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Arabia CSR Network®

CSR ARABIA

# Arabia CSR Network

newsletter

January 2015 Issue 41



## THE ARABIA CSR NETWORK ORGANIZES FIRST GRI G4 TRAINING EXCLUSIVELY FOR ARABIC SPEAKING DELEGATES



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## Note from the President & CEO Arabia CSR Network

*"Climate change is destroying our path to sustainability. Ours is a world of looming challenges and increasingly limited resources. Sustainable development offers the best chance to adjust our course".*

- UN Secretary General Ban Ki-Moon

### New Year's Greetings from the Arabia CSR Network!



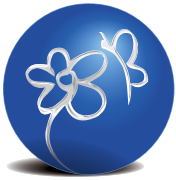
Over the past 12 months, we have worked diligently to stay true to our mission of driving the region's sustainability through activities in our core focus areas of The Arabia CSR Forum and Awards, Training, Advisory Services and Research. We are very happy to have concluded 2014 with a great achievement: the first ever GRI training to be conducted exclusively in Arabic in the region. The G4 was a highly sought after and anticipated training program especially with the increasing pressure on the region's organisations for sustainability reporting and we have delivered it to the region. We have exerted efforts to avail the most widely accepted and used reporting framework in the region's mother language and drive sustainability in the Arab world through reporting.

I am also very proud to announce that in 2015, ACSRN will launch the first series of Certified training courses in the Arab world covering a myriad of relevant CSR and Sustainability topics. These trainings have been carefully designed for all levels of the organisation and are a comprehensive overview of the CSR and Sustainability definition and context, implementation, leadership and reporting. They are all your new CSR toolkit and we will bring them to you so stay tuned! We are also gearing up for the launch of the 8th Cycle of the Arabia CSR Awards, are you?

I look forward to 2015 with hopes of new successes, new collaborations, new partnerships and higher achievements for the Arabia CSR Network and its partners. Remember to share your views on LinkedIn, Twitter and Facebook; we love to hear from you! Enjoy the holidays and may the New Year be one of successive triumphs and prosperity for all.

### Get in line for the Arabia CSR Network Certified Training Courses series

In our continuous quest for sustainability through the delivery of world-class capacity building programs to the Arab world, we bring you our most recent accomplishment: The Arabia CSR Network Certified Training Courses. For the first time in the Arab region, we offer world class trainings relevant to the region's local context to fulfill the training needs of organisations that are serious in their commitment to responsibility. The Certified Training Series includes CSR and Sustainability Fundamentals, CSR Advanced and CSR Strategy and Leadership designed to cover all aspects of the organisation's sustainability performance. Contact us to learn more and book your seat today!



## Meetings & Events

### **Arabia CSR Network President delivers keynote Speech at CEBC Annual MENA Clean Energy forum 2014**

Mrs. Habiba AlMarashi, Board Member of CEBC, was one of the key note speakers at the CEBC Annual MENA Clean Energy forum 2014 held on the 1st of December 2014 in Dubai. Mrs. Habiba's speech followed Dr. Nasser Saidi's, Chairman of the Clean Energy Business Council's welcome address. The Forum provided an overview of Smart Grids and Marketing in the region and tackled energy efficiency and discussed the key findings of the EY MENA Cleantech report. Other topics included the new partnerships in Fossil Fuels and Renewables, the Launch of the Sustainable Business Forum by CEBC in conjunction with UNDP and the Clean Energy and Technology developments in the region. The Forum also explored the potential for employment opportunities in the field of renewable energy and the developments of renewable water desalination, regional solar, wind and other emerging renewable technologies in the region.

### **The Arabia CSR Network organizes first GRI G4 training exclusively for Arabic speaking delegates**



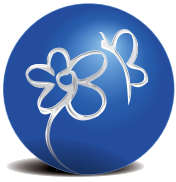
The first fully Arabic certifiable training on the Global Reporting Initiative (GRI) G4 guidelines on sustainability reporting in the Arab world was held on 17th and 18th December 2014 in Dubai. Taking part in the training was a group of professionals from the government and private sector for the UAE and other GCC countries, who attended the intensive course to understand the methodology of G4 reporting and apply it in their work. So far, Arabia CSR Network has successfully trained over 235 people across a multitude of industries and sectors from various countries in the GRI methodology, starting to deliver GRI trainings in 2011. This is the first GRI G4 training that the Arabia CSR Network has designed solely to cater to Arabic speaking delegates, and the organization will continue to conduct similar trainings throughout 2015.

The two-day course helped delegates to understand the fundamental concepts of GRI reporting, and learn how to use the principles and processes defined in the GRI G4 guidelines. Expert trainers were on hand to explain the key concepts and help delegates to apply these to their own organizational contexts. Delegates participated in simulations and exercises, based on scenarios and real world examples, to fathom the connection between CSR/sustainability performance and transparency, and to enhance their capacity to produce credible, consistent, data rich and systematized disclosures.

### **Companies learn efficient water management in 'Footprint Assessment' workshop**

Around thirty professionals from diverse industry sectors participated in an innovative workshop in Dubai on December 18th on water consumption calculation. The workshop was organized by DNV-GL Business Assurance Middle East and supported by ACSRN. The workshop was facilitated by the Water Footprint Network, which is a leading international organization that teaches organizations and individuals to evaluate their water consumption in an effort to consume this precious natural resource in a responsible and sustainable manner. Delegates learnt about the water footprint concept, components of WF (green, blue, grey), trade and virtual water flows, the four phases of Water Footprint Assessment (WFA), sustainability criteria, response formulation, geographic WFA and Corporate WFA.





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### ***ACSRN delivers presentation at the Sustainability Business Network Breakfast Briefing***

ACSRN was invited to present at the Sustainability Business Network Breakfast Briefing organized by Green Emirates on Monday, December 22nd. This event brought together key organizations and professionals involved in the current and future green initiatives. Key topics addressed included policies, regulatory frameworks and business models that will deliver improved energy use and a transformation in the supply of power in the Emirates. Mrs. Habiba, CEO and President of ACSRN addressed the key sustainability issues at the local and regional fronts with specific reference to the sister organisation, EEG's waste management campaigns. She pointed the differences in notions of sustainable development between the Developed and developing worlds and stressed on the importance of restoring the balance between economic growth and sustainability by utilising renewable energy sources and controlling the rapid economic growth, resource use and population.

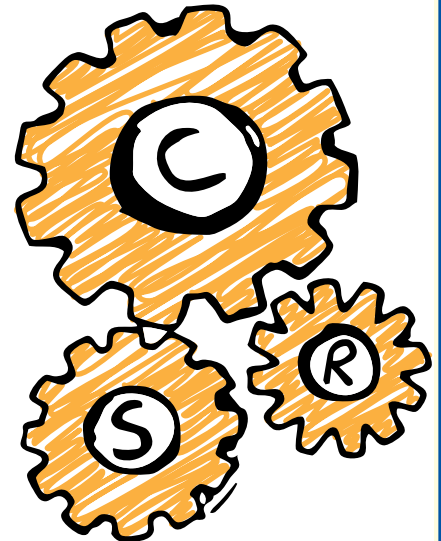
## **Upcoming Trainings & Events**



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**Training Date**  
**19-20 January, 2015**  
**Dubai, UAE**

## **A Certified Training on Fundamentals of CSR & Sustainability**



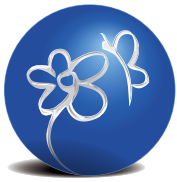
### **About the Training**

CSR and Sustainability have emerged as a strategic priority for organizations, leading them to find ways to realize the full potential that CSR offers as a strategic management tool. The Arabia CSR Network is organizing this training to help the participants understand how CSR can contribute strategically to an organisation's comprehensive performance and learn more about opportunities and benefits that CSR presents by scoping out what corporate responsibility means for their company. The course has been designed to offer pedagogical content and real world examples using a combination of lecture, discussion and exercise.

for any further details please click the link

[http://www.arabiacrnnetwork.com/wp-content/uploads/2014/12/CSR\\_Fundamentals\\_January.pdf](http://www.arabiacrnnetwork.com/wp-content/uploads/2014/12/CSR_Fundamentals_January.pdf)





## Feature Article

# The Rise Of Purpose-Driven Marketing

In their ever increasing need to differentiate themselves, many companies are turning to the use of cause-related marketing. Decades ago, if you dropped the phrase "cause-related marketing" in the meeting room, your colleagues would most likely return an empty stare.

Historically, "Marketing 1.0" was a product-focused enterprise born of the Industrial Revolution, and "Marketing 2.0" was a customer-focused effort leveraging insights gained from information technology, and now with "Marketing 3.0", Philip Kotler came to confirm that marketing's latest incarnation must engage people in ways that provide "solutions to their anxieties to make the globalized world a better place". It is a given fact that consumers believe companies have obligations beyond making money for their owners. In fact, it is getting more difficult for a company to connect with customers and prosper if it does not stand for something more than its financial bottom line.

### Consumers Prefer Causes

The 2013 Cone Global Cause Evaluation Survey shows that 55% of surveyed customers have boycotted a company because of irresponsible business practices. 53% would NOT invest in a company that does not actively support a good cause. When choosing between two companies with similar products that engaged in cause marketing, 70% of those surveyed cited "personal relevance of cause" as the reason they chose one company over another. On another note, 76% think it is ok for brands to support good causes and make money at the same time. According to a new research presented at the World Federation of Advertisers' annual conference in Brussels, global marketers surveyed overwhelmingly said that CSR will be increasingly important in building brands in the future, with 88% agreeing with that statement. However, only 46% of those marketers thought that consumers share and approve their support for good causes.

When in fact 60% of consumers surveyed claimed to be looking for brands with a sense of purpose. Companies are asking the following questions every day: Should we stand for a purpose or continue doing traditional marketing? How do we optimize our purpose-driven marketing investments? Can being socially responsible be used as a messaging strategy in our marketing campaigns to help increase revenue?

### American Express Starts a Trend

The concept of cause-related marketing was first introduced in 1983 by American Express to describe its campaign to raise money for the Statue of Liberty's restoration. American Express donated one cent to the restoration every time someone used its charge card. As a result, the number of new cardholders grew by 45%, and card usage increased by 28%. Nowadays, there is an increasing number of companies introducing marketing activities involving corporate efforts of business and non-profit organizations for mutual benefit. The market is seeing a flooding number of new collaborations between corporates and NGOs in which their respective assets are combined to create shareholder and social value.

About the author: Monaem is a pioneer and thought leader in the corporate sustainability and responsibility (CSR) practices in the broader MEA region. He was the 1st social return on investment (SROI) practitioner in the Arab world from the UK SROI Network mastering social impact measurement, managing research programs and authored research reports to demonstrate the social value generated of community development work through SROI analysis. <http://www.monaemlillahom.com/articles-publications/>

### Businesses and Nonprofits Must Align Their Stories

If you have ever purchased a product or service and felt good about it because it had a little pink ribbon or a sustainability label on it, you have likely been a consumer of a cause marketing campaign. We have totally changed the way we live our commercial lives; we now invest more of our minds, hearts and spirits. We keep searching for solutions that bring value to us and let us feel that we have a purpose in life. "Marketing 3.0 will be won by those who become purpose-driven social brands" explains Philip Kotler in Marketing 3.0: From Products to Customers to the Human Spirit, and to do so, businesses and non-profits must align to bring a cohesive brand story to life.

Companies are increasingly turning to purpose-driven marketing with the hope of cultivating loyalty among their key customers. Sure, consumers are happy to help save the world and be more responsible. But they must first see the benefit to their own households. When going through the process of developing purpose-driven social brands, companies have to make sure that there is a win-win situation between customers and the charity. This is achieved when customers feel their lives are enhanced by the charity efforts and that good feeling is transferred to how they feel about the market.

### Cause Marketing: The Right Direction?

Despite compelling data however, lots of businesses are still indecisive on whether it is the right direction to take and whether it is the right time to start investing. "As marketers, we spend billions of dollars each year trying to understand consumers all over the world. Unfortunately, it is harder and harder" Edward Martin, Director Marketing Excellence and CSR Insights at The Hershey Company. Therefore, it is time to understand that only a minority of customers take time to answer marketing surveys and ads. However, customers are more willing to engage with companies on social causes and environmental issues. It is not a good way to get into the customers' minds? Try it once and you will see the immediate result.

Peter Ducker once said, "Profit is not the purpose of a business but rather the test of its validity." I will take that a step further: The real indicator of measuring the success of a sales force is not making profit. It is the test of its added value and effectiveness to the customer. We need to step back from our conventional practices and take a larger view of what connects us to build deeper bases for purpose-driven engagement. However, in order for these efforts to be effective, customers must feel that your efforts are authentic and truly supporting a cause. Businesses have to be transparent about how they are distributing funds to the cause and clearly outline the win-win solution the product or the campaign is preaching for. If you plan to develop a purpose-driven social brand and do a lot of cause-marketing, then develop a policy which deals with many of the above issues.



## Our Family Member Updates



### **ABB wins \$55m substation project**

ABB has won an order worth around \$55 million from Dubai Electricity and Water Authority (DEWA) in the third quarter to build a substation that will integrate power from the Mohammed bin Rashid Al Maktoum solar park.

The gas-insulated switchgear (GIS) substation will enhance transmission capacity, boost power supplies and strengthen the reliability of the grid. The 100 megawatt (MW) Phase 2 of the solar power plant in Seih Al Dahal, about 50 km south of Dubai, is scheduled to commence generation in 2017.

The solar park is one of the biggest renewable energy projects in the Middle East and North Africa. It is expected to cover an area of more than 40 sq km and produce 1,000 MW of clean energy when completed in 2030. It will support the Dubai Integrated Energy Strategy 2030, adopted by the Dubai Supreme Council of Energy to diversify the energy mix.

[http://www.tradearabia.com/news/IND\\_271736.html](http://www.tradearabia.com/news/IND_271736.html)

### **McDonald's Earns Top 10 Spot on 2014 Brand Simplicity Index for the Middle East**

In recognition for its continued commitment to enhancing its customers' experience, McDonald's has earned a top 10 place on the 2014 Global Brand Simplicity Index for the Middle East. Published annually by the New York-based branding firm Siegel+Gale, this index evaluates the impact and power of simplicity on a brand's customer loyalty.

Earning the sixth place on the index, McDonald's is the only food and beverage brand listed in the top 10 rankings. This year's index praised the iconic quick-service brand for its proliferation of branches, easy access, and its simple menu. McDonald's was commended further for posting easy-to-read nutritional information on its packaging, so that customers can make informed food choices.

[https://www.zawya.com/story/McDonalds\\_Earns\\_Top\\_10\\_Spot\\_on\\_2014\\_Brand\\_Simplicity\\_Index\\_for\\_the\\_Middle-East-ZAWYA20141123100421/](https://www.zawya.com/story/McDonalds_Earns_Top_10_Spot_on_2014_Brand_Simplicity_Index_for_the_Middle-East-ZAWYA20141123100421/)



### **Etisalat unveils dedicated call centre for SMBs**

UAE's leading telecom services operator Etisalat said it has launched a dedicated call centre to cater to the business needs of its small and medium sized business (SMB) customers in the UAE. Etisalat's state-of-the-art call centre service - 800 5800 - will serve this segment by offering convenient and comprehensive ICT services and support, allowing SMBs to focus on their core competencies, said a statement from the company. As per industry estimates, increased focus on promoting the SMB sector is likely to add over 100,000 new businesses in the UAE over the next three years.

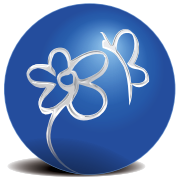
[http://www.tradearabia.com/news/IT\\_271437.html](http://www.tradearabia.com/news/IT_271437.html)

## General News

### **The Qatari Businesswomen Association (QBWA) highlights human development, sustainable diversification**

The Qatari Businesswomen Association (QBWA) and Interactive Business Network have concluded the fifth edition of the Qatar International Businesswomen Forum (QIBWF) held from December 16 and 17 in Doha. The annual forum highlighted Qatar's ambitious national journey of human development and sustainable economic diversification built on human capital. It also discussed plans related to economic development and responsible growth objectives, as well as women empowerment and its increasing role in the economic, political, and cultural development of the country.

[http://www.zawya.com/story/QIBWF\\_highlights\\_human\\_development\\_sustainable\\_diversification-ZAWYA20141218035802/](http://www.zawya.com/story/QIBWF_highlights_human_development_sustainable_diversification-ZAWYA20141218035802/)



## **Mohammad Bin Rashid launches Dubai Plan 2021 and ACSRN thanked for its contribution**

His Highness Shaikh Mohammad Bin Rashid Al Maktoum, Vice-President and Prime Minister of UAE and Ruler of Dubai, launched the Dubai Plan 2021 on Wednesday December 17th. The ceremony was attended by Shaikh Hamdan Bin Mohammad Bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council. Launching Dubai Plan 2021 is the beginning of a new phase of sustainable and systematic developments in all vital sectors in Dubai. Shaikh Mohammad highlighted the importance of cooperation between all stakeholders to achieve the objectives of the plan, which basically targets people's happiness and welfare by developing all sectors.


He asserted that collaboration among various departments in Dubai Government will lead to excellence and a comprehensive development in the quality of government services. The framework of Dubai Plan 2021 includes six themes that define and describe Dubai in the year 2021.

Dear All,

As we launch the Dubai Plan 2021, I would like to thank every one of you for the effort and ideas that were contributed to the development of this ambitious plan which will mark a milestone for the future development journey of our emirate. Each and every idea that was put forward is highly appreciated by our leadership, and I personally extend my gratitude to you all. May Allah Almighty bless us in achieving our goals.

الأخوة والأخوات،

مع إطلاق "خطة دبي 2021"، فإنني أخضع كلًا منكم بالشكر والامتنان لما بذلتموه من جهد، وما قدمتموه من أفكار أسهمت في بناء هذه الخطة الطموحة التي ستشكل علامة فارقة في رحلة إمارتنا المستشرقة للمستقبل.



Dr. Bassam Mrayyan - Budoor Ali -  
Dr. ElDaw Abdullah Suliman - Eman bin KI  
Maj. Faisal Khmiri - Faisal Rashid - Fala  
Fatma Al Mheiri - Fatma Ghuloom - Fatr  
Habiba Al Maraashi - Dr. Hajdar Al You:  
Hamdah bin Kalban - Hameeda Isa Al Isa

Mrs. Habiba Al Marashi, President and CEO of the Arabia CSR Network was one of the contributors through her participation as a sustainability expert in the creative labs workshop held by the Dubai Executive Council last month. The creative lab workshops were held for four consecutive days, to come up with the best possible outputs which led up to the launch of Dubai Plan 2021. Mrs. Habiba was among those thanked by His Highness Sheikh Mohamed Bin Rashid for her input in the Dubai 2021 plan in Thursday December 18th's issue of Gulf News newspaper.

<http://gulfnews.com/news/gulf/uae/government/mohammad-bin-rashid-launches-dubai-plan-2021-1.1428576>

## **International Water Summit to explore innovative energy-efficient desalination methods**

Next month's International Water Summit, IWS in Abu Dhabi will offer the latest insights on groundbreaking desalination projects that are shaping the water industry and addressing water security in the MENA region. Entitled 'Promoting Water Sustainability in Arid Regions,' IWS will examine the water-energy nexus and its long-term implications on regional and global food security. The exhibition and conference will take place from January 19th-22nd during Abu Dhabi Sustainability Week, ADSW, which is hosted by Masdar, Abu Dhabi's renewable energy company. IWS is also supported by Abu Dhabi Water and Electricity Authority, the Environment Agency of Abu Dhabi, the Regulation and Supervision Bureau and Abu Dhabi Sewerage Services Company.

<http://www.wam.ae/en/news/general/1395273947236.html>

## **GRI launches new and updated services**

GRI is launching the Content Index Service, a new service to help improve the usability and transparency of reported data in G4 reports. This is GRI's most detailed service for G4-based reports, as it includes all of the disclosures in the GRI G4 Content Index. The Service verifies that the GRI Content Index is accurate and this helps improve the transparency and usability of GRI reports. GRI is also updating its current services, what was formerly known as the Application Level Check (ALC) is now the GRI Application Level Service, and the 'Materiality Matters' check has been renamed to the GRI Materiality Disclosures Service. While the names of these services and the associated icons have changed, the methodologies and provision of these services remain the same.

<https://www.globalreporting.org/information/news-and-press-center/Pages/GRI-LAUNCHES-NEW-AND-UPDATED-SERVICES.aspx>

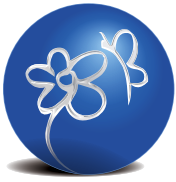
## **UN secretary general says no plans to reduce sustainable development goals**

In his report, Ban Ki-moon backs the 17 goals and 169 targets proposed by the UN working group, despite the difficulty member states may have in communicating them. The UN secretary general has ruled out any immediate cut in the number of proposed sustainable development goals with the launch of his synthesis report, 'The Road to Dignity by 2030' on Thursday December 4th.

In the report, Ban Ki-moon reaffirmed the 17 goals and 169 targets proposed by the UN open working group that will come into force after the millennium development goals expire next year. Some member states, including the UK and Japan, have expressed concern that the large number of goals and targets would prove a challenge to implement, particularly in poorer countries, and sell to the public. Many people would be unable to recite the contents of the eight MDGs, which have been in place for almost 15 years.

<http://www.theguardian.com/global-development/2014/dec/04/un-secretary-general-says-no-plans-to-reduce-sustainable-development-goals>





## Case Study from the Archive - Henkel

### Abstract

Henkel is recognized in the FMCG market as a leader in household chemical products that include detergents and cleaning solutions. Founded in 1876 in Germany, Henkel is a multinational company that manufactures industrial, commercial, and consumer chemical products.

These are segmented into three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies and include well-known brands such as Persil, Schwarzkopf, Purex and Loctite. Historically, Henkel's most famous brand is Persil, the first commercial laundry detergent. Before Persil, laundry soaps consisted of either soap flakes or actual bars of soap. Henkel is also the world market leader in adhesives, sealants and surface treatments.

### Lessons Learnt

- For the MENA region, Henkel has focused on the issues of reducing its environmental footprint through waste management and energy efficiency. This is a good first step for regional business operations that also have to manage manufacturing plants in their territories.
- Following a long-term plan (Sustainability Strategy 2030) that is divided into yearly targets and continuously monitored on a monthly and yearly basis has helped Henkel stay focused and on track across the world.
- Encouraging its suppliers to undergo a combination of external and self-assessment helps Henkel's supply chain to continually improve its transparency and efficiency.



### Impacts, Achievements and Future

From its holistic approach to addressing various sustainability issues, with a focus on environment-friendly products and a diverse workforce, corporate responsibility is strongly embedded in Henkel's way of doing business since its inception more than 100 years ago. The company published its global sustainability report 30 years back and continues to lead the retail industry in many major global business rating and awards.

While Henkel has been a relatively new player in the GCC, it has commenced its journey in this region by aiming to spearhead in the arena of sustainability as much as its ambition to make a mark through its brands and technologies. It's company-wide goal of increasing its value over its footprint by a factor of 3 bears testimony to this commitment of ambitious and high-impact sustainable development.

### Arabia CSR Best Practices: 2012

This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2012'. For more details on Henkel and other companies that have been recognized for their innovative and effective CSR strategies write to us at [admin@arabiaccsrnetwork.com](mailto: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 to be a member, and how your organization will benefit from it, call us at +971-4-3448120 or write to us at [admin@arabiaccsrnetwork.com](mailto:admin@arabiaccsrnetwork.com)  
For more information on the Arabia CSR Network visit [www.arabiaccsrnetwork.com](http://www.arabiaccsrnetwork.com)