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CSR ARABIA

# Arabia CSR Network

newsletter

June 2014 Issue 34



## Certified Sustainability Reporting Training on Newly Launched GRI G4 Framework



Supported by



The Arabia CSR Network is highly honoured to announce that **The Arabia CSR Awards and Forum 2014** is held under the Auspices of **H.E. Mohammed At-Twajiri, Ph.D,** Assistant Secretary General for Economic Affairs of:  
**The League of Arab States**

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## Note by the President & CEO Arabia CSR Network

Habiba Al Mar'ashi



*A renowned author Carol Sanford said,  
"CSR can't be bolted on but must be built in."*

There is a greater consciousness today of the relationship between –Corporate ethics and Social Responsibility. The goal set for sustainability is modest – to guide incorporation of “socially responsible” organizational behaviour.

This is why we, at the Arabia CSR Network, strive to promote social and sustainable attributes within the organizational framework. We impart trainings, offer myriad platforms to share CSR experiences. This month ACSRN conducted two successful trainings – Certified Sustainability Reporting Training on newly launched GRI G4 framework and Training on Budgeting and Implementation where more than 20 CSR and sustainability professionals from the region were trained.

We recognize sustainable practices by the CSR leaders of the MENA region through Best Practices Case Study Publication. Since 2008, we have published 3 editions of the publication and I am proud to announce that we have now published the fourth edition comprising of 11 best practice stories of the CSR champions from the region.

The mandate of the Arabia CSR Network is to strengthen the corporate social responsibility framework in the Arab World. We are always on the lookout for effective methods that will add value to the CSR initiatives of our constituencies – be they local and transnational companies, academic institutions, or government and civil society organizations. As a result we have a very prominent CSR Awards program. It is the most prestigious CSR related accolade in the Arab region, honouring companies that exhibit extraordinary vision, strategy and commitment towards building their social identity. The 7th Cycle of the Awards has already received a very good response with 85 applicants and the numbers are expected to grow much more till the last date of submission 30 June 2014.

Our experience of collaborating with a number of organisations in the MENA region has also shown how CSR and sustainability can point the way to new forms of value creation based on addressing societal and environmental challenges. With this objective in mind, we are organizing the Arabia CSR Forum on 28th October 2014. The theme of the Forum is Green and Inclusive Economy: Building a Sustainable Future. The day long forum will witness plethora of sustainability experts, think tanks and leaders come together to deliberate on the most current CSR and Sustainability topics. The Arabia CSR Network serves as a useful platform for further learning and the exchange of ideas and best practices. I urge you to take advantage of the experience and network that our organization represents – come, join us and be a part of CSR and Sustainability growth story in the region.

Your opinions, ideas and feedback help us improve – remain in touch with us and be updated about our activities through [LinkedIn](#), [Twitter](#) and [Facebook](#) We value your views!

Is your organization a responsible corporate citizen that continuously & innovatively invests in its people, planet & ethical business practices?

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Under the Auspices of Dr.Mohamed Bin Ibrahim Al-Tuwajiri,  
Assistant Secretary General of Economic Affairs of:  
**The League of Arab States**

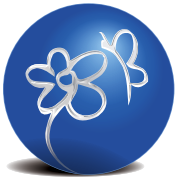
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## ARABIA CORPORATE SOCIAL RESPONSIBILITY BEST PRACTICES 2013 PUBLICATION COMING OUT SOON... BOOK YOUR COPY NOW!

### Meetings & Events

#### **Certified Sustainability Reporting Training on Newly Launched GRI G4 Framework: 21-22 May 2014, Dubai**



In a bid to accelerate the practice of transparency and disclosure among businesses in the region, the Arabia CSR Network conducted a two-day training on sustainability reporting based on Global Reporting Initiative's newly launched framework, G4. The GRI framework is widely adopted by companies across the world to document qualitative and quantitative information related to performance in areas such as environment, ethics

and governance. The training, the first fully fledged certified training session on G4 undertaken by Arabia CSR Network, was given to middle and top management level delegates from some of the region's leading manufacturing companies, and officials from federal and local government entities and had participants from Oman, KSA, Kingdom of Bahrain, Jordan and UAE.

The GRI G4 training enabled the participants to plan and coordinate GRI reporting process; understand, identify and manage the concept of 'Stakeholder Engagement'; learn the ways to prioritise and document 'Materiality' and select "in accordance" criteria and assure the collected information and the data. Launched in 2013, G4 reporting is still in its infancy globally and in the Region. However a number of Arabian organizations have embraced the G4 framework as the best and most advanced means of capturing CSR achievements. The Arabia CSR Network, a certified training partner in the region by GRI has conducted 16 sessions in the region reaching out to 178 professionals from 82 organizations representing 20 sectors from 11 countries from the region. Participants received a certificate for the training issued by the GRI headquarters in Netherlands.

The GRI training session has been useful in providing the guidance which I was looking for to prepare my company's annual sustainability report.  
**Mohammad Ghunaim –  
Diamond Developers**

The instructors conveyed the key points of GRI g4 reporting with clarity, enthusiasm and patience. I would recommend the course to anybody interested in compiling sustainability reports.  
**David Brown – Petroleum  
Development (Oman)**

Arabia CSR Network Deserves appreciation for kick-starting the training on G4 guidelines of GRI. It is commendable that a regional organization is exerting its efforts to take sustainability reporting to new heights by providing an effective platform for sustainability reporting training.  
**NadeemRana – GPIC  
(Bahrain)**

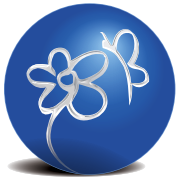
#### **Training on Budgeting and Implementation of CSR 28-29 May, 2014 - Dubai, UAE**



To build CSR capacity in the region, the Arabia CSR Network organized training on Budgeting and Implementation of CSR in Dubai. The training highlighted that the firms with business plans that are following the path to become more sustainable often begin to incorporate their environmental and social objectives into their annual and long-range plans. This way they are better equipped to monitor their performance towards their "non-financial" objectives and introduce course corrections as necessary.

The training assisted the 12 participants on preparing CSR programs and actions plans, setting measurable targets, engaging employees and the community monitoring performance. The trainer addressed all implementation related queries that the participants raised regarding their organization's CSR budget and implementation plan. The training emphasized that improving CSR Budgeting process helps in better management and integration of potential performance of the company and strengthens company's long term investment CSR strategy for corporate social responsibility investments





## Upcoming Trainings & Events

### Certified GRI Sustainability Reporting Training

The Arabia CSR Network is organizing a GRI certified training on sustainability reporting from 16th to 18th June in Dubai, UAE. It will be divided into 2 components:

TRAINING COMPONENT 1:	TRAINING COMPONENT 2:
Date: 16 -17 June, 2014 (2 days)	Date: 18 February, 2014 (1 day)
Course: <b>GRI G3.1</b> reporting framework	Course: <b>Bridging Module</b> (between G3.1 and the recently launched G4)
Cost: <b>AED 6,300</b> per participant	Cost: <b>AED 2,000</b> per participant
Who is it for? Officials interested to obtain a detailed understanding of GRI	Who is it for? Participants that have passed a previous G3/G3.1 training session

**JOINT DISCOUNT OF AED 500**  
if you register for both training components.

**EARLY-BIRD DISCOUNT: 8% PER PARTICIPANT**  
if you register before Thu, 5 June 2014.

**GROUP DISCOUNT: 15%**  
if you register more than three trainees from one organization.

**Note: Companies availing the Group Discount are not eligible for the Joint Discount or the Early Bird Discount.**

The training will equip you with the following:

1. Prepare	Plan your GRI Sustainability Reporting by developing an action plan, holding a kick off meeting identifying links between organisations' activities and impact created
2. Connect	Identify, prioritize and dialogue with your company's stakeholders. Learn to identify internal and external stakeholders; prioritize them on the basis of direct / indirect relationship with the organization, understand the use of various mediums for stakeholder engagement
3. Define	Focus your efforts by selecting material issues for action and reporting through deciding report content, checking internal monitoring systems and setting performance goals
4. Monitor	Build your report by checking processes and monitoring activities to ensure quality of information. Learn to define quality and identify quality indicators
5. Report	Launch your report and prepare for the next cycle. Learn to understand the best way to communicate the report to various stakeholders
6. Bridging Module	Learn to make a comparison and connect between G 3.1 and G4 for your reporting requirements

**Participants will receive separate certificates for each training component.**

**The certificates will be issued by the GRI headquarters in Netherlands.**

**Register and block your seat at the earliest.**

For further details visit [http://www.arabiacsrnnetwork.com/home/sites/default/files/June%202014%20GRI%20Training%20Dubai\\_2.pdf](http://www.arabiacsrnnetwork.com/home/sites/default/files/June%202014%20GRI%20Training%20Dubai_2.pdf)

or contact us at admin@arabiacsrnnetwork.com / +971-4-3448120



## Feature Article

## Good Business: Why Placing Ethics Before Profits Pays Off



Ethics is an admirable quality and a personal goal for many individuals, but does it work for organisations? Does an ethical business need ethical employees or can it be managed by a single virtuous whip-cracker? On a stakeholder basis, in the world of multinational conglomerates, would investors rather hold their heads up high or revel in richer dividends? And are they mutually exclusive?

First, we should define ethics. Most dictionaries will include the words 'right and wrong' and to a large extent this is justified, but for businesses it is more than a simple black and white. Not only must a business be ethical in order to conform to society's standards, it sometimes needs to persuade its own internal society that it has a duty to do the right thing. There is a real difference between being a company with ethics and a company with a corporate social responsibility (or "CSR") programme. Many stakeholders may be ambivalent towards corporate social responsibility. They may see it – wrongly – as a handy label to add to a corporate profile. Ethics, however, often needs sacrifice on a grander scale.

It is not possible for a company to be 'a bit ethical' or 'quite ethical' or even 'half ethical'; ethics is a full time business and every organisation needs to make constant efforts to be morally upright in all its dealings and decisions. There is,

without doubt, a sense of pride and a sense of justice that goes with being ethical. At the same time, any business needs to be viable in its operations and profitable in its results. Thankfully, these two attitudes are not mutually exclusive. Ethical business can have a hugely positive effect on the bottom line and an invaluable effect in the long term.

Any manufacturer, service provider or product supplier which acts with consideration, honesty and integrity will be a far more attractive proposition than a competitor who is missing these qualities. A relationship of trust with customers who know that they rely on the honour of their business partner is worth a thousand discounts.

It is not right to say that every company which does not have a strict policy of business ethics is unethical, but I believe it may have its priorities wrong – and it is this philosophy which makes the difference between a good company and a great company.

In reality, there will always be companies which believe they will profit more by abandoning all ethics, from child labour and environmental responsibility to fraud and corruption, but there are now concerted efforts in this region to enforce transparency and accountability. This may not be the best way to instil ethics, but it is a start and best of all – ethics are contagious. When a company begins to act responsibly and honourably it reaps the benefits and as its competitors lag behind, they too will feel the need – if not the desire – to embrace business ethics.

While it would certainly be preferable if these businesses felt the desire as well, for now it is enough that they say

*“if you can beat them, join them,” and for ethical businesses to say “welcome.”*

### Mr Roy Jakobs

is the president and CEO of Philips, Middle East and Turkey based in Dubai.



## Members Update



### DEWA (Dubai Electricity & Water Authority)

#### DEWA receives delegation from Sudan to review Smart Government initiatives

Dubai Electricity and Water Authority (DEWA) welcomed a delegation of the Republic of the Sudan, comprising a number of government officials. DEWA received the delegation at its Sustainable Building in Al Quoz, to provide an overview of the best practices adopted by DEWA in the field of information technology and smart government initiatives. The visit was part of a number of visits by local, regional and global institutions that are hosted by DEWA to strengthen cooperation and the exchange of expertise and experiences with its counterparts.

DEWA is also focused on driving Dubai's sustainable development vision by facilitating and supporting initiatives that promote green technologies to increase energy efficiency and the conservation of natural resources. DEWA presented its strategic shift and the challenges faced in the transformation to smart services. The presentation also explained the model of excellence and continuous improvement policy followed by DEWA to provide smart services with a high level of efficiency, and the technologies used for the internal operations of smart services. DEWA also provided an overview of the smart technologies and services it provides for customers.

Source: <http://www.dewa.gov.ae/news/details.aspx?nid=873>

### Dutco Balfour Beatty LLC

#### DBB Airport Projects celebrate "Safety Day" with Concourse 4 Project

As part of the Concourse 4 Safety Day Celebrations DBB-C4-HSE team and Dubai Airport Engineering Projects joined hands to conduct an Annual Safety Awareness Campaign for various contractors working on their Concourse 4 (C4) Project. On 1st

May & 3rd May, a campaign was organized under the theme of "Road should take you there, not take you away" to increase awareness on road traffic safety. During the two days, a total of eight sessions were conducted in English, Urdu & Hindi for 156 operators, drivers and other relevant staff members. This initiative created greater awareness among the attendees on the importance of safe driving and helped promote greater engagement with the community.

Source: *DBB Sustainability Alert*

### Emirates Integrated Telecommunications Company (du)

#### du's Employee Wellness Programme wins at Idea of the Year Awards



Du received recognition at the recently-held Idea of the Year Awards for its Employee Wellness Programme. The initiative, launched in 2013 as part of du's Every Step Counts national wellbeing campaign, received

second place in the Idea of the Year Awards' Health and Safety category, making du the only private organisation to be recognised in health & safety category at the event, held as part of Dubai Quality Group's Ideas Arabia 9th International Conference 2014.

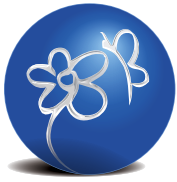
The Wellbeing of employees is a top priority within du. With the launch of the enhanced Employee Wellness Programme in 2013, du reconfirmed its commitment to improving the lives of its employees, through several engaging initiatives that encourage them to adopt healthier lifestyle habits.

Source: <http://www.du.ae/en/about/media-centre/newsdetails/du-receives-two-awards-at-the-Annual-CEM-in-Telecoms-Middle-East-Summit>

### wasl Asset management

#### wasl Asset Management Group awarded Dubai Quality Appreciation Programme Certification

wasl Asset Management Group was awarded the Dubai Quality Appreciation Programme Certification at a ceremony held under the patronage of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. wasl believes that it is essential to have an operating model that blends processes, technology, finance and people, and also



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enables them to constantly improve on what they do. They were chosen for the DQAP certification from among several applicants from private and public sectors of Dubai's economy. The award process involves rigorous assessment by the DQA office and intends to utilize feedback from this process to work toward further improvements.

incident management, tour verification, task scheduling and incident alert notification into one easy-to-use application to help enhance the overall security in the premises. Similarly, Securitas

offers the Innovative Information Management Solution wherein one can receive real time alerts on incidents, access to officers' duty and procedures, daily activity reports via online access. They are the first company in the UAE to offer this world-class solution

Source: [www.wasl.ae/en/pressrelease/media-centre/press-releases/wasl-asset-management-group-awarded-dubai-quality-appreciation-programme-certification.html](http://www.wasl.ae/en/pressrelease/media-centre/press-releases/wasl-asset-management-group-awarded-dubai-quality-appreciation-programme-certification.html)

## General News

### EGBC

#### Emirates Green Building Council 2014 Awards for best practices in sustainability to be presented in Dubai on June 11

Emirates Environmental Group's sister organization the Emirates Green Building Council (EmiratesGBC), an independent forum aimed at conserving the environment by strengthening and promoting green building practices, will announce the winners of the EGBC Awards 2014 on June 11, 2014 at a gala event to be held at Grosvenor House, Dubai. EGBC Awards 2014, which honours the best practices in sustainability, has received good response.

The awards will be presented in six key categories: 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. Awards in seven categories including special honour for exceptional student research work.

For more details, email: [events@emiratesgbc.org](mailto:events@emiratesgbc.org).

### Global Reporting Initiative

#### GRI brings out Ready to Report? Introducing Sustainability Reporting for SMEs



According to the United Nations Industrial Development Organization (UNIDO), small and medium-sized enterprises (SMEs) make up more than 90 percent of businesses worldwide and, on average, account for 50 percent of the Gross Domestic Product (GDP) of all countries and for 60 percent of their employment.

GRI has brought out a booklet, Ready to Report? Introducing Sustainability Reporting for SMEs aimed at SMEs who are considering whether sustainability reporting is relevant for them. It provides a simple introduction to sustainability reporting (using the GRI G4 Guidelines) in order to help SMEs take the first small steps in their sustainability journey.

The first part of the booklet looks at the internal and external benefits of sustainability reporting based on the experiences and testimonies of SMEs that GRI has engaged with in a number of projects since 2008. The booklet further details easy steps for creating a GRI sustainability report using the five phase GRI model for a sustainability reporting process: Prepare, Connect, Define, Monitor and Report. The booklet can be downloaded free of charge from GRI Resource Library.

Read more at: <https://www.globalreporting.org/information/news-and-press-center/Pages/New-GRI-booklet-gives-SMEs-a-helping-hand.aspx>





## Case Study from the Archive

### Specialty Hospital –Jordan

The Specialty Hospital is a medical center in Amman Jordan established in 1993 under the royal patronage. The hospital is located in the heart of Amman Jordan which makes it accessible to patients from 48 different nationalities from the MENA region and around the world. It serves as a teaching hospital in six specialties and employs the best doctors and consultants in all medical specializations. The hospital sees sustainability as a key strategic issue which is also driven from values perspectives, deeply rooted in the hospital culture.

It is the first hospital in Jordan to offer sleep lab diagnostic services, to provide hyperbaric oxygen therapy, and to introduce the most advanced technology in the radiology department MRI 3Tesla and CT scan 64. The hospital started as an establishment participating and supporting local events and offering charity work such as free medical days, and blood donations. The hospital has evolved and is now training students from colleges and universities.

### Commitment to its Community and Environment

Specialty Hospital endeavors to meet the community's multifaceted needs with a multifaceted community benefit effort that includes, among others: partnerships with community-based organizations, community outreach activities, medical assistance, health care education for health care professionals every year, support teams to neighboring/ developing countries, waste management and recycling initiatives, energy and water saving measures.

It has a "Community Participation Policy" which indicates its role towards the community. To enhance cooperation, the hospital communicates with other hospitals, medical centers, associations, ministries, and universities. It is involved with the local community through active membership in different types of associations.

Specialty Hospital is also given the ISO 9001, Occupational Health and Safety OHSAS 18001, Environmental Safety ISO14001, Hazardous Analysis and Critical Control Points HACCP for food safety, and quality management system for medical laboratories ISO 15189. As an ISO 14001 certified organization, S.H.'s strategy is geared towards protecting the internal and external hospital's environment. The hospital is committed to reducing its impact on the environment having utility plans, and emergency preparedness plans. They have also set clear targets for their environmental indicators. The hospital also encourages the stakeholders (patients, physicians,

suppliers, employees, accreditation bodies, associations, hospitals, and contractors, shareholders) to be environmentally friendly and be a role model in taking their environmental responsibility.

### Corporate Social Responsibility and its Sustainability

Throughout the years, the hospital has earned the OHSAS 18001 and HACCP certifications and continuously strives to provide a decent working condition for all its employees. A set of policies and procedures relating to health and safety of all its employees are put in place to prevent any possible hazard or accident at work. In all its efforts to promote and implement occupational safety and health standards and practices at work, the hospital was also recognized by the Social Security Corporation. And recently the hospital has implemented the ISO 26000 in the organization as a reflection of its commitment to social responsibility.

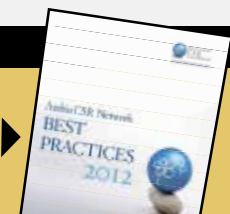
The hospital's top management sees sustainability as a core in everything that they do and is a key strategic issue driven from values perspectives and deeply rooted in the hospital culture. S.H. leaders believe in the long term sustainability achievements and hence, have put annual incentive system in place for the leaders who have achieved their department's objectives vis-à-vis the hospital's strategic plans. One of the main challenges the hospital faces while applying CSR is stakeholders' knowledge and involvement, and the difficulty of monitoring and implementing of social responsibility issues in their organizations.

### Corporate Governance

Specialty Hospital has assigned tracer teams responsible in monitoring the compliance to the policies and plans. The hospital also has third party assessors coming from the certification bodies. The board meets on a regular basis and gives all the support needed to improve the hospital's performance regarding CSR issues, i.e. review all the hospital's KPIs including CSR sustainability issues. Part of the board member's performance evaluation is a measure of their commitment to social responsibility.

### Conclusion

The Hospital provides comprehensive and integrated medical services based on international levels of medical and scientific expertise. The hospital offers a range of educational and social services to the community, as part of its community service and humanitarian mission, making it a role model in the region and encouraging other local and Arab hospitals to follow suit. The numerous accreditations and awards received by the hospital indicate the hospital's keenness to maintain its global quality standards in medical services.



### Arabia CSR Best Practices: 2012

*This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2012'. For more details on Specialty Hospital –Jordan and other companies that have been recognized for their innovative and effective CSR strategies write to us at [admin@arabiacsrn.com](mailto:admin@arabiacsrn.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@arabiacsrn.com](mailto:admin@arabiacsrn.com)  
For more information on the Arabia CSR Network visit [www.arabiacsrn.com](http://www.arabiacsrn.com)