



ارابيا سي اس آر نتورك
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CSR ARABIA

Arabia CSR
Network newsletter

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Issue 17



***GRI Sustainability Reporting to close 2012.
Wishing everyone a Happy 2013***



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Note by the CEO / President Arabia CSR Network

Habiba Al Mar'ashi



New Year greetings from the Arabia CSR Network! May 2013 be a prosperous one for all of us, and may it be a significant year that contributes to a sustainable future.

In the beginning of December, I had the opportunity to participate in the Doha Climate Change Conference (COP18). While the larger event had much going on, I was glad to participate in some of the smaller and more meaningful side events. One of these was the Caring for Climate Meeting which was attended by Mr. Ban Ki-moon, UN Secretary General; Ms. Christina Figueres, Executive Secretary of UNFCCC; Mr. Achim Steiner, UN Under-Secretary-General and Executive Director of UNEP; and Barbara Kux, Member of the Managing Board of Siemens AG and Chief Sustainability Officer amongst other distinguished guests. It was a very constructive discussion that we all had and I am hopeful that it will have an impactful outcome.

All in all, there is much to look forward to in 2013. I am confident that the Arab world will see positive change in its economy, with many useful projects for social development and environmental protection. The projects will play a positive role in setting us in the right direction and resolving issues that have affected us in the recent past, especially those concerning our eco-footprint, socio-economic conditions, transparency and business responsibility.

At the Arabia CSR Network as well we have lots to look forward too. ACSRN has announced its external assurance services for companies wishing to have a third-party audit of their CSR and sustainability initiatives. We have also significantly enhanced our training portfolio starting with a CSR course for Small and Medium Enterprises in the Arab region. We hope this will establish the fact that CSR is not the exclusive privilege for large companies. There is much more to be done and much more to be achieved. And I truly believe that we cannot make the change in our silos. So please step forward and let us know how you can collaborate with us to increase business responsibility and mainstream CSR in the Arab region.

We are always open to constructive feedback to improve our services and that of regional organizations. So please contact us via email, phone, or a meeting at our office in Dubai to let us know what else we could be doing to help the CSR and sustainability agenda gain further momentum. Please stay in touch with us on [LinkedIn](#), [Twitter](#) and [Facebook](#) to learn about our various activities and events.

Training & Workshops

GRI Sustainability Reporting Training – December 23-25, 2012

The Arabia CSR Network recently conducted its seventh training on the Global Reporting Initiative (GRI) Framework at the Tamani Hotel in Dubai. The training was attended by 7 participants comprising consultants and senior managers whose responsibilities were to implement their organization's CSR strategies. The training participants represented various organizations and sectors ranging from Construction, Oil & Gas, Air travel, Financial consulting and more.

"As the first body certified by the GRI headquarters in The Netherlands to offer training services to organizations and individuals in the MENA region, Arabia CSR Network has relied on

its long experience of promoting sustainable development through its various programs to design and deliver its training course in such a way as to ensure that participants receive optimal benefit from the course" said Habiba Al Marashi, President of Arabia CSR Network.

To date ACSRN has trained more than 82 managers and CSR coordinators from 53 organizations on how to effectively publish their sustainability reports. Amongst these, more than 20 are already publishing their reports and more than 10 are on their way to issue their first sustainability report very soon.

The training is one of the many programs that the Network offers. In 2013, ACSRN will offer trainings covering a wide spectrum of CSR and corporate sustainability, such as CSR Fundamentals, Social Return on Investment, CSR Strategy & Leadership, Effective CSR Budgeting and Implementation and more. To ensure credibility of sustainability reports, ACSRN also offers external sustainability assurance services to companies in the MENA region.



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"It (GRI training course) is an excellent and interesting course with very useful information and a strong base to start writing sustainability reports."

Rola Nayef Maaytah, Trainer and Consultant, Green Business for Excellence

"I could not believe that such a report was in practice. It is one of the most important reports that countries should adopt not just companies."

Dr. Khalid Abdulwahab Ahmed al Balushi, Government Relations, Oman Air

"A great session; will enable me to educate my key clients to publish their commitment for a sustainable world."

Sanjay Kumar, Projects Manager, Ibex Systems

"The Arabia CSR Network is very well placed to provide CSR trainings to build the capacity of organizations and businesses in the region, mainly because it is a regionally rooted organization that has acquired an in-depth understanding of the benefits and challenges faced by organizations in their efforts to meet their Corporate Social Responsibility within the region's unique challenges and possibilities," Mrs. Al Marashi added.

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.



CSR Training & Workshops



CSR Fundamentals for SME's – Wednesday, 30th Jan 2013, Dubai, UAE

It is a general perception that CSR and corporate sustainability are exclusive to large organizations and multi-national companies. However, if one assesses the coverage and impact of SMEs, it is obvious that the contribution made by small and medium sized companies serves as the backbone for the GDP of almost all countries across the world. It is therefore, imperative to include

SMEs in the sustainability debate. The Arabia CSR Network is organizing a one-day course for SME managers and owners to understand how they can drive business value by investing in CSR and sustainability. The objective of the idea will be prove that CSR and responsible business practices should not be seen as an expense but rather a sustainable investment that helps create shared value for the organization and society.

The workshop will focus on topics such as 'What is CSR?', 'The benefits of a CSR-centric approach', 'A step-by-step approach to CSR' and 'Communicating CSR progress'. The workshop will make use of case studies and group exercises that will further elaborate key corporate sustainability topics. It will also shed light and connect with the UN Global Compact Principles for responsible businesses.

The workshop will be held at the Millennium Plaza Hotel on Sh. Zayed Rd in Dubai UAE on Wednesday, 30th Jan 2013. To book your reservations (AED 1,500 per person) [please write to admin@arabiacrnetwork.com](mailto:admin@arabiacrnetwork.com)



Meetings



COP 18 - Caring for Climate Meeting

A large number of representatives of multiple stakeholders and constituencies of the UN gathered in Doha, Qatar to discuss Climate Change as one of the most pressing development challenges. This gathering was part of the larger Conference of Parties (COP 18) summit organized by the UNFCCC (United Nations Framework Convention on Climate Change) in December 2012. Called the COP18 C4C Meeting, the global conference cast attention on the Caring for Climate initiative launched by the Global Compact.

Mrs. Habiba Al Marashi, President of the Arabia CSR Network and President of the UN Global Compact Network GCC States attended this gathering and helped conclude the discussion points at the end of the session. The role of business in addressing climate change is gaining traction, and the meeting helped to bring to the fore effective low-carbon and carbon neutral strategies and innovations; and outcomes of business engagement in energy and emission issues.

The high-level UN officials present at the meeting included Mr. Ban Ki-moon, UN Secretary General; Ms. Christina Figueres, Executive Secretary of UNFCCC; and Mr. Achim Steiner, UN Under Secretary General and Executive Director of UNEP. The meeting was informed by Caring for Climate signatory companies, Technology, Adaptation and Funding standing committees of UNFCCC; and the Green Climate Fund. Discussions centered around two questions:

- *How can business collectively advance the global climate change agenda, and what is needed to steer more progress on existing efforts and develop impactful commitments to action on-the-ground?*
- *What are the necessary drivers to strengthen the public-private collaboration in ways that support the UNFCCC process particularly around technology, adaptation and finance?*



PwC Sweden

The Arabia CSR Network recently had a meeting with a Senior Manager from PwC Sweden (Mrs. Lena Eriksson Åshuvud) who is managing the 'Innovations Against Poverty (IAP)' program, an initiative by the Swedish International Development Cooperation Agency (SIDA), to support businesses to develop services, products and processes that will benefit people living in poverty.

The IAP initiative focuses on smaller organizations that have a wealth of good ideas with great potential, but need the support of their business strategy and resources to penetrate new markets. The program also seeks to work with larger companies, to help support the development of "inclusive business" models for these markets, which expands opportunities for the poor and disadvantaged in developing countries. Companies can be active in any sector where innovation leads to poverty reduction, from agriculture and infrastructure to health and education.

The objective of the meeting was for the Arabia CSR Network to play an active role in promoting the program in the Middle East region so as to encourage businesses and entrepreneurs to avail financial grants from SIDA and management expertise from PwC to deliver products and services that do not only make business sense but also create social and environmental value, especially for marginalized and needy segments of society.

CSR Majlis with Emirates Group

The Arabia CSR Network attended a CSR Majlis organized by the Emirates Group. At the Majlis the gathering heard from six presenters who cast new light on a range of activities and initiatives spearheaded by the Group in the areas of environment, energy and fuel efficiency, ground transport efficiency, conservation and CSR. As one of the fastest growing air travel networks in the world, the Emirates Group has tremendous potential in building a sustainable business model within the travel and tourism industry in the Arab region.



Feature Article

Linking Social Responsibility with Social Reality - A Necessity-Driven Approach

- Alexandre Lemille, CSR & Social Business Advocate



Cape Town, South Africa, November 2012

I love South Africa! Anyone who knows me even just a little would not contradict it. The country is extremely beautiful, just like its big hearted people. Within one country you can live several lives in a day. Cape Town is definitely one of the most amazing cities on earth and is a dream for most – tourists as well as its citizens. Except that we always tend to forget the thousands of inhabitants who live a precarious life just outside the-of tourist paths with a misery that is hardly bearable to listen to. I lived in South Africa under the Mandela's era and have been working and visiting Africa for 13 years now. I want to scream every time I encounter a situation I know can be fixed by governments and international institutions if only funds could be managed with a stronger political willingness and effectiveness.

"Good Day Sir" called the taxi driver. I was staying at a beautiful Waterfront based hotel on my way to the Convention Center where I was attending a telecom exhibition. "It seems to be a huge event, sir! We have been busy this morning and I am already tired" said Mpondo, my driver. "Tired?" I thought. It's only 9:30 AM in the morning. "Yes, sir, I was at the Court of Justice yesterday" he carried on. "I was judged for a traffic fine". I smiled, saying that we all face these no matter where you live.

"Policemen fined me 700 South African Rands (ZAR) (\$80) for obstruction of the street. I was parked as close as I could from a street food stall in the neighboring Nyanga township so that I could talk to those ladies and eat something in my car. You see, I am disabled and cannot go out of my car easily. I was just waiting for some people to get my wheel chair out of the trunk while two zealous cops did not listen to my explanations and fined me on the spot. I spent the day at the Court yesterday. They cancelled the fine without showing empathy or a word of excuse while both cops kept their heads down." "Did they compensate you for the day of work you missed?" I asked candidly. Straight away I felt ashamed. The answer was obvious.

WHEN YOU ARE POOR EVERYTHING WORKS AGAINST YOU

Mpondo has been driving the streets of Cape Town for nine years. Needless to say he knows the beautiful city by heart and can drive with his eyes closed pretty much anywhere. In an early morning of 2009 as he was waiting for the taxi controller to dispatch him he was hijacked by two youngsters who shot a bullet from his shoulder to his chest. He was sent urgently to Groote Schuur governmental hospital where he learnt that he had lost the use of both his legs.

When you are poor you better not encounter such a situation as you are so vulnerable to the system and the community around you. His life obviously changed: he had to learn to live with his disability. He also had to face the fact that people looked at him differently. He could no longer drive his taxi. How would life be possible when you are the only bread-winner of a family with two young kids and the bare minimum governmental grant for being disabled?

A NEW LIFE AT A HIGH COST

Mpondo quickly made his calculations. He could not bear his family needs just with the grant. Besides, whenever he wanted to be mobile the mini-buses were charging him the equivalent of four people to pay for the hire! He had to lay down on the seats while the wheelchair took most of the trunk space. Finally, he could not bear it anymore. He had to continue driving, but how?

With the help of neighbors and friends they adapted his taxi to his disability. A steel lever helps him to accelerate and brake while another one eases the change of gears. Even though such car equipment providers existed in South Africa it was way beyond his means. Once the car was fixed, he next had to deal with the administration not providing him a taxi license given that he was no longer supposed to drive a taxi.

Another humiliation, not to mention the fact that he also had to find the right medical equipment to help him during the long hours of work and treatment to follow. All of this at his own cost obviously.

I made sure not to ask another one of these questions where no answer is required. When it came to knowing whether his house is equipped or not, there was no need to ask further. I managed to learn that he had to move out of his shanty house to a brick one as there was no other choice given his new conditions. Yet more costs to bear.



A SOCIAL TAXI BUSINESS FOCUSING ON DISABLED PEOPLE

Despite going through all of these daily burdens that would depress most of us, Mpondo next shared with me his dream: to start a social venture where he would coach disabled people on how to drive taxis across the city!

He first plans to buy a new car. As he says "I cannot go to your 4-star hotel with such a poor quality car!" I laughed as I could not believe my ears. The hotel I stayed in is a high standard institution overlooking the Atlantic Ocean and the Cape Town Waterfront with a good corporate responsibility approach as far as I could see during my two night stay. As he puts it "I am so glad that the hotel staff allows me to do my business from here and even helps tourists to get in and out of the car. You know I am supposed to open doors for them – as it is required in a 4-star institution."

At the Cape Town car market they told him he could get a brand new car for ZAR3,000 (\$340) a month. "If I coach another disable person how to drive my current taxi I can ask him ZAR200 (\$22) a day, that's ZAR4,800 (\$550) a month. With these I can buy my new car, cover the taxi permit cost of ZAR1,000 (\$115) a month and pay for my kids uniforms and medicines. Still I would need to work for all other costs."

"Look!" he suddenly said "When I see someone disabled like me in the street with no hope whatsoever, I stop by and give him few Rands. You know, Alex, if I could provide a car for each disabled person

I know and coach them on how to drive a taxi that I would equip with my system it would allow me to stay home and take care of my health as the doctor told me - I will soon have breathing problems" he added. "This way I could help my African brothers while taking care of myself as I cannot drive these long hours every day for much longer."

A Social Enterprise is a new venture model that complements governments and non-profit organizations by addressing both social and environmental issues. Working together, perhaps with the help of a car maker, a taxi company, a car rental or a hospitality corporation could easily improve the life of Mpondo while creating jobs for the disabled people of Cape Town. One could make sure he focuses on his health, his children and his business rather than driving with his daily challenges.

We can make it different and create virtuous circle even in the UAE and extended Middle East region too. Social Entrepreneurship could be the answer to some of our environmental and social issues we all face or witness. For instance Palestyle - a UAE based company that sells its high-end women bags, clothes and shoes to design shops in Dubai, in the UK, in the USA and recently in Morocco – employs Palestinian women living in refugee camps in Jordan. While earning a living and learning how to create fine embroideries as per Palestyle's expectations these women are providing financial support to their extended families, while improving their kids' health and sending them to schools. Palestyle is also installing clean water tanks into the poorest of these refugee families. What could be the value of such a change?

Invaluable if you seek an answer.

Members Update

ABB UAE

ABB, the leading power and automation technology group, has launched two new products in the Middle East - the 'all-compatible' ACS880-01 drive and the energy-efficient synchronous reluctance motor (SRM) and drive package to enhance energy efficiency. ABB has succeeded in using this technology to achieve better power density and higher energy efficiency. The package includes a matched motor and drive with dedicated software. Optimized for variable speed operation it offers smooth, efficient process control and optimal use of energy.

ABB was also recognized at the 2012 H2O awards for its flow meter AquaMaster3™ device that helps address water leaks, boost water efficiency and lower utilities' environmental impact. The technology won the 'Most Water Efficient product category' at the event which celebrates outstanding achievements of the Middle East and North Africa (MENA) water industry. ABB was also recognized as one of the excellent suppliers by Abu Dhabi Gas Industries Ltd. (GASCO). The GASCO supply chain management division had conducted a supplier evaluation to acknowledge and award the outstanding suppliers for 2012. ABB was selected as one of the excellent suppliers to receive the award of excellence. Source: <http://www.mena.abb.com> and <http://www.ameinfo.com>



Ajman Free Zone Authority

Ajman Free Zone Authority (AFZA) enhances its Environmental Role and Participates in the 'Clean Up UAE' Campaign with the Emirates Environmental Group. Mr. Nader Al Dosouqi, Deputy General Manager, Ajman Free Zone stated that AFZA gave priority to environment issues represented in collection of Aluminum cans and refuses processing and other campaigns for environment sanitation, to consolidate and support sanitary environment through awareness of pollution risks and showing the importance of conservation of environment and its basic elements. Mr. Dosouqi explained that participation in this work contributed much in preserving and protecting UAE environment. He also stated that campaigns such as these highlighted environment risks, public health hazards and disposal of garbage and industrial refuses waste. Protection of the environment is one of the basic values adopted by AFZA, specifying different methods for application including enhancement of environment awareness among staff and individuals to conserve the environment. Source: <http://www.afza.gov.ae>



Coca Cola Middle East

The Coca-Cola Company will discuss global and regional methods of water footprint reduction during the International Water Summit (IWS) taking place in Abu Dhabi from 15-17 January 2013. Coca-Cola will also discuss the various social initiatives it has launched in the Middle East as a response to the serious water challenge the region faces, according to Antoine Tassar, Public Affairs and Communications Director, Coca-Cola Middle East. The Coca-Cola system has a series of water targets it hopes to achieve said Tassar, including “reducing its water-use ratio to improve water efficiency [and] recycling water used in its manufacturing processes at all plants by ensuring water is treated and returned to the environment at a level that supports aquatic life”. Since 2005, Coca-Cola has been involved with 386 community water projects across 94 countries. In the last five years, the company has invested almost \$250m in community water partnerships with 532 global organizations, including WWF, USAID, The Nature Conservancy, CARE, UNDP.

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

Dubai Electricity and Water Authority



Dubai Electricity and Water Authority's (DEWA's) Women's Committee has launched several awareness initiatives for its employee on the local and global health and social issues such as 'Pregnancy' Diabetes and 'Violence against Women and Children'.

“DEWA is looking at female employees empowerment as one of its top priority whereas, the total number of female employees has reached 1060 employee working in different divisions and departments. The national female employees represent 12% of the total working force in DEWA. The percentage of the national female employees represents 76% of the total female workers at DEWA, while UAE workers are representing 50% of the total national workers at DEWA. The number of national female workers working in technical positions has reached 205 employees compared to 600 female workers in other administrative jobs. The contribution of the female workers in the technical positions acquires a great importance as it's considered the core business of DEWA” said Khawla Almehairi, Head of Women's Committee.

DEWA also continues to play a great role in participating in national and global events such as the World Health Organisation's (WHO's) 'World Diabetes Day' by working with Dubai Health Authority to organise a number of initiatives focused on the reasons and prevention of diabetes.

Source: <http://www.dewa.gov.ae>

Dubai Aluminium



Dubai Aluminium (DUBAL) recently hosted a special Green Day event, held at DUBAL's Jebel Ali site on 12.12.2012 as part of DUBAL Environment Week. Promoted using the slogan “Think green, Act green”, the event focused on the importance of a green economy, in which income growth and employment opportunities are generated by entities that reduce carbon emissions and pollution, improve energy and resource efficiency, avoid the loss of biodiversity and ecosystem services. DUBAL Environment Week also featured representatives of the company attending a presentation on zero waste to landfill at Bee'ah, Sharjah. Here valuable exposure was obtained on the waste management system adopted by Bee'ah - specifically the organization's recycling initiatives, modern waste management technologies and strategies to achieve zero waste to landfill. Source: <http://www.dubal.ae>

Emirates NBD

Emirates NBD, a leading bank in the region, announced today that it had received the award for “Most Friendly SME Bank in the UAE,” at the Mohammed Bin Rashid Awards for Young Business Leaders (YBL), which was organised as part of the Global Entrepreneurship Summit. According to official statistics, the UAE has more than 230,000 small and medium-sized companies that contribute more than 30 per cent to the country's GDP, and employ in excess of 42 per cent of its workforce.

“Small and Medium Enterprises are the lifeline of any economy as they are built to better withstand the challenges of the changing economic environment,” said Abdul Basit Al Janahi, Chief Executive Officer, Dubai SME. “At the same time, SMEs need continuous support both from a financial and advisory perspective, in order to achieve constant growth. We have launched the SME Friendliness Index, which rates organisations on the support they offer to small businesses. We congratulate Emirates NBD on its top rating, as it is evidence of the continued support offered by the bank to SMEs.”

Emirates NBD also served as one of the Lead Partners to the Global Entrepreneurship Summit - Entrepreneurial Ventures of Arabia (GES-EVA), held under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai, at the Dubai World Trade Centre (DWTC) from December 11 to 12, 2012. The Summit hosted more than 90 renowned speakers and successful entrepreneurs from 20 countries sharing best practices in promoting a culture of entrepreneurship that will power the regional small and medium enterprises (SME) ecosystem of the Arab world. Source: <http://www.albawaba.com>, <http://www.meed.com> and <http://www.ameinfo.com>



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McDonald's UAE



McDonald's in the United Arab Emirates is making good on its 2011 promise to recycle its vegetable oil. Its fleet of cars has traveled a combined 808,411 miles, diverting about 80 percent of its carbon dioxide emissions from the atmosphere by using the biofuel processed by Neutral Fuels, according to greenprophet.com.

"This milestone marks a proud moment in the history of McDonald's UAE," Rafik Fakhri, managing director and partner of McDonald's UAE, said in the story. "In just 17 months, we've achieved incredible results which have made a significant contribution to the reduction of our carbon emissions in the Emirates. We hope to take this sustainable initiative a step further by increasing our usage of biodiesel in the years to come."

McDonald's UAE's biodiesel campaign was launched in July 2011 with the support of Dubai FDI, the foreign investment promotion arm of the Department of Economic Development. Under this initiative, 100% used vegetable oil is collected from McDonald's outlets across the UAE and converted into 100% biodiesel by McDonald's cleantech partner, Neutral Fuels. The biodiesel is then used to fuel the company's logistics fleet.

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

Imdaad UAE LLC

Imdaad, a provider of integrated facilities management solutions in the GCC, has announced its support as Silver Sponsor of the "Maharati Program - Winter 2012", a unique initiative that aims to equip Emirati teenage students with different skills needed to enhance their personal development and technical capabilities. Imdaad's partnership with the Maharati Program is in line with the company's CSR strategy and its commitment to responsible business practices.

The Maharati Program - Winter 2012 ran from December 22 to 29, 2012, and focused on three main courses: Camping, Carpentry Basics and Emirati Etiquette. Organized by ALQETAAE, a leading Training, IT & Human Resource Consultancy firm, the winter training program builds on the tremendous success of "Maharati Program - Summer 2012."

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

General News

Global Reporting Initiative (GRI)

G4: the next phase

In December and January, GRI's Technical Advisory Committee (TAC) will meet to discuss the updated recommendations of the G4 Working Groups, following the Public Comment Periods (PCPs) held from June to November 2012. The G4 project – the development of the fourth generation of GRI's Guidelines – has been underway since 2010. The results of two PCPs have already been analyzed. Now the next phase of the development process is underway. In the first eight months of the transition period (June 2013 to January 2014), GRI will actively seek feedback on G4 through a structured survey from its first users. This will monitor the implementation of G4 with a view to providing additional or improved guidance as needed. The recommendations for improvement will be carefully analyzed and synthesized by the Secretariat. GRI's governance bodies will review the proposed technical improvements before they are presented in June 2014. Source: www.globalreporting.org

UN Global Compact (UNGC)

Good Practice Notes on Human Rights Released

The UNGC recently released three good practice notes on human rights. Recently adopted by the Global Compact's Human Rights Working Group, the three notes address the following topics: Developing Corporate Human Rights Policies and the Role of Legal Counsel, Community Engagement and Investment to Advance Human Rights in Supply Chains, and Supporting Worker Empowerment - Including Support for Workers' Assertion of their Human Rights - in the Supply Chain. The development of Good Practice Notes is an ongoing activity of the Human Rights Working Group, and includes support from Stanford Law School's Pro Bono Colloquium on International Business Practices. Rather than merely emphasizing specific practices of individual companies, Good Practice Notes seek to identify general approaches that have been recognized by numerous companies and stakeholders as being good for both business and human rights. Global Compact companies are encouraged to consult Good Practice Notes and use them as resources.

Business Affirms Commitment to Anti-Corruption in Post-2015 Era

On the occasion of International Anti-Corruption Day, businesses and other stakeholders reaffirmed their commitment to scaling up anti-corruption efforts and emphasized the importance of investing in shared platforms for collective action during the 11th Meeting of the Global Compact Working Group on the 10th Principle Against Corruption.



The meeting convened nearly 100 business executives, UN officials, civil society leaders, anti-corruption experts and academics at UN Headquarters. The opening session featured a high-level panel discussion on Business Action Against Corruption and the Post-2015 Development Agenda, with panelists including H.E. Macharia Kamau, Permanent Representative of the Republic of Kenya to the United Nations; Georg Kell, Executive Director, UN Global Compact; Olav Kjørven, Assistant Secretary-General, UNDP; and Samuel DiPiazza, Vice-Chairman, Institutional Clients Group, Citigroup.

H.E. Kamau stated that “the post-2015 development agenda must include anti-corruption issues. Without it, our aspirations cannot be attained.” He continued, “Business will need to take a stronger leadership role in this, especially through the number of services that business increasingly provides.”

Global Compact Releases Draft Guide for Business on Indigenous Peoples’ Rights

On International Human Rights Day, the UN Global Compact has released for comment the exposure draft of the Business Reference Guide on the UN Declaration on the Rights of Indigenous Peoples (UNDRIP). The Guide illustrates how indigenous peoples’ rights may be impacted positively or negatively by businesses and provides practical suggestions for business action.

Development of the Guide was initiated by a taskforce of Global Compact LEAD companies that wanted to increase their and other companies’ understanding of the rights in the UNDRIP and what to do to respect and support them.

UN Conference on Trade and Development (UNCTAD)

Engage, enable and empower the LDC diaspora

The Trade and Development Board continued its fifty-sixth executive session with a high-level debate entitled “Maximizing the development impact of remittances and diaspora knowledge in LDCs: Policy implications.”

Remittances sent home by such emigrants, which now total some \$27 billion per year, were a major boon to LDC economies, and especially to recipient families, stated Ms. Zeljka Kozul-Wright, Chief of UNCTAD’s Least Developed Countries Policy Analysis and Research Cluster. Remittances sent home by such emigrants, which now total some \$27 billion per year, were a major boon to LDC economies, and especially to recipient families, she said. However, “the other side of the coin is the costs of migration in terms of brain drain, as many of the most educated young adults are involved. For example, one in every five people in LDCs with tertiary education leaves his or her country, as compared to one in every 25 in the case of the developed countries.”

Mr. William Lacy Swing, Director-General of the International Organization for Migration stated that the world needed to prepare for still more increased mobility. It must research the socio-economic impacts of the financial resources of LDC migrants, he said, as well as the issue of transfer costs, and find ways to lower the costs for remittances sent home to LDCs. It must find multiple ways for members of the LDC diaspora to remain engaged with their home countries, so that they can share their knowledge.

UNCTAD Handbook of Statistics 2012 shows growing Economic influence of developing countries

Led by industrialized Asian economies, developing countries have steadily increased their contribution to world exports over the last decade, the Handbook shows. In 2011, such countries’ exports of manufactured goods accounted for up to 40.4% of the global total. The principal net exporters were the Republic of Korea, China and India. The main destinations were Singapore, China, and Hong Kong (China), as well as “open registry” countries such as, notably, Liberia, the Marshall Islands, and Panama.

Source: www.unctad.org

3-day seminar ‘Embedding ThriveAbility’, March 22-24, 2013

A three day seminar - ‘Embedding ThriveAbility’ - will be organized in the South of France, by the ThriveAbility Consortium, a collaboration between Renaissance 2, 5Deep and A|HEAD|ahead.

ThriveAbility is a response to the failure of sustainability to address this psychological challenge, and integrates existing disciplines in creative ways, leading to innovative, game changing outcomes. Personal and organizational transformation is the key to a Thriving Future. What motivates people to change lies at the heart of ThriveAbility.

The ThriveAbility Approach provides a decision framework for such mind-sets and incentives. This seminar offers a deep dive into ThriveAbility, and will show you how it can be embedded into organizations through Factor 100 Change. In “Embedding ThriveAbility” it will explore:

- The current global megatrends and gaps that need to be closed for a sustainable future;
- The emerging “North Star” that serves as a reality check for all decision makers;
- Replicable strategies for accelerated organisational and business ecosystem transformation;
- How integral psychology enables us to deliver profound change for ThriveAbility.

Please visit <http://r2meshwork.ning.com> to find our more about ThriveAbility and how to register for this seminar.



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Best practices from the archive



An overview of Vodafone Qatar

Vodafone Qatar, which aspires to be Qatar's 'most loved brand', was the first runner-up in the medium category in the Arabia CSR Awards 2011. This was mainly due to the company's proactive approach towards building an integrated sustainability strategy on the four CSR pillars of marketplace, workplace, environment and community.

Vodafone Qatar's mobile network was launched in March 2009 with a mission to "Make a world of difference for all of the People in Qatar". Vodafone Qatar is a joint venture between Qatar Foundation, Vodafone International Communications Group and local investors. It focuses on providing a wide product selection that offers value for money, and international and local calling promotions. Vodafone Qatar considers itself as a very big and prominent corporate citizen of Qatar, which is why it emphasizes doing business responsibly and being an innovator in creating social value for the country. Vodafone Qatar also feels that due to its size and success in such a short time, its practices are emulated by other local businesses, which again reinforces its aim to "make the world a better place."

Vodafone Qatar carries a heavy mandate to come across as a clean and progressive telecommunications company as it is part of the larger Vodafone group which has more than 371 million customers in more than 30 countries. To ensure a positive brand image is, therefore, crucial for the Company. What is unique about Vodafone Qatar is that it is the only Vodafone company that started from scratch, as the other Vodafone Operating Companies (OpCos) around the world started from an already existing telecommunications operator. As a result, the overall organizational strategy - integrated with the company's sustainability strategy - had

to be developed keeping in mind how Vodafone Qatar could maintain the same corporate responsibility and ethical standards as the other Vodafone OpCo's around the world. Simultaneously, Vodafone Qatar had to deeply look into how it could utilize telecommunication technology for the development of products that contribute to the social development of Qatar while also generating revenue for the business, i.e. creating shared value. The outcome of this has been a comprehensive sustainability strategy that has been founded on the four pillars of CSR in the marketplace, workplace, environment and the community. Under each of these areas, Vodafone Qatar has strived to think global and act local, and at the same time, derive value for the core business.

Vodafone's global commitment to the community extends beyond the products and services the company offers. The cornerstone of its commitment to global social investment is the Vodafone Group Foundation. Funded by annual contributions from the Vodafone Group, the Foundation and its network of 27 country foundations supports the community involvement activities of Vodafone and funds selected global initiatives directly. The Vodafone Qatar Charitable Fund is the philanthropic arm of the Vodafone Qatar business. It is aligned with other Vodafone Foundations around the world. However, Vodafone Qatar works hard to ensure that it does not appear to be a charity organization. It does so by aligning all its corporate responsibility activities with its core business, i.e. telecommunication

Under the company's 'Better World' Corporate Social Responsibility initiative, Vodafone Qatar has also been conducting the 'World of Difference' program since 2010. The 'World of Difference' is a flagship project for several Vodafone companies across the world. It is an innovative approach that encourages the company to contribute to charity not by simply donating money, but by enabling individuals to work for a charity of their choice and be paid, start their own charitable projects and be funded for one year. With Vodafone Qatar growing and developing as an organization, it is also learning and seeking to improve in the areas of governance. Vodafone Qatar constantly looks towards developing strategies that align with Qatar's national vision for development by 2030. In addition, Vodafone Qatar and Vodafone Group plan on having a 50% reduction of all carbon dioxide emissions by 2015. Despite such lofty goals, Vodafone Qatar still accepts that it has a long way to go to achieve its goal of empowering sustainable communities and improve their quality of life using mobile technology.



Arabia CSR Best Practices: 2011

This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2011'. For more details on Vodafone Qatar and other companies that have been recognized for their innovative and effective CSR strategies write to us at 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

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