

الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network®

CSR ARABIA

Arabia CSR Network

newsletter

May 2014 Issue 33

7th Arabia CSR Awards Clinic 2014 Held

*providing organizations with a complete
outline of the application procedure. pg 2*



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ARABIA
CORPORATE
SOCIAL
RESPONSIBILITY
AWARDS

Register Now! Application Deadline 30th June

**Newly Launched GRI G4
Sustainability Reporting Training
Details on Pg3**

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CSR 28-29 May, 2014 - Dubai, UAE - Pg 4*

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Note by the President & CEO Arabia CSR Network



Greetings from Arabia CSR network!

In the next decade, the most successful companies will be those that integrate sustainability into their core businesses – Jim Owens, CEO Caterpillar

With a firm belief in this statement, the Arabia CSR Network for the past decade is continuously striving to build CSR capacity in the region and develop regional and global CSR Champions emerging out of the MENA region. The Arabia CSR Network is first and foremost Pan-Arab initiative, one that aims to bring into greater focus the local and regional efforts undertaken at the institutional levels to further the case of CSR in the Middle East and North Africa region.

I am delighted to announce that the 7th Cycle of the Arabia CSR Awards is now up and running in full force and receiving interest and applications from various countries in the MENA region representing diverse industries and sectors. To facilitate the applicants with the Awards application process, the Arabia CSR Network

successfully conducted the Arabia CSR Awards Clinic - a workshop meant to assist organizations applying for this Awards cycle. The Network passionately believes in the power that companies and individuals hold to affect progressive change. We therefore, look forward to receiving applications from those companies all over the Arab World and North Africa region that wish to involve others in their CSR journey and engage in a rewarding process of simultaneously imparting and acquiring new knowledge. To expand the reach of the Awards and to make it more inclusive for the French speaking countries of the North Africa region, we have taken additional step this year to accept applications in French along with English and Arabic. The trilingual jury will be judging the application in these three languages.

To build the capacity of the organizations and help them advance their CSR strategies and performance, Arabia CSR Network continuously puts together trainings and capacity building workshops. Two trainings are being organised in the month of May. The training on Budgeting and Implementation of CSR will help the organizations to ensure that CSR programs and initiatives are integrated into regular planning and budgeting cycles and business cases, rather than considered as side projects. The Sustainability Reporting Training is for the organizations that are planning to publish a report that effectively communicates the organization's economic, environmental and social performance to their clients, investors and other stakeholders. The trainings are designed specifically with a regional perspective in mind and I urge all the organizations to participate and benefit from these.

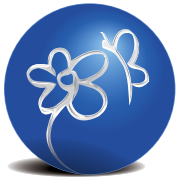
Your opinions, ideas and feedback help us improve – remain in touch with us and be updated about our activities through [LinkedIn](#), [Twitter](#) and [Facebook](#). We value your views!

Meetings & Events



Arabia CSR Awards Clinic 2014

The Arabia CSR Network organized an Awards Clinic for the participants of its 7th Cycle on the 21st of April 2014 at the Grand Hyatt Hotel, Dubai. The Awards Clinic served to provide organizations with a complete outline of the application procedure, helped them acquire an in-depth understanding of the rationale behind the Awards questionnaire and the required supporting documents and provide helpful tips on submitting an Award winning application. Winners of 2013's 6th Cycle gave an insight to their journeys and explained how the Awards has positively impacted their sustainable business practices.



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The underlying concept of the Awards Clinic is to help participants embark on the journey that is CSR through active learning from their predecessors and accordingly winners from the 2013 Cycle of the Awards were present. A jury member explained the evaluation process and the expectations of the jury. The winners of the past cycle of the Awards spoke about their experience and shared how the application process helped them assess and improve their CSR strategy and implementation processes to create overall business value.

They also gave this year's applicants best-practice tips on how to submit an Award winning application. More than 40 participants were present in the session that ended with interaction and queries of the applicants being sought by the Secretariat and jury member. The informative workshop was appreciated by all applicants / potential applicants who actively asked questions to ensure that their application had the best chance to win this prestigious Award.

The Arabia CSR Awards 2014 registration process is on now and the last date for submission of applications is 30 June 2014. The Awards would be announced on 28 October 2014 along with a stimulating day long forum on the theme on Green and Inclusive Economy: Building a Sustainable Future.



To register for the Awards program please contact the Arabia CSR Network team on +971 (0)4 3448120 or visit www.arabiacsrnetwork.com for more information and connect with us at admin@arabiacsrnetwork.com

Arabia CSR Awards Application Submission in 3 languages now!

ENGLISH, ARABIC AND FRENCH

French has been added as an additional language to facilitate applications from French speaking North African countries

Upcoming Trainings & Events



Arabia CSR Network
is a GRI Certified Training Partner
in Arabic speaking
Middle East countries



The GRI G4 Certified Training will enable the participants to:

- 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 collected data

GRI Sustainability Reporting Training **21st-22nd May, 2014 - Dubai, UAE**

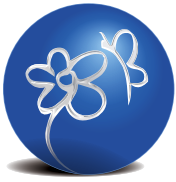
The Arabia CSR Network is conducting GRI G4 Sustainability Reporting training on 21-22 May 2014 in Dubai. The newly launched GRI G4 training programme will enable the participants to become skilled at using the latest GRI G4 framework for developing GRI / CSR / Sustainability Reports. To get conceptual understanding and insights on GRI reporting process, join this detailed and specialised training.

The training will cover the following aspects of sustainability reporting:

1. Prepare: Plan your GRI sustainability reporting
2. Connect: Identify, prioritize and dialogue with your company's stakeholders
3. Define: Focus your efforts by selecting issues for action and reporting
4. Monitor: Build your report by checking processes and monitoring activities
5. Report: Launch your report and prepare for the next cycle

Participants will receive a certificate for the training issued by the GRI headquarters in Netherlands.

Training fee for the two days course : **AED 6500** per participant and group discount for three or more participants from the same organization is **AED 6000**. For more details contact us at admin@arabiacsrnetwork.com / +971-4-3448120. More details of the training can be found at <http://www.arabiacsrnetwork.com>



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**MAY 28-29, 2014
Dubai, UAE**

Training fees is **AED 4500** per participants with an early bird discount (**AED 3500** per participant until 15 May 2014) and group discount (**AED 3350** per participant for three or more participants)

Training on Budgeting and Implementation of CSR 28-29 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, 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 budget and implementation plan.

Kindly confirm your participation at the earliest. For more details please visit <http://www.arabiacrnetwork.com/home/sites/default/files/Training%20on%20Budgeting%20%26%20Implementation%20of%20CSR%20May%2028-29-01.jpg> or contact us at admin@arabiacrnetwork.com / +971-4-3448120.

Feature Article

Strategic CSR: Linking Socially Responsible Initiatives To Business Objectives

The pervasive use of "corporate social responsibility" (CSR) today is rapidly turning it into a buzzword. While some companies are genuinely interested in helping orphans or reducing their carbon footprint, others are merely engaging in CSR to enhance their corporate image or to appease customers, investors, and other stakeholders. Despite corporations' increasing involvement in CSR, however, these initiatives are generally unconnected to their organisational business strategy. This means that companies undertaking CSR activities to improve their corporate image are actually not getting optimal social or financial return on their investment.

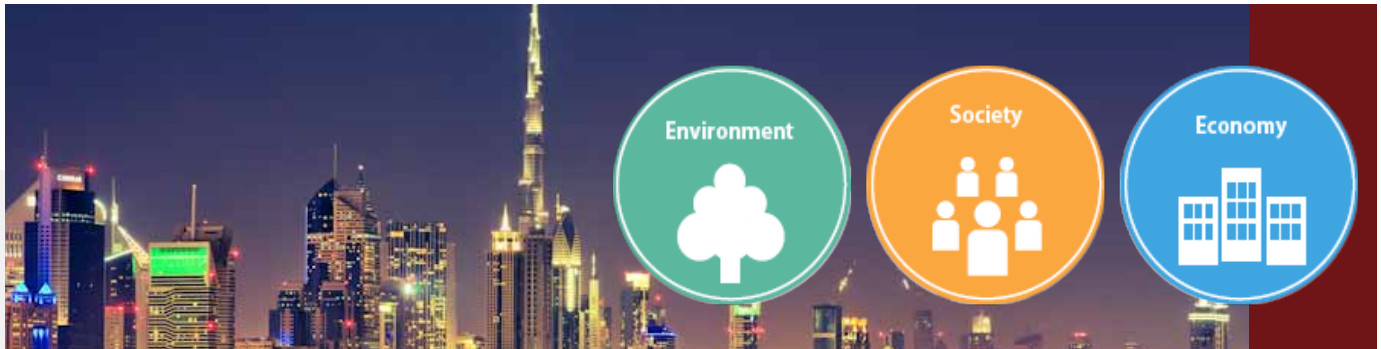
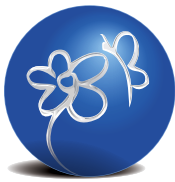
A 2013 survey from Bayt.com found that almost 90 per cent of employees in the Middle East felt that corporations have a moral responsibility to engage in CSR. The respondents also believed that the lack of organisational knowledge, top management support, and legal requirements for CSR are impediments to integrating CSR into corporate strategy.

Creating shared value

Strategy guru Michael Porter calls for the creation of shared value — creating value for society by addressing its needs while also improving profits for the company. In other words, CSR should not be a charitable afterthought, a necessary 'expense', or be at the fringe of the company's business. Rather, shared value creation should be at its very core, combining a company's success with social progress.

How, then, do companies actually go about achieving this paradigm shift?

Professor John Milliman and his colleagues from the University of Colorado developed a five-step process to implement Porter's proposition.



1. Determining if societal issues in a company's environment could be turned into a strategic advantage

What are current social trends or issues that are of concern to a company's stakeholders? With approximately 33 per cent of the population classified as obese, promoting a healthier lifestyle in the UAE could be a popular cause. Similarly, as many locally-based companies view CSR as the corporate form of the Islamic concept of Zakat (one's personal duty to contribute to charity), many corporate CSR initiatives include charitable donations.

How does the company impact the local community? A manufacturing company in a region with a high carbon footprint could consider using environmentally-friendly technologies.

Are there any opportunities or threats to the corporation's viability? As a third of the Middle Eastern population is under 30, young people represent both an opportunity (as consumers and employees) and a threat (high unemployment rates could result in disenfranchised youth), regional companies could offer internships to help train the younger generation.

Such analysis should be undertaken by a committee comprising representatives from legal, finance, human resources, operations, health and safety, and sales departments.

2. Brainstorming different ideas to address societal issues

The committee should come up with as many alternatives as possible to either leverage opportunities or reduce threats. For example, in addition to internships, providing training sessions, job shadowing programs, scholarships, and mentorships are other possible solutions to reducing youth unemployment.

3. Analysis of each option

Each alternative should then be analysed to determine which would yield the best impact for the company in terms of financial, human resource, social, and other relevant factors. Employee preferences should also be considered since employees, the most powerful company ambassadors, are a very important and often overlooked stakeholder.

4. Implementation of alternative(s)

Once the best option is selected, the corporation may wish to consult with community members, governmental organisations, and other stakeholders to confirm its selection and to assist in its implementation. As the 2014 Edelman Trust Barometer indicated that non-governmental organisations (NGOs) are the most trusted institutions, particularly in the UAE, engagement and partnerships with NGOs would help businesses become more trustworthy in their stakeholders' eyes.

5. Measurement and reporting of strategic CSR initiatives

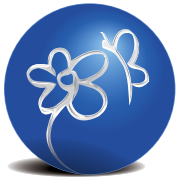
After the programmes are implemented, it is important to measure the outcomes to determine whether objectives have been achieved, issues resolved, and whether stakeholders are satisfied with the accomplishments. These results should be clearly communicated both within the company and externally to the community and other stakeholders.

A 2008 study revealed that Dubai-based companies were generally not effective at communicating their CSR activities to stakeholders. Dr. Suzanne Conner, professor at the American University in Dubai (AUD), also discovered this in her 2012 study of companies listed on the US Dow Jones Sustainability Index. While there was generally greater discussion about compliance-related activities than in 2010, companies tended not to adequately describe their commitment to social responsibility in their annual reports, an incredibly valuable lost opportunity to enhance their corporate image.

Getting to the Triple Bottom Line

While some maintain that the mantra of balancing People, Planet and Profits equally is just a fanciful theory, incredibly difficult to realise in practice, it is perhaps only with thoughtful incorporation of strategic CSR initiatives that the elusive Triple Bottom Line might actually be attained.

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Jeanette Teh, is Assistant Professor of Business Administration, American University in Dubai. The article was first published in *Gulf Business* : <http://gulfbusiness.com>



Members Update



DEWA (Dubai Electricity & Water Authority)

Water, Energy, Technology and Environment Exhibition (WETEX) 2014

Under the directive of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai and under the patronage of HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and DEWA President, the 16th Water, Energy, Technology and Environment Exhibition (WETEX) 2014, concluded successfully with participation of over 1400 companies.

The participants included ministries, government departments, agencies and non-profit organizations, in addition to a number of educational institutions that attended Green Week activities and displayed many creative projects based on conservation of electricity and water, held from 14 - 16 April 2014 at Dubai International Convention and Exhibition Centre.

The 32 scientific seminars and specialized workshops held on the sidelines were attended by 3,500 engineers and technicians from DEWA and other companies. The seminars handled a variety of topics shedding light on latest global developments in water, renewable energy, environment green economy and sustainable development sectors. Arabia CSR network's sister organization, Emirates Environmental Group participated in the event and spread awareness about water and environment related issues and its extensive waste management process.

Source: <https://www.dewa.gov.ae/news/details.aspx?nid=853>

Dutco Balfour Beatty LLC

Useful talks by Dubai Police & Labour Officers for DBB Camp Employees

Dutco Balfour Beatty LLC organised a talk by Dubai Police and Labour Department at its main Camp (Camp no. 01) on April 20th 2014. The talk was focused upon the topics of human rights, safe crossing, sustainability, hygiene and cleanliness and proper use of welfare facilities. The event was attended by more than 100 of its employees as well as the Camp Services Manager and stressed on the importance of complying with company procedures, getting on well with fellow employees, carrying valid work permits when leaving the company premises, use of designated zones when crossing roads, saving of electricity, ensuring proper hygiene and maintaining cleanliness in individual rooms.

Source: [DBB Sustainability Alert](#)

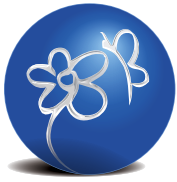
Emirates Integrated Telecommunications Company (du)

du received two awards at 3rd Annual CEM in Telecoms Middle East Summit, recognized as a customer experience leader

Du received two recognitions at the recently-held 3rd Annual CEM in Telecoms Middle East Summit: the Best CEM Brand award, and Customer Experience Champion of the Year, presented to the CEO of du. The Best CEM Brand award was presented to du in recognition of the comprehensive inward and outward-facing actions that the operator has taken to improve brand propositions and demonstrate results.

The CEO, du was named Customer Experience Champion of the Year for the exceptional leadership he has demonstrated in engaging the organisation to make the customer central to everything that it does. In 2012, du set a new regional and industry precedent by establishing a Customer Service Report. The report analyses du's levels of customer service across all touch points, giving a clear, transparent review of the company's achievements and areas of improvement.

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



McDonald's UAE

Tree Planting School Initiative with Emirates Environmental Group



McDonald's UAE joined hands with ACSRN's sister organization, Emirates Environmental Group for a Tree Planting School Initiative. The goal of this project between Emirates Environmental Group and McDonalds is to Increase the green cover base in schools that are members of the Emirates Environmental Group. This would require trees to be planted in the premises of a select few government schools, National Charities and special needs schools across the United Arab Emirates. Under the initiative 350 trees in 7 schools across the 7 emirates of the UAE will be planted until February 2014.

Securitas UAE

Redefining the standards in security solutions

Securitas recently announced the launch of Securitas Vision, a secure and scalable web-based site security management application that provides innovation, accountability and efficiency which takes security to new levels of excellence. The company believes that increased use of technology allows security companies to offer customers even higher efficiency and quality in security solutions. The application combines 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: http://www.zawya.com/story/Redefining_the_standards_in_security_solutions-ZAWYA20140407074143/

General News

MENA HR Oil & Gas Congress : 4-7 May, Muscat Oman

Human resources experts, training managers, leadership consultants and people and change directors from the oil and gas industry in the Mena region will all meet in Muscat for the inaugural 'MENA HR in Oil and Gas Congress' to be held from May 4-7, at the Grand Hyatt Muscat, Oman. Researched and developed by IQPC and Global Exhibitions and Conferences, the four-day summit includes conference sessions, case studies, panel discussions, technology updates and networking, which will provide a great opportunity for experts to gain insight into the recent HR measure followed in the Oil and Gas industry in the MENA region and in the desalination industry using solar and renewable energy. For registration, log on to: <http://www.hroilandgas.com/>

Source: http://www.zawya.com/story/Redefining_the_standards_in_security_solutions-ZAWYA20140407074143/

Global Reporting Initiative GRI celebrates non-financial information disclosure in the EU

The European Parliament adopted the long-awaited directive on the disclosure of non-financial and diversity information by certain large companies on 15 April 2014. The agreement demonstrates the EU's strong commitment to corporate transparency and sustainability – supporting smart, sustainable and inclusive growth, and paving the way for a sustainable global economy.

The directive, which adopts a report or explains approach, introduces measures that will strengthen the transparency and accountability of an estimated 6000 companies in the EU. These so-called 'Public interest entities' with more than 500 employees will be:

- Required to report on environmental, social and employee-related, human rights, anti-corruption and bribery matters
- Required to describe their business model, outcomes and risks of the policies on the above topics, and the diversity policy applied for management and supervisory bodies
- Encouraged to rely on recognized frameworks such as GRI's Sustainability Reporting Guidelines, the UNGC, the UNGP on Business and Human Rights, OECD Guidelines, ISO 26000 and the ILO Tripartite Declaration.

Read more at: <https://www.globalreporting.org/information/news-and-press-center/Pages/GRI-celebrates-new-era-for-non-financial-information-disclosure-in-the-EU.aspx>



Case Study from the Archive

WSP Middle East – UAE

WSP is one of the world's leading engineering and design consultancies. The firm provides services in transforming the built environment and restoring the natural environment. It specializes in environmental remediation, urban planning, engineering iconic buildings, designing sustainable transport networks, developing the energy sources of the future, and enabling new ways of extracting essential resources.

WSP in the Middle East: Sustainability as Imperative Business Outcomes

Within the Middle East, the firm underscores the importance of five simple mission statement concepts in driving its business.

1. **"Restore the environment."** In the Middle East, the firm takes advantage of its position to advise clients about reducing pressure on virgin land, restoring contaminated land, and improving the impacts on natural habitats.
2. **"Transform the built environment."** With the growth in the Middle East, new cities need to be designed in such a way that they can cope with an increasing population. WSP recognizes that resource efficiency and low carbon energy emissions are keys to making cities an attractive place for people to live, work and socialise.
3. **"De-Carbonize."** WSP provides guidance to clients to improve energy efficiency and embodied carbon in the buildings and infrastructure. The firm designs and develops carbon reduction strategies, as well as measurement and reporting.
4. **"Waste Nothing."** The firm leverages on its expertise to help clients save time and money, and other valuable natural resources. To do this, the firm leads and learns by example and manages its own resources as efficiently as possible. For instance, WSP reduces waste by replacing bottled water with a water filtration device.
5. **"Enrich People's Lives."** The impact of WSP's work cascades even to the stakeholders of its clients. Hence, the social element of sustainability is very crucial in their engagements. WSP also gives back to the community through its university education programme. It is also leading a volunteer project with clients and partners

Training for Estidama Pearl Rating System, Abu Dhabi, UAE

WSP was appointed as the training consultant to ensure the smooth implementation of the Pearl Rating Systems – a key part of the Abu Dhabi Urban Planning Council's Estidama sustainability initiative. The firm was responsible for developing and delivering a 12-month programme of training courses and workshop sessions for the Pearl Villa, Building and Community Rating Systems.

The Masdar Project

WSP was commissioned by architect Foster + Partners to develop sustainable infrastructure strategies for the Masdar project. WSP was involved in waste management, drainage and water treatment and sewage, as well as the distribution of energy and power throughout the city. Among its achievements are the constant monitoring of carbon footprint and various other KPIs.

Internal Mechanisms for Sustainability

Governance and Responsibility

A Performance Committee assesses WSP's sustainability work globally. A Primary Network, comprised of staff representatives from each regional business, has been set up to communicate business strategies and operations relating to the sustainability agenda. Within the Middle East, WSP has formed a Sustainability Steering Group (SSG), which develops the regional strategy and targets, as well as approves the plan and budgets for the implementation of these strategies.

Measurement of results and internal reporting

At the start of each year, WSP Middle East sets out an Implementation Plan that helps meet sustainability objectives. It has also been collecting data for sustainability reporting. WSP uses the FTSE4Good Index Series for reporting its investments. WSP has a Carbon Management Tool (named WSP IMPACT) that tracks all carbon emissions of its offices globally.

Training and Development

WSP claims that sustainability is at the core of its visions and values. Staff is encouraged to use diverse skills to provide integrated solutions and advice based on broad sustainability consideration for the benefit of all stakeholders.

Social Performance

WSP's employee handbook reflects clauses that support: equal opportunity, health and safety, grievance mechanisms, confidential whistle blowing service, and other communication channels. WSP also has an internal audit team assessing anti-corruption related issues such as facilitation payments, and gifts, hospitality and expenses.

Community Involvement

The firm has a two-fold community involvement policy: (a) improve the engagement of staff in community projects; and (b) have a positive impact on the community. For instance, employees are encouraged to volunteer for a charity project under the 'Charity of Choice' program.

Conclusion

As consultants in the built and natural environment, sustainability becomes an imperative business outcome for WSP Middle East. It takes the small steps towards building and reinforcing its mission that is: to restore the natural environment, transform the built environment, decarbonize, waste nothing and enrich people's lives. There is much to be learned from the details about how the company walked its talk.

Arabia CSR Best Practices: 2012

This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2012'. For more details on WSP Middle East - UAE- Bahrain and other companies that have been recognized for their innovative and effective CSR strategies write to us at admin@arabiaccsrnetwork.com and book your copy now! Please mention "Arabia CSR Best Practices" in the subject.

The Arabia CSR Network welcomes new members to be a part of its CSR journey. To learn 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@arabiaccsrnetwork.com
For more information on the Arabia CSR Network visit www.arabiaccsrnetwork.com