green Facility Management organisation of the Year for a UAE-based FM organisation for its commitments towards sustainability; Green Building Material/Product Award for the successful introduction to the MENA region of a construction material or product/component which addresses green building principles; Green Building System Award for a building system that provides a more sustainable solution to green building construction than traditional construction methods; Green Building Research Award for research that establishes dependable data, in an area not previously available, related to green building performance; and Training Initiative of the Year for the best sustainability training initiative in the MENA region.

More details at : <http://emiratesgbc.org/awards/>

## ***Global Reporting Initiative***

### ***Sustainable Development Goals update: promising signs for sustainability reporting***

The much discussed and debated European Union draft proposal for a directive on the disclosure of non-financial and diversity information for large companies looks increasingly likely to be adopted having passed another important stage in the legislative process. The proposal is wide-ranging and would drive sustainability reporting across all 28 states that make up the European Union, the largest economic area in the world. Public interest companies – i.e. listed companies with more than 500 employees, together with banks, insurance undertakings and any other such entities that individual member states choose to include – would be required to report on environmental, social and employee-related, human rights, anti-corruption and bribery matters, explaining not only their impacts but also risks associated with their activities. In addition, they would also have to describe their business models and diversity policies.

In total, it is anticipated that over 6000 companies would be affected. GRI is one of the frameworks referenced in the recital – the introductory part of the legislative proposal – and G4 covers all the topics in the proposal, from bribery to environmental measures.

Read more at: <https://www.globalreporting.org/information/news-and-press-center/Pages/EU-update-European-Union-one-step-closer-to-a-more-sustainable-future-.aspx>





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## Case Study from the Archive

### Gulf Petrochemical Industries Company – Bahrain

Established in December 1979 as a joint venture between the Government of Bahrain, (SABIC) Saudi Arabia & (PIC) Kuwait, GPIC Bahrain utilizes natural gas as raw material and commenced production in 1985. Over the years, the company has developed key CSR programs that focus on areas such as environmental education and research and employee wellbeing. Sustainability is strongly embedded in the company's mission, which is "to add value to our customers and stakeholders by meeting their expectations whilst "Producing high quality petrochemicals, With a high level of emphasis on CSR, GPIC measures success through Profitability, Enhancing HSE (Healthy, Safety and Environment) and Social Responsibility.

### Pillars of the CSR Model at GPIC

#### *Socially Responsible Business/Investment*

GPIC has also invested almost USD 2 bn in the national economy of Bahrain since its inception. This contribution has been made in several areas such as employment, training, procurement, dividends to the Government and most importantly in the form of natural gas / electricity consumed. Community involvement is embedded in the fabric of GPIC's business. In the past years, GPIC has trained 640 school and university graduates and provided material support to organizations caring for the young. The educational projects sponsored by GPIC carry significant prestige in the country as they support the Crown Prince's program for higher studies. To encourage good educational skills, GPIC also rewards best students from amongst the employees' children as well as children from neighboring schools and contributes to the employees' children's education.

#### *Caring for the Environment*

GPIC Bahrain is certified to the Environmental Management system ISO 14001 and implements strict waste management control.

#### *Environmental Projects*

To preserve local herbs that were once used for treatment by fore fathers , the Herbal Garden was officially opened on 9th May 2005. It was expanded later to include a rare arid plants garden with an overall area of more than 26,800m<sup>2</sup>. Complementing these projects is the Green Oasis that contains all types of trees mostly donated by employees and others planted by dignitaries; raising the total number of trees in the complex to about 5400.

#### *Awareness Programme*

GPIC also believe that caring for the environment does not end at its door step. In 2004, GPIC launched its Environment Research

Program – Environment Award for secondary school students, where it funds 20 research projects annually and rewards top three projects. The Environmental Awareness Program for schools is a part of GPIC initiative towards environment and the society.

Apart from this, the various GPIC complexes have been utilizing solar power for a number of its activities such as solar panels in the herbal garden, solar power for billboard lights, greenhouses, fish farm fans and solar water heating for showers.

#### *Plant-Operation Projects*

In 2007 the company announced about its wishes to construct an innovative project for Carbon Dioxide Recovery "CDR Project". This project, in fact, aims to cut down greenhouse gas emission and improve overall efficiency of the resources by generating additional Methanol and Urea products. It is being registered as the first Clean Development Mechanism (CDM) project in the Petrochemical/ Fertilizer Industry through the trading of Carbon Dioxide. The construction activities had been already initiated in July 2008. GPIC has standardized waste management procedures that allow it to reduce the ecological footprint from its core operations.

#### *Treatment of Employees*

At GPIC, employees are the most valuable assets. This is translated first and foremost in the strong relationship between Management and Labour Union. The two parties are cohesively bonded in working committees such as the Environment, Safety, Health committees. Employees' benefits include a saving scheme, health insurance covering all employees & their families, loans, indemnity, annual bonus, etc.

To participate in the decision making process, employees voice their views through the well established 40 committees and through the suggestion scheme. For the security of the employees, GPIC Bahrain has established a number of committees such as Management Labour Union High Council, Management Union Committee, SHE Committee, Safety Committee, Health Committee, Environment Committee, Saving Scheme, Omra Committee, Social Committee, Training, Development & Education Sponsorship Coordination Committee, Housing Loan Committee and Special Needs Cases Committee.

#### *Conclusion*

GPIC's CSR initiatives are indicative of the fact that the Company is an experienced player in Bahrain's economy and is aware of the country's pressing issues. GPIC's CSR strategies have also helped the company build a reputation as a strong employer that gives priority to the overall wellbeing of its staff. This is evident from its comprehensive policies and programs for employee benefits and welfare.

### Arabia CSR Best Practices: 2012

This abstract has been taken from the ACSR Network publication titled 'Arabia CSR Best Practices: 2012'. For more details on Gulf Petrochemical Industries Company – Bahrain and other companies that have been recognized 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 how you can be a member, and how your organization will benefit from it, call us at +971-4-3448622 or write to us at [admin@arabiacsrnnetwork.com](mailto:admin@arabiacsrnnetwork.com)  
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