

ارابيا سي اس آر نتورك  
**CSR**  
 Arabia CSR Network®

CSR ARABIA

**Arabia CSR**  
**Network** newsletter

May 2012  
 Issue 9

**LAUNCH OF ARABIA CSR AWARDS 2012** Story on page 3



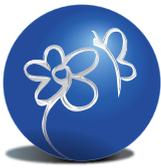
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## Note by the CEO / President Arabia CSR Network

Habiba Al Mar'ashi



### ***As-Salamu Alaykum everyone!!***

The month of April began with our biggest annual event: the launch of the Fifth Cycle of the Arabia CSR Awards. We have high hopes for this cycle as more and more organizations in the region wake up to the realization that implementing Corporate Social Responsibility, integrating sustainability into their core business and contributing to the sustainable development of our region can create infinite opportunities for innovation and co-creation. The Arabia CSR Network passionately believes in the power that companies and individuals hold to affect progressive change, especially where one is desperately needed. We therefore, look forward to receiving applications from those companies all over the Arab World who wish to involve others in their CSR journey and engage in a rewarding process of simultaneously imparting and acquiring new knowledge.

The greatest reward of running the Arabia CSR Network is that it enables us to witness the product of people joining forces to achieve a shared goal. This was abundantly clear to us at the networking event we held in partnership with the Swedish Business Council and the Swedish Trade Council. The event was very well-attended by individuals and organizations who came together for the sole purpose of exploring ways in which they could improve their CSR strategies and practices both individually and as a group. To assist companies improve their CSR performance we aim to launch a series of trainings in the coming months. We already have the GRI certified training (we are organizing another session in May 2012) CSR trainings and we hope to introduce a few more very soon to ensure that everyone can benefit from valuable knowledge and information of best practices. Our hope for this year is that more and more organizations will join us in our pursuit of a prosperous future for all!

We can be found on [LinkedIn](#), [Twitter](#) and [Facebook](#). See you there!

## Training

### **Arabia CSR Network, Swedish Business Council and Swedish Trade Council share CSR best practices in the UAE**

Arabia CSR Network, Swedish Business Council and Swedish Trade Council share CSR best practices in the UAE. An evening networking workshop was held by the Arabia CSR Network on Wednesday, 11th April 2012 in Dubai, in collaboration with the Swedish Business Council and the Swedish Trade Council, and with the support of the Jebel Ali Golf Resort & Spa.

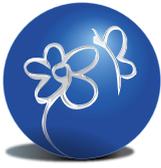
The event, titled **'CSR: Building Alliances for Effective CSR'**, focused on comparative learning within CSR where expertise and business cases were shared from the UAE.

Speaking at the event was Mrs. Habiba Al Marashi, President and Founder of the Arabia CSR Network, an organization focusing on fostering an understanding about corporate social responsibility and promoting sustainable development in the Arab countries. Mrs. Al Marashi stated that today sustainable business is much more than just managing risks and creating market reputation. It is increasingly focusing on creating value by converting challenges into opportunities.



Today, the United Arab Emirates is Sweden's second largest trading partner in the Middle East. More than 150 Swedish companies are represented there. Mrs. Al Marashi also stated that Swedish businesses have a global reputation of being very good at advancing their competitiveness through responsible business practices. Sweden was also the first country to demand sustainability reports from state-owned enterprises.

Therefore, it is important for Swedish businesses in the UAE to operate as models for sustainable development, especially in aspects such as occupational safety and environmental preservation. One of the components of the workshop was an interactive group exercise which was facilitated by PricewaterhouseCooper's (PwC) Energy and Sustainability team in Abu Dhabi. This exercise



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helped the participants determine some of the most important CSR related issues and challenges for companies in the UAE. The highlights of the day were the presentations by Jebel Ali Golf Resort & Spa, Tristar Transport and Bank Sarasin-Alpen on how they have been able to integrate sustainability for creating organizational value while also contributing to various social issues and environmental challenges. Some of these companies have been recipients of the Arabia CSR Awards in the past.

Their presentations served as excellent examples for other participants present at the seminar. The Seminar's key objective was to provide networking opportunities amongst local businesses and Swedish companies so that they could learn more about each other's sustainable business strategies and CSR initiatives. This Seminar was the 2nd CSR and sustainability related event organized by the Arabia CSR Network and Swedish Trade Council. The informative seminar was appreciated by all participants and speakers.

## Awards

### Launch of Arabia CSR Awards 2012

The Arabia CSR Network (ACSRN) formally launched the 5th Cycle of the Arabia CSR Awards in a press conference held on 8th April 2012 at the Southern Sun Qamardeen Hotel in Downtown, Dubai. Held under the patronage of HH Sheikh Ahmed Bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority; Chairman and CEO of Emirates Group; & Chairman of Dubai Airports, and supported by the United Nations Global Compact, the Arabia CSR Awards is the most prestigious and highly coveted CSR Award in the Arab world.

“The Arabia CSR Awards is a milestone and an occasion to celebrate the achievements of public and private companies in the Arab world in enhancing their social and corporate performance to become more sustainable and to have a more positive and larger impact on society,” said Habiba Al Marashi at the press conference.

The Press Conference was also attended by several of the past winners – Ms. Feryal Tawakul (Dubai Customs), Mr. Najib Faris (Bee'ah), Ms. Sameena Ahmad (Bank Sarasin-Alpen Ltd), Mr. Muhammad Akber (Tristar) and Mr. Mohammed Yahya (Dubai Aluminum). The speakers spoke at length about how the Awards' program has helped them enhance their commitment to CSR and sustainability.

الجائزة  
العربية  
للمسؤولية  
الاجتماعية  
للمؤسسات



ARABIA  
CORPORATE  
SOCIAL  
RESPONSIBILITY  
AWARDS



***This year's Awards Forum which will carry the theme 'Embracing Sustainability in Times of Instability' will have a total of six categories:***

1. Small Enterprises (1-99 employees);
2. Medium-sized Enterprises (100 to 499 employees);
3. Large enterprises (500 and above employees);
4. Government/ Public Sector Institutions (government departments and public sector bodies of any size that provide non - commercial services);
5. Corporate-NGO Collaboration Award (for the best collaborative CSR project between a Corporation and an NGO); and
6. New Business (establishments which have been existing for less than three years, of any size)

The launching of the Awards also marked the moment that participants can officially access ACSRN website and fill out the registration form, guidelines, and all other relevant materials. Participants can also email and call the office for guidance and assistance during the entire submission period. Deadline for submission is on 30 June 2012 (Saturday) before 5:00pm (UAE time). The Awarding Ceremony and Forum will be held on 24 October 2012 (Wednesday) in Dubai. It will be a whole day event wherein there will be a morning plenary sessions consisting of distinguished individuals who will discuss numerous issues related to the environment, stakeholder engagement and good governance and about sustainability issues in the Arab world.

The Awarding Ceremony itself will be held in conjunction with a high level luncheon meeting to bring together dignitaries from the government and private sector as well as regional CSR leaders. Since the inception, the Arabia CSR Awards have been and continue to be supported by the UN Global Compact, giving winners international recognition for their CSR best practices. As was the case last year, the 5th Cycle of the Arabia CSR Awards is paperless as well; submissions are virtual and in soft copy. Judges score submissions through online platform with zero paperwork. The Arabia CSR Awards will be sponsored a Climate Neutral Event in cooperation with Switzerland-based climate protection agency myclimate and UAE-based Farnek Avireal. Sponsor of the 5th Cycle of the Arabia CSR Awards is Petrochemical Industries Company-Kuwait, a subsidiary of Kuwait Petroleum Corporation.



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## Events & Meetings

### ***GRI Stakeholder Council meeting***

The Global Reporting Initiative (GRI) recently organized a Stakeholder Council meeting. This was attended by Habiba Al Marashi, President of the Arabia CSR Network.

Ms. Al Marashi is also one of the two representatives of the Civil Society Organizations in the GRI Stakeholder Council. She was also the only representative of the Arab region at the meeting.

The Stakeholder Council is GRI's formal stakeholder policy forum. The Stakeholder Council's key governance functions include appointing Board members and making recommendations

on future policy, business planning and activity. The Stakeholder Council is also the "eyes and ears" of GRI's global network, ensuring that the interests of other external stakeholders are represented in GRI's governance bodies.

The Stakeholder Council meeting in Amsterdam focused on a number of issues related to GRI's progress in mainstreaming sustainability reporting throughout the world. The meeting was also dedicated to substantive conversations about the G4 and Integrated Reporting.

The Stakeholder Council debates and provides input on key strategic and policy issues. Its 50 members come from Africa, Asia Pacific/Oceania, Latin America/Caribbean, North America/Europe/CIS and West Asia and represent core constituencies in GRI's network: Business, Civil Society Organizations, Labor and Mediating Institutions.

### ***Testimonials from trainees of past GRI sessions organized by the Arabia CSR Network***

"As I was one of the participants who attended the first GRI training course organized by Arabia CSR, I have significantly benefited from this course in terms of understanding the key elements of sustainability and how developed countries embarked on this approach. Attending the course was the start of my involvement in helping my organization and colleagues towards improving most of our activities towards a sustainable approach and complying with the GRI reporting guidelines." - ***Yousif Ahmed Kamal, Products Handling & Export Superintendent Gulf Petrochemical Industries Company***

"I would like to thank you (Arabia CSR Network) for all your efforts in organizing the CSR training course in Oman. I believe it was very useful for all participants, and I hope the GRI reporting trend will soon develop in the country." - ***Maïa Sarrouf, Project Manager Environment Society of Oman***

## Upcoming events

### ***Sustainability Reporting training using the GRI framework (May 21-23, 2012)***

The Arabia CSR Network is organizing a GRI certified sustainability training course from 21st to 23rd May 2012 in Dubai, UAE. This three day training will help you learn how your organization can measure, report and improve its environmental, social and corporate governance performance.

According to an article published in The Guardian titled 'How integrated reporting can help companies see the bigger picture', the United Nations has put sustainability reporting by companies

among its proposed key outcomes for the Rio+ 20 summit in June. Publishing environmental, social and governance related progress can reap significant benefits for your company as well.

Arabia CSR Network is the first GRI certified training partner in the Arabic speaking Middle East countries. To date, we have trained 50 CSR professionals and managers to better communicate their organization's sustainability performance using the most popular reporting standard in the world.

**Time & date: Monday 21st to Wednesday 23rd May 2012**  
**Location: Dubai, UAE (regular fee: AED 6000, early-bird fee: AED 5,300)**

*To learn more about how your organization can benefit from sustainability reporting, please visit [www.arabiacrnetwork.com/home/GRI](http://www.arabiacrnetwork.com/home/GRI) or write to us at [admin@arabiacrnetwork.com](mailto:admin@arabiacrnetwork.com).*



## Feature Article

### Redefining Business Success

“You know the best way to get the public to respect your brand? Have a respectable brand.”

- Leroy Stick aka @BPGGlobalPR

Nowadays brands are challenged by the increasing usage of social media: customers and employees can be an incredibly powerful positive or negative force for a brand and companies hardly keep control on information affecting their reputation and image. The only way for companies to succeed is to be radically transparent, authentic and socially responsible.

‘Millennials’ (or Generation Y, consumers defined by birth year – typically late 1980s and early 1990s) and ‘prosumers’ (consumers defined by attitudes and behaviors) are leading the rise in social activism<sup>1</sup>. ‘Millennials’ are the most socially responsible generation ever existed: 84% agree it is their generation’s duty to change the world, and 82% believe their generation has the power to bring about positive global change<sup>2</sup>. ‘Prosumers’ are consumers who are influential, engaged, knowledgeable and cynical about marketing. Social media platforms have empowered both and given them the ability to share (good or bad) opinions on brands in real time and with no geographical boundaries.

In response to consumer empowerment, many established companies have improved their image by devoting CSR budgets to charitable organizations close to their business nature or relevant to their brand positioning. This approach has been successful albeit challenged by economic crisis. In addition, companies that pushed very hard to change their image but not their reality (e.g. British Petroleum) have been criticized on every level, especially on social media<sup>1</sup>.

Internationally, more progressive companies have put social responsibility at the core of their business strategy, in many cases in partnership with innovative social enterprises: well known examples are companies such as Patagonia, Ben & Jerry’s, Whole Foods, as well as joint ventures between Grameen and Danone or Grameen and Adidas.

At a start-up level, many entrepreneurs are launching businesses with social missions embedded in their business models. Social enterprise is becoming a global movement, with many examples of rapidly expanding successful models (such as TOMS and the one-for-one movement, Pepy Tours and many more). Social entrepreneurs are benefiting from embracing a

social missions at multiple levels: lower marketing costs, increased productivity, easier talent scouting, and fostered innovative thinking to name a few... in addition to their personal fulfillment while making a positive impact on their communities.

In the MENA Region the number of social entrepreneurs is still limited (78 internationally recognized social enterprises<sup>3</sup>) but on the rise: some great examples of recently launched and successful social businesses are Wild Guanabana (Egypt and UAE), Care Zone (UAE), and Back to Basics (UAE). The potential for social enterprise in the Region is high: a recent survey conducted by Stanford University, Bayt.com and YouGov amongst more than 12,000 residents of 18 Arab countries exhibits 28% of respondents involved in volunteering activities, 53% interested in starting their own businesses and 44% in starting NGOs<sup>4</sup>.

Regional established companies could actively foster the local social enterprise movement and drive the inevitable shift to social responsible business practices in multiple ways: engaging their employees in volunteering activities (to transfer knowledge from the corporate to the social enterprise sector), providing (or paying for) training programs for social entrepreneurs, supporting their business growth through partnerships or joint ventures. These activities will help companies move from CSR activities often disconnected from core business strategies and from customers and employees’ interests towards more engaging and effective ways to have an impact on the community.

*“The most profitable and successful businesses will increasingly be those that demonstrate the ability to add value in a social responsible way.” David Jones, CEO, Havas & Founder, One Young World*

Medea Nocentini works as Corporate Development Director at OSN ([www.osn.com](http://www.osn.com)) where she is responsible for corporate development and strategy. In her spare time Medea gives back to the community mentoring and consulting social entrepreneurs. She founded C3 – Consult and Coach for a Cause ([www.consultandcoachforacause.org](http://www.consultandcoachforacause.org)): a non-profit initiative that mobilizes corporate professionals willing to share their know-how with social entrepreneurs on a volunteering basis.

#### Sources:

1. ‘Who cares wins: why good business is better business’ David Jones, CEO, Havas & Founder, One Young World.
2. Euro RSCG Worldwide, ‘Millennials Study’ (2010), New York, Market Probe International.
3. ‘Social Entrepreneurship in the Middle East’ (2010), Brookings and Silatech.
4. ‘Social Entrepreneurship: Why is it Important Post Arab Spring? Online Survey Report’ (2011), Stanford University, Bayt.com, YouGov.



## Members Update

### Deutsche Bank honored “Supporter of the Art” by HH Sheikh Mohammed bin Rashid al Maktoum Patrons of the Arts awards



Deutsche Bank announced on Monday that HH Sheikh Mohammed bin Rashid al Maktoum Patron of the Arts Awards has honored the Bank as “Supporter of the Art” for its contribution to the Art in Dubai during 2011.

This is the third consecutive year Deutsche Bank has achieved this recognition. The award recognized Deutsche Bank’s support through its Middle East Foundation for Art initiatives in the United Arab Emirates and particularly in Dubai. In 2011, Deutsche Bank sponsored many art projects including an open air display of 25 balancing sculptures dotted across the International Financial Centre in Dubai and Emirates Palace in Abu Dhabi. In addition, Deutsche Bank supported many local art galleries during their exhibitions and is one of Dubai’s Concert Committee main sponsors.

### DEWA’s Neighbourhood Campaign focuses on raising awareness on energy consumption throughout Dubai



Dubai Electricity and Water Authority (DEWA) has launched its Neighbourhood Campaign for the third year running. The campaign aims to raise awareness about the importance of water and electricity conservation to protect the environment. It has received widespread positive response from residents in Dubai, and is now expanding to other parts of the Emirate.

As part of the Neighbourhood Campaign, a team from DEWA is visiting residential communities throughout Dubai in a specially-designed bus to communicate the awareness programme and inform residents as to how they can save electricity and water.

Through the Neighbourhood initiative, DEWA’s conservation team is offering expert advice and simple tips to families and children: encouraging them to protect the environment by using electricity and water responsibly. Residents are invited into the specially-designed Neighbourhood Bus, to attend interactive presentations from DEWA on practical means of conserving natural resources.

During the program, DEWA is distributing free samples of energy-saver lamps and water-saving devices to the public. DEWA has put in place a time table for visits around Dubai, in order to reach the maximum number of residential communities, mosques and shopping malls. The Neighbourhood Campaign includes a variety of programs aimed at reaching a large number of the community on ways of managing energy consumption

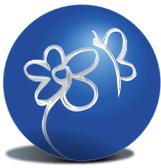
### Dubai Properties Group Supports Earth Hour 2012 in participation with DEWA



Dubai Properties Group (DPG), a member of Dubai Holding, has recently been recognized by DEWA for their support during this year’s Earth Hour, the largest global environmental initiative aimed at raising awareness on climate change. Pictured receiving a certificate of appreciation is DPG Group CEO Mr. Khalid Al Malik from Mr. Saeed Al Tayer Managing Director and CEO of DEWA.

DPG demonstrated its support of the environmental initiative this year by encouraging stakeholders, tenants and employees to switch off all unused lights and electrical equipment for ‘Earth Hour’ on Saturday March 31st, from 8:30 pm to 9:30 pm. DPG has supported the ‘Earth Hour’ initiative since its introduction in the UAE, promoting it through various campaigns over the years. Their involvement is part of the company’s ‘Responsible Living’ platform, reflecting DPG’s commitment to supporting various events and joint initiatives with authorities and non-profit organizations.

This successful initiative was held under the patronage of HH Sheikh Hamdan bin Mohammed bin Rashid al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council and in partnership with the Dubai Supreme Council of Energy and



Emirates Wildlife Society and World Wide Fund for Nature. Earth Hour was first held in Dubai in 2008 and has since saved hundreds of thousands of carbon emissions. Dubai Properties Group also organized Health Awareness Day at Nuzul Staff Accommodation where it held a day of medical checks, sports activities and a series of health awareness lectures for residents at its Nuzul Staff Accommodation Community.

The annual event is supported by the Lifeline Hospital (Jebel Ali) and Nucleus Healthcare Consultants and offers free check-ups for blood pressure, blood sugar and BMI, in addition to providing an opportunity for residents to discuss any health concerns they might experience with qualified doctors. This DPG initiative promotes the importance of regular medical check-ups and general health awareness amongst residents in its Nuzul Community and forms an important part of DPG's overall Responsible Living Platform. Covering external and internal initiatives that focus on supporting DPG communities and the broader community in Dubai, the initiative reflects DPG's

### **Dubai receives 2012 Ideas.Arabia Health & Safety Award and the 2012 Ideas.Arabia Productivity Award**



The spirit of innovation and continuous improvement at Dubai Aluminium («DUBAL») has again been recognized by an independent, peer-based jury: the company received two category awards in the 2012 Ideas.Arabia Idea of the Year competition. The award ceremony was integral to the 7th Ideas.Arabia International Conference («Ideas.Arabia 2012»), held under the patronage of H. H. Sheikh Ahmed bin Saeed Al Maktoum (President of the Dubai Department of Civil Aviation and Chairman of Emirates Group), and took place at Al Bustan Hotel, Dubai, on 22 and 23 April.

### **du equips 300 Emirati students with essential career tools at Work Skills Training Programme 2012**

As part of its continuous efforts and commitment towards educating young Emirati talents and enabling them to have a solid approach to the job market, du recently launched its second batch of Work Skills Training program giving 300 Emirati students professionally-taught vocational soft skills to enhance their future career prospects. This year sees more than twice as many students as the previous programme, with courses being held in both Dubai and Abu Dhabi.

During the seven-week program (ending on 31 May), students will select their courses, provided by learning partners; Abu Dhabi University Knowledge Group, Spearhead, Abami, Franklin Covey and Ideas Management. Upon completion, students will be presented with a certificate during a Graduation Ceremony that will be a valuable addition to their CV.



In other related news, du's Corporate Social Responsibility (CSR) efforts received recognition from Dubai Cares, a UAE-based philanthropic organization founded by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

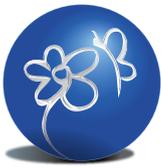
Under the umbrella of its Corporate Social Responsibility, du nurtures the very fabric that creates the unique culture of the UAE. It does this by supporting social activities, education, providing assistance to entrepreneurs and promoting local heritage and culture. du was the first telecommunications company in the region to launch a Sustainable Development report, released in October 2011, in which the full extent of its CSR activities are mapped.

### **PwC launches a report on eco-friendly and profitable operational strategies**



PwC Middle East recently published a research study titled "A Blueprint for Green". This study focuses on strategies adopted by companies in the Middle East that build environmental sustainability while growing revenues and profit margins, i.e. creating shared value. The report looks at examples of managing a green product lifecycle, greening the supply chain, recyclable packaging and more.

This short report is an excellent insight into some of the more innovative environment-friendly strategies being adopted by businesses in the Middle East. The report also contains a short assessment of your organization's operational strategy to check how green it is. To download this report, please visit <http://www.pwc.com/m1/en/publications/Blueprint-for-green.pdf>



## General News

### Reforming global sustainable development governance



Technically editing: G4's new Task Force to improve guidance GRI's Guidelines are undergoing some major revisions, with five Working Groups producing new or improved guidance on disclosures on management approach, governance and remuneration, boundary, application level and supply chain. One of the first things the Task Force is working on is to separate disclosure items from guidance, similar to other reporting standards. The Task Force will also look at content developed by the Working Groups, to ensure consistency and continued accuracy. The Task Force sees G4 as a major step towards a new kind of corporate reporting. The Task Force is now working to improve technical definitions, and will be editing the content produced by the Working Groups before the second Public Comment Period, open from June 2012.

### New XBRL reporting format helps reveal sustainability data more easily



Data on the sustainability performance of companies – including carbon emissions, water use and human rights infringements – can now be easily revealed thanks to a new format for tagging data in sustainability reports, launched by GRI on Thursday 8 March. The new format will help people find information in sustainability reports much more quickly and easily. The GRI Taxonomy – which is available for free – was developed in collaboration with Deloitte Netherlands. XBRL stands for eXtensible Business Reporting Language. An open-source tagging language similar to XML, it is used worldwide for tagging data in financial reports. GRI has also launched a Voluntary Filing Program, where reporters that use the new GRI Taxonomy can promote their tagged reports on GRI's website. For more information, please visit <http://www.globalreporting.org>

### Private Sector and Governments Discuss Green and Inclusive Economy Ahead of Rio+20

In the run-up to the United Nations Conference on Sustainable Development (Rio+20), business representatives, government officials and other stakeholders engaged in a two-day consultation in The Hague, the Netherlands. More than 300 participants discussed the theme “Realizing Inclusive and

Green Growth” and how business’ strengths in innovation, adaptation and implementation can best be leveraged to facilitate the transition to a green economy. The outcomes of the discussions have been captured and will be fed into the negotiation process for Rio+20. For more information, please visit <http://www.unglobalcompact.org>

### 13th UN Conference on Trade and Development



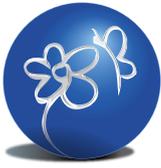
The UNCTAD XIII Conference closed in Doha on 26th April 2012 with the mandate affirming the organization's quest for “a prosperous world”. In addition to the multitude of negotiations, the conference was a six-day marathon of panel discussions, report and publication launches, Ministerial conferences, and other events. UNCTAD's Third World Investment Forum overlapped with the 21 April beginning of the quadrennial gathering. Total attendance during the week came to over 5,000. Arabia CSR Network was represented at the Conference by Mr. Abdul Aziz Al Midfa.

On the UNCTAD XIII theme of “development-centred globalization,” the Doha Mandate states that “several challenges have to be met to realize development-centred globalization. In this regard, finance should support the real economy in support of sustained, inclusive and equitable economic growth and sustainable development. All countries, developed and developing alike, can pay serious political, economic and social costs from financial shocks.” For more information, please visit [www.unctad.org](http://www.unctad.org)

### Ashoka Arab publishes 2011 Annual Report



Since 2003, Ashoka Arab World has positively affected over 12 million people in the Arab World. To find out more about how it has such a positive influence, please read it's recently published Annual Report. Ashoka is the global association of the world's leading social entrepreneurs—men and women with system changing solutions for the world's most urgent social problems. To read the report, please visit <http://ashoka-arab.org/pdf/2011%20Ashoka%20Arab%20World%20Annual%20Report.pdf>



### **Sheikh Ahmed bin Saeed attends 7th International CSR meet in Dubai**

The 7th International Conference on Social Responsibility, with the theme “Making CSR an Actionable Business Agenda”, took place in Dubai under the presence of H. H. Sheikh Ahmed bin Saeed Al Maktoum, President of the Dubai Civil Aviation Authority, Chairman of the Dubai Airports, Chairman and Chief Executive of the Emirates Airline.

The event was organized by the Institute of Directors-India (IOD) in association with Dubai Quality Group (DQG). The 7th International Conference on Social Responsibility was held for the first time in Dubai city.

The Conference was attended by more than 100 global delegates, including stakeholders interested in sustainability of business and the well-being of society.

### **The Domestic Workers Convention 2011: Implications for migrant domestic workers in Southeast Asia**

The recent International Labour Organization (ILO) Convention concerning Decent Work for Domestic Workers (Domestic Workers Convention 2011) offers an opportunity to finally address the longstanding issue of the protection of the human and labour rights of migrant domestic workers. This Non-Traditional Security (NTS) Insight evaluates the responses of four Southeast Asian states – Indonesia, the Philippines, Malaysia and Singapore – to the Convention. It highlights continuing differences between labour sending and labour receiving countries in terms of their responses, and suggests that ASEAN could play a significant role in bridging that gap and promoting the adoption of universal standards and practices. For more information, please visit <http://app.getresponse.com/click.html?x=a62b&lc=Bt3At&mc=BX&s=yurAa&y=o&>

## ***Updates from the UAE Foreign Aid Sector***

### **UAE field hospital in Ismailiya treats 500 patients in Egypt**

*The UAE Emirates World Humanitarian Mobile Hospital has treated more than 500 Egyptian patients since it moved to Al Ismailiya Governorate. The hospital provided treatment and medicine free of charge for the elderly, children and the needy Egyptian people.*

### **Mohammed bin Zayed orders dispatching of relief plane to Libya**

*HH General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces has ordered a relief plane, carrying urgent medical aid to the Libyan people to ease their suffering.*

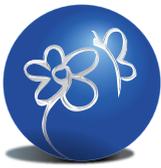
### **Zayed Foundation provides medical equipment to Al Makassed Hospital in Jerusalem**

*The Zayed Bin Sultan Al Nahyan Charitable and Humanitarian Foundation has donated AED 2.3 million to Al Makassed Hospital in Jerusalem to buy a vehicle to transport patients, medical equipment for the hospital, as well as establish a medical centre at one of Al Aqsa mosque gates.*

### **UAE Red Crescent Authority (RCA) offers urgent medical services and food packages for Syrian refugees in Lebanon**

*The UAE RCA has intensified its efforts to provide medical assistance for Syrian refugees. RCA officials discussed with Lebanese hospitals ways of meeting the needs of the injured. RCA teams have also distributed food packages in Tripoli and Akaar Governorates.*

*For more information, please visit <http://www.ocfa.gov.ae>*



## Best practices from the archive



### An overview of Bovis Lend Lease

Bovis Lend Lease (BLL) – part of Lend Lease Corporation – has been operating in the Middle East since the late 1970's with well-established offices in Abu Dhabi, Dubai, Muscat and Manama. According to BLL, being sustainable means adopting a two-pronged approach where it protects its employees by eliminating fatalities, incidents and injuries as well as measure, report & reduce the environmental impact of its core operations. Its sustainability strategy has been wisely rooted in the company's core values of Respect, Integrity, Innovation, Collaboration and Excellence – all of which are centered on the BLL's various stakeholders.

BLL is one of the world's leading project and construction management companies with business services that include Construction Management, Project Management, Design and Build and Consultancy services. There is little surprise, therefore, that in the late 1970's the company found its place in the construction boom in the Middle East and today it has well-established offices in Abu Dhabi, Dubai, Muscat and Manama.

BLL is a proponent of the fact that a socially and environmentally responsible approach to business is not only a moral issue, but also one that makes good business sense as it creates long term commercial value and reduces operational and

financial risk. It is likely that this line of attack may have been a result of the economic recession that hit the UAE in 2007-08, as the company first moved to develop official sustainability action plans in 2007.

Bovis Lend Lease and its parent company Lend Lease started on the journey to become a sustainable organization in 2006. Today its global headquarters in Sydney and London have become carbon neutral. BLL in the Middle East is also working hard towards its commitment to sustainability across all businesses and countries in the region.

It must be emphasized that sustainability is an integral part of the culture of Bovis Lend Lease. While the emphasis may lay on worker safety, there are several steps that the company has taken in the right direction for environmental sustainability.

BLL has also shown maturity in its CSR initiatives by placing importance to the aspect of regular measurement and reporting, a vital step towards transparency. BLL has also wisely started to measure and report its performance based on a number of Key Performance Indicators across the organization to connect its regional business operations with its global sustainability aspirations.

The organization's approach towards sustainability is aptly portrayed in a statement by the corporation's Global Head of Sustainability, "For Lend Lease, sustainable development is beyond compliance – it is about business strategy, innovation and leadership."



### Arabia CSR Best Practices: 2008-2010



*This abstract has been taken from the ACSRN publication titled 'Arabia CSR Practices: 2008-2010'. For more details on Bovis Lend Lease, and other companies that have been recognized for their innovative and effective CSR strategies write to us at [admin@arabiacsnetwork.com](mailto:admin@arabiacsnetwork.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@arabiacsnetwork.com](mailto:admin@arabiacsnetwork.com)  
For more information on the Arabia CSR Network visit [www.arabiacsnetwork.com](http://www.arabiacsnetwork.com)