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CSR ARABIA

Arabia CSR Network

newsletter

April 2012
Issue 8

Arabia CSR Network discusses opportunities for collaboration for greater sustainability



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Note by the CEO / President Arabia CSR Network

Ahlan Wa Sahlan readers!

Last month has lived up to its name and has marched its way through very quickly. There is so much going on and I am grateful that this newsletter lets us recollect all that we have been busy with. The month began with a number of meetings and discussions to finalize the launch of the fifth cycle of the Arabia CSR Awards program. We have been receiving a number of calls for this year's awards cycle. All I can respond with is: thank you for the patience and we hope you will be participating in full force. The Arabia CSR Awards 2012 will be launched on 8th April. If you think you are a sustainability champion, we encourage you to tell us your story. We are sure we will learn as much from you as you will learn from the application process. As the month progressed, we were busy participating in WETEX 2012 along with our sister organization – the Emirates Environmental Group. WETEX is always such a good experience. We hope you were able to pick up our publications at our stand.

March was also special because we conducted the first GRI sustainability reporting training in Muscat, Oman. It was a wonderful mix of professionals from the public, corporate and NGO sector that we interacted with for this session. We really hope we get an opportunity to conduct more workshops in Oman in the future. Another amazing visit was to Kuwait, this time to a company called Petrochemical Industries Company (PIC). PIC has been very active in enhancing its CSR performance, by investing in building its sustainability strategy and publishing its sustainability report by 2013. PIC is an excellent example of promptly putting in commitment to action. As the year progresses, we look forward to your support and partnership. If your organization would like to be a part of the growing Arabia CSR Network, I strongly recommend you to review our membership packages. I am certain these packages have something valuable to offer to organizations of all sizes.

I leave you with a good CSR related statement I came across recently:

“The old economy of greed and dominion is dying. A new economy of life and partnership is struggling to be born. The outcome is ours to choose.” - David Korten, Author and Lecturer

P.S. We can be found on [LinkedIn](#), [Twitter](#) and [Facebook](#). See you there!

Training

Arabia CSR Network conducts first GRI training in Oman

Spreading the spirit of Corporate Social Responsibility (CSR) throughout the Arab world, the UAE- based Arabia CSR Network recently conducted the first Global Reporting Initiative (GRI) training in Muscat, Oman.

The GRI training, hosted by Tawasul - a civil society organization based in Oman - was attended by 14 participants from government, NGOs, and private organizations such as Oman Chamber of Commerce, Oman Oil Company, Bank Muscat, Bank Sohar, Sohar University, Information Technology Authority, Salalah Methanol, Environmental Society of Oman and The Research Council, Oman.

The Arabia CSR Network, with its vast experience of working with various organizations to improve their CSR reporting, is very keen to build the capacity of organizations and businesses



in the entire region. There is immense potential of enhancing CSR practices in Oman, as there are several organizations – public and private – that are already implementing innovative strategies for sustainable development.

At the training Ms. Habiba Al Marashi, President of the Arabia CSR Network stated, “This training will also serve as a valuable platform for organizations to be equipped with valuable tools for the 5th Cycle of the Arabia CSR Awards which will be rolled out in April this year.”



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"The GRI is very useful in improving sustainability practices and enables our organization have a more positive impact to society."

- Khalid Al Haribi, co-founder of Tawasul

It has been a very informative course that gives a clear roadmap towards implementation. And it has surely been one of the best workshops I have attended. The region is in great need for such workshops."

- Fatima Salim Al Riyani, Director Operations Excellence, Information Technology Authority

The GRI has emerged as the leading reporting framework designed specifically for companies that wish to report on their sustainability strategies and initiatives. It complements the traditional business practice of developing financial reports. The GRI also address the non-financial aspects of economic, environmental, and social performance of organizations.

Arabia CSR Network is organizing a similar training in Dubai from 15th -17th April

Feel free to write to us at admin@arabiacsrnetwork.com for more information about Arabia CSR Network's GRI trainings for 2012.

5th Cycle Arabia CSR Awards

الجائزة
العربية
للمسؤولية
الاجتماعية
للمؤسسات



ARABIA
CORPORATE
SOCIAL
RESPONSIBILITY
AWARDS

Launch of Arabia CSR Awards 2012

April marks the launch of the much-awaited Arabia CSR Awards 2012.

The Arabia CSR Awards program is one of the key CSR recognition platforms for the entire Middle East, Levant and North Africa region. With four years of experience in carefully analyzing and showcasing sustainability policies and strategies, the Arabia CSR Awards is one of the most prestigious and highly coveted CSR Award in the Arab world.

Held under the patronage of HH Sheikh Ahmed Bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority; Chairman and CEO of Emirates Group; & Chairman, Dubai Airports and supported by the United Nations Global Compact, the 5th Cycle of the Arabia CSR Awards will be formally launched in a press conference on April 8 at the Southern Sun Qamardeen Hotel in Downtown Dubai, UAE.

Last year's winners include: Dubai Custom (Government Sector); Al Futtaim Carillion (Large Category); Gulf Petrochemical Industries Company (GPIC) (Medium Category); Bank Sarasin-Alpen-ME Ltd (Small Category); Bahrain Women Association For Human Development (Civil Society & NGO Category); Bee'ah (Special Project); Tristar Transport (Best Newcomer) and Zain Saudi Arabia (Special Mention Award). In the past four cycles of the Arabia CSR Awards, the ACSRN has reached out to more than 310 government, NGOs and private organizations from 12 countries in the Arab world.

To know more about the Awards Program, we encourage you to attend the launch of the Arabia CSR Awards 2012 on Sunday, 8th April at the Southern Sun Qamardeen Hotel in Downtown Dubai, UAE at 10:30am.

Events & Meetings

Arabia CSR Network participates in WETEX 2012 alongside the Emirates Environmental Group

ACSRN actively participated as an exhibitor at the 14th WETEX (Water, Energy, and Environment Exhibition 2012) held on 13th-15th March at the Dubai International Convention and Exhibition Centre.

Held under the patronage of HH Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai and Finance Minister of the UAE; and organized by DEWA (Dubai Electricity and Water Authority), this year's edition saw the biggest numbers

of participants, categories and activities and events related to energy, water, environment, renewable sources of energy, conservation and other environmental issues and concerns.



"WETEX is an important regional and international platform to share best practices and to position the UAE as a global leader in the pursuit for technological advancements in the Water, Energy and Environment sectors," stated Ms. Habiba Al Marashi, President of the Arabia CSR Network.

Arabia CSR Networks reports and various publications were displayed at the EEG stand. Visitors to the stand were given helpful information on sustainable development.



Arabia CSR Network invited by Petrochemical Industries Company (PIC)



Petrochemical Industries Company (PIC), a subsidiary of the Kuwait Petroleum Corporation, recently invited the Arabia CSR Network to discuss opportunities for collaboration for greater sustainability within the organization (PIC) and the region's petrochemical industry in general. The seeds for the partnership between PIC and ACSRN were sown when Mr. Hashim Hasan Hashim, Manager of the Corporate Engineering & HSE Dept. at PIC attended a GRI training conducted by ACSRN in Dec 2011. PIC actively built upon this training and immediately adopted a resolution to publish its first sustainability report in mid 2013.



During the visit to PIC, Ms. Habiba Al Marashi, President of ACSRN, presented the value of the Arabia CSR Network and its Awards Program. She also discussed the importance of other CSR related initiatives such as the UN Global Compact and its Network in the GCC. Mr. Hashim of PIC gave a detailed presentation on the process that the organization is implementing to improve its sustainability performance.

The meeting with PIC was very fruitful as it has forged a promising partnership between organizations that can play a very influential role in CSR and positive business ethics in the region. If your organization would like to collaborate with the Arabia CSR Network, please write to us at admin@arabiacsrnnetwork.com

Upcoming events

For more details on each of these events, please write to us at admin@arabiacsrnnetwork.com with the title of the event in the subject of the e-mail.

Launch of Arabia CSR Awards 2012

This year marks the fifth cycle of the prestigious Awards cycle. If your organization wishes to learn more about how its CSR strategy can be showcased at the global level, please join us at the launch of the Arabia CSR Awards 2012.

Time & date: 10.30 am – 12.30 pm; Sunday, 8th April 2012

Location: Southern Sun Qamardeen Hotel, Downtown Dubai, UAE (entry is free of cost)

Building Alliances for Effective CSR

This is an evening event held in collaboration with the Swedish Business Council UAE and the Swedish Trade Council UAE. Facilitated by PricewaterhouseCoopers (PwC), this event will invite some of the best CSR practicing companies to discuss their CSR strategies. The event will also provide excellent networking opportunities amongst top CSR professionals and executives from the MENA region.

This event is being organized through the partnership between the Arabia CSR Network and the Swedish Business Council UAE. The key objective of events such as these is to share CSR best practices amongst organizations in the region and collectively raise the bar for sustainable development in the Arab world.

Time and date: 4.30 pm – 8.30 pm, Wednesday, 11th April 2012

Location: Jebel Ali Golf Resort & Spa, Dubai, UAE (entry is AED 250 per head)

Sustainability Reporting Training using the GRI framework

The training course focuses on providing essential knowledge of the GRI framework, and the five phases of the GRI sustainability reporting process. The workshop is suitable for all organizations that want to learn more about GRI and sustainability reporting.

Time & date: Sunday 15th to Tuesday 17th April 2012

Location: Dubai, UAE (regular fee: AED 6000, early-bird fee: AED 5,300)



Feature Article

Corporate Sustainability: beyond 'generation Y'?

In recent years, there has been growing evidence supporting the theory that corporations can improve their bottom line by achieving corporate sustainability. Global corporations have shown us that they can diversify and promote their brands and reputations, as well as their products and services, if consideration is taken for their surrounding social, economical and environmental well-being. In other words, these companies are incorporating methods of sustainability practices where a number of significant returns are gained, setting forth the precedent for sustainability within the core of their business structures.

Sustainability defined

Sustainability was first used by the Brundtland Commission who stated what has become the most often-quoted definition of sustainable development – as development that «meets the needs of the present without compromising the ability of future generations to meet their own needs.»

One of the main concerns corporations are taking into account are the perceptions and opinions expressed by their external stakeholders, especially concerning reputation, which can take years to establish and seconds to destroy. In the past decade, there has been increasing amounts of pressure for enhanced corporate transparency. With this in mind, and in an effort to respond to these changing stakeholder needs, companies are increasingly conducting sustainability reporting.

The benefits of Sustainability

One of the most evident benefits of implementing sustainability is to enhance reputation, brand value and recognition, which tends to lead to an increase in market share. Secondly, and more important to the bottom line, implementing sustainability strategies can generate new streams of revenue and cost savings. Thirdly, we have witnessed the employment of the so called 'generation Y' in the past decade. Generation Y is a generation that has high expectations from its employer.

Critical job seekers do not only look for financial stability, but also seek an organization that is 'people-oriented' and responsible towards society and the economies and environments that it operates in. In retrospect, responsible organizations are improving their recruitment processes in such a way as to filter through the candidates who understand the concept of sustainability, and are motivated and interested to join a responsible company. There are many more benefits to sustainability, depending on the industry and type of organization.

Developing and incorporating sustainability within the core business

Implementing corporate sustainability is not only restricted to certain aspects and departments within the organization, it involves a combined effort and coordination throughout the various levels of the business. While some organizations decide to have a dedicated sustainability team, or even a Corporate Sustainability Officer, others have decided not to have one 'in charge' but make it part of everyone's responsibility by incorporating sustainability into employee performance metrics and mechanisms, bonus and incentive schemes. While implementation depends on the type of business and its industry, one resemblance is that sustainability implementation only truly works if it is embraced by the top management, who continuously demonstrate its importance to the business.

Corporate Sustainability Reporting

Corporate Sustainability Reporting involves both the benefits of nonfinancial and financial indicators of an organization's impact on its environmental, social and economic dimensions of their operations, otherwise known as the 'Three Pillars', or 'Triple Bottom Line' of sustainability. The most comprehensive globally accepted framework and guidelines for sustainability reporting are the Global Reporting Initiative (GRI) guidelines for sustainability reporting. The GRI is the most widely used global framework and is evolving continuously with time.

In the United Arab Emirates, there is a growing trend in sustainability reporting. In Abu Dhabi alone, over 20 organizations published a sustainability report in 2011, whereas in Dubai we have seen over 13 respective organizations reporting on their sustainability performance in 2011.

Assurance: Added trust and credibility

Within the sustainability reporting environment, questions have been raised about the quality of the reporting processes and the reliance users can place on information reported. Assurance addresses stakeholders' expectations as they expect to be able to trust an organization's sustainability report. Organizations themselves also want to take steps to enhance the credibility of their report, as it contributes to continual improvement in the quality of reporting systems and processes. Furthermore, assurance by an independent third party gives a boost to the internal management of Corporate Sustainability. Many assurance statements identify shortcomings in underlying data collection systems, thus providing a roadmap for improvement to the reporting company.



Conclusion

Corporate sustainability, despite its relatively recent establishment within the Middle Eastern market, has had a profound influence on the methods, techniques, strategies and customs of corporate management, which are now accountable for a wide variety of the ever changing corporate consumer perceptions and reputations. Most importantly, the key to implementing sustainability into the business is that regardless of where the organization sits on its sustainability journey, sustainability is a continuous effort and requires strategic planning, execution and monitoring of the environmental, social and economical impacts to the organization. The efforts involved to establish effective sustainability practices effective sustainability practices are far overcome by the benefits associated.

If incorporated effectively, starting with the foundation of a business strategy and targets and integrated throughout the business, it offers improved stakeholder engagement, loyal customers, lower costs, higher revenues and an overall improvement of the business perceptions and reputation in the eyes of national and international societies and markets. If done well, not only 'generation Y', but all future generations can be satisfied.

- Julion Ruwette is a Senior Consultant in Ernst & Young's Climate Change & Sustainability Services practice, with experience in execution of projects under Sustainability Strategy and Reporting.

Members Update

"Ripples of Happiness", a new initiative in the Middle East by the Coca-Cola Foundation



The Coca-Cola Foundation, in partnership with INJAZ Al-Arab, represented by INJAZ Lebanon inaugurated the Ripples of Happiness program in Lebanon. The program is aimed at training university students on identifying opportunities in their cities as well as inspiring them to implement projects that will have a positive impact within their communities.

Throughout the Ripples of Happiness program the students will have the opportunity to learn a wide range of fundamental corporate social responsibility concepts and important principles for work readiness. The Ripples of Happiness Program falls in line with both The Coca-Cola Foundation (NGO) and INJAZ Al-Arab's longstanding strategy to empower youth and foster social responsibility.

The program will stretch over several years and is funded by the Coca-Cola company. The Foundation focuses on four global priority areas that subscribe to Live Positively: i) Water stewardship, ii) Healthy and active lifestyle, iii) Community recycling and iv) Education.

ACSRN members recognized for their support at EEG's 15th Annual Gala Dinner The EEG (Emirates Environmental Group)



Recently held its 15th Annual Gala Dinner at the Jumeirah Emirates Towers to show its deep appreciation to its supporters as well as sponsors from the corporate and government sectors in the UAE. The event, held under the kind patronage of HH Sheikh Ahmed Bin Saeed Al Maktoum - President - Dubai Civil Aviation

Authority, Chairman and CEO - Emirates Group, Chairman - Dubai Airports, was sponsored by several of Arabia CSR Network's corporate members, including ABB UAE, McDonald's and Wasl.

McDonalds UAE and Neutral Fuels win awards from Dubai for sustainable biodiesel



Dubai Road and Transport Authority (RTA) has recognized McDonald's UAE and Neutral Fuels for their commitment to sustainable transport by awarding them with the 2011 Dubai Award for Sustainable Transport (DAST), in the 'Environmental Protection Category'. The award was presented by His Highness Sheikh Hamdan

Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai to representatives from McDonald's UAE and Neutral Fuels for the recent biodiesel initiative, which saw McDonald's convert its used vegetable cooking oil into biodiesel for its fleet of logistics trucks.

McDonald's UAE launched its biodiesel initiative in July 2011, as the first 'closed loop' system which takes 100% of the used vegetable cooking oil from its restaurants to provide 100% biodiesel to all delivery trucks. The initiative saw McDonald's UAE partnering with Neutral Fuels, the first and only licensed bio-refinery in the Middle East, to provide the efficient collection, recycling, and conversion of McDonald's used cooking vegetable oil into biodiesel which the company then uses in its logistics fleet.



DEWA honoured with Sustainability Award at Globe 2012 in Vancouver



Dubai Electricity and Water Authority (DEWA) has been honoured with the Sustainability Award at Globe 2012 in Vancouver, Canada, which was held from March 14-16. This event was organized by the Globe Foundation. DEWA received this award for its leading role in promoting sustainable living through electricity and water conservation and its relentless efforts to strengthen and achieve the Government of Dubai's strategy: to promote sustainable development and Dubai's high-ranking status as a global hub for finance, trade and tourism.

To encourage environmental action in all sectors of the community, DEWA has extended its participation in Earth Hour 2012 by announcing that if Dubai reduces consumption of electricity by 230MW during Earth Hour, it will organize a fund-raising 'victory walk', to celebrate the savings accomplished, on World Earth Day; with the participation of all DEWA employees, Government entities and educational institutions of Dubai under the concept of "Save Energy, Save the Planet." The proceeds raised from this will be donated to an environmental cause such as the sponsorship of a UAE national high school graduate to study a specialized bachelor degree in renewable energy.

On other news, as many as 46 employees of DEWA wedded in the fifth mass wedding ceremony of the authority. The ceremony titled 'Anwar Dubai' was attended and sponsored by Deputy Ruler of Dubai and Minister of Finance and President of DEWA, Shaikh Hamdan bin Rashid Al Maktoum, at the Za'beel Park in Dubai. Shaikh Saeed bin Hamdan bin Rashid Al Maktoum, and Shaikh Maktoum bin Hamdan bin Rashid Al Maktoum and several senior officials from DEWA and other government departments also attended the function. The Mass wedding was part of DEWA's social responsibility as a utility to foster cooperation amongst all sectors of society for the common good.

DUBAL reaffirms commitment to a zero-harm workplace with Safety Award



In keeping with its mission to Zero Harm to its people and a deep-seated dedication to provide every single individual with an accident-free workplace, Dubai Aluminium (DUBAL) organized a gala dinner to celebrate the winners of its inaugural "DUBAL Safety Award". Over the years, DUBAL's safety performance record has improved significantly in line with its steadfast commitment to creating a secure environment for its employees. DUBAL protects its

employees not only at work but also off the work which is evident from the Non Industrial lost Time injury frequency rate which has reduced by 89% since 2004-2006 to 2011.

More records tumbled at DUBAL, this time with regard the company's Suggestion Scheme, which has operated successfully for 31 years. According to Abdulla Kalban (President & CEO), DUBAL employees at non-supervisory level submitted 32,435 ideas to the scheme during 2011, of which 20,515 were implemented and awarded - the highest-ever on both counts. The audited savings potential of the ideas implemented in 2011 amounted to AED 16.1 million, which raised the total savings achieved by the Suggestion Scheme over the last 31 years to more than AED 133 million.

Du participates in UAE Careers 2012 and launches Work Skills programme



Du announced the launch of the second consecutive year of its Work Skills programme during its participation in UAE Careers 2012. Created as part of Du's Emiratisation and Corporate Social Responsibility efforts, Work Skills is a first of its kind initiative in the UAE with 120 students having graduated from the programme in 2011. Subjects taught include Interpersonal Skills, Preparation as a Job Seeker, Think on Your Feet, Power Reading Skills and more.

Sheikh Nahyan bin Mubarak Al Nahyan, Minister of Higher Education and Scientific Research, and President of Zayed University, attended an official opening ceremony for the du multimedia lab at Zayed University in Dubai. The multimedia lab at Zayed University is part of du's CSR efforts to support education through vocational-oriented learning for students in the UAE. In 2011, du collaborated with Zayed University to develop multimedia labs on the Dubai and Abu Dhabi campuses.

The Dubai Autism Centre (DAC) also extended recognition to du for its continued CSR efforts. du has supported DAC by its philanthropic efforts and supporting various campaigns and initiatives. For example, as part of Dubai Festival du created a special online media campaign to support DAC, including a free awareness SMS sent to all customers. du is working on providing free of charge SMS short codes to Dubai Autism Centre, through which customers can donate quickly and conveniently.

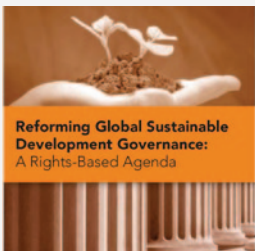
ABB technology helps to save energy at world's largest stand alone sugar refinery in the Middle East

ABB has boosted production capacity of refined sugar by 1000 tons per day (TPD) and helped energy savings by 22% at Al Khaleej Sugar - the pioneers of sugar refining in the Middle East. The Jebel Ali refinery in Dubai, United Arab Emirates (UAE), produces refined sugar for local consumption and for export. ABB technology was already installed at the plant, but an upgrade of the design, engineering and supply of ABB variable frequency drives (VFDs) in 2011 increased the production capacity of refined sugar considerably.



General News

Reforming global sustainable development governance



Achieving sustainable development requires a global transition, in which global governance plays a crucial role. A Policy Brief document from IBON International, argues that the general thrust of reforming sustainable development governance should be towards strengthening people's rights.

IBON International is a division of IBON Foundation, which engages in capacity development for human rights and democracy around the world. Their Policy Brief Document is titled "Reforming Global Sustainable Development Governance: A Rights-Based Agenda" and it summarizes the latest views on Global Governance and highlights the need to include the marginalized and voiceless sectors of society, the poor and future generations, respectively.

The document discusses the core elements of sustainable development governance, and how we can potentially reform global sustainable development. It also neatly summarizes the options for reform proposed by the UN that have been under discussion for some time. However, the emphasis of the document is largely based on how we can reform sustainable development but with greater democratization and a strengthening of people's rights.

They suggest that redefining the goal of governance and addressing power imbalances within society is a means to develop sustainability and the human rights agenda. By addressing social and economic inequalities, and addressing policy integration and coherence through forming multi-stakeholder sustainability councils, will help to ensure public participation in policy formation and decision making processes, which will in turn aid a 'rights-based' approach to sustainable development. For more information, please visit www.iboninternational.org

GRI starts Alumni Program



GRI is starting a GRI Alumni Program which is open to all alumni of GRI; this includes former members of the Board of Directors, Stakeholder Council, Technical Advisory Committee, Working Groups, and Secretariat staff. The program will help GRI to connect its outreach needs and the unique relationship that alumni have to GRI's mission.

Alumnus of GRI can now join the GRI Alumni Program and continue to support GRI's mission. To sign up, Alumnus are asked to send an email to Alumni@globalreporting.org, providing their

contact details, a short description of their connection to GRI and what they can do in their region to help GRI in its mission.

Sustainability Report Readers' Choice Awards

GRI has begun work on the third generation of the Readers' Choice Awards. The goal of the awards is to determine what report readers around the world think of sustainability reporting today, and which reports deserve recognition. By focusing on the opinions of readers, the awards will show the extent to which sustainability reports meet the needs of their intended audiences.

The Awards will also be a platform to share best practices in the area of sustainability reporting. The awards will be presented at the GRI Global Conference, 22-24 May 2013 and will include presentation of global and regional trends, as well as (video) presentations by the winning organizations presenting their reporting practices. For more information, please visit <http://www.globalreporting.org>

Business to Take a Stand on Sustainability at Crucial Lead-in to Rio+20



Just before presidents and prime ministers meet in Rio de Janeiro in June to agree on a way forward for sustainable development, chief executives and government-corporate partnership teams will be clearing a text on the private sector role in helping to save the planet from unsustainable and ultimately self-destructive practices.

With many governments facing fiscal austerity, business commitments and other outcomes of the Corporate Sustainability Forum 15-18 June at the Windsor Barra Hotel in Rio, will lend crucial support for the UN Conference on Sustainable Development, or Rio + 20, a few days later.

Speaking at a business forum last month, UN Secretary-General Ban Ki-moon asked corporate leaders to "rise fully to the challenge" of promoting sustainability in business practices and showing leadership at Rio+20.

Anti-Corruption Collective Action Project Launched in Egypt

A multi-year anti-corruption collective action initiative was launched at the Anti-Corruption Policy Dialogue and Collective Action Seminar, "The Role of Companies in Fighting Corruption in Egypt", which concluded on 27 March 2012 in Cairo. The seminar brought together 200 government officials, members of parliament, business leaders and other experts from Egypt and international organizations.



A joint project of the Egyptian Junior Business Association (EJB) and the United Nations Global Compact, the new initiative aims to promote collective action as a mechanism to address corruption risks affecting businesses in the country. In order to create enabling



environments for anti-corruption, the project will convene a series of public-private dialogues to seek a range of stakeholders' input toward developing methodology and compliance programmes for small and medium enterprises. Supported by the Siemens Integrity Initiative, the new initiative will be one of five collective action projects launched by the UN Global Compact in December 2010. For more information, please visit <http://www.unglobalcompact.org>

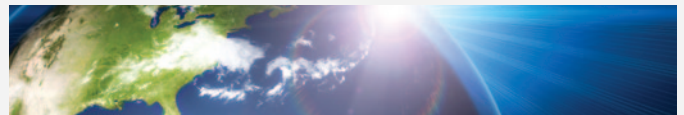
The Zeronauts Symposium - Innovation towards a Zero Impact Growth Economy

Deloitte Innovations and Volans have been working on a new initiative that will help shape a view towards zero impact growth as a benchmark for effective sustainability. The first event for this

initiative - the Zeronauts Symposium - will be held on June 5, 2012, at Deloitte's headquarter in Rotterdam, with a complete program and additional speakers following soon. The event seeks to explore how and why a joint movement towards a zero impact growth economy could help to break the sustainability barrier and serve as tomorrow's growth paradigm. The overarching theme is based on the book "The Zeronauts", written by sustainability leader John Elkington. The book will be launched and presented by John Elkington during the event.



Please find out more program details or submit your registration directly via www.deloitte.nl/duurzaamondernemen. You will find the registration button in the upper right part of the website, this leads you to the English description of the envisaged program and a registration form. The event will be held in English language.



Updates from the UAE Foreign Aid Sector



Zayed Foundation implements final phase of AED 33 million vaccination programme in Palestine

The third phase of the largest health initiative of its kind in the Middle East - to vaccinate Palestinian children against pneumococcal diseases in the West Bank and Gaza Strip - is being implemented by the Zayed Bin Sultan Al Nahyan Charitable and Humanitarian Foundation. The third phase of the health program would cost AED 33 million and target 170,000 infants by early 2013.



Khalifa Foundation concludes water project in Somalia

The Khalifa Bin Zayed Al Nahyan Foundation has built 20 water basins in valleys of south-west Hargeisa, and drilled 14 water wells in north-east Hargeisa and nine water wells and watershed basins at Boru. The water projects were carried out in collaboration with the Somali Ministry of Minerals, Energy and Water Resources.



UAE-funded Sheikh Khalifa Bin Zayed Bridge in Pakistan opened

The UAE funded Sheikh Khalifa Bin Zayed Bridge, which was built in Pakistan's Swat region to link a large number of towns and villages on the two banks of the Swat River opened earlier this month. The construction of the AED 45 million (US 12.4 million dollars) project was launched in December 2010 as part of the development initiatives of the UAE Pakistan Assistance Programme.

For more information, please visit <http://www.ocfa.gov.ae>



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Best practices from the archive



An overview of RSA Insurance

RSA Insurance is one of the world's leading insurance groups. It is a company that views economically challenging times as an opportunity for new avenues of growth through corporate social responsibility (CSR) and sustainability.

Being in the insurance business, the interrelationship between CSR and risk management is at the core of its business model. For example, it perceives climate change as a serious business risk since it threatens to increase insurance claims due to flooding and extreme weather. Through sustainability, it also sees opportunities to reduce its operational costs through energy conservation. The company has decided to focus on 3 strategic themes: the environment and climate change, safety, and social inclusion. These themes have helped RSA reduce risk by increasing customers' awareness, as well as finding new markets for their insurance products, like alternative energy projects.

RSA sees CSR and sustainability as doorways to competitive advantage. It pursues avenues that lead to reductions in operational costs. It has gained a better marketing perspective, which enables RSA to identify new insurance customer segments and to put together sensible products for these niches. RSA aims at making a positive impact on the environment and the communities that they operate in. This entails demonstrating responsible behavior as a business enterprise in relation to its stakeholders, as part of 'Doing the Right Thing.' Pivotal to the achievement of these goals is embedding a green culture within the RSA organization.

RSA has also been proactively addressing risk management by educating customers through policy documents or through brokers and websites. Advisory topics range from fire safety to driving safety, health maintenance and building maintenance. RSA also encourages a flexible volunteering program for employees to take part in company-led CSR programs. As a policy, all employees are allowed a day of paid leave to focus on volunteering or fundraising. According to the company, by giving staff the opportunity to work in new and challenging environments, it is able to help attract and retain the best employees.

RSA is a risk management company. What sets it apart from many in the same business are its speed in identifying imminent risk and its courage to grab it by the horns. Looking at the strategy that RSA Insurance has taken, it would seem like the obvious road to choose. However, a closer examination reveals that there are other alternatives to such looming risks as climate change and social inequality. RSA could have resorted to simply padding its premium rates in disaster-prone areas or ignored the insurance needs of those in lower economic strata. Corporate diversification is also a standard risk management tool, employed all too often in many industries.

Yet, RSA did not seek solutions to go around these threats; it chose to address them head on by taking a sustainability route. Along this path, it has paradoxically found golden opportunities. It found solutions that do not necessarily lead to zero-sum games. It has been able to save costs through energy conservation, reduction in travel and office supplies consumption; at the same time, it has contributed to overall reduction in GHG. More importantly, with this new approach, RSA has found new, profitable markets that support a low carbon economy and improved social inclusion.

CORRECTION:

In last month's newsletter, it was incorrectly stated in the Best Practice by First Select International that "In 2009, FSI achieved the coveted 'triple gold' certifications, being the first company in the North America-Middle East region to receive the three international certifications; namely, ISO 9001 for Quality Management, OHSAS 18001 for Health and Safety Management, and ISO 14001 for Environmental Management." This should have been written as "In 2009, FSI achieved three international certifications; namely ISO 9001 for Quality Management, OHSAS 18001 for Health and Safety Management, and ISO 14001 for Environmental Management."

Arabia CSR Best Practices: 2008-2010



This abstract has been taken from the ACSRN publication titled 'Arabia CSR Practices: 2008-2010'. For more details on RSA Insurance, 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
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