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CSR ARABIA

Arabia CSR Network

newsletter

June 2013
Issue 22



GRI Global Conference on Sustainability and Reporting, Amsterdam - Reach 1600 participants (page 4)



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Note by the CEO / President Arabia CSR Network

Greetings from the Arabia CSR Network.

"This is the time to focus our efforts and resources on what really matters and what needs to change." This was stated by Ernst Ligteringen, GRI's Chief Executive at the recently held Global Reporting Initiative's Conference in Amsterdam to launch the G4 edition of the reporting guidelines. The statement sums up the urgency and simplicity that we need to bring into our world. We need to start focusing on that is truly important, i.e. a sustainable present and future.

The Arabia CSR Network was invited by GRI to co-lead a delegation representing the Middle East. An impressive number of people from well-recognized companies signed up for this delegation. The message that the delegation was trying to make was unanimous and clear, that while the Middle East may be lagging in terms of sustainability disclosure, we are taking this issue seriously and are catching up with others.

Last month, the Arabia CSR Network also had the pleasure of contributing to a Conference in Abu Dhabi organized by the Abu Dhabi University Knowledge Group, Aim Events and supported by Arabia CSR Network dedicated to promoting the ISO 26000 guidelines for social responsibility.

Now that GRI has launched the G4 edition of the reporting framework, the Arabia CSR Network is working hard to help companies in the Arab region to benefit from this big shift in sustainability reporting. As such we will be conducting a very useful course on the transition to G4 and other similar reporting frameworks to help companies enhance their sustainability performance and reporting. I strongly recommend that you benefit from this course. And lastly, if you have not yet signed up for the biggest sustainability award in the region, please do so as it will be an excellent opportunity to understand how you can boost your business sustainability.

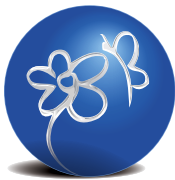
To register for our trainings, or the Awards, please email/call us or reach us on [LinkedIn](#), [Twitter](#) and [Facebook](#).

Arabia CSR Awards

The 6th Cycle of the Annual Arabia CSR Awards 2013, recently launched in February 2013 under the patronage of HH Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority; Chairman and CEO of Emirates Group; & Chairman, Dubai Airports and supported by the United Nations Global Compact, is the most prestigious and highly coveted CSR Award in the Arab world and aims to honour and showcase organizations that best exhibit commitment towards sustainability, corporate social responsibility and sound business ethics. The Awards, first established in 2008, 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 go through with the help of the Arabia CSR Network and a panel of expert judges.

The Arabia CSR Awards is a home-grown product of the MENA region; and offers an occasion to celebrate the achievements of public and private companies in enhancing their sustainability performance to become stronger corporate citizens and to have a larger and more positive impact on society. The past five cycles of the Awards received close to 400 applications from 13 countries in the Arab world. This year's cycle aims to surpass past achievements and reach out to all Arab countries inviting organizations of all sectors and sizes from the MENA region to embark on this journey of self-discovery and improvement. With less than one month left for this year's cycle's application deadline, June 30th 2013, the 6th Cycle of the Arabia CSR Awards has managed to receive 65 registrations from 10 Arab Countries up to date. Winners of this year's cycle will be awarded during the Awards Ceremony to be held on the 24th of October, 2013 at The Address Downtown Dubai Hotel, in Dubai, UAE. The Awarding Ceremony itself will be held in conjunction with a high-level dinner meeting, exclusively sponsored by the Gulf Petrochemicals Industries Company (GPIC), to bring together dignitaries from the government and private sector as well as regional CSR leaders.

For more details on the Awards, refer to Upcoming Events section.



Training and Workshops

GRI Sustainability Reporting Training – May 7-9, 2013

The Arabia CSR Network conducted its ninth training on the Global Reporting Initiative (GRI) Framework. The training was held in Manama, Bahrain in collaboration with PROACT, an indigenous business firm with primary interest in consulting, coaching, mentoring, and training. This training marks the second of ACSRN's GRI certified courses outside UAE, the first one being in Oman in 2012.

The GRI training in Bahrain was attended by participants comprising senior managers and CSR/sustainability officials whose responsibilities are to implement their organization's sustainability strategies. The training participants represented large organizations, especially from the Oil & Gas sector, such as GPIC, Aramco, BAPCO and more.

To date ACSRN has trained more than 100 managers and CSR coordinators from 65 organizations on how to effectively publish their sustainability reports. Amongst these, close to 25 are already publishing their reports and more than 20 are on their way to issue their first sustainability report very soon.



"The course was very effective and comprehensive. I left the course with a wealth of knowledge compared to day one when I first joined. Exceeded my expectations, I was hoping to learn the basics but I learned a lot more than expected. Thank you!" - Jenan Al Askari, Corporate Communications Specialist, BAPCO

"Arabia CSR Network, a leader in CSR & sustainability in the GCC & MENA was the proud conductor of this ground breaking session on GRI reporting – the first in Bahrain. Participants from GPIC, BAPCO, Aramco, BBK and more took pager in this 3-day GRI Certified training workshop" - Nadeem Rana, Environment Superintendent, GPIC

Conference and Seminars

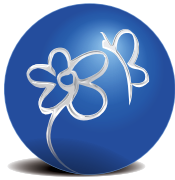
ISO 26000 & Social Responsibility Conference, Abu Dhabi – May 15-16, 2013

The 2nd Gulf Conference on Social Responsibility & ISO 26000 was organized by AIM Events in association with Abu Dhabi University and supported by Arabia CSR Network on 15-16 May 2013 at the Dusit Thani Abu Dhabi, UAE. This event was specifically designed for those interested in learning more about CSR and the most relevant standard (ISO 26000) and how to successfully implement it and measure it.

The Arabia CSR Network actively participated at this event – Mrs. Habiba Al Marashi gave the keynote address and also conducted a small workshop at the Conference. In her keynote speech, she focused on the topic of **'Driving Sustainability through Corporate Citizenship'**. She stated that the notion of Corporate Citizenship reminds us that businesses cannot simply operate in markets with intent to make profits. While this is their right, they also have certain responsibilities and obligations.

Mrs. Al Marashi's workshop presentation shed light on the business case for CSR. During this workshop, she stated that it was crucial for CEOs in the MENA region to step up and take charge of real issues. Companies can no longer be implementing incremental initiatives and think that they have played their part. Businesses and governments have to innovate and have to think big for sustainability. She also stated that through the Arabia CSR Awards program, it was evident that innovation does not necessarily take place in the West. The Arab region is full of wonderful examples and innovative practice on how organizations can do business responsibly with high scale impact.

Other speakers and presenters at the Conference included Hala Badri, Executive Vice President, Brand & Communications, du; Antonio Astone, Global Sustainability Manager, DNV Business Assurance, Italy; Lina Hourani, CSR Division Director, Al Ahli Holding Group, UAE and more. The Conference provided a very effective platform for socially responsible organizations to demonstrate their commitment and leadership on this very important global subject. It also facilitated extensive learning and networking opportunities for all like-minded professionals from government and business. For more details, [please visit: http://www.aimevents.net/ISO26000-SR/index.asp](http://www.aimevents.net/ISO26000-SR/index.asp)



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3rd CIPS Middle East Conference, Dubai May 19, 2013

With a focus on ‘Building a sustainable supply future’ the CIPS Middle East Conference 2013 was organized in Dubai with the support and sponsorship of PwC and IBM respectively. The Chartered Institute of Purchasing & Supply (CIPS) is the world’s largest procurement and supply professional organization.

The Arabia CSR Network was invited to contribute to this prestigious event. Mrs. Habiba Al Marashi participated in the morning debate on why businesses should bother with sustainability. At this debate the moderator asked whether there was an economic – along with a social incentive – for sustainability. He also asked the debate members to give one piece of advice that each delegate could take to implement sustainable purchasing.

During this session, Mrs. Al Marashi spoke about context of sustainable procurement, especially in the light of the recent tragedies in Bangladesh and Cambodia where building housing factories catering to the US and European markets collapsed due to weak infrastructure and inadequate health & safety mechanisms for the workers. ACSRN’s intervention also raised concern on the supply chain risks and non-conformities in not only economic terms, but also related to social, ethical and environmental aspects. It stated that to ensure sustainable purchasing and procurement it is crucial to assess the economic performance of the supplier/vendor and also look into a wide array of social and environmental practices related to human rights, labor issues, fair trade & fair pricing, regulatory compliance, fraud, corruption and environmental impact.

Other speakers at the Conference included David Noble, CEO, CIPS; Jason Brown, Head of Group Procurement, National Bank of Abu Dhabi; Linden Coppel, Head of Environmental Affairs, Etihad Airways and more. CIPS has a global community of over 94,000 in 150 different countries, including senior business people, high-ranking civil servants and leading academics.

For further information, please visit www.cips.org

GRI Global Conference on Sustainability and Reporting, Amsterdam – May 22-24, 2013

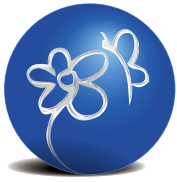
More than 1600 sustainability experts and business leaders from 80 countries gathered together in Amsterdam for a 3-day conference during which the city was considered as the sustainability capital of the world. The Conference, organized by GRI to essentially launch the latest version of the reporting framework (G4) also sought to rekindle the commitment towards better transparency and disclosure, particularly for businesses. The Arabia CSR Network and Sustainability Excellence were invited by GRI to lead the Middle East & North Africa delegation at the Conference. Other delegations included Brazil, India, USA, China, Korea, Oceania, South Africa, France, Japan and Latin America.

More than 24 individuals constituted the MENA delegation, a healthy size considering that this was the first time the region was participating in a GRI Conference. The delegate members represented a wide variety of organizations from across the Arab region, such as UNDP-Egypt, Gulf Petrochemical Industries Company, Al Ahli Bank, Petrochemical Industries Company (PIC), Global Connections Center, Tawasul, Oman Oil Company, Qatar Steel, Consolidated Contractors International Company (CCC), du - Emirates Integrated Telecommunications Company, Dubai Carbon Centre of Excellence, Family Development Foundation, RAK Ceramics and more.

At the Conference the MENA delegation was given an opportunity to conduct a public session titled “**New Horizons in Sustainability and Disclosure: Insights from the Arab Region**”. This public session was divided into two panel discussions, one led by ACSRN and the other by SE. The panel moderated by Mrs. Al Marashi focused on the relevance and business case for sustainability reporting in the MENA region. During this session, she requested representatives from GPIC, PIC, DCCE, Tawasul, Ma’aden, CCC and du to talk about how sustainability and sustainability reporting contributes to their specific businesses. The public session was a house-full event, implying that it was much appreciated by the participants of the Conference. The MENA delegation was also given a photo opportunity with GRI’s Chairman Mr. Herman Mulder in return for their contribution to the Conference. For further information, please visit <https://www.globalreporting.org/information/events/conference2013/news/Pages/Updates/3-4.aspx>

Abu Dhabi Chamber and tri-branded business council’s CSR Seminar

The Abu Dhabi Chamber of Commerce & Industry and the BeNeLux Business Council jointly organized a Seminar on the theme “Corporate Social Responsibility in a Dynamic Economy” on May 29. Held under the patronage of the Embassies of the Kingdom of the Netherlands, Kingdom of Belgium and the Grand



Duchy of Luxembourg; the seminar was aimed at fostering dialogue and networking among CSR experts and practitioners in the Middle East. Sharing the dias was a suite of speakers including H.E. Mr. Abdul Jabar Al Sayegh member of the Board of Abu Dhabi Chamber, Titus Rosier, Chairman of BeNeLux Council (Belgium, Netherlands and Luxembourg joint council) and Habiba Al Mar'ashi, President Arabia CSR Network.

Case example presentations came from local giants National Bank of Abu Dhabi (NBAD), Etihad and Emal; as well as Shell and Summertown from the Netherlands and Besix from Belgium; - each speaking about their unique experience in CSR and Sustainability; and the challenges and achievements they have encountered. Mrs. Al Marashi was the Guest of Honour at the event, and gave a speech that outlined the evolution of CSR, and insights based on the experiences of the EEG, the Arabia CSR Network and the UN Global Compact Local Network for the GCC States; - three institutions she heads and all of which are engaged in promoting the social responsibility of business. Many business councils and diplomatic missions are currently working with entities such as these to highlight the importance of social and ethical values for businesses. Trans-national companies working within

globalized markets have an undeniable responsibility towards the communities and environments they operate in, especially in overseas and foreign markets. A knowledge, understanding and cognizance of local contexts and issues goes a long way in ensuring better reputation, access and partnerships. Therefore the Arabia CSR Network is always delighted to and welcomes the opportunity to join force in creating successful platforms for learning, sharing, networking and collaboration. The seminar was attended by over forty high level representatives from diplomatic missions, business councils, businesses and think tanks.



Feature Article

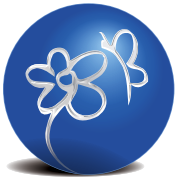
GRI G4 – Gateway to meaningful sustainability information?

On May 22 GRI published the fourth generation of GRI Guidelines at a major conference in Amsterdam. More than 1.600 participants from 82 countries witnessed the launch, and just 2 minutes after the current chair, Herman Mulder, passed the first symbolic copy to the chair emeritus and now chair of the IIRC, Mervyn King, all participants received a message on their conference apps that G4 would now be available online. Times, they are a changing! But has GRI's multi-stakeholder process delivered what is appropriate given the global multi-faceted sustainability challenges or is G4 a compromise to what is currently possible to attract many more thousands to sustainability reporting while new players like IIRC, SASB and GISR will hit the stage and help fulfill what GRI wasn't able to?

One has to read G4 carefully to conclude that G4 can indeed deliver much more meaningful reports through several changes made in the structure, language and clarity of G4. The crux really is if G4 will be applied accordingly, accepting the positive ambition of the authors, supported by the GRI governance bodies and the several thousands of people that were involved through the working groups and feedback processes. Or will G4 be abused by a rather lax and not witnessed watering down of the reporting process? Only experienced and industry-specialized raters and rankers and alert stakeholders will be able to tell us in the future.

We first need to de-learn G3. Forget about application levels A,B,C, and an extra plus for assurance, no matter if one indicator, incremental or reasonable assurance processes were applied. Forget about core and additional indicators. And forget about leaning back and ignore your supply chain impacts because G3 allowed you to just report on those parts of your supply chain where you had a majority share in. And finally forget about too much flexibility to interpret an indicator much differently than literally defined in G3. All this now goes into the history archive of GRI.

Materiality is the magic word that you couldn't escape from at the G4 launch conference. Reports should be as meaningful as possible while as concise as needed. GRI's G4 development process mostly focused on a much better description of the reporting process to come to that specific selection. A much better application of the four report content principles was needed, and one in which boundaries become functions of impact. In consequence the reporting boundaries can vary per aspect and are no abstract legal matter anymore. GRI is now asking for much more transparency about this process and its outcomes, which helps to understand some of the context in which those crucial decisions have been made.



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Additionally G4 puts much more focus on the reporter's impact in the supply chain. Visibly supply chain cuts through all three dimensions – economic, environmental and social – of the Guidelines through indicators around done assessments, the results and consequences of these assessments and grievance mechanisms in case of dispute. This is clearly a big step forward towards meaningful reporting. G4 comes with a new system on how to be in accordance with the Guidelines, namely 'core' and 'comprehensive'. While 'core' allows less standard disclosures on a lot of governance questions and indicators (one reported indicator per material aspect is minimally enough – more possible), 'comprehensive' asks for disclosure of all indicators in areas deemed material. Taking into account that most indicators ask for multiple data points or qualitative descriptions, an experienced reporter that has data accuracy guaranteed will still feel challenged. I doubt that we will see many comprehensive reports in the first one or

two years, even though the known tactic called 'omission' is still allowed. Core reports are not allowed to use omissions due to the little number of indicators demanded.

Finally assurance: the 'in accordance' context index is now asking for assurance evidence per indicator and for all standard disclosures. It will be quick and easy to see what has been assured and what not. The G4 Transition Training of ACSRN on 16/17 June will zoom in deep into the changes from G3.1 to G4 and will help participants to think through consequences for their own report and reporting process. Reporters will only have two years' time to switch to GRI G4. Better start early.

*This article is contributed by
Ralph Thurm, Director Collaborative Sustainability &
Innovation, Founder & Managing Director AHEAD|ahead*

Upcoming Events

Quo vadis Sustainability Reporting -A transition workshop towards G4 and other upcoming reporting standards – June 16-17, 2013

The Arabia CSR Network, the first-ever GRI certified training organization in the Middle East, offers another exciting learning opportunity around sustainability and integrated reporting by Ralph Thurm. At the end of May, the Global Reporting Initiative (GRI) launched its latest edition - G4. What will this mean for sustainability reporting?. How do we ensure that we are using the best reporting framework out there? There are limited spaces, so please register now to reserve your space. To register yourself, please send an email to admin@arabiaccsrnetwork.com or call us at +971-4-3448622.

The Annual Arabia CSR Forum and Awards Ceremony 2013

The 6th Cycle of the Annual Arabia CSR Forum and Awards Ceremony 2013 will take place on Thursday, the 24th of October, 2013 at The Address Downtown Dubai Hotel, Dubai.

The theme of the event – Driving Sustainability through Corporate Citizenship – will be incorporated into a full day Forum

The Forum will include two plenary sessions moderated by the Annual Arabia CSR Awards 2013 Judges and will conclude with a high-level luncheon in the afternoon.

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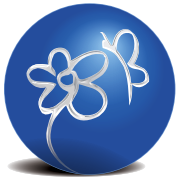
ARABIA
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SOCIAL
RESPONSIBILITY
AWARDS

Prominent CSR experts from the region as well as globally will be amongst the galaxy of speakers addressing this forum. There will also be a presentation of case studies from regional companies that have shown exemplary performance towards sustainability and corporate responsibility.

The Awards Ceremony will take place in the evening of the same day in conjunction with a high level dinner exclusively sponsored by Gulf Petrochemicals Industries Company (GPIC). More details on registration will appear in upcoming newsletter issues.

There now remains less than 1 month for organizations to take part in the most prestigious and regionally renowned CSR accolade – The Awards is open to organizations of all sectors and sizes operating within the Middle East and North Africa region that demonstrate well-established and well-implemented CSR strategies within their core business practices. The deadline to submit applications is Sunday, the 30th of June 2013.

To register for this year's cycle kindly visit: <http://www.arabiaccsrnetwork.com/home/acsar-awards/questionnaire/login>.
For more details on the Awards, kindly visit:
<http://www.arabiaccsrnetwork.com/home/entry-information>.



Members Update

ABB

ABB launches hot line to improve service in UAE

ABB, the leading power and automation technology group, has launched a free phone number 800 CALL ABB (800 2255 222) to help customers quickly resolve service issues in the UAE.

The number is available to call 24 hours a day, seven days a week and will put customers through to one of their highly experienced service engineers, when they need them most.

This is set to simplify the service process and create a more seamless approach to helping their customers – making it easier to do business with ABB. The 800 CALL ABB number will cater for basic product enquiries right through to plant breakdown emergencies. All customers and perspective customers can ring the number for information about ABB and their products.

Source: <http://www.mena.abb.com>

Dubai Electricity & Water Authority (DEWA)

DEWA joins Dubai eGov platform



The Dubai eGovernment has announced that Dubai Electricity & Water Authority (DEWA) is the first government entity to join its government service bus (GSB). The move is aimed at enabling government entities in the emirate to electronically get the data of the registered account holders from DEWA's database easily and smoothly, a statement from the authority said.

Electronic linkage of DEWA's systems with the GSB platform, which is electronically linked with Dubai government entities, allows the Real Estate Regulatory Agency (RERA) affiliated to Dubai Land Department to electronically get the required customer's data related to the electricity and water account holder from DEWA's database in a fast, secure and effective manner, thereby becoming the first beneficiary of the linkage. Furthermore, RERA's customers also benefit from the linkage for completing their transactions without having to move from one entity to the other for the needed seals, approvals or information.

Dubai Aluminium (DUBAL)

DUBAL Power and Desalination Plant is first in the Middle East to achieve new ISO 50001 Energy Management System standard



A quest for excellence in all aspects of its business has led to DUBAL achieving another regional first. This time it's the certification of the DUBAL Power and Desalination Plant to the ISO 50001 Energy Management System ("EnMS") - being the first plant in the Middle East to achieve the standard.

Developed in 2011, ISO 50001 provides guidelines for energy management with the emphasis on establishing, implementing, maintaining and improving existing energy management systems - thus helping to continuously improve and manage an organization's energy utilization, performance and consumption levels. To achieve ISO 50001 EnMS certification requires transparency in energy consumption and usage; accurate measurement of energy consumption and detailed reporting of the same; as well as strategic design and practices for the buying of equipment, processes, and acquiring personnel that would impact an organization's energy performance.

Comprising 23 gas turbines and seven steam turbines, the installed power generation capacity of the DUBAL Power Plant is 2,350 MW (at 30°C). The gas turbines are fuelled primarily by natural gas and, thanks to the cogeneration and combined cycle configuration of the utility, approximately 36.8 per cent of the power generated at DUBAL is fuel-free.

Widely regarded as the UAE's industrial flagship, DUBAL is considered by many businesses to be a role model. DUBAL has wholeheartedly implemented the initiatives mandated by the Dubai Supreme Council of Energy ("DSCE", of which DUBAL is a member entity) in April 2011. This has resulted in energy-savings of approximately 19,533,876 kWh over the initial 24 months since implementing the directives (i.e. to end-March 2013); with the savings in the first quarter of 2013 alone amounting to 2,158,560 kWh.

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



General News

United Nations Conference on Trade and Development (UNCTAD)

UNCTAD participates in Arab Development Forum

Business leaders recently called on companies and organizations around the world to embrace the next generation of the Global Reporting Initiative's Sustainability Reporting Guidelines - G4. It was unveiled before an audience of 1,600 thought leaders and practitioners from around the globe at GRI's 2013 Global Conference today. Experienced reporters welcomed the publication of the Guidelines as a major step forward in the evolution of sustainability reporting. The latest evolution of the GRI Guidelines – part of the most widely used comprehensive sustainability reporting framework in the world - enable all companies and organizations to report on their economic, environmental, social and governance performance. G4 has been significantly revised and enhanced in order to reflect important current and future trends in the sustainability reporting landscape.

By placing an even greater emphasis on the concept of materiality, G4 will encourage reporting organizations to provide only disclosures and indicators that are material to their business, on the basis of a dialogue with their stakeholders. This will allow reporting organizations and report users alike to concentrate on the economic, environmental, and social impacts that really matter, resulting in reports that are more strategic, more focused and more credible, as well as easier for stakeholders to navigate. Other key enhancements in G4 include increased user-friendliness and greater accessibility for those new to reporting, and harmonization with other important global frameworks, including the OECD MNE Guidelines, the United Nations Global Compact Principles, and the UN Guiding Principles on Business and Human Rights.

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

To boost employment, expand services capacity

Panelists at the Global Services Forum recently told a meeting that rapidly expanding trade in services offers an opportunity for employment growth in developing countries. They spoke at a session on “Services and job creation” on the opening day of the Forum - known as the GSF - in Beijing. The Forum is being staged by UNCTAD in cooperation with the Ministry of Commerce of the People's Republic of China, and with the Beijing Municipality.

Trade in services - energy, transport, education, health, tourism and other services including professional services such as engineering, design work, computer programming and insurance provision - has outpaced growth in trade in merchandise in recent years, a series of experts told the meeting. If developing countries can find a way to expand their contribution to this growing sector, they have a significant chance to add to job creation.

Partnerships vital in services sector

Partnerships in the services sector are critical for achieving economic growth and sustainable development, experts recently stated. That was the conclusion of government officials, academics, and business leaders - including several working in the creative industries - participating in a

panel discussion on the topic of “Creating and promoting partnerships, including in creative services.” They spoke in Beijing on the opening day of the Global Services Forum (GSF). The Forum is being staged by UNCTAD in cooperation with the Ministry of Commerce of the People's Republic of China and with the Beijing Municipality. Some panelists cautioned that not all partnerships are successful. They said more information is urgently needed to better understand partnership dynamics. However, creative industry partnerships are critical for promoting and facilitating exports, the speakers concluded.

Source: <http://unctad.org>

United Nations Global Compact

UN Global Compact and Global Reporting Initiative partner for new areas of cooperation



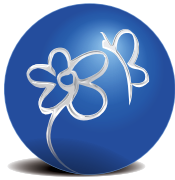
The UN Global Compact and the Global Reporting Initiative (GRI) recently announced the renewal of their Memorandum of Understanding, signed in Amsterdam at the biggest global conference on sustainability and reporting. This happened at the historic launch of G4, the fourth generation of the GRI Sustainability Reporting Guidelines.

Since their foundation, the world's two largest corporate responsibility initiatives have aimed to improve sustainability management, performance and transparency of organizations around the world. The mutual support between GRI and the UN Global Compact has led to the incorporation of the Global Compact's ten principles in the areas of human rights, labor, the environment and anti-corruption into GRI's sustainability reporting guidelines. The final result is full alignment of G4 with the Global Compact principles. This alignment in guidance on sustainability performance and reporting will provide companies with a clear, strategic and practical roadmap. Any company that wants to report on implementation of the Global Compact principles can do so through the use of G4.

Embrace sustainability (reporting) and profit

Today, the notion of 'be-sustainable-and-profit' is rapidly gaining ground and it was recently given another boost when MIT Sloan Management Review (MIT SMR) published a report that shows that sustainability is paying off for a growing number of companies. The study, The Innovation Bottom Line, based on a survey of 2600 executives and managers from companies around the world, showed that the percentage of respondents reporting a profit from the implementation of sustainability practices rose by 23 percent in the last year, to 37 percent. The study found that the degree to which a company incorporates sustainability concerns into its business model often correlates with an increase in profit.

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



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Health Authority Abu Dhabi (HAAD)



An overview of Health Authority Abu Dhabi (HAAD)

HAAD is the government regulatory authority for the health care sector in the Emirate of Abu Dhabi.

Established in February 2007, the Health Authority Abu Dhabi developed the strategy for the health care sector of the Emirate based on the directives of HAAD's Chairman, the Executive Council Health Sector and the Abu Dhabi Government's goal to be one of the top five governments in the World. HAAD is responsible for the licensing and quality audits of all health professionals and healthcare facilities (public and private) in the Emirate. It regulates all hospitals, clinics and primary healthcare facilities, as well as health insurance providers.

HAAD drives programs to increase awareness and the adoption of healthy living standards among the residents of the Emirate in addition to regulating the scope of services, premiums and reimbursement rates of the health system. HAAD is also committed to providing enough quality healthcare facilities operated by a sustainable and skilled healthcare workforce, and as such, is strongly involved in capacity planning to accommodate population increases and growing needs in specialty areas.

HAAD continuously conducts analysis to understand, review and assess the macroeconomic environment to improve and expand HAAD's strategic goals, objectives and initiatives. Broader trends and developments, which impact the way HAAD conducts business, are mapped. HAAD utilizes various external indicators to understand the operational and health trends occurring within the Emirate and the world e.g. breast cancer rates, cardiovascular disease rates, road traffic injuries, hospital beds/1000 people, and trends around the top ten causes for disease/mortality. HAAD demonstrates world class leadership generating standardized healthcare data utilized for analysis in strategic decision-making.

As a regulatory body, HAAD proactively seeks to identify the health needs of the community and addresses those needs through the strategic development of programs and services. This is done through setting standards for the healthcare sector; developing programs that make the provision of the best health care services possible and accessible to all sectors of the society, and building partnerships with key stakeholders in the sector to facilitate the process of meeting the population's requirements for a healthy lifestyle

Recognizing its capacity to influence the behaviour of others as an organisation with great public exposure, HAAD has not only enforced strict anti-smoking policies but has also set internal environmental sustainability targets such as reducing waste through recycling and the conservation of resources.

HAAD's recycling program started with paper recycling but has expanded into a full-fledged program covering paper, glass and plastic. A monthly data collection system has been established to monitor the collections and record the findings. HAAD signed a contract with a local service provider, providing each employee with their own mini-recycling center within their office which led to recycling rates increasing exponentially. In 2011 alone, the consumption of paper was reduced by 25% as compared to 2010.

In terms of the development of standards, HAAD has developed the Healthcare facilities standards and the Occupational Environmental Health and Safety Management Standards (EHSMS) that specify requirements related to hazard identification and risk assessment, occupational health and safety, infection control, patient safety, emergency preparedness, fire safety, air quality, water quality, noise and hazardous materials management for the healthcare sector. These EHSMS policies and guidelines are based on ISO 14001 & 9001.

The environmental factor is a primary criteria in evaluating quotation bids for external contracts of services. HAAD requires bidders to meet certain environmental requirements and credits are given to those meeting a certain level of environmental standards (e.g. ISO 14001) or with certificates of environmental protection. This is also implemented in the case of suppliers and other service providers that deal with HAAD.

As a government organisation entrusted with regulating the operation and proper functioning of the Health System in Abu Dhabi, HAAD has sought to not only perform its roles and responsibilities, but also to further develop the system to take the overall context of environmental sustainability and social development into consideration. Through engaging their various stakeholders to understand the community's needs and building partnerships to provide better programs and services, HAAD has taken the right step towards a sustainable future for the organisation and the members of society it is serving.



Arabia CSR Best Practices: 2011

This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2011'. For more details on Health Authority Abu Dhabi (HAAD) 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.

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@arabiacsrnnetwork.com
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