

أرابيا سي اس آر نتورك
CSR
Arabia CSR Network®

CSR ARABIA

Arabia CSR Network

newsletter

February 2013
Issue 19



*Habiba Al Marashi participates in
GRI Stakeholder Council Meeting
(page 3)*



الجائزة
العربية
للمسؤولية
الاجتماعية
للمؤسسات



ARABIA
CORPORATE
SOCIAL
RESPONSIBILITY
AWARDS

**6th Cycle
2013**

Calling in applications for the
Arabia CSR Awards 2013

Bahrain International CSR Conference - Pg 3

Reflection - The (Missing) Key to True Impact - Pg 4

*McDonald's UAE invites community to join 2013
'McDonald's UAE Olympic Day Run' - Pg 6*

*UNGC Local Networks Address Key Issues for Africa
and the Middle East - Pg 8*

Best practices from the archive: Canon ME - Pg 10



ارابيا سي اس آر نتورك
CSR
Arabia CSR Network®

Note by the CEO / President Arabia CSR Network

Habiba Al Mar'ashi



In the month of March, the Arabia CSR Network will take part in Bahrain's 1st International CSR Conference. It will be held from 3rd to 6th March and I recommend all of those who are in the neighborhood to participate in this event. It promises to be very exciting.

At the same time we will also be conducting a very useful CSR Strategy & Leadership training in Dubai. Again, I hope you will be a part of this capacity building exercise so we can collectively raise the bar of CSR and sustainability in the Arab region.

We also look forward to your participation in the Arabia CSR Awards 2013. The reason for starting early this year was to give applicants a fair amount of time to build a good application that covers every aspect of sustainability in their organizations. So I hope you make use of this time and register ASAP!

Very recently, Arabia CSR Network's sister organization – the Emirates Environmental Group - held a high-profile dinner to honor its supporters throughout the year 2012. It was a wonderful event as I not only had the chance to meet a number of good friends, but was also delighted to speak to a number of companies that are doing some very good work to become responsible and sustainable businesses. I applaud each company that is trying to break barriers of conventional business and is actively embedding sustainability and innovation in its routine work as well as its overall business strategy.

As always, we welcome your useful suggestions and feedback to learn how to better reach out to more organizations and government authorities for wider and deeper sustainability in the region. Feel free to contact us via email, phone, or to meet us at our office. Also, please stay in touch with us on [LinkedIn](#), [Twitter](#) and [Facebook](#) to learn about our various programs and events.

Arabia CSR Awards

Calling in applications for the Arabia CSR Awards 2013

The Arabia CSR Network is now accepting applications for the sixth cycle of its prestigious Arabia CSR Awards 2013. This year's Awards cycle will be conducted under the theme "Driving sustainability through corporate citizenship".

The Arabia CSR Awards program has a pan-Arab presence; it accepts application from all organizations, public and private, as well as government authorities, that have embedded sustainability in their operations and have effective and innovative CSR programs in the Middle East and North Africa region.

Applying to the Arabia CSR Awards is a learning experience for every organization, as it allows the applicants to have a close look at various aspects such as good governance, top management's commitment to sustainability, environmental and social

الجائزة
العربية
للمسؤولية
الاجتماعية
للمؤسسات



ARABIA
CORPORATE
SOCIAL
RESPONSIBILITY
AWARDS

6th Cycle 2013

performance, community engagement, transparency & disclosure and much more. The application, as a result, helps its applicants conduct a very useful analysis of their sustainability performance.

The applicants are further helped once they receive insightful feedback from the international jury of judges, each of whom is an expert in areas of governance, innovation, integrated sustainability and environmental stewardship and community development. The Awards are also supported by the UN Global Compact as well as the UNGC Network GCC States. For more information on the current cycle of the Arabia CSR Awards, please visit <http://www.arabiacrnetwork.com/home/acs-awards>



Sustainability Reporting

Habiba Al Marashi participates in GRI Stakeholder Council Meeting

Ms. Habiba Al Marashi, President of the Arabia CSR Network and GRI Stakeholder Council Member attended a GRI Stakeholder Council meeting at the GRI headquarters in Netherlands during the first week of February. The purpose of this meeting was to discuss and make final recommendations for the next version of the guidelines, the G4. Ms. Al Marashi represents the Civil Society Organizations constituency at the GRI Stakeholder Council. The Stakeholder Council – with its 50 members representing various sectors and countries - is GRI's formal stakeholder policy forum. The Stakeholder Council debates and provides input on key strategic and policy issues. The Stakeholder Council's key governance functions include appointing Board members and making recommendations on future policy, business planning and activity.

Upcoming events

Bahrain International CSR Conference – March 3-6, 2013 – Manama, Bahrain



The Arabia CSR Network, in collaboration with the UNGC GCC Network States, is supporting the 1st Bahrain International CSR Conference. This event will serve as a key meeting place for local, regional and international professionals to meet and discuss the latest CSR trends and how to direct them to the rightful community projects.

Ms. Habiba Al Marashi, President of the Arabia CSR Awards, will be the keynote speaker at the Conference. She will also participate in a panel titled 'What is the role of business in society'. Her participation will focus on CSR best practices from across the MENA region and the steps required from the public and private sector to ensure greater corporate citizenship in the Arab world. The Arabia CSR Network will also add value to the Conference by organizing a side event in the form of a day-long workshop on CSR Strategy & Leadership. This workshop will be facilitated by Dr. Gracia S. Ugut, Professor at the Asian Institute of Management.

The first edition will take place from 3rd to 6th March, 2013 at the Gulf Convention Centre. The Conference will offer a wide range of networking opportunities, round table discussions, and general networking areas. For more details, please visit: <http://www.bicsr.com/>

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

Do you wonder why sustainability is so crucial? Or have you asked yourself how your organization can achieve sustainability? To address these common yet fundamental questions the Arabia CSR Network is introducing a CSR Strategy & Leadership Course, with a focus on the Middle-East context. This training will coach you to incorporate CSR into the company strategy in an innovative way. It will also discuss the creation of the future by accomplishing the seemingly impossible: driving profit and growth while being in synch with a greater contribution to social development.

This two-day training - with its mix of CSR theory, case studies and group exercises – will be conducted by Dr. Grace Ugut, Associate Dean of the Executive Education and Life Long Learning, Asian Institute of Management. The course will be aimed towards building capacity of CSR managers and officers, as well as planning and development officers, chief financial officers and board members who work closely with corporate sustainability issues.

Kindly confirm your participation at the earliest. For more details please contact us at admin@arabiaccsrnetwork.com / +971-4-3448622.





Feature Article

REFLECTION

The (Missing) Key to True Impact

- Angela Parker, Co-founder and partner at Realized Worth

Corporate Volunteering is mostly about activity - unfortunately. Like presenting a dozen roses on Valentine's Day to someone who doesn't want them, activity is worthless when it's missing the regular practice of reflection.



Why do companies implement employee volunteering programs? I mean, really - why bother? Most of us have heard at least bits and pieces of the long list of benefits that are said to accompany a solid EVP. For example, employees who volunteer are naturally more engaged overall with their jobs. The companies that these employees work at generate

26% higher revenue per employee, 13% higher total returns to shareholders, and a 50% higher market premium. (Read the article where these stats came from here.) Here is a bunch more from the typical list:

Benefits of Corporate Volunteering:

- Improved community perception and marketing potential
- Creation of positive culture of caring and community service
- Improved communications as people from different sites, departments and levels of seniority work together on social community initiatives
- A license to operate through the approval of local community by the demonstration of good social policy practice
- Improved relationships with customers who increasingly demand information about corporate-citizenship activities
- More effective networking through community links
- Improved morale and motivation
- Lower staff turnover (which attracts and maintains good employees)
- Better company relations
- Positive effect on productivity
- Lower health-related costs for the business
- Greater employee fulfillment
- Skill and ability increase for employees
- Reduced absenteeism and fewer labour stoppages
- Personal and professional growth which strengthens the workforce

Basically, the idea is that corporate volunteering begets engaged employees. And for companies who want to be seen as credible in their CSR strategy, employees are key. Especially lately - because lately, CSR is not just "nice to have." Lately, customers have started to expect your business to be socially responsible. When you want to influence your customer, where should you start? Your employees. It all circles back to the employees. (Read more about this in our interview with Carol Cone of Edelman.)

There is one, vital ingredient for realizing all these excellent benefits: Reflection.

Reflection

Reflection is the process of analyzing, questioning or reconsidering experiences within some type of framework (for example, poverty or homelessness). Reflection happens naturally immediately following any new activity as participants walk away, drive home, or discuss around the water cooler. Despite the fact that we all reflect on our experiences to some degree or another, meaningful reflection (the kind that motivates change) is not always natural or easy. Sometimes we don't know enough the issues to reflect on them in a meaningful way. Other times, we're busy and there's just not a lot of time to just sit and consider what we've experienced. More often than not, we just don't want to look stupid. Discussion is an important aspect of reflection and there's always a chance that in the course of conversation, we'll reveal how much we don't know. As colleagues, our lack of information is often the last thing we want to show each other.

But no reflection means no benefit. So, let's look at how to create safe and intentional space for critical reflection:

1. Hold casual "round table" meetings with everyone who volunteered to hear about their experience (I included some ideas on the next page for round table questions.)
2. Have volunteer leaders present at a "Lunch & Learn" and explain what they did and why it was meaningful
3. Create social gatherings over lunch (or better yet, after work) where employees can talk about volunteering with other employees who may be curious or want to share their concerns



4. Have volunteers write short blogs or use twitter to send out micro-blogs about their experiences. Be sure to have them invite questions and more dialogue on their thoughts.
5. Work with HR to incorporate reflection on these activities during performance reviews
6. Invite employees to include quotes or short blurbs about their experiences for the annual CSR report.

Here are some basic questions you may want to ask as part of a roundtable discussion to guide reflection:

1. Was your volunteering experience what you expected?
2. Did you learn anything about yourself?
3. What kinds of things did you discover about the community you were working in?
4. What do you think your personal contributions were to the volunteering experience?
5. Have any of your values, opinions, beliefs been influenced by volunteering?
6. What is your biggest takeaway?

7. How have you been challenged?
8. What changes are you considering for yourself?

And if you'd like just a little more guidance toward reflective learning, here are a couple of helpful sites:

- A manual for facilitating reflection: http://www.uvm.edu/~dewey/reflection_manual/
- The theory behind reflection: http://www.servicelearning.org/instant_info/fact_sheets/he_facts/he_reflection/
- Introduction to developing reflective practice: <http://www.ukcle.ac.uk/resources/personal-development-planning/introduction>

About the author: Angela Parker is the co-founder and partner at Realized Worth, a leading employee volunteering and CSR consulting firm. As a senior consultant, she works with companies across the globe on creating highly engaging corporate citizenship initiatives.

Members Update

Dubai Electricity and Water Authority **DEWA launches green building**

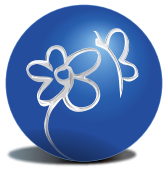


Dubai Electricity and Water Authority (DEWA) recently opened the largest public green building in the world. The building is part of the ongoing efforts by the Dubai Government to build a green economy for sustainable development. The green features help the building reduce consumption of energy by 66% and water by 48%. In addition, 36% of construction material used was recycled content.

"We dedicate this achievement to His Highness Sheikh Hamdan bin Rashid Al Maktoum, as per his directives to set a clear roadmap and integrated framework for the construction of the building. It is now the largest government building in the world with a Platinum rating for green buildings from Leadership in Energy and Environmental Design (LEED), the US Green Building Council institute, which has a set of rating criteria for the design, construction and operation of high-performance green buildings, homes and neighborhoods in the world. The DEWA Sustainable Building achieved 98 out of 110 points," said Saeed Al Tayer CEO, DEWA.

The home of the headquarters of DEWA's Water and Civil Engineering Division features a storm-water management plan that ensures recycling of water for irrigation. Special regulators, sensor taps, low flow fixtures and waterless urinals help reduce water consumption by as much as 48%. All sewage water is treated by a grey water treatment plant and sewage treatment plant. Treated water is reused in the cooling tower, for irrigation and toilet flushing.

More than 20% of the project site area features vegetated open spaces while waste reduction is aided by an easily-accessible dedicated area for the collection and storage of materials for recycling. The building exceeds the standards of design in energy and environment by 20% by extracting and manufacturing 28% of the materials within 800 km of the project. Located close to Noor Islamic Bank Metro Station on the Red Line of Dubai Metro, the service center will help reduce pollution and land development impact from automobile use. It also has secure bicycle tracks for 5% of the building users, in addition to preferential parking for low-emission and fuel efficient vehicles.



Dubai Aluminium

DUBAL leverages gold sponsorship for community benefit

As a responsible corporate citizen, Dubai Aluminium (DUBAL) consciously seeks opportunities to invest meaningfully in socially-deserving causes, especially projects and programs that benefit the disadvantaged within UAE society. Over the past five years, this has included leveraging the company's annual sponsorship of the Omega Dubai Desert Classic golf tournament (Omega DDC) as a platform to enrich the lives of children with special needs.

The practice continued at the 2013 Omega DDC, which took place at the Emirates Golf Club from 31 January to 3 February, with this year's activity comprising a multi-faceted CSR program. On the first day of the tournament, DUBAL hosted a group of students from Dubai Centre for Special Needs at the Emirates Golf Club, during which the youngsters had the opportunity to meet several of the world's top golfers. The students were also taken on a tour of the golf course and given golf lessons. DUBAL also presented a cheque to the value of AED 100,000 to Dr Mahshid Salehi, Director of Dubai Centre for Special Needs during the tournament prize-giving ceremony.

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

du

du announced the next steps of its successful fundraising campaign during Ramadan 2012

Following the success of du's Ramadan 2012 campaign, 'Feekom Al Khair w Al Barakah' ('with your goodness and blessings'), du announced that 50 homes for Emirati orphans will be renovated using funds raised through the aforementioned initiative. The 'Feekom Al Khair w Al Barakah' campaign, organised by du during Ramadan 2012, raised more than AED10.3 million in a reflection of the spirit of solidarity in the UAE's society.

The houses to be renovated were chosen by the Khalifa Bin Zayed Al Nahyan Foundation, based on recommendations from the public, who called the Ministry of Public Works' campaign hotline during Ramadan. Renovations will take place in the western emirates, Abu Dhabi, Dubai, Umm Al Quwain, Ajman and Ras Al Khaimah, and will be undertaken by the Ministry of Public Works over a period of 12-18 months.

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

Emirates NBD

Al Tomooh Scheme inaugurates new project in Fujairah

His Highness Sheikh Mohammed bin Hamad Al Sharqi, Crown Prince of Fujairah, recently inaugurated the Fujairah Orthopaedics and Physiotherapy Center, which is owned by Dr. Abdullah Hassan Baron, and was partially funded by the Al Tomooh Finance Scheme for Small National Businesses. The Al Tomooh



Scheme was established in 1998 as one of Emirates NBD's Corporate Social Responsibility initiatives. The scheme continues to encourage young UAE Nationals to realise their entrepreneurial abilities and engage in the financial and business world by establishing new projects or expanding existing ones which contribute to the development of the UAE economy. The Fujairah Orthopaedics and Physiotherapy Center provides rehabilitation services for children, massage therapy, the treatment of bone injuries, water therapy and other forms of sports medicine. The treatments consist of modern devices and sporting equipment which are used by qualified doctors and nurses with extensive experience.

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

McDonald's UAE

McDonald's UAE invites community to join 2013 'McDonald's UAE Olympic Day Run'



As part of its continuous efforts to promote an active life-style across the Emirates, McDonald's UAE has once again partnered with the UAE Athletic Federation, the UAE Ministry of Education, the National Olympic Committee and the Interschool Association, to organize the 2013 McDonald's UAE Olympic Day Run, set to take place on Al Khan Corniche Street, Sharjah on March 8th.

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



Metito

Metito wins Iraq wastewater plant contract

Metito, a leader in intelligent water management solutions, has won a US\$ 6.8 million deal for a water treatment plant in Iraq. The project, initiated by Najaf Governorate, will serve the sewer and storm water treatment needs for the increasing population in the area and is designed to accommodate a capacity of 50,000 cu m/day. The project will utilize a new technology that guarantees a high energy-efficient wastewater treatment process with a small footprint. This technology is suitable for treatment of municipal and low to medium load industrial wastewater, from which it produces a very high quality effluent with very low sludge production, close to zero. The unique design features of the system provide the self-cleaning capability against any possible clogging, making it almost maintenance-free.

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

Paltel Group Foundation

Mobile Applications Development Initiative Winners Announced - 12 February, 2013

The Paltel Group Foundation for Community Development, in collaboration with the Palestine Information & Communications Technology Incubator (PICTI) and under the patronage of the Ministry of Telecommunications and Information Technology (MoTIT), has announced the winners of 2012 "Mobile Applications Development Initiative" which aimed at creating new opportunities in the mobile phone sector in Palestine through which capacity building programs in universities were delivered and mobile applications were developed.

It also aimed at supporting projects and ideas from school and university students aged (13-25) years in the mobile applications area. The winning projects were offered financial assistance and specialized training courses to facilitate and motivate them to market their business. Paltel also stated that mobile applications initiative will continue in the coming years in order to encourage talent and creativity in Palestine. It is worth to mention that PG Foundation is an independent non-profit organization founded by Paltel Group in 2008 as a direct response to the growing needs of the Palestinian society. The foundation is the first of its kind; corporate-supported foundation focusing on youth empowerment by providing equal opportunities to all segments of society.

Source: <http://www.pgfoundation.ps>

wasl

wasl supports Dubai Autism Centre through the Children's Art

As part of their continuous commitment to support worthy social programs, wasl Asset Management Group visited the Dubai Autism Centre. The wasl team, composed of staff members and senior management, visited children who are part of the exceptional care program provided by the Dubai Autism Center. During the



visit to the facility, the wasl team saw the strong art program which facilitates expression of feeling and emotion as a communication through art. With the centre directors, the wasl team chose pieces of the children's art which will be put on display at wasl headquarters' meeting rooms. The group viewed student paintings that were made depicting two themes: 'Dubai - City that Cares' and 'Golf - Dubai's Green Sport'.

wasl Asset Management team members also marked World Cancer Day with a visit to Dubai Hospital to show their support for the continuing battle against a global disease that affects the young and old alike. The group spent time alongside the nurses and doctors learning more about treatment and the hard work and special care that the Dubai Hospital staff provide, particularly to children affected by the disease. They were also able to bring smiles to many young faces with the donation of gifts and toys. The visit came as part of wasl's activities revolving around cancer throughout the month of February in an attempt to foster a deeper understanding of the disease and of ways to prevent it thus supporting a healthy lifestyle and community.

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

Imdaad UAE LLC

Imdaad launches state-of-the-art mechanical workshop in Dubai

H.E. Dr. Rashid Ahmed Bin Fahed, UAE Minister of Environment and Water, has recently inaugurated the state-of-the-art Imdaad Mechanical Workshop, which is one of the biggest facilities of its kind in the UAE for servicing and maintaining all types of vehicles, especially waste collection trucks. The 30,000square meter facility, located in Dubai's JAFZA South, is expected to reduce the overall cost of maintaining Imdaad's fleet of more than 200 vehicles by 25 per cent, allowing the company to recover its investments within a short period of time.

The Workshop utilizes advanced computer applications to automate and fast track various processes, while maintaining a detailed history of all maintenance / repair work done on each equipment or vehicle, as well as the man-hours and materials used. Imdaad has gained a strong reputation in the region as an adopter



and implementer of the latest FM technologies and practices. The company acquires eco-friendly equipment and prioritizes sustainability across all its operations. It also conducts recycling training for its clients, corporate partners and staff, in addition to providing free recycling bins in certain projects where it handles waste management and collection service.

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

General News

Global Reporting Initiative (GRI)

Why 400 people have already registered for GRI's Global Conference - and why you should too!

The Global Conference on Sustainability and Reporting, taking place from 22-24 May in Amsterdam, will be the must-attend sustainability event of 2013. The Conference will bring together 1500 leaders and practitioners from around the world. The first 400 seats are already booked!

With a theme of Information – Integration – Innovation, participants can expect to gain new knowledge about sustainability reporting; to be inspired to develop innovative solutions to sustainability challenges; and to integrate transparent reporting into their business models.

The Conference will offer something for everyone, from experienced reporters and practitioners to those just embarking on their sustainability reporting journey, and will feature content of interest to delegates from a wide range of sectors and backgrounds including business, finance, accountancy, consultancy, civil society, government, labor and academia.

If you have any questions about the Conference, or want more information about the agenda, travel, and accommodation, please visit www.globalreporting.org

The power of partnership

In January, independent UK analysts Verdantix published a survey naming the Global Brand Leaders among sustainability service providers: GRI came top in the not-for-profit category. At the same time, CEO Ernst Ligteringen was named as one of 2013's Top 100 Thought Leaders in Trustworthy Business Behavior, in a list published by Trust Across America – providers of an audit model for measuring public trust in business.

The Verdantix survey was based on interviews with the most senior sustainability decision-makers at companies with annual revenues greater than \$250 million, across 21 industries in 13 countries. Some 61 percent of respondents named GRI as their preferred not-for-profit brand; the Carbon Disclosure Project achieved the second highest score, with 57 percent.

G4: The future of sustainability reporting

The next generation of GRI's Guidelines – G4 – will be launched in May at GRI's Global Conference on Sustainability and Reporting. The greater focus on materiality, coupled with new disclosures on governance, management approaches and supply chains, will make the G4 Guidelines more relevant to business and society.

A series of documents presenting the feedback received during the Second G4 Public Comment Period (PCP) on the G4 Exposure Draft, and the additional Thematic Revisions topics of Anti-corruption and Greenhouse Gas Emissions, is now available on the GRI website. The documents provide a list of all individuals and organizations that submitted feedback during the Second PCP. They also contain the contents of all online and offline submissions received, and the notes taken during G4 workshops. Together with these documents, GRI has published the methodology used by the Secretariat for analyzing the feedback. The documents are available to download on the G4 Public Comment Periods webpage.

Source: www.globalreporting.org

UN Global Compact (UNGC)

Local Networks Address Key Issues for Africa and the Middle East

Global Compact Local Networks from Africa and the Middle East convened for their annual regional meeting in a three-day event in mid-February 2013. The gathering of Local Networks was preceded by an event that brought Kenyan businesses together with Local Networks and UN representatives. During the multi-stakeholder meeting, the following issues were covered:

- UN Post-2015 Development Agenda
- Building Partnerships to Advance UN Goals
- Making Corporate Sustainability Work for Women & Children
- Responsible Business Practices in Challenging Operating Environments



Following the event with local businesses and stakeholders, Local Networks from Kenya, Nigeria, South Africa, Sudan, Uganda and the Gulf States explored how they can better support participants from their countries to implement the Global Compact's ten principles. The regional meeting was hosted by the Global Compact Network Kenya.

Global Campaign in Search of 100 Sustainable Solutions



International sustainability initiative Sustainia and the UN Global Compact have launched a global campaign to identify 100 readily available solutions with the potential to spearhead sustainable development across industries and markets. The campaign, Sustainia100, is open to submissions featuring international projects, technologies and state-of-the-art innovations that set new standards for sustainability in at least one of 10 categories: buildings, food, fashion, transportation, IT, education, energy, health, cities and resources. Engaged individuals, start-up enterprises, civil society organizations and established businesses can nominate solutions and projects as potential Sustainia100 candidates. As a partner of Sustainia since its inception, the UN Global Compact invites its participants to present their sustainable ideas and solutions through 22 March at www.sustainia.me.

Water Stewardship Conference to Address Post-2015 Development Priorities

Marking the critical importance of water stewardship around the world and its relation to the United Nation's process to define post-2015 development priorities, the CEO Water Mandate recently convened a major conference in Mumbai, India. Global and domestic companies, government agencies, civil society groups, academia and the UN will gather to explore complex corporate water management issues and seek to advance effective and equitable solutions. In particular, the Conference on Corporate Water Stewardship and the Post-2015 Development Agenda: Drawing from India's Experience will examine the three sub-topics of the UN's global water thematic consultation: water, sanitation and hygiene; water resources management; and wastewater management and water quality.

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

UN Conference on Trade and Development (UNCTAD)

Expert meeting to focus on infrastructure services and supportive regulations

Transport, telecommunications, and energy are among "infrastructure services" that play a vital role in economic growth. From 25 to 26 February, experts will discuss how developing countries can set up rules and institutions that help ensure such services. The two-day session is called "The Multi-Year Expert Meeting on Trade, Services, and Development: the Regulatory and Institutional Challenges".

Practitioners and academics from developed and developing countries will seek to identify "best-fit practices" at the levels of policymaking, regulations, institutions, and trade negotiations that link services, trade, and development in a balanced manner. Encompassing transport, telecommunications, energy, water, and financial services, infrastructure services sectors (ISS) are closely associated with economic competitiveness and income levels.

That is because ISS fosters productivity growth in economic activities that use infrastructure-related services as inputs. These activities contribute directly and indirectly to growth, income generation, and higher living standards. Weak ISS, on the other hand, often hampers the development of other economic sectors, including services sectors, particularly in least developed countries and small and vulnerable economies.

Strengthening Iraqi trade policy and WTO negotiations

UNCTAD and the United Nations Industrial Development Organization (UNIDO) are working as a team to help Iraq set astute trade policy and carry out effective trade negotiations. The two organizations are collaborating as part of a wider project, financially supported by the Swedish International Development Agency (SIDA), entitled "Strengthening national quality and trade infrastructure in Iraq".

The UNIDO-UNCTAD collaboration was conceived under the UN Trade and Productive Capacity Cluster framework. The trade component of the project will last through December 2015. The main beneficiary and partner in the project will be Iraq's Ministry of Trade.

A major aim of the UNCTAD-UNIDO project is to assist Iraq in its negotiations for accession to the World Trade Organization (WTO). A second goal is to help the Government of Iraq review and modernize its trade policy framework. Under the project, the two organizations will carry out a series of training events, study tours, and capacity-building assistance programs.

Source: www.unctad.org



Best practices from the archive



An overview of Canon Middle East

Canon Middle East provides imaging solutions to individuals and organizations in a number of Arab and North African countries. In a short span of time the company has been able to build a reputation of strong supply chain policies as well as an emphasis on first-rate environmental performance. Canon Middle East's application to the Arabia CSR Awards in 2011 resulted in it winning the place of 2nd runner up for the Medium Category. CME's sustainability journey is one of commitment and investment in systems development. This case study will illustrate the many ways in which CME has ensured that its sustainability strategy is systematically implemented, monitored and improved through good governance, transparency and constant engagement of key stakeholders.

Driven by its belief that successful global businesses have the power to make a real difference, and that economic performance and social responsibility can go hand in hand, Canon has taken a holistic approach to CSR that embraces not just green issues, but ethics, attitudes and a response to genuine social needs. This belief in positive behavior - be it humanitarian aid and disaster relief, arts, culture, education, science or social welfare - has been embedded in the way Canon works for decades. Their corporate philosophy of Kyosei: 'living and working together for the common good', was introduced in 1988. Since then, they have brought Kyosei to life in all aspects of their business.

In practical terms, this has translated into complying with legal and ethical requirements in their many markets through robust systems and policies that enable them to do business fairly, meet customer and other stakeholder expectations, and comply with all

relevant legislation. Environmental protection is at the heart of Canon ME's CSR policy. CME's Environmental Charter has been built on the fundamental principles outlined in the Canon Group's Environmental Charter. It reflects Canon's business operations and the impact they have on the environment in the geographical region.

Canon's environmental commitment to date has been recognized by a number of bodies including FTSE4Good Global Index and Ethibel Sustainability Index Global (Belgium). At the local level, Canon is a permanent member of the Emirates Environmental Group and the Emirates Wildlife Society - WWF and has received the prestigious CSR Label Award from the Dubai Chamber of Commerce and Industry's Center for Responsible Business. CME also ensures that all employees understand their role in contributing to a sustainable environment. Immediately after they join, employees are given an orientation about CME's environmental impact and the different aspects of its work to mitigate it.

For Canon, environmental sustainability through reducing the carbon footprint of its products is a key consideration. Over the years, Canon Europe has seen a large increase over the past decade in the sale of green Canon products given consumer's strong demand for eco-friendly products. In the Middle East, that is still not the case, which is why CME hopes to be able to increase sales of its sustainable products through awareness-raising activities. This strategy will serve to impact the bottom line while promoting environmental awareness amongst people.

CME's social contribution is centered on its core business. Organizing a number of photo exhibitions and competitions and nurturing local talent in filmmaking is one way through which CME seeks to support photojournalism in the region and give a voice to disenfranchised groups. Some recent examples include 'My Earth, My Lens' - a photo competition that the company launched on 31st March 2012 in line with its celebration of Earth Hour 2012. In addition, CME works with Nayla Al Khaja, the UAE's first female film producer and CME brand ambassador, to encourage budding filmmakers, especially the youth, to make their first film using Canon DSLR cameras.

Since the establishment of Canon's office in the Middle East a little over a decade ago, it is extremely commendable that significant steps have been taken by CME's management to implement the parent company's policies, procedures and systems on environmental management, work ethics, and employee and stakeholder engagement.



Arabia CSR Best Practices: 2011

This abstract has been taken from the ACSR Network publication titled 'Arabia CSR Best Practices: 2011'. For more details on Canon Middle East and other companies that have been recognized for their innovative and effective CSR strategies write to us at admin@arabiaccsrnetwork.com and book your copy now! Please mention "Arabia CSR Best Practices" in the subject.

The Arabia CSR Network welcomes new members to be a part of its CSR journey. To learn how you can be a member, and how your organization will benefit from it, call us at +971-4-3448622 or write to us at admin@arabiaccsrnetwork.com
For more information on the Arabia CSR Network visit www.arabiaccsrnetwork.com