

الشبكة العربية للمسؤولية
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Arabia CSR Network®

CSR ARABIA

Arabia CSR Network

newsletter

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

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ARABIA
CORPORATE
SOCIAL
RESPONSIBILITY
AWARDS

6th Cycle

2013



ARABIA CSR FORUM AND AWARDS CEREMONY 2013

*Driving Sustainability
through Corporate Citizenship*

THURSDAY, 24TH OCTOBER, 2013

8:30 - 17:00 - ARABIA CSR FORUM

19:00 - 21:30 - ARABIA CSR AWARDS CEREMONY

VENUE: THE ADDRESS DOWNTOWN DUBAI HOTEL, DUBAI

July 2013
Issue 23

An Award Program by the Arabia CSR Network - Pg 3

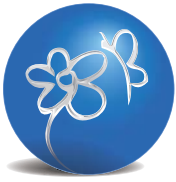


*Cairo 4th Arab Roundtable on Sustainable
Consumption and Production*

*Quo vadis Sustainability Reporting -A transition
workshop towards G4 and other upcoming reporting
standards - Pg 2*

*The Arabia CSR Awards and the UN Global
Compact - Pg 6*

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Dubai Electricity and Water Authority (DEWA) - Pg 10*



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Note by the CEO / President Arabia CSR Network

Greetings from the Arabia CSR Network!

Most of us talk (and act) about how corporate social responsibility is no longer 'simply charity'. We talk about how it has to be the way you conduct business and find new opportunities for sustainability. It seems that in this message of integrating sustainability we have passively belittled the act of philanthropy.

With the holy month of Ramadan a few days away from us, it is perhaps pertinent to say that this is when we need to be most charitable towards gaps in society – around ourselves and in countries that need aid.

And perhaps this is where our philanthropy can also be done more intelligently and responsibly – by selecting issues to support that are connected to our business strategy and also addressing a big aspect of our society and environment's sustainable development, for e.g. construction companies giving charity to NGOs that build low cost homes for refugees, or the hotel sector donating food supplies to people suffering from malnutrition. This is what we call strategic philanthropy.

Last month, as a follow-up to GRI launching its latest sustainability reporting framework, we held a useful workshop to help companies learn this new framework and apply it for their next report.

We are also very proud that this year, the registrations for the Arabia CSR Awards have been exceptionally high. This has been the result of robust engagement from our side and a very active interest from a number of companies from across the Arab world. We hope to find some innovative and outstanding sustainability achievements from these applications.

To register for our trainings, or the Awards, please email/call us or reach us on [LinkedIn](#), [Twitter](#) and [Facebook](#).

Training and Workshops

Quo Vadis Sustainability Reporting – GRI G4 Transition Workshop – Jun 7-9, 2013

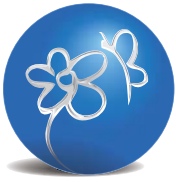
The Arabia CSR Network, with its mission to actively engage companies in the region on corporate responsibility issues, organized an essential training to raise awareness and understanding on the recently launched sustainability reporting framework by the Global Reporting Initiative (GRI) Framework. The training, held in Dubai, was conducted by Ralph Thurm, GRI's former Chief Operating Officer.

To date ACSRN has trained more than 100 CSR and management professionals in the MENA region to develop their organization's sustainability reports. Sustainability reports are gradually becoming a key tool in evaluating and disclosing an organization's economic, environmental and social performance and impact. The GRI's framework is the most widely recognized reporting tool that is available for companies of all industries and sizes to use.



Last month, the Arabia CSR Network led a delegation to the Conference organised by the Global Reporting Initiative in Amsterdam. This event was a turning point in the history of sustainability reporting and we are sure more and more companies will have to become transparent about their social and environmental impacts as well as their achievements.

Given the huge variety of options available for CSR implementation and reporting, it was necessary for the Arabia CSR Network to do a fundamental analysis of the current and the future state of sustainability reporting. The Arabia CSR Network is very well



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placed to provide such trainings to build the capacity of 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 sustainability objectives within the region's unique limitations and possibilities.

The training had participants from various organizations and sectors ranging from Telecom, Management Consulting, Oil & Gas, Logistics and more. "G4 has been designed around the slogan that reporting needs to focus on what matters, and where it matters. Along with new disclosure items and indicators, there is big focus on materiality and the importance of supply chain in reporting. G4 has also been designed to provide guidance on how to best present sustainability disclosures in different reporting formats, may it be sustainability reports, annual reports, integrated reports or other formats," emphasized Mr. Thurm.

The training is one of the many programs that the Network offers. ACSRN offers 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.



"Helped to fill the gap and create a bridge to our next sustainability report and initiatives." - Stephen King, Sr. Manager, CSR & Sustainability, Etisalat Group

"The training session was valuable and relevant to what we were searching for in my organization." - Majdi Abu Saleem, Risk Management Manager, Emirates Transport

Upcoming Events

Arabia CSR Forum & Awards Ceremony 2013 – 24th Oct, 2013

The Arabia CSR Network invites business leaders, government officials and people passionate about sustainable development and corporate social responsibility to attend the exclusive: Arabia CSR Forum and Awards Ceremony 2013 - Driving Sustainability through Corporate Citizenship

Organized 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, the Arabia CSR Forum & Awards Ceremony will convene some of the world's leading CSR experts and thinkers to share big ideas on how to make quantum leaps for sustainable development in the East Asia, North Africa and Levant region. Some of these sustainability leaders include Abdul Rahman Jawahery, President,

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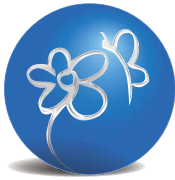


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Gulf Petrochemical Industries Co.; Henrik Madsen, CEO, DNV and more. The Ceremony will also celebrate the winners of the Arabia CSR Awards 2013, i.e. the sustainability champions of the Arab world.

Do not miss this chance to be a part of the most prestigious and intellectually rewarding sustainability event in the MENA region. Please save the date (Thursday, 24th Oct 2013) and confirm your participation by accessing the agenda and registration form below.

It is extremely important that each one of us keeps learning for positive & sustainable change. See you at the Arabia CSR Forum and Awards Ceremony 2013!



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ARABIA CSR FORUM AND AWARDS CEREMONY 2013

PROGRAMME OF THE DAY

ARABIA CSR FORUM

THURSDAY, 24TH OCTOBER 2013 | 08.30 – 17.00

- 08.30 – 09.00 Registration
- 09.00 – 09.30 Introduction & Welcome Note
- 09.30 – 10.00 Keynote Speech
- 10.00 – 11.30 Plenary Session 1: Corporate Citizenship – Is it changing the business landscape (internationally and in the MENA region)?
- 11.30 – 12.00 Refreshment Break
- 12.00 – 12.45 Presentation of Sustainability Success Stories
- 12.45 – 14.00 Networking Lunch
- 14.00 – 14.15 Main Speech
- 14.15 – 15.45 Plenary Session II – Do we require government intervention for ensuring a responsible private sector (internationally and in the MENA region)?
- 15.45 – 16.15 Refreshment Break
- 16.15 – 17.00 Presentation of Sustainability Success Stories

ARABIA CSR AWARDS CEREMONY

THURSDAY, 24TH OCTOBER 2013 | 19.00 – 21.30

- 19.00 – 19.30 Networking and Registration
- 19.30 – 19.40 Video of the Arabia CSR Awards Journey 2008-2013
- 19.40 – 19.45 Opening Address
- 19.45 – 19.55 Sponsor Message
- 19.55 – 20.00 Message by Chief Guest
- 20.00 – 20.45 Awarding Ceremony
- 20.45 – 21.30 Dinner

Presented by



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GCC States

Exclusive Dinner
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Environmental Partner



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7DAYS

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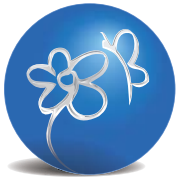
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For more information, please contact the Arabia CSR Network on Tel: +971 (4) 344 8622, Fax + 971 (4) 344 8677 or Email admin@arabiacsrnetwork.com



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ARABIA CSR FORUM AND AWARDS CEREMONY 2013

REGISTRATION FORM

☐ YES, I will attend

☐ NO, I will not attend

Name of Organization:

Number of Attendees:

Please tick one of the boxes below:

☐ AED 2500 / USD 680 per person (Forum & Awards Ceremony)
Early bird discount 10% available for this option if you register by 25th Aug, 2013

Number of people

☐ AED 2000 / USD 545 per person (Forum only)

Number of people

☐ AED 500 / USD 135 per person (Awards Ceremony only)

Number of people

Note: • Arabia CSR Awards 2013 applicants will receive one complimentary seat for the Awards Ceremony
• On reservation of four seats, you will receive an additional seat free-of-cost

Name	Designation	Email	Tel./ Mobile Number

Postal address to courier
the invitation cards to:



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The Arabia CSR Network thanks you for your interest to attend the
Arabia CSR Awards 2013 Forum & Ceremony.

Once filled, please send this form to admin@arabiaccsrnetwork.com

For more information, please contact the Arabia CSR Network on Tel: +971 (4) 344 8622, Fax + 971 (4) 344 8677 or Email admin@arabiaccsrnetwork.com



Feature Article

The Arabia CSR Awards and the UN Global Compact

Contributed by:
Sudipa Bose, Youshey Zakiuddin

A realization of greater responsibility

Businesses in the Arab Region are becoming increasingly cognizant of the fact that they are neither isolated from the multitude of sustainability issue challenges nor insulated from resultant shocks. From youth unemployment to malnutrition, social unrest to environmental degradation, water and energy access to corruption and lack of transparency; - business is no longer immune and is unable to create protectorates solely through its financial influence and economic power. This 'awakening' has resulted in businesses evolving in their role for socio-economic development and environmental preservation. It has also resulted in CSR making 'business sense', not merely for reputational or risk management improvements but also to identify new opportunities for business to achieve and share sustainable growth and development; - co-create and share value with a range of stakeholders.

An Awards program that encourages corporate sustainability

The UN Global Compact encourages organizations to adopt this mature approach of doing business by integrating respect for human and labour rights, practicing stewardship in areas of environmental and social impact, and adopting ethics and accountability as core values. These recommendations perfectly match the criteria identified by the Arabia CSR Awards to recognize organizations that can be called the sustainability champions of the Middle East and North Africa region.

The Arabia CSR Awards program is currently led by the Arabia CSR Network, which was an off-shoot of the Emirates Environmental Group (EEG) dedicated solely to raise a platform for business to benefit from learnings and exchange on CSR and Sustainability. EEG is the focal point for the UNGC Network GCC States and provides the Secretariat to the Network.

Within this role EEG keeps a constant look out for ways to develop and collaborate on initiatives to drive the Ten Principles framework among organizations in the Arab world; - the Arabia CSR Awards being a product of this endeavor. Initiated in 2008 by the Emirates Environmental Group, the Arabia CSR Awards plays a much-needed role in the economic landscape of the Arab region, where an incentive- and self-assessment based platform helps to encourage organizations to become more responsible and sustainable.

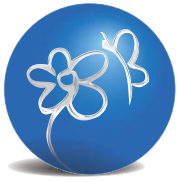
From inception, a Ten Principles based framework was woven into the criteria of application, and a Global Compact spokesperson was invited to participate in the expert panel of jury members; - the strategic move was intended to provide a continuous flow of reference and guidance. The self-assessment element of the award also helps to fortify companies' own knowledge and uptake on the Ten Principles and build capacity to design result-oriented policies and actions.

Formal support from the Global Compact was sought and received, and the Global Compact was consistently presented with the unique opportunity to address Arab leaders from business and government during each cycle of the award, whereby key people from the GC Headquarter including Chair of UNGC Foundation Sir Mark Moody-Stuart and others joined the Arabia CSR Awards Forum and Ceremony as keynote speaker, guest panelist or moderator. It brought the Global Compact mandate closer home and helped the award to grow and be viewed as a leading pan-Arab CSR/Sustainability initiative that is also simultaneously benchmarked against global standards.

EEG had a key role in the Arabia CSR Awards as the environmental partner, helping it to become a fully on-line award with a minimum footprint. EEG, through cooperation with Zurich-based myclimate – The Climate Partnership Initiative, developed the 5th Arabia CSR Awards Forum and Ceremony as a carbon neutral event.

On another front EEG delivers strong support to the initiative from its role as the convener of the Global Compact GCC Network, by acting as a clearing house and facilitating a systematic flow of information and exchange with Global Compact signatories in the Region that demonstrate an interest to apply to the award or to engage in the award forum and ceremony through speaking opportunities and sponsorships.

To promote the initiative further, the Global Compact GCC Network also routinely explores opportunities for transboundary collaboration with other Local Networks in the Arab Region. GCC Network presentations and talks at various local and international forums help to bring attention to the Arabia CSR Awards and the overall engagement of the UN Global Compact in the Arab CSR initiative, and the viability of the Ten Principles as an effective CSR/Sustainability framework among businesses operating in the Middle East, Levant and North Africa.



A regional incentive for business to showcase & enhance their sustainability performance

The success of the Awards compelled it to become an initiative of its own. Today it is assisted by the EEG, endorsed by the UN Global Compact, supported by the Global Compact GCC Network and renowned global organizations such as the Asian Institute of Management and Det Norske Veritas (DNV). The Arabia CSR Awards invites public and private organizations from across the Arab world to share their CSR performance and achievements across various thematic areas. These include the organization's strategic vision and mission towards sustainable growth; stakeholder engagement; internal and external reporting; governance and management of ethical and environmental issues; and its footprint in the community.

What is evident is that the Arabia CSR Awards does not just focus on an organization's strength in philanthropy or its environmental performance; although these are the most commonly found angles within CSR and Sustainability good practice in the Region. The Arabia CSR Awards – much like the Global Compact – provides a space to organizations to give concrete evidence of a spectrum-wide perspective and systemic approach towards CSR and Sustainability that converges with how business sees itself as tomorrow's solution provider across a wide range of challenges and risks that will shape our future.

Backed by this understanding the Global Compact Network for GCC States has also signed an MoU with the Arabia CSR Network for the Awards program and various training workshops. A visible outcome of this partnership has been a sizeable number of UNGC signatories applying and winning in various categories of the Arabia CSR Awards.

Members Update

Dubai Aluminum (DUBAL)

DUBAL suggestion wins Best International Idea Award

The innovative ideas submitted by employees of Dubai Aluminium (DUBAL) have once again proved their international worth by bagging the prestigious 2013 Best International Idea Award from the Deutsches Institut fuer Betriebswirtschaft (dib).

The winning entry, entitled "Effective pre-heating and optimise gas consumption in pre-heaters" entails modifying the set-up for pre-heating launders through installation of an inspiratory to pre-mix the gas and air in a proper ratio. The innovation - which is maintenance free - also eliminates carbon deposits, is more environment-friendly and offers safer working conditions. Moreover, the suggestion resulted in an annual audited savings of AED 2.1 million.

Sticks may be important, but sustainability also depends on carrots

One of the biggest lessons learned from the Arabia CSR Awards is that the soft but proactive incentive for organizations to step up their understanding of corporate responsibility goes a long way in identifying the gaps in the current way of doing business, and benchmarking against real world examples from the Region across similar or diverse industries that are at the same time rooted in a universal values and ethics system. This truly makes local champions global players in the CSR and Sustainability universe. There are various examples (also highlighted in a series of compilations of sustainability success stories produced by the Arabia CSR Network called CSR Best Practices) that evidences how the Awards program has raised the bar for CSR and Sustainability for many an organization – an objective that the Global Compact aims to achieve at the global level.

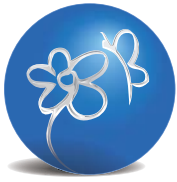
The Arabia CSR Awards is conducted annually under the patronage of HH Sheikh Ahmed bin Saeed Al Maktoum, President –Dubai Civil Aviation Authority, Chairman and CEO – Emirates Group, Chairman – Dubai Airports. Over the past five years, the Arabia CSR Awards has received over 400 applications from 13 Arab countries spanning more than 22 industry sectors. It has recognized 51 organizations so far based on six categories; - Large (500 and above personnel), Medium (100- 499 personnel), Small (up to 99 personnel), Public Sector (Government Agencies/ Public Service), New Business (in operation for not more than 3 years) and Corporate-NGO Collaboration.

For more information, please visit www.arabiacsrnw.com

Employee involvement at DUBAL dates back to 1981 when the company began to tap the creative and innovative capability of its workforce as a means to achieve continuous improvement. By contributing ideas, employees help DUBAL improve its performance and meet its goals more effectively while simultaneously improving their own performance.

DUBAL wins Employer Award from Higher Colleges of Technology

DUBAL was recently honoured by Higher Colleges of Technology ("HCT"), Dubai campus, at an award ceremony on 20 May 2013, through receipt of the Employer Award in the Work Experience category. The accolade is a fitting tribute for the on-going efforts of DUBAL in support of HCT and its students. In terms of a Memorandum of Understanding signed with HCT's Dubai Men's College, DUBAL provides internship and industrial training opportunities to DMC students; and also gives DMC graduates priority in terms of employment at DUBAL.



DUBAL employees raise another AED 200K for autism

DUBAL has again lent its support to Dubai Autism Center ("DAC"). An internal campaign, run throughout April (marked as 'autism month' worldwide), together with a direct cash donation from DUBAL raised AED 200,000 for DAC's project to construct a newer, bigger and better treatment center that can accommodate more children with autism in the UAE.

The campaign typified the culture of giving at DUBAL, where volunteering provides valuable opportunities for employees to touch and change people's lives. DUBAL has supported DAC in several ways since 2009, with activities including initiatives to help raise awareness of autism, raise funds, provide skills training and development opportunities to the center's administration personnel, rebuild their warehouse and implement a stock management system.

Source: www.dubal.ae

General News

Global Reporting Initiative (GRI)

Streamlining sustainability: Increased focus on supply chain management and disclosure

The globalization of the world economy has led to a corresponding growth in the complexity of sustainability management. Organizations must now design sustainability management processes that include not just their own operations, but also address impacts of business partners in the supply chain. Last month, at the Global Conference on Sustainability and Reporting in Amsterdam, GRI's new Guidelines – G4 – were launched. One of the key changes in G4 is the increased attention to supply chain performance disclosure.

GRI's Business Transparency Program – a program for suppliers and groups of smaller companies under a larger, 'umbrella' organization – is specifically designed to help increase the uptake of sustainability reporting by suppliers of multinationals. The Program builds the sustainability reporting skills within groups of companies - from introducing them to sustainability and transparency to publishing their first report. It is ideal for multinationals that want to manage risk and improve their suppliers' sustainability performance through a sustainability reporting process.

Companies to benefit as CDP and GRI collaborate to harmonize reporting frameworks

CDP, the only global platform for companies and cities to disclose and manage their environmental impacts, and Global Reporting Initiative (GRI), providers of the most widely used comprehensive Sustainability Reporting Guidelines in the world, have signed a memorandum of understanding (MoU) that will see the two not-for-profits work together to align areas of their reporting frameworks.

By working together to promote the harmonization and clarification of corporate sustainability reporting guidelines, standards and frameworks, CDP and GRI will improve the consistency and comparability of environmental data, making corporate reporting more efficient and effective and easing the reporting burden for companies. This is an important step toward global standardization of corporate natural capital disclosure to capital markets. By enabling more efficient valuation of natural resources in this way, both organizations hope to accelerate progress to a resource-efficient economy.

Source: <https://www.globalreporting.org>

United Nations Global Compact (UNGC)

Business Leaders Committed to Support Global Priorities as UN Works to Set Post-2015 Agenda

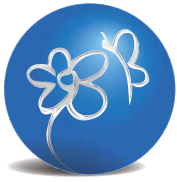
A new report recently submitted to the office of the UN Secretary-General urges that, in the era following the 2015 deadline for the Millennium Development Goals (MDGs), the UN development agenda incorporates the capabilities of the private sector, which include innovation and investment, multi-sector collaboration and a shift to corporate models that link long-term business interests with social and environmental well-being. The report, Corporate Sustainability and the United Nations Post-2015 Development Agenda, is the culmination of UN Global Compact consultations and surveys with thousands of businesses in all major regions.

Following a year-long series of related discussions, representatives of Global Compact LEAD companies – a leadership platform comprised of 56 highly committed and engaged multinational corporations – share their perspective in the report on worldwide goals to extend and amplify the MDGs. Their proposed sustainable development goals, with affiliated targets, are: 1) End poverty and increase prosperity via inclusive economic growth; 2) Quality education for all; 3) Achieve women's and girls' empowerment; 4) Universal health coverage; 5) Good nutrition for all through sustainable food and agricultural systems; 6) Water and sanitation for all; 7) Sustainable energy for all; 8) Build peaceful and stable societies; 9) Modernize infrastructure and technology; and 10) Good governance and realization of human rights.

New Sustainability Guide Maps Innovation in 128 Countries

A new sustainability guide, Sustainia100, uncovers how emerging economies are leapfrogging green innovation by deploying state-of-the-art solutions and technologies. The international institute Sustainia, of which the UN Global Compact is a partner, is behind the new guide that identifies the 100 most impactful solutions in sustainability. Of the top 100 solutions, 43 are deployed in Asia and 23 in sub-Saharan Africa. Sustainia100 shows that sustainable solutions are being successfully deployed in 128 countries, and emerging economies like Brazil, India, South Africa and Mexico are actively contributing to the green innovation race. More than just adopting Western innovation, many countries are developing solutions on the ground such as mobile technologies that break barriers of poor infrastructure. Sustainia100 identifies solutions within 10 key sectors: Education, Energy, Health, Smart Cities, Resources, Buildings, Food, Fashion, Transportation and Information Technology. The solutions can be found here: http://www.sustainia.me/resources/publications/2nd_sustainia100_2013.pdf

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



United Nations Environment Programme (UNEP)

UNEP launches GEO-5 report for businesses

UNEP launched a report on 21 June 2013 at the Bloomsburg offices in London, entitled GEO-5 for Business 'Impacts of a Changing Environment on the Corporate Sector'. The future of the private sector will increasingly hinge on the ability of businesses to adapt to the world's rapidly changing environment and to develop goods and services that can reduce the impacts of climate change, water scarcity, emissions of harmful chemicals, and other environmental concerns. GEO-5 for Business is in many ways a prospectus for the 21st century company—one that internalizes how rapid and accelerating environmental change will shape risks, but also the need and demand for new sustainable products and market opportunities. Please see this link to access the report: http://unep.org/geo/pdfs/geo5/GEO5_for_Business.pdf

Cairo 4th Arab Roundtable on Sustainable Consumption and Production

Four leading institutions, the United Nations Environment Programme (UNEP), the League of Arab States (LAS), the United Nations Economic and Social Council of West Asia (UN-ESCWA) and the Centre for Environment and Development in the Arab Region and Europe (CEDARE) co-organized the fourth roundtable meeting on Sustainable Consumption and Production (SCP) in the Arab Leagues' premises in Cairo, Egypt, on June 17 and 18.

The meeting was based on the decision outcomes of the 24th meeting of the Council of Arab Ministers Responsible for Environment (CAMRE) held on December 24-25, 2012. The earlier successive roundtables on SCP were held in 2008 in the UAE, in 2009 in Egypt, and in 2011 in Egypt. The process being aimed through these successive meetings was to identify, prioritize and strategize SCP in the Arab Region, consolidate a regional action plan based on ongoing SCP initiatives in the Region, enhance capacity and promote information sharing through dialogue and partnership among governments, experts, UN bodies, business, civil society and academics. One of the key understandings was the need for transition to Green Economy in the context of sustainable development and poverty eradication.

The main objectives of the fourth meeting were:

- *Present objectives and activities of the UNEP 10 Year Framework Programmes on SCP (10YFP), drawing a practical road map for its implementation in the Arab Region taking into account key elements and priorities identified in the Arab Strategy for SCP*
- *Identify implementation mechanisms and opportunities for the Arab Regional Strategy on SCP at the regional and national levels including national action plans on SCP and cooperation with the EU-UNEP-SWITCH MED project*
- *Identify synergies and build cooperation to engage actively the Arab countries in the development and implementation of the 5 initial list of programmes of the 10YFP (procurement, buildings and construction, tourism, lifestyles and education and consumer information) and identify need for additional programmes*

- *Enhance discussions concerning paving the way to Green Economy in the Arab Region through SCP tools and approaches*
- *Share and champion success stories and initiatives in SCP including Corporate Social Responsibility (CSR) and Eco-innovation in the region.*

The meeting included five sessions; - Global and Regional Overview of SCP, SCP in the Arab Region, Implementation Mechanisms for SCP programmes at National Level, Global SCP Clearinghouse Online Platform for 10YFP for SCP, and, Moving Forward – Framework for Action: "Drawing the Road Map for 10YFP on SCP for the Region".

The Arabia CSR Network was invited to this meeting and to present an overview of CSR initiatives in the Region, encasing success stories on SCP and CSR in the region. ACSRN President and CEO Habiba Al Marashi gave a presentation outlining the key themes within SCP as outlined in the Arab Strategy on SCP and 10YFP and corporate good practice examples that align well with these. The case examples were based on the submissions by companies in the Arab Region for the Arabia CSR Awards; which is a premier regional recognition and learning initiative launched and developed by the Arabia CSR Network. The examples helped to shed new light on how public and private organizations in the region are applying principles of SCP in their business to their advantage.

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

CSR Europe

CSR Award Scheme launched in 31 European countries

CSR Europe recently awarded the winners of the first cycle of its European CSR Awards Scheme. The 62 winners (2 from each of the 31 European countries considered for the Awards) celebrated their achievements at a special ceremony in Brussels. Launched in 2012, the national awards reward winning partnerships in two different categories, small and medium-sized enterprises and large companies in partnership with at least one non-business stakeholder. Entries are assessed by a panel of CSR independent practitioners from business and non-business organizations. The national winners from each category were selected based on the positive impact their multi-stakeholder projects have brought to both society and business.

The first pan-European CSR Award Scheme was initiated and funded by the European Commission and coordinated by CSR Europe and Business in the Community with the support of Alliance Boots. The Awards Scheme is delivered by a consortium of 31 National CSR organizations to achieve the European CSR Award Scheme for Partnership, innovation and impact. "The remarkable work of the winning partnerships highlights the best in corporate social responsibility practices in Europe today. It shows that a strategic approach to CSR is increasingly important to the competitiveness of SMEs and large companies. It also encourages more social and environmental responsibility from the corporate sector at a time when the crisis has damaged consumer confidence and the levels of trust in business," stated Antonio Tajani, Vice-President of the European Commission.

Source: <http://www.europeancsrawards.eu>



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Dubai Electricity and Water Authority



An overview of Dubai Electricity and Water Authority (DEWA)

The Dubai Electricity and Water Authority (DEWA), formed on 1st January 1992, is a government department charged with the responsibility to provide the Emirate of Dubai with its electricity and water requirements. DEWA was established by a decree issued by His Highness Sheikh Maktoum bin Rashid Al Maktoum to merge the Dubai Electric Company and the Dubai Water Department that had been operating independently for several years until then. Both these organizations were established in 1959 through the foresight and initiative of His Highness Sheikh Rashid bin Saeed Al Maktoum, the late Ruler of Dubai.

Today, after nearly five decades, DEWA is an inspiring success story known for its efficiency and reliability in every facet of its operations. Its surplus and consistent supply of electricity and water have aided the economic and industrial development of the Emirate of Dubai, the outcome of which can be seen at the national level as well. By placing utmost emphasis on meeting the needs of the government and the public, the Authority has come a long way in serving the customers and thereby making its own contributions to the growth of Dubai.

Today DEWA employs a workforce of about 7,700 employees who constantly endeavor to see that both the quantity and quality of services provided are of the highest standards in consistency and reliability. With a vision to be “a sustainable world-class utility”, DEWA places much emphasis on long-term planning and sustainability, both from a business point of view and in terms of its environmental impact. DEWA is also committed to safeguarding the lives for future generations by ensuring adequate and sustainable electricity and water supplies for all, a motto that has been embedded by H.E. Saeed Mohammed Al Tayer, MD & CEO, in all departments and functions. For DEWA, a sustainability strategy is nothing less than meeting their customer’s satisfaction, through reliable, efficient, safe and environment-friendly delivery of electricity and water services by a competent workforce and effective partnerships.

DEWA’s CSR policy, which has been endorsed by H.E. Saeed Mohammed Al Tayer, MD & CEO, is a detailed public document that makes it very clear that DEWA’s aim is to run a profitable business with transparency, fairness and a commitment to sustainable development.

DEWA also recognizes that its employees are its most valuable resource for overall success. Therefore, the organization is committed to provide a competitive yet fair and comfortable working environment for its employees to develop and advance. To uphold international best practices, DEWA complies with SA 8000, which is one of the world’s first auditable social certification standards for decent workplaces. DEWA strongly believes that good environmental performance, in terms of generating electricity, and also running the business, provides a competitive edge in the market. Therefore, DEWA’s willingness to work for lasting and sustainable development is evident in its comprehensive environmental policy.

DEWA actively follows the 3Rs (Reduce, Re-use and Recycle) principle for waste management. The Authority has developed robust procedures to deal with sea water pollution such as oil slick and red tide which may lead to water scarcity. DEWA also recycles wooden packing materials and boxes to make furniture at in-house carpentry workshops. As a result of continuous assessment and refinement DEWA’s production facility has recently introduced two new KPIs i.e. amount of CO₂ and NO_x reduced with clear targets for the period 2011 – 2014. This target is planned to be achieved through a gas turbine inlet air cooling system and reduced fuel consumption by optimized operation of generation and desalination units. DEWA has made significant progress in emission reduction and waste water recovery. The Authority regularly reports the quality and quantity of wastewater discharged to marine environment to its main regulator, the Dubai Municipality. DEWA is a very active corporate citizen. It has a very clear commitment towards the local community and this is evident in its CSR policy.

DEWA’s involvement in the community extends to include cultural and religious needs, for example every year DEWA offers Iftar for thousands of people during the holy month of Ramadan. In addition, to address local needs, DEWA supports many causes, such as protecting child rights, providing opportunities for special needs children, conducting mass weddings for low-income couples and much more. Perhaps, DEWA’s greatest contribution in the community is to raise awareness on the need to conserve on electricity and water consumption. This is especially important in UAE, where residents have an extremely high ecological footprint in terms of consuming natural resources for their professional and personal lives. All in all, DEWA is an excellent example of a government department that has raised the bar for electricity and water authorities around the world. It is not only content in supplying the electricity demands of Dubai, but is also constantly striving to reduce the city’s eco-footprint and creating shared value for society as well.



Arabia CSR Best Practices: 2011

This abstract has been taken from the ACSRN publication titled ‘Arabia CSR Best Practices: 2011’. For more details on Dubai Electricity and Water Authority (DEWA) and other companies that have been recognized for their innovative and effective CSR strategies write to us at admin@arabiacsrnnetwork.com and book your copy now! Please mention “Arabia CSR Best Practices” in the subject.

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