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Arabia CSR  
Network newsletter

April 2013  
Issue 20



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## Note by the CEO / President Arabia CSR Network

Habiba Al Mar'ashi



With the arrival of Spring, I am delighted how the first quarter of 2013 has been a period full of positive buzz and activity. Useful trainings, high-impact conferences, symbiotic partnerships and the launch of the most sought-after CSR Awards in the MENA region - there is surely much to tell you about what is going on at the Arabia CSR Network.

At the start of March, Arabia CSR Network supported the 1st Bahrain International CSR Conference and I was privileged to be one of the keynote speakers. It was attended by a galaxy of influential public and private sector players, especially from the oil & gas industry in the GC region, I expect the Conference to make inroads into an industry that can play a huge role in meeting sustainability goals for the region. The Arabia CSR Network's role at this critical Conference was very well appreciated by the participants and organizers.

We have a very packed April in store for you. We start the month with a three day GRI training followed by a Press Conference for the Arabia CSR Awards 2013. This event (on 8th April) is for media personnel as well as organizations interested to apply for the Awards.

We also have a training session on a very vital and innovative issue – how to move from sustainability to 'thriveability'. This will certainly be an eye-opener for many senior managers and strategy professionals. Don't miss this 'must-attend' training. This will soon be followed by a Clinic that we organize every year for the Awards applicants.

So all in all, lots of programs for your benefit. I urge you to make use of these and register your seats now. As always, please let us know how we can improve our services to make them more effective and relevant for your organizations. Connect with us via email, phone, or do meet us in person at our office. You can also stay in touch with us on [LinkedIn](#), [Twitter](#) and [Facebook](#).

## Arabia CSR Awards

الجائزة  
العربية  
للمسؤولية  
الاجتماعية  
للمؤسسات



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RESPONSIBILITY  
AWARDS

### Invitation to Press Conference – 8th April 2013

The Arabia CSR Network launched the online application of the 6th cycle of the prestigious Arabia CSR Awards earlier this year. This annual program held under the patronage of His Highness Sheikh Ahmed bin Saeed Al Maktoum, President, Dubai Civil Aviation Authority, Chairman and CEO, Emirates Group, Chairman, Dubai Airports serves to evaluate companies across the MENA region on their sustainability performance. What is unique about the program is that it brings together international CSR frameworks such as the UN Global Compact Principles and the Global Reporting Initiative (GRI) reporting guidelines to assess the companies that apply for the Awards. This reinforces the rigor and credibility of the entire program.

To officially launch the program for the media, the private and public sector, the Arabia CSR Network is organizing a press conference on Monday, 8th April 2013 at the Amwaj Rotana Hotel in Jumeirah Beach Residence, Dubai, UAE.

## 6th Cycle 2013

This Press Conference is open for any media personnel and interested applicant to learn more about the Arabia CSR Awards 2013. The event will highlight the history and objectives of the Awards and also outline the application process. The Press Conference will also invite a number of winning companies from last year to talk about their experience of applying to the Arabia CSR Awards and how it benefited their organization.

The Arabia CSR Network invites you to attend this Press Conference. While the event is free-of-cost, we would appreciate if you send an email to [admin@arabiacsrnetwork.com](mailto:admin@arabiacsrnetwork.com) to register yourself. For more information on the current cycle of the Arabia CSR Awards, please visit [here](#).



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## Trainings



### **A Strategy & Leadership Course for CSR – March 4-5, 2013 - Dubai, UAE**

As part of its efforts to advance the sustainability agenda in the region, the Arabia CSR Network conducted a two-day training event on CSR Leadership and Strategy in Dubai during the first week of March. This training aimed to build the capacity of CSR teams to incorporate sustainability strategies into their business in an innovative way.

The training was conducted by Dr. Gracia S. Ugut who is currently the Associate Dean of the Executive Education and Life Long Learning at the Asian Institute of Management. Prof. Ugut holds a Doctor of Philosophy in International Finance from the Vienna University of Economics, Austria (1995).

“In a climate heightened by economic crisis and political turbulence, the call for enhanced corporate social responsibility and corporate oversight places greater pressure on many companies in the region. To position their organizations for success, CSR departments must

## Sustainability Events

### **Arabia CSR Network participates in 1st Bahrain International CSR Conference – March 3, 2013**

The Arabia CSR Network, in collaboration with the UNGC GCC Network States, recently supported and participated in the 1st Bahrain International CSR Conference. The event was held under the patronage of Finance Minister Shaikh Ahmed bin Mohammed Al Khalifa, the Minister in Charge of the Oil and Gas Affairs, from March 3 to 6 at the Gulf International Convention Centre in Manama, Bahrain. The Conference was also attended by CEO of

ensure the integrity of their strategy and plan and their execution will be done in alignment with the company’s corporate strategies and benchmarking with the world standards,” stated Dr. Ugut during her opening note at the training.

Supported by the UNGC Network GCC States, the CSR Leadership and Strategy course was attended by training participants from various organizations and sectors. Some of the participants came from outside the UAE, such as from Kuwait and Oman. The Training course included an examination of CSR theory, case-studies and exercises which sought to help participants acquire an in-depth understanding of the process of developing and implementing a comprehensive CSR strategy and policy framework.

Though created for CSR managers and officers, this strategy and leadership for CSR series of program also benefits planning and development officers, chief financial officers and board members who work closely with corporate sustainability issues.

Through workshops, seminars and networking opportunities, members of the Arabia CSR Network and other corporate organizations are exposed to a unique platform where they can share CSR experiences and seek sustainable solutions in a rapidly changing world. In this regard, the CSR Leadership and Strategy training played a very valuable role in the exchange of sustainability related values and ideas, sharing of knowledge and best practice amongst a diverse and critical mass of CSR professionals.

Dr. Grace Ugut’s expertise focus is on the incorporation of the CSR to the corporate strategy and on performance metrics of social and environmental performance. Prof. Ugut is also currently working on research on strategic risk and its link to the corporate social responsibility practices, particularly for mining and pharmaceutical industries. She has been associated with the Arabia CSR Awards since its inception in 2008 and is the head of the jury in the current cycle of the award.

Injaz Bahrain Shaikha Hessa bint Khalifa Al Khalifa who stated that professionalism in the practice and application of social responsibility was an important challenge.

Mrs. Habiba Al Marashi, President & CEO of ACSRN gave the keynote speech on the 2nd day of the event. Her speech focused on the topic of ‘Strategic philanthropy and public-private partnerships’. During her speech, Mrs. Al Marashi stated that corporate philanthropy programs can provide tremendous competitive advantage when they are well designed and carefully executed as an integral part of a company’s strategy. She also stated that with the scale and size of the sustainability issues that the world is facing it is not in the power, nor is it the exclusive responsibility of either the governments or the private sector to address these issues alone.





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The 1st Bahrain International CSR Conference invited a number of business and sustainability professionals, especially from the key oil & gas entities within the region. This allowed the speakers and experts to reach out to organizations that can play a very high-impact role in addressing sustainability issues in the region. It provided a unique platform for government authorities, private sector, experts and the general public to meet and discuss the latest CSR trends worldwide and how to better serve the community.

It featured a number of community projects whereby organizations and individuals can cooperate in activating those projects from the planning and implementation process to a successful completion.

## Partnerships

### **ACSRN and UNGC Network for GCC States**

The Arabia CSR Network, a multi-stakeholder platform working to mainstream CSR in the MENA region, recently entered into a partnership with the UN Global Compact's Network for GCC States. This partnership allows the two organizations to partner for a series of programs and activities aimed towards raising the bar for corporate sustainability in the Arab countries.

The UNGC Network for GCC States, helps connect a number of companies across the 6 GCC countries who have signed up for the UN Global Compact. It conducts informative webinars, shares

## Upcoming Events

### **From Sustainability to 'Thriveability' Training Course – April 28-29, 2013 - Dubai, UAE**

The Arabia CSR Network, in collaboration with the UN Global Compact Network for GCC States is organizing a very useful training on sustainability & innovation from 28-29 April 2013 in Dubai, UAE. This 2 day course will help trainees learn how to position their organization in the nexus of global megatrends and study their existing innovation approaches given the necessary adaptations towards a green & inclusive economy.

The Conference was preceded by a pre-conference workshop facilitated by the Arabia CSR Network. Titled 'CSR Strategy & Leadership', Mrs. Al Marashi also participated in a panel titled 'What is the role of business in society'. Her participation focused on CSR best practices from across the world, such as Sayga, Novartis, Grameen Bank and more. In her panel discussion, Mrs. Al Marashi emphasized on the need for organizations not to be solely profit-oriented, but to serve as agents of change – this will eventually foster growth within the organization and in society.

For more details, please visit: <http://www.bicsr.com/>



best practices and conducts surveys to understand their role in the CSR landscape of the GCC. A partnership between the Arabia CSR Network and the UNGC Network GCC States will build on similar objectives using the strengths and programs of both entities. One of the first initiatives has been to conduct the CSR Strategy & Leadership training as a collaborative effort between ACSRN and UNGC Network GCC States.

The partnership will also culminate into joint efforts in conducting more trainings & workshops as well as the well-recognized Arabia CSR Award 2013.

The training, conducted by Ralph Thurm - Associate Director Collaborative Sustainability & Innovation at Deloitte and Member of the Jury of the Arabia CSR Awards – will allow participants to learn how successful companies have tackled sustainability strategies in the past and transition themselves into leaders in sustainability by innovation in various areas.

The training will also encourage interaction amongst likeminded people from different industries and explore new techniques for co-creation and collaboration, using various sorts of platforms around sustainability issue areas.

Kindly confirm your participation at the earliest. For more details please contact us at [admin@arabiacsrnnetwork.com](mailto:admin@arabiacsrnnetwork.com) / +971-4-3448622.



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# FROM SUSTAINABILITY TO THRIVEABILITY

## How to align sustainability and innovation for a thriving future of your organization

Dubai, 28-29 April 2013



### PROGRAM OBJECTIVES:

Welcome to the big shift. In the past two decades CSR evolved out of an understanding that it is important to secure the license to operate through the development of a sustainability strategy alongside the core business strategy. New developments in the political, corporate and societal areas now all point to a critical change in direction - CSR has become a primary lens for strategy and innovation. This means new ways of collaboration within an organization, but mainly also co-creation with new partners, stakeholders, and sometimes even competitors. Critical questions about the right to exist, the purpose of the organization and their positive contribution to society through the very core of what they do are more and more asked. In order for an organization to thrive in this complex and alert new age, sustainability and innovation must be aligned in order to secure and grow profit in the future.

### TRAINING OUTLINE

#### DAY 1

- Session 1: Understanding global developments through the 'Metatrend Nexus'
- Session 2: Applying the 'Metatrend Nexus' to the participant's industries and organizations
- Session 3: Developing measures of success for a thriving sustainable innovation climate
- Session 4: Applying new concepts of measurement to the participant's industries and organizations

#### DAY 2

- Session 5: Understanding the Sustainable Innovation Framework
- Session 6: Developing an approach how to individually apply the Sustainable Innovation Framework
- Session 7: Learning from best practice cases how to enlarge sustainable innovation thinking and approaches
- Session 8: Applying best practices in the participant's industries and organizations

### ABOUT THE TRAINER

Ralph Thurm



Ralph Thurm is a leading professional in sustainable innovation and strategy, operational sustainability, sustainability change management and sustainability reporting. With more than 20 years' experience working for major corporates, industry federations, governments, NGOs and advisory services globally, Ralph adds value as a consultant, trainer, facilitator, moderator and writer on a huge variety of sustainability topics. Ralph holds a position as Associate Director Collaborative Sustainability & Innovation at Deloitte. Also, Ralph has accepted a role as Managing Director of the Katerva Diagnostics and member of the Expert Panel on Behavioral Change at Katerva, as Member of the Jury of the Arabia CSR Awards, as Trainer of GRI-certified trainings at the Arabia CSR Network, and as a Board Member of the Global Compact Network Netherlands and the Turntoo Foundation.

### FEE PER PARTICIPANT:

**AED 4,000** for all 2 days - This will include the training material, necessary handouts, tea and lunch

#### Early-bird discount:

**AED 3,500** per participant if you register by 30th March 2013

#### Group discount:

**AED 3,350** per participant if you register up to three or more trainees from one organization

To register yourself for this event, please contact  
Arabia CSR Network: Tel: +971 4 3448622,  
Email: [admin@arabiacsrnetwork.com](mailto:admin@arabiacsrnetwork.com)



## Members Update

### Coca Cola Middle East

#### Coca-Cola kicks off business education scholarship programme



The Coca-Cola Company and the US Department of State are partnering to sponsor a hundred university students from eight different countries across the Middle East, North Africa and Near Asia to attend a business programme at Indiana University's Kelley School of Business.

The scholarship programme is designed to give a group of students the opportunity to learn about business education through an accelerated curriculum. It begins in June 2013 and is fully funded, including travel to and within the US, accommodations, meals, and university and visa fees. The Coca-Cola Mena (Middle East & North Africa) Scholars programme was implemented in 2012 to help support entrepreneurship among the region.

Source: <http://www.ameinfo.com>, <http://www.foodbev.com>

### DEWA encourages customers to activate automatic bill payment feature

DEWA has strengthened its eServices package by adding the AutoPay feature which enables automatic bill payment through the Dubai eGovernment payment gateway. The new feature encourages customers to use and adopt DEWA's eServices, which will save time and effort as transactions can be accomplished electronically without visiting DEWA's customer service centres. Through this service, DEWA will provide easier and more convenient services to the highest international standards, and support sustainable development. The new feature is a strong addition to DEWA's portfolio of customer-focused initiatives. The adoption of this convenient, eco-friendly and sustainable new feature not only enables customers to pay bills remotely, it also helps conserve precious time and energy for customers. It is also aligned with the 'Green Economy for Sustainable Development' initiative which aims to promote green practices.

### DEWA organises Earth Hour in Dubai



Under the patronage of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council, the Dubai Electricity and Water Authority (DEWA) organized the Earth Hour in Dubai on 23rd March 2013, at Burj Plaza in Downtown Dubai, from 8:30pm to 9:30pm.

The event was held in partnership with Dubai Supreme Council of Energy (DSCE) and Emirates Wildlife Society (EWS) which works in association with the World Wide Fund for Nature (WWF), and in cooperation with Emaar Properties. Arabia CSR Network and the Emirates Environmental Group joined many other organizations in participating at this public event.

Earth Hour in Dubai is one of several initiatives launched by DEWA throughout the year to spread awareness amongst community members on conservation, protect the environment, and build a sustainable future for the Emirate of Dubai. Earth Hour in Dubai is one of several initiatives launched by DEWA throughout the year to spread awareness amongst community members on conservation, protect the environment, and build a sustainable future for the Emirate of Dubai.

### DEWA becomes first government organization in region to win Global Risk Award

DEWA recently became the first government organisation in the region to win a prestigious Global Risk Award for Building Risk Management Capability from the UK-based Institute of Risk Management (IRM). DEWA was presented this prestigious award, as the first organisation in the Middle East and Africa to be presented this award, in recognition of its implementing the best risk management mechanisms and adopting the best global practices in accordance with the ISO 31000 risk management standard.

"DEWA has achieved results that rival and even beat benchmarks for the private sector, surpassing 10 of the best European and American companies in efficiency, availability and reliability. Network line losses were recorded at 3.5% in electricity, and 10.8%





in water, which is considered an international achievement, as well as using the best possible power production and desalination equipment. DEWA's successes have contributed significantly to the UAE's occupying the 7th place globally for ease of access to electricity in the World Bank's Doing Business 2013 report," said HE Saeed Mohammed Al Tayer, Vice Chairman of the Supreme Council and MD & CEO of DEWA.

Source: <http://www.ameinfo.com>, <http://www.zawya.com>

### **Dubai Aluminium**

#### **DUBAL Suggestion Scheme celebrates another successful year**

Confirming its sustained value-add to the business, the DUBAL Suggestion Scheme, again notched up a successful year in 2012. Established in May 1981, the scheme is currently in its 32nd year and the level of employee involvement shows no sign of abating. To the contrary, Abdulla Kalban (President & CEO), advises that DUBAL employees at non-supervisory level submitted 27,982 ideas to the scheme during 2012, of which 19,269 were implemented and awarded.

"This has brought the total number of implemented and awarded ideas to 156,812 since the Suggestion Scheme's inception. Moreover, the audited savings potential of the ideas implemented in 2012 amounted to AED 19.6 million, which raised the total savings achieved by the Suggestion Scheme over the last 32 years to more than AED 152 million," Kalban says. Some of the top-rated suggestions for 2012 included modification of shields to reduce hydrogen fluoride emission; effective pre-heating and optimise gas consumption in pre-heaters; and more.

#### **DUBAL invests in women's education**

Since the start of 2013, DUBAL has actively engaged in three educational programmes that have equipped the participants to participate more actively in the community and improve their quality of life. A total of 17 female adult education students in Grades 9, 10 and 11 at Nad Al Sheba School, Dubai, are benefitting from a series of ten weekly Start Early workshops (from 10 February to 19 May 2013). These workshops, each 45 minutes long, provide new methodologies and training to assist mothers to become proficient and creative

educators of their children. In addition, ten weekly sessions of the English Live programme began at Qurtoba Adult Education School, Jumeirah, on 6 February and will continue until 15 May.

Two group totalling 45 women have enrolled for the programme, which aims to boost student's communication skills in English, thus enabling them to achieve higher results at school and ultimately enter English-medium colleges and universities. Last but not the least, DUBAL marked International Women's Day by hosting a mini-forum entitled "Inspiring Women" at the company's premises on 6 March 2013. The agenda featured case study presentations, interactive panel discussions and workshops covering diverse topics - from safety and first aid at home; through beauty tips and a Start Early session; to positive assertiveness skills.

Source: <http://www.dubal.ae>

### **du**

#### **du's Work Skills Training Programme 2013 teaches 150 Emiratis career-boosting essentials**

In line with its efforts to empower Emiratis with the knowledge needed to forge a successful career, du has inducted 150 UAE national students into the third edition of its Work Skills Training Programme. The vocationally-focused programme is part of du's efforts to promote the social aspect of sustainability in the UAE, and will teach students from several local universities essential workplace skills. Students in the programme will have the chance to meet and interact with corporate trainers, who will teach them soft skills that are essential in the workplace, giving them a boost to their future careers. Upon completion, students are presented with a certificate during a Graduation Ceremony.

#### **du supports Maraya Art Centre**



HH Sheikh Sultan bin Mohammed bin Sultan Al Qasimi, Crown Prince and Deputy Ruler of Sharjah, has honoured du with an award recognizing the telecommunications company's continuous support of Maraya Art Centre. The award was received by Ahmed Aburahima, Vice President – Government Relations, Human Resources and Shared Services, du, during the launch of the 'Maraya Art Night' exhibition on 11 March, at Maraya Art Centre, Al Qasba, Sharjah. du has supported Maraya Art Centre from 2010 to 2012, to help nurture creativity and promote awareness of art and culture in the UAE, while encouraging young talent to explore artistic innovation.



### [du joins EMEG in coastline clean-up fun day out](#)

For its first Al Multaqa session of 2013, du's employees enrolled in its Bedaya and Tamayaz programmes, as well as Graduate Trainees from the Masar Development Training Programme, joined representatives from Emirates Marine Environmental Group (EMEG) for a day of beach and mangrove cleaning. Under the theme of 'Preserving UAE's Environment', the event, held on 7 March, was the first al Multaqa session to be held outdoors. Al Multaqa was established to be a series of educational, enlightening sessions, through which du can learn more about the inspirational success of people in the UAE.

Source: <http://www.du.ae>

### [Emirates NBD](#)

#### [Emirates NBD introduces e-letter solutions to set new milestone in e-banking](#)

Emirates NBD announced the signing of a Memorandum of Understanding (MoU), whereby the bank will provide a pioneering e-letter solution to the employees of the Emirates Group, enabling access to a speedier and more efficient processing of applications for all retail products.

As per the terms of the MoU, Emirates NBD will now receive and accept electronically transmitted salary certificates and salary transfer letters from Emirates Group employees, reducing turnaround time on the credit applications process and enabling the bank to provide more efficient services to customers. The service, which is enabled with fraud protection and provided in a secured manner, is in accordance with the applicable laws of the Government of Dubai, and ensures greater speed and efficiency of the loan application process through reduced paperwork.

#### [Emirates NBD sponsors prestigious George Orwell Lecture at Emirates Airline Festival of Literature 2013](#)

Emirates NBD sponsored the prestigious annual George Orwell Lecture at the Emirates Airline Festival of Literature 2013. The festival, held under the patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, took place from March 5 to 9, 2013, at the Intercontinental Hotel, Dubai Festival City.

The Orwell Lecture is one of the flagship events of the Festival, and commemorates the life and work of British author and social activist, George Orwell. Each year, a distinguished speaker responds to this great author, and highlights aspects of his writing or his social engagement. This year, the George Orwell lecture was given by Dr. Shashi Tharoor, former United Nations official, a well-known author, and elected member of the Indian Parliament. Dr. Tharoor spoke on the topic of 'Globalisation, Disruption and the Human Imagination.'

Source: <http://www.ameinfo.com>

### [McDonald's](#)

#### [McDonald's to display calorie count of all food sold across the Gulf](#)

McDonald's will display the calorie information of its products on the packaging of all food sold across the GCC. The move, which is designed to improve corporate transparency, means nutritional information is now available in the region online, on the back of paper tray covers and even via a mobile phone app – virtually everywhere but the menu order boards in the restaurants.

The decision to display the calories, protein, carbohydrates,



total fat and salt on packaging was part of a "phased approach", said Yousif Abdulghani, the managing director of McDonald's Middle East and Africa, yesterday at an event to announce the initiative in Dubai.

Source: <http://www.thenational.ae>

### [Pricewaterhouse Coopers](#)

#### [PwC rolls out Mini MBA Programme in UAE](#)

In a first for the region, PwC, one of the leading professional services firms, recently launched its Mini MBA Programme in the UAE. Set to commence on the 20th of April 2013 through the PwC's Academy, the Programme is the ideal solution for professionals, business owners and entrepreneurs seeking the knowledge and skills gained from traditional MBA programmes, without the extensive time and cost obligations.

The Mini MBA Programme instructors in the UAE possess an in-depth understanding of the complexities of modern organisations and have experience in leadership positions, subject expertise, and knowledge of the local and global business environment.

Source: <http://www.ameinfo.com>





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## General News

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### **Global Reporting Initiative (GRI)** **Sustainability in the field: The effects of sustainability reporting observed by Certified Training Partners**

Sustainability reporting can be a challenging undertaking. As part of GRI's mission to make sustainability reporting standard practice, it provides guidance and support to organizations interested in producing a sustainability report. The GRI Certified Training Program is an important part of this support. GRI recently conducted a study, asking Certified Training Partners to comment on the benefits and challenges of reporting, and on how sustainability reporting promotes positive change within organizations.

Five GRI Certified Training Partners participated in the study: Arabia CSR Network, ACCSR, BSD Consulting Group Spain, Envirostate and Sustainalytics. In general, they found that organizations that have gone through the reporting cycle appear to have developed a clearer focus on what their relevant sustainability issues are. Improved internal organization of sustainability management, and better motivation for CSR activities, were also mentioned as being notable changes observed by organizations that have embarked on the reporting journey.

Overall, the Training Partners found there to be increased knowledge of how Corporate Social Responsibility (CSR) supports business strategy, and a better understanding of how stakeholder feedback can be used to enhance the level of transparency on material sustainability issues. The Training Partners noted that for first-time reporters in particular, it can be hard to sell the idea of reporting to higher management and decision makers within an organization: Reporting can be interpreted as burdensome and costly, the effective engagement of stakeholders can be tricky, and it can be difficult to gather and analyze quality data.

Similarly, Habiba Al Marashi of Arabia CSR Network noted that sustainability reporting is "very effective in consolidating the wealth of aspects that could be considered for an organization's CSR strategy."

### **GRI and IIRC deepen cooperation to transform the future of corporate reporting**

GRI and the IIRC (International Integrated Reporting Council) have announced an agreement that will see the two organizations deepen their cooperation to transform the future of corporate reporting. The two organizations share a common view of the evolution of corporate reporting - one in which integrated reporting and sustainability reporting play a vital and complementary role.

The IIRC is working to create the globally accepted International Integrated Reporting Framework. Rather than seeking to create new indicators, the framework will encourage organizations to make use of existing reporting standards and guidelines, such as GRI's Sustainability Reporting Guidelines. In April 2013, the IIRC will publish the Consultation Draft of the International Integrated Reporting Framework. The consultation will take place between 16 April and 15 July and the Framework itself will be released in December 2013.

Source: [www.globalreporting.org](http://www.globalreporting.org)

### **UN Global Compact** **Environment Training Module Highlights Essential Role of Legal Counsel**

The UN Global Compact and the International Bar Association, with the support of LexisNexis, has launched the environment module of the video manual series, "Lawyers as Leaders: The Essential Role of Lawyers in the Corporate Sustainability Agenda." A rapidly growing world population and limited natural resources has made it imperative for the private sector to adopt more environmentally sustainable policies and practices. Integrating sustainability into corporate strategy can attract new customers, cut costs through improved efficiency, and is crucial to ensuring the longevity of a business. The environment module highlights the significant role that the private sector, supported by corporate counsel, can play in promoting environmental sustainability. The video manual will be used for advocacy, training and continuing education purposes, and features the following experts such as Achim Steiner, Executive Director, United Nations Environment Programme; Brice Lalonde, Executive Coordinator of Rio +20 UN Conference on Sustainable Development; Samuel Mani Kallapurakal, Head of Legal, Infosys Technologies and more.

### **Business Steps Forward to Respect and Support Children's Rights**

As part of the annual World Child and Youth Forum that took place in Stockholm in March, the three sponsoring organizations – Save the Children, UNICEF and the UN Global Compact – came together to mark the first anniversary of the Children's Rights and Business Principles' global release. Representatives from the private sector, government, civil society and the UN showcased how these guidelines have been operationalized to advance company efforts to respect and support children's rights, and to identify areas for improvement. The Children's Rights and Business Principles identify a comprehensive range of actions that all businesses should take to prevent and address adverse impacts connected with their activities and relationships, and maximize positive business impacts on children's lives. While the business and human rights agenda has evolved significantly in recent years, the Principles were developed to explicitly address a child rights perspective. They seek to provide a key reference point for existing and future initiatives on business and children, and to promote multi-stakeholder collaboration.

Source: <http://www.unglobalcompact.org>

### **UN Conference on Trade and Development** **Forum on sustainability standards selects areas of work**

A new United Nations Forum on Voluntary Sustainability Standards, which has just been launched, will focus during its first years on the role to be played by governments in making voluntary sustainability standards work for public policy objectives while avoiding trade friction and exclusion. Voluntary sustainability standards (VSS), also termed private standards, claim to improve the health, occupational safety, economic, social, environmental, or animal-welfare conditions under which products are made. They are increasingly becoming significant factors in international trade, particularly for governing long international supply chains. The key themes identified by delegates and participants at the Conference Launching the United Nations Forum on Sustainability Standards were the role of governments in VSS related to public goods, legitimacy, competitiveness effects, transparency, access to export markets, and supportive policies.

Source: <http://www.unctad.org>



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## Best practices from the archive



### *An overview of Bank Sarasin-Alpen (ME)*

Bank Sarasin-Alpen (ME) Limited, Dubai is a subsidiary of the Swiss private bank - Bank Sarasin & Co. Ltd. In addition to Dubai, the Sarasin Group is represented in the Middle East and India with offices in Abu Dhabi, Bahrain, Doha, Muscat, Mumbai and New Delhi. Over the years, with a very small team, Bank Sarasin-Alpen in Dubai has been able to build an impressive reputation of being committed to CSR and social development through a series of interesting projects.

As a subsidiary of the Sarasin Group, Bank Sarasin-Alpen places significant importance on the concept of sustainability, be it looking at its impact on the environment or on the concept of wealth preservation. Bank Sarasin-Alpen's sustainability vision is based on the parameters that the long-term prosperity of its clients represents the best basis for the consistency of its own success. To this end, it aims to achieve a lasting balance of its commercial, social and ecological responsibility. The CSR/Sustainability agenda of Bank Sarasin-Alpen is driven by the headquarters based in Basel, Switzerland. The Sarasin Group, which is a 170 year organization with a strong history of sustainability, has a detailed framework describing sustainability efforts.

The corporate governance of Bank Sarasin is recorded in its articles of association, business and organizational regulations and the regulations of the board committees. Transparent information on Sarasin's organizational structure, as well as the overall management and governance at the highest level of the company, enables investors to effectively evaluate the Group.

The embedding of sustainability in every business area and at every level of the Group is an ongoing process, coordinated by the Group's sustainability management. In order to support this function, an internal sustainability network has been built and a sustainability officer is appointed in each location to assess internal demands. This forms the crux of Bank Sarasin-Alpen's internal stakeholder engagement process.

Sustainability and wealth preservation are a part of all Bank employees' KPI's. While there are no formal incentive structures in place to promote sustainability, the organization's rules clearly define a sustainable way of doing business so it is defined as a way of life and not as a value which if an employee promotes will get rewarded for. The Sarasin Group and its subsidiaries promote a healthy working environment which is distinguished by dignified and respectful interaction. No discrimination or harassment on grounds of sex, ethnic origin, religion, age, nationality, sexual orientation or other characteristics are tolerated. In order to ensure that these obligations are embedded in the Bank's corporate culture, a directive dealing with sexual harassment, discrimination and bullying in the workplace was implemented in 2009.

Following the policy of the Sarasin Group, Bank Sarasin-Alpen involves itself in charity projects focusing on youth and education. It actively supports projects on art and education and art and music through its Global Fusion concerts which provides a platform to local artists in each country. Other community initiatives include Charity Walk with DIFC; Support to Dubai Cares; Flight of the Falcons; Cricket for Care and many more initiatives that contribute to community engagement and development.

Although a small organization, Bank Sarasin-Alpen has managed to achieve great success in the area of corporate social responsibility. Be it supporting organizations such as Dubai Cares or being one of the founding members of the Sustainability network of Dubai Chamber of Commerce and Industry, Bank Sarasin-Alpen has established an identity for itself and clearly defined its CSR goals and objectives. For Sarasin minimizing any potential negative impact of the bank's operations on the environment and community is top priority. This means improving the longevity of the current business through effective risk management and continuous improvement of its client offering by deepening advisory relationships, developing innovative products and educating all stakeholders on how to achieve returns in a sustainable way.



### *Arabia CSR Best Practices: 2011*

*This abstract has been taken from the ACSR Network publication titled 'Arabia CSR Best Practices: 2011'. For more details on Bank Sarasin-Alpen (ME) and other companies that have been recognized for their innovative and effective CSR strategies write to us at [admin@arabiacsrn.com](mailto:admin@arabiacsrn.com) and book your copy now! Please mention "Arabia CSR Best Practices" in the subject.*

The Arabia CSR Network welcomes new members to be a part of its CSR journey. To learn how you can be a member, and how your organization will benefit from it, call us at +971-4-3448622 or write to us at [admin@arabiacsrn.com](mailto:admin@arabiacsrn.com)

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