



ارابيا سي اس آر نتورك  
CSR  
Arabia CSR Network®

CSR ARABIA

Arabia CSR  
Network newsletter

June 2012  
Issue 12



# Approaching The Prestigious

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## Note by the CEO / President Arabia CSR Network

Habiba Al Mar' ashi



### ***Ramadan Kareem to all our readers!***

Reflecting on the globally historic scene that the world witnessed in June – the Rio+20 Summit on Sustainable Development – it is critical to establish that the dialogue that started 20 years ago, still continues, building on the synergies of different stakeholders. It is unarguable that Rio+20 did not yield stronger commitments, mandatory obligations and binding targets. Notwithstanding these apparent failures, it has made new ground in firmly establishing sustainability as the road map to growth and development.

The UAE made significant contribution to the Rio process, in the focus areas of Sustainable Development Goals (SDGs), the Sustainable Energy for All initiatives – led by the UN, and the Abu Dhabi Sustainability Week in January 2013. By opting for sustainable practices in energy, water, transportation, waste management, sustainable construction, the UAE will definitely make real progress in sustainability.

Rio+20 can also be seen as the beginning of a collective effort by the business and corporate sector to actively contribute to global sustainability delivery. Through the efforts of the UNGC, a forum was organized on the sidelines of the main conference. It drew attention to the roles and responsibilities of this sector to achieve sustained, inclusive and ecologically viable economic growth. Therefore, the onus is now, more than ever before, on businesses and corporations to embed sustainability in the vision, objectives and behavior to play the leadership role that is expected of them.

As we welcomed the Summer 2012 Olympics, it was heartening to see that this time, the Greatest Show on Earth was touted to be the most sustainable, and that is because it was endeavoring to meet some very ambitious goals centered around five themes: i) climate change, ii) biodiversity, iii) health living, iv) waste, and v) inclusion. These goals are very important and extremely beneficial in helping sustainability become more mainstream. I hope it becomes more evident as the games go on.

At the home front, the month of Ramadan allows us to think about our own sustainability goals and plans. There are quite a few activities coming up from September onwards and we would like you to be a part of them all. In the month of September we have trainings on CSR strategy and GRI sustainability reporting followed by a very useful workshop on the next big thing in CSR guidelines – the ISO 26000.

Then in October we have the most anticipated CSR event of the year – **The Arabia CSR Awards 2012 Forum and Ceremony**. The speakers list this year is fantastic and I would encourage all of you to attend and hear from some of the world's best and most dynamic experts on sustainability.

Connect with us on [LinkedIn](#), [Twitter](#) and [Facebook](#) and let us know how we can build partnerships for a sustainable future.

## Awards Update

الجائزة  
العربية  
للمسؤولية  
الاجتماعية  
للمؤسسات



ARABIA  
CORPORATE  
SOCIAL  
RESPONSIBILITY  
AWARDS

### ***Arabia CSR Awards 2012 Forum and Ceremony***

This year marks the fifth year of the prestigious Arabia CSR Awards. Since 2008, the Awards program – held under the patronage of His Highness Sheikh Ahmed Bin Saeed Al Maktoum and supported by the UN Global Compact – has been working towards raising the bar of CSR and sustainability in the Arab world. This is done through a rigorous self-assessment and review process that applying organizations have to go through with the help of the Arabia CSR Network and a panel of expert judges.

The Awards Forum and Ceremony, which will be held in Dubai, UAE on 24th October 2012 will be a grand event that will bring a number of sustainability experts to speak on issues related to the

Arab region. The theme of the event – “**Embracing Sustainability in Times of Instability**” – will also be attended by the companies applying to win the esteemed Arabia CSR Award.

Some of the speakers include Mr. Herman Mulder, Chairman of the Board of GRI, Mr. Mark Boutros Ghali, Global Lead Corporate Responsibility, Kreab Gavin Anderson USA, Lord Michael Hastings, Global Head of Citizenship and Diversity, KPMG and many more.

To register for the Awards program please contact the Arabia CSR Network team on +971 (0)4 3448622 or visit [www.arabiacsrnetwork.com](http://www.arabiacsrnetwork.com) for more information



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## Training & Workshops

### ISO 26000 : A Practical Guide to Social Responsibility (Arabia CSR Network and DNV) September 26, 2012

The Arabia CSR Network and DNV are organizing a half-day event on Wednesday, 26th September 2012 (in Dubai, UAE) with a focus on ISO 26000, the upcoming guidance on social responsibility.

The key objective of the event is to clarify some of the common queries and misunderstandings of ISO 26000 amongst CSR & sustainability managers and CEO's. Interested individuals and organizations are encouraged to attend this event to learn how ISO 26000 can benefit their respective organization.

The key speaker of the event will be Mr. Antonio Astone, DNV Business Assurance's Global Sustainability Manager. For more details, please contact us at [admin@arabiacrnetwork.com](mailto:admin@arabiacrnetwork.com) or call us at +971-4-3448622.

**DNV AND ARABIA CSR NETWORK**  
help raise the awareness of social responsibility  
in the UAE through introducing ISO 26000

**Wednesday 26th September 2012**  
Millennium Plaza Hotel, Sh. Zayed Road, Dubai, UAE

**TIME: 9:30 AM – 3:30 PM**  
This will include 2 tea breaks  
and end with lunch  
from 2:30 pm – 3:30 pm

**REGISTRATION FEES:**  
**AED 750 PER PERSON**  
Discount available for  
ACSR Network members

**CONTACT DETAILS:**  
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Session 1: Introducing ISO 26000: Objectives, Structure and Benefits  
Mr. Antonio Astone,  
DNV BA Global Sustainability Manager

Session 2: DNV presenting case studies of organisations that have  
implemented ISO 26000  
Mr. Antonio Astone,  
DNV BA Global Sustainability Manager

Session 3: ACSRN member or Award winner speaking about their  
experience with ISO 26000

Session 4: Interactive exercise with the participants  
(facilitated by DNV BA and ACSRN)

### GRI Sustainability Reporting Training – September 23-25, 2012

Corporate sustainability reporting was strongly in the final outcome document from the UN Conference on Sustainable Development – Rio+20. To enhance the commitment and capacity of organizations in the Middle East towards better and more transparent reporting of their sustainability performance, the Arabia CSR Network is conducting a GRI sustainability reporting training from 23rd to 25th September in Dubai, UAE.

The fees per participant for this training will be AED 6,000 for all 3 days - this will include the GRI handbook, necessary handouts, tea and lunch (contact the Arabia CSR Network for discounts).

Please note that this training will only be finalized on registration of at least 10 participants; therefore, kindly confirm your participation at the earliest. For more details please contact us at [admin@arabiacrnetwork.com](mailto:admin@arabiacrnetwork.com) or call us at +971-4-3448622.

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



**Global  
Reporting  
Initiative™**





## Events & Meetings

### ACSRN participates in Third Corporate Social Responsibility Conference in Sudan

Mrs. Habiba Al Marashi President of the Arabia CSR Network (ACSRN) was the guest of the Sudanese Ministry of Social Affairs to participate in its 'Third Corporate Social Responsibility Conference' held on 15-16 June 2012 in Khartoum. The event was organized by the Ministry's Higher Committee.

The two-day event was divided into six plenary sessions and included presentations of working papers covering a wide-range of topics such as the role of government in regulating CSR, the role of CSR in promoting sustainable development, and devising a national CSR strategy, among others. The sessions also included the presentation of case-studies from a number of both local and regional organizations which described their experience in devising CSR strategies, and implementing CSR programs and activities.

ACSRN's president gave a detailed presentation on the Network's main program – the Arabia CSR Awards, where she spoke about the Awards' goals and objectives, the application process, and its achievements and outcomes.

"One of the main outcomes of the Awards", she said, "is the publication of a CSR best practices publication featuring the case-studies of the Awards' winners for each cycle.

This compilation is a pioneering and guiding reference that may be consulted by companies and higher academic institutions in the region that wish to learn from the experience of leaders in the field."

The conference brought together individuals from diverse backgrounds with a view to promote a better understanding of the main CSR opportunities and challenges facing organizations operating in Sudan as well as the wider Arab region.

At the end of the Conference, Mrs. Al Mar'ashi presented a crystal (image above) to Ms. Amira Elfadil Mohamed Elfadil, Minister of Sudan's Welfare and Social Security Ministry. This handmade crystal was given in recognition and appreciation of the Ministry's commitment to CSR and its efforts in pushing the sustainability agenda in Sudan.



## Feature Article

### Sustainable Supply Chain to drive financial and economic growth

Monaem Ben Lellahom

Researches show that organizations can enhance their performance by improving the sustainability of their supply chains. Building closer relations with suppliers, developing capacities, and investing in opportunities for social, environmental and economical improvement, companies begin to gain benefits from a more sustainable supply chain and achieve productivity and efficiency gains. There are best practices and key value driver for sustainable procurement that apply across a number of elements explained in the ensuing areas:

#### **Risk Management:**

By mitigating and responding to social, environmental and economical risks in the supply chain, companies can protect their market share and reduce risk premiums. Being able to identify where a risk is probable and develop mitigation approaches fits well within the sustainability field. Ultimately, the goal is to develop flexible supply chain network that can profitably respond to dynamic changes. Moreover, strong management of social, environmental and economical issues can help companies address reputational risks that could impact their customers' loyalties and affect their market share.



*Sohar Aluminum Sustainable Supply Chain Policies: In 2008, we started integrating policies and procedures to manage suppliers and sieve out the suppliers that are most suited to our needs. Since 2008, our suppliers increased from 260 to 557 in 2010 and our spending on developing a sustainable supply chain increased respectively. This goes to show a more integrated and value added investment instead of a wide reaching shallow investment.*



### Cost Savings and Realizing Efficiencies:

The connection between supply chain and sustainability are erroneously considered as a sunk cost for companies. Those who started incorporating sustainability concepts into their supply chain found financial savings, cost cutting, and added value to their operations. Sustainable management of operational inputs proved that they can significantly reduce companies' procurement costs while simultaneously reduce the environmental footprint and impact on worker health of supply chains. Investing and building capacity in local suppliers greatly help to reduce cost of importing materials therefore supporting the local economy to grow and prosper.



*Al Ahli Bank (NCB): NCB has begun discussions with two top suppliers to find ways of collaborating on the development of sustainability. Procurement achievements in 2011 covered cost savings of about 25 percent above target, and series of quality improvements. These included the development of centralized procurement policy that sets out principles to increase efficiency, obtain the best deals, and enhance corporate governance. All business forms and printed materials are now grouped in an annual mega tender, and major items (eg, elevators, vault doors, and air-conditioning units) are contracted with suppliers for fixed terms.*

### Producing Sustainable Products

Sustainable products are becoming more popular to a growing sector of the population that started giving primary consideration to sustainability. Customers are increasingly making difficult buying decisions based on sustainability factors. So making your products more sustainable can reach a growing market sector and making smart sustainable decisions today can position a company to be more competitive. It often appears cheaper to produce a product with no regard to negative externalities such as those related to sustainability. Many companies practically focus on designing a linear process of supplying materials rather than production that reduce waste and pollution through innovative product and process design, including the use of nontoxic or less toxic raw materials and delivery to end of life and disposal, integrating sustainability throughout the whole product cycle.



*NBAD's Greenest Branch: Drive continuous improvement in branch quality through officially opening our greenest and newest branch. The branch is furnished with recyclable furniture as well as energy efficient and resource optimizing IT equipments. As a result, three suppliers provided 100% environmentally certified materials which made up 51% of total material purchased. Six suppliers provided energy efficient equipment with the possibility of recycling most of the components and these items made up 28% of the supplies purchased. The remaining items procured made up 21% of the total supplies and these were not from sustainable sources although these items can be recycled at end of their life cycle.*

### Ethical Business Conduct:

Sustainable supply chain is about the encouragement of good ethical and responsible governance practices. These practices contribute to build a healthier economy by fighting procurement fraud, bribery and non-ethical business relationships. The direct costs of these corruption practices are considerable and affect the quality of the product. They also affect the business by indirect costs related to management time and resources spent dealing with issues such as legal liability and damage to reputation.



*Abu Dhabi National Oil Company: ADNOC has established a committee to focus on labor conditions of suppliers, contractors and workers employed by contractors on projects. The committee refers to the UAE labor laws, international best practice, and ADNOC Codes of Practice to define the violations of workers' rights. There is a procedure for the selection of suppliers and the evaluation of bids. This includes technical criteria and several mandatory requirements relating to HSE, Quality Assurance and ISO Certification.*

### Conclusion:

As sustainability consultants, we see more and more best practices in the successful implementation of a sustainable supply chain. Companies from all sizes are today seeking to make additional steps towards a sustainable supply chain. Some companies and industries invested strongly into the issue, and have found that sub-tier suppliers have the most significant challenges in addressing sustainability issues and started incorporating changes to advance practices that create value for their businesses as well as for the economy at large.

Monaem is a Co-Founder of Sustainable Square Consultancy & Think Tank. He focuses on developing integrated Corporate Sustainability and Responsibility (CSR) strategies and programs' management for clients across various industries in the MENA region, creating road maps to build their internal capacities and trainings on related topics. He also focuses on Sustainability performance management and reporting including GRI frameworks and stakeholders engagement. Monaem is passionate about Sustainability, and believes that all entities have a responsibility to contribute positively to the development of their environment and communities. For more details, please visit [www.sustainablesquare.com](http://www.sustainablesquare.com)



## Members Update

### **ABB UAE receives the Dubai Chamber CSR Label Award**



ABB to invest \$40 million in Saudi Arabia to strengthen power products footprint ABB, the leading power and automation technology group, will invest around \$ 40 million, to construct a new manufacturing plant for high-voltage gas-insulated switchgear (GIS) and a transformer service workshop in Saudi Arabia, to serve the growing power infrastructure needs of the region.

The switchgear plant will initially manufacture 132 kilovolt (kV) GIS, with higher ratings to follow. The transformer service center will support ABB's large installed base in the region and serve customers with a more complete portfolio. The two new facilities will occupy 40,000 square meters of space and will be located in the city of Dammam in the eastern part of the country and home to the largest port in the Arabian Gulf.

### **Du encourages society to participate in home renovation project for Emiratis**



In support of the UAE leadership's vision to ensure superior quality of life for Emiratis and in light of the values of goodness and generosity of the Holy Month of Ramadan, Du has launched a fundraising campaign titled 'Feekom Al Khair w Al Barakah' ('with your generosity and blessings'), the campaign encourages everybody living in the UAE to embrace the generous spirit of Ramadan by donating and doing their bit to help improve the lives of people.

The campaign is in partnership and support of the Ministry of Public Works and the renovation process will be solely executed and supervised by the Ministry, with their experts providing their know-how and services towards the cause. Proceedings from donation will be handed over to the ministry which will manage the home renovations.

### **DEWA encourages electricity and water conservation in summer**



DEWA launched its 'Peak Load Campaign' to encourage lower consumption of electricity and water during summer months in the UAE. This is an extension of their ongoing 'Home Appliances' campaign, which encourages use of energy and water efficient appliances in homes.

They rolled out the Peak Load Campaign as part of Dubai Government's environmental strategy to achieve sustainable development and to reinforce DEWA's role in raising public awareness. Through the current campaign, DEWA aims to encourage responsible behaviour and shared responsibility among our residential consumers in terms of electricity and water consumption and reduce the threat of global warming.

### **Dubai Employees raise AED 250K for autism**



Ever mindful of its corporate responsibilities towards society, Dubai Aluminium ("DUBAL") encourages a culture of giving through volunteering by giving its employees opportunities to touch and change people's lives. A case in point is a recent three-pronged internal campaign - driven by the slogan "Their passion ... our support", whereby AED 250,000 was raised for Dubai Autism Center ("DAC"), including a direct cash injection from the company, targeted specifically at DAC's project to construct a newer, bigger and better treatment center that can accommodate more children with autism in the UAE.

#### ***The three campaign elements comprised:***

1. A souk, held at DUBAL's Mosque Tent from 27 May to 2 June 2012, whereby diverse vendors promoted their products at attractive prices and generously donated 10 per cent of their profits to DAC.
2. A payroll deduction initiative, whereby DUBAL employees could voluntarily contribute an amount, deducted from their salary payment.
3. A gala dinner, held at Taj Palace Hotel, Deira, on 22 June 2012 that was attended by about 300 people. Several suppliers joined forces with DUBAL for the event by sponsoring tables at the dinner and/or sponsoring valuable items that were either auctioned or used as prizes in a raffle draw.

### **DPG Partners with 'Dubai Cares' to Renovate School in Dubai**



Dubai Properties Group (DPG) recently demonstrated its support for Dubai Cares, a UAE based organization working to improve children's access to quality primary education in developing countries, through the renovation of a local school under its Volunteer Emirates Program. The initiative, which took place at His Highness Sheikh Rashid Al Maktoum Pakistani School in Dubai, aims to help enrich the students' learning environment as part of DPG's Corporate Responsibility mandate.

As part of this program, DPG facilitates events and joint initiatives with authorities and non-profit organizations in an attempt to give back to the community within which it operates and promotes different aspects of living responsibly.





The DPG team worked in collaboration with other volunteers, assembling more than 600 chairs and desks and painting over 56 classrooms. The Volunteer Emirates Programme gives UAE residents the opportunity to work hand-in-hand with students, teachers and parents to enrich the lives of students by painting classrooms, renovating common areas, landscaping and improving playgrounds at non-profit schools throughout the UAE.

### **Typico plc – PwC’s framework for carbon emissions reporting**



At Rio+20, it was announced that carbon reporting would become mandatory for all companies listed on the Main Market of the London Stock Exchange from April 2013. ‘Typico’ is a ground-breaking carbon emissions reporting model developed by PwC that provides an illustrative example for business on climate change and greenhouse gas emissions reporting. It aims to help companies interpret carbon reporting guidelines and can be used to meet the new mandatory carbon reporting requirement.

It was the first report of its kind to demonstrate how reporting on emissions connects financial and non-financial data to see the value and impact of carbon emissions on a business. Information presented in this context will more accurately reflect the real risks – and opportunities – that climate change presents. It is available on the pwc website [www.pwc.com/gx/en/corporate-reporting/sustainability-reporting/carbon-reporting-the-future-for-climate-change-and-greenhouse-gas-emissions-reporting.jhtml](http://www.pwc.com/gx/en/corporate-reporting/sustainability-reporting/carbon-reporting-the-future-for-climate-change-and-greenhouse-gas-emissions-reporting.jhtml)

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## **General News**

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### **The next generation of GRI Guidelines: comment on the G4 Exposure Draft**

Sustainability experts, organizations and professionals can help shape the future of corporate sustainability reporting, as the Exposure Draft of GRI’s G4 Guidelines is now available for public feedback. GRI is working on the next generation of its Sustainability Reporting Guidelines – G4. As part of the development process, the second Public Comment Period is now open for organizations and individuals to share their views and help shape the structure and content of G4.

The Deputy Chief Executive of GRI, said: “We are at a point now where companies and other organizations have to be transparent about their economic, environmental and social performance: customers, suppliers, investors, governments and other stakeholders expect it.



This exposure draft of the new generation of Guidelines – G4 – shows how G4 will help all organizations take a step towards much more focused, relevant reports, covering material topics.” GRI is inviting all interested people and organizations to participate in the second G4 Public Comment Period. Feedback on the draft documents will guide the GRI Secretariat, Working Groups, and governance bodies to finalize the development of G4, which will be launched in May 2013. For more info, please visit [www.globalreporting.org/reporting/latest-guidelines/g4-developments/Pages/default.aspx](http://www.globalreporting.org/reporting/latest-guidelines/g4-developments/Pages/default.aspx)

### **Leading governments join together to commit to corporate sustainability reporting**

The governments of Brazil, Denmark, France and South Africa joined together to form a ‘Group of ‘Friends of Paragraph 47’ to advance corporate sustainability reporting, and have invited GRI and UNEP to support them in this endeavor. The members of the ‘Group of Friends of Paragraph 47’ have come together with the ambition to build on what already exists in terms of policy and practice, and to construct models for best practice guidance and policy , as an inspiration for other countries. They aim to offer a Roadmap that could be reported back to the international community in the coming months.

Brazil, Denmark, France and South Africa are pioneers in sustainability reporting practice and policy. They are now taking the opportunity provided by the global political agreement at Rio+20 to share their experience with the rest of the world and contribute to making corporate sustainability reporting standard practice.

### **Rio+20 outcome document “The future we want” paves the way to more and better sustainability reporting**

Corporate sustainability reporting was acknowledged and the need for a governmental action encouraged in the final outcome document from the UN Conference on Sustainable Development – Rio+20. GRI is now ready to support governments and other policy makers to take positive steps to implement the agreement.



While the overall outcome of Rio+20 is rather disappointing, the progress on sustainability reporting represents a good outcome for business transparency, and will hopefully help the transition to a more sustainable global economy.

After investing heavily in the preparatory process, GRI is proud of having contributed to the outcome of the negotiations that were announced on Friday 22 June, after UN member states adopted the Rio+20 outcome document *The Future We Want*. The document includes paragraph 47 on sustainability reporting:

We acknowledge the importance of corporate sustainability reporting and encourage companies, where appropriate, especially publicly listed and large companies, to consider integrating sustainability information into their reporting cycle. We encourage industry, interested governments and relevant stakeholders with the support of the United Nations system, as appropriate, to develop models for best practice and facilitate action for the integration of sustainability reporting, taking into account experiences from already existing frameworks and paying particular attention to the needs of developing countries, including for capacity building.

Paragraph 47, which was intensively negotiated, is part of the political commitments section of the Rio outcome document; its place in the document is a clear indication of its importance.

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

### **Action Pledges by Business Kick Off Rio Drive for Sustainability Solutions**



The final compilation of voluntary private sector commitments to the Rio+20 process, announced at the Rio+20 Corporate Sustainability Forum, surged to 200 and covers areas ranging from low- or no-carbon footprints to re-forestation, business plans for subsistence farmers and renewal of clean, fresh water sources.

The plans were annexed to policy recommendations that business leaders forwarded to UN Secretary-General Ban Ki-moon and Heads of State at the UN Conference on Sustainable Development (Rio+20). As data centres eat up an increasing share of energy output, Microsoft says it will achieve carbon neutrality through offsetting actions. Unilever is launching a drive to halve the greenhouse gas impact of their products, and Nike's target

is zero discharge of hazardous chemicals along its entire supply chain, both by 2020.

With the world facing a need to double food production by 2050, DuPont pledged \$10 billion in R&D for increasing productivity, scaling up nutrition and cutting back on food waste. DuPont will develop 4,000 new products along these lines by 2020.

Also looking to product development, Proctor & Gamble promises \$50 billion in sales of "sustainable innovation products" by the end of this year, and H&M will upgrade to 100 per cent sustainable cotton – either organic, recycled, or certified -- in its cotton garments. Groups of companies are engaging in shared efforts. Forty-five companies, including Levi's, Pepsi and Coke are extending their commitments to water management and 23 companies pledged to transparency and disclosure on their impact on climate change

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

### **Mohammed Bin Rashid issues two Cabinet resolutions**



His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai, issued Cabinet Resolution No. 19 of 2012 regarding the Social Responsibility Fund and Cabinet Resolution No. 20 of 2012 regarding imposing levy on imported mobile phones.

According to the Cabinet Resolution No. 19, the Social Responsibility Fund is attached to the Prime Minister's Office and provides financial and moral support to the Ministry's developmental and social welfare projects in addition to vocational training programs to enhance beneficiaries' chances in work market.

Pursuant to the Resolution, published in the Official Gazette state, the Fund is responsible for fund-raising and financing the Ministry's social development projects, drafting the internal fund-raising regulations and concluding partnerships with charity and cooperative associations to provide financial and corporeal services to beneficiaries either temporary or permanent.

Additionally, the Fund organizes vocational training programs, in coordination with concerned public and private entities, to develop beneficiaries' skills and competencies,





launches projects and initiatives in the field of social development, attracts sponsors for the Ministry's events and drafts the internal regulations related to the Ministry projects' sponsorship.

Article One of Cabinet Resolution No. 20 of 2012 describes the levy imposed on imported mobile phones. The levy called the "Green Dirham" with total value of Dh10 is imposed on every mobile imported with intentions to use it inside the UAE. This levy belongs to the Public Treasury.

### **EmiratesGBC launches e-library to provide educational resources on sustainability**



EEG's strategic Partner the Emirates Green Building Council (EmiratesGBC) has launched its Academy page on its official website, which provides technical papers and resources on sustainability. A one-stop-source for publications related to green building practices, the new tool is an extremely valuable resource to the industry.

Over 300 technical reports, by different authors, are already available online and can be easily searched with a unique filter feature. The Academy page was created in collaboration with various global and regional Green Building councils, strategic partners and other industry stakeholders.

For more information, please visit [www.emiratesgbc.org/egbc/emirates/index.php](http://www.emiratesgbc.org/egbc/emirates/index.php)

### **Sustainability Summer School Generates a Climate of Change at The British University in Dubai**



BUiD has organized the first Sustainability Summer School of its kind in the UAE under the Patronage of HH Sheikh Ahmed bin Saeed Al Maktoum. Students of Engineering and Architecture from various universities inside and outside UAE participated in

the school which was themed "Towards a low Carbon Footprint in the UAE." Officials at BUID, commented: "Such events are required not only in the UAE but globally for one purpose which is to protect the environment whilst building a sustainable future." They expressed their pleasure in observing the students high enthusiasm and energy which will encourage BUID to organize the event annually.

Source: [www.buid.ac.ae](http://www.buid.ac.ae)

### **Low job satisfaction is considered a main reason for absenteeism, according to Bayt.com poll**



An 'Absenteeism in the Middle East Workplace' poll conducted by Bayt.com, has shown that low job satisfaction and lack of responsibility are equally considered as reasons for employees to not attend work.

The solution to this, according to 51% of poll respondents, is to reward regular attendance and punctuality. Other leading reasons were demotivation (12.1%), bad employee/manager relations (9.1%), home and family responsibilities (7.5%), and medical and health conditions (7.2%). Job stress and being overworked came in joint with 6% each.

More than half of the poll's respondents (51%) state that recognizing and rewarding regular and punctual attendance is the best way to lower rates of absenteeism. One fifth (18.5%) claim that a strict absenteeism policy will work, while 9% believe that educating employees on the costs of absenteeism will act as a deterrent.

Data for the Bayt.com Absenteeism in the Middle East Workplace poll was collected online from May 13 – June 21 2012, with 9085 respondents covering more than 12 countries in the MENA region.

Source: [www.bayt.com/en/press-release-article-13842](http://www.bayt.com/en/press-release-article-13842)



## Best practices from the archive

### *An overview of Jumeirah Emirates Towers*

The Jumeirah Emirates Towers (JET) property is one of Dubai's most luxurious corporate hotels. Its commitment to CR is inspired by its single-minded determination to be a global leader in the hospitality industry. JET acknowledges the environmental impact that arises from its operations, which include energy consumption and related GHG emissions, water consumption, and waste generation. It has shown its commitment to reduce its impact through successful energy efficiency and water conservation programs. It has also participated in various community and social development programs.

JET believes that CR enhances its ability to create value for its stakeholders. By taking their issues and concerns into careful consideration, JET has been able to establish its license to operate. This is critical in gaining support and respect from its stakeholders, which ultimately determines its corporate reputation. In building JET's superior brand in the luxury corporate hotel sector, this is deemed a key success factor. For this reason, stakeholder engagement has been firmly imbedded at the base of its CR strategy.

The Group refers to its staff and employees as colleagues in most of its internal and CSR communication. Being in a luxury service industry, attracting the finest talent is crucial to success. JET recognizes that career growth, competitive compensation and benefits are basic drivers for employees. Beyond these, it has determined that social welfare and a venue to contribute a positive impact in the community level are likewise important factors. JET has made available a wide range of engagement opportunities for colleagues, from information distribution, dialogue, socials, consultation, to confidential hotlines.

The environment, represented by non-governmental organizations (NGOs) and regulators, is also considered a stakeholder as it is a silent recipient of externalities brought about by JET's business processes. JET seeks to partner with NGOs to improve its awareness of environmental impacts and lay out a plan to address them. JET regularly participates in the annual Earth Hour, an awareness initiative by the World Wildlife Fund that requires switching off building lights for one hour in March every year. It also takes part in the Emirates Environmental Group's Can Collection Drive.



JET acknowledges the environmental impact that arises from its operations, which include energy consumption and related GHG emissions, water consumption, and waste generation. JET faced some inherent challenges when addressing its impact on the environment. The very warm climate in the UAE implies that a huge portion of its energy use is for cooling its buildings. To counter this challenge, it has implemented an extensive energy conservation program.

True to its commitment to attract and develop top-notch talent, JET has on-going programs such as a mentoring scheme, and talent and learning management systems, especially geared towards UAE nationals. JET has shown earnest initiative, active participation and generosity through numerous local community events and programs. It supports numerous causes; health is one of the major themes that JET supports through events and sponsorships. One of JET's most noteworthy social initiatives has been to provide on-the-job training to one special needs student at the Dubai Center for Special Needs. The Center focused on pre-vocational training, and it collaborated with several companies in Dubai – JET included – for work experience and possible employment.

As an enterprise carrying the luxury brand of Jumeirah, JET faces fundamental challenges in its pursuit of sustainability. Foremost is the traditional notion of what a luxury property ought to be. The classic perception of luxury leaned towards an excess of resources while sustainability inherently contradicted luxury. The concept entails achieving a sense of balance in resource use and a sense of responsibility for society. This implies imposing certain limitations, which is antithetical to luxury.

Finding the balance between luxury and resource limitation is a demanding challenge that JET successfully overcame. JET employs a combination of technology, process reengineering, and behavioral changes to dramatically save energy and water without diminishing the standard of service that it was known for. So far, JET has demonstrated commendable results, but more projects are to be implemented in the coming periods, especially in cooperation with NGOs.

### **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 Jumeirah Emirates Towers 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 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](mailto:admin@arabiaccsrnetwork.com)

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