

الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network®

CSR ARABIA

Arabia CSR
Network newsletter

November 2014 Issue 39

Special Edition

THE ARABIA CSR FORUM & AWARDS 2014



The Arabia CSR Network and UNEP sign a
Memorandum of Understanding - pg 9

The Arabia CSR Awards Forum Pg 3-4

*Key Highlights of the Arabia CSR Awards
7th Cycle - Pg 5*

The Arabia CSR Awards Winners - Pg 6-8

Training & Updates - pg10

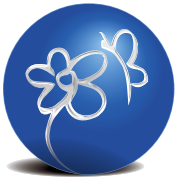
The Arabia CSR Best Practices 2013 is now
available at the Arabia CSR Network office
grab your copy now.

Building partnerships for a sustainable future ©

Editorial Team:
Habiba Al Marashi, Hiba Salah, Jefferson Balisi

Exclusive Strategic
Sponsor of the Arabia
CSR Awards





Note from the President & CEO Arabia CSR Network



Habiba Al Mar'ashi

“Far better is it to dare mighty things, to win glorious triumphs, even though checkered by failure... than to rank with those poor spirits who neither enjoy nor suffer much, because they live in a gray twilight that knows not victory nor defeat”. - Theodore Roosevelt

October is the month of victory for the champions at the Arabia CSR Network and what a month it has been! Every year we unite in a platform designed to celebrate the achievements of the CSR leaders of the Arab World. This month's newsletter is a special edition dedicated to the Arabia CSR Forum and Awards which took place on the 28th of October in Dubai.

This year's Arabia CSR Forum was a groundbreaking success- gathering speakers and participants from over 23 countries, all bringing their expertise and deliberating on the issues, challenges and opportunities on the sustainability scene. We will also be sharing the highlights of the Arabia CSR Awards and all the developments that have made it so special.

The 7th Cycle successfully roped in an astounding 155 registered applications this year from 12 Arab countries across 26 sectors, 102 of which have made it to the Judges' tables. This number re-emphasizes the Arabia CSR Awards' position as the region's pioneer CSR platform hosting 750 registered applications from 660 organizations.

In this Cycle we have gone to great lengths to increase our regional outreach and have proudly welcomed the first 2 Moroccan organizations on board for the first time in our 7 year history.

I commend all the organizations that have embraced sustainability as a goal to achieve a better way of doing

business in tomorrow's world and encourage all of those that have not dared to do mighty things to join leaders in their quest for sustainability.

I would like to take this opportunity to thank all of those who have attended our event and promise you that as usual, we will strive to make it bigger and better next year. I thank H.E Dr.Mohammed Bin Ibrahim At-Twajiri for his generous Auspices, his personal attendance and the support of our platform. Thanks are due to our Sponsors for their belief in us and their commitment and support of our sustainability Journey: our Exclusive Strategic Sponsor Huwaei, our Platinum Sponsors GPIC and PIC and our Bronze Sponsors Ras Gas and National Paints. Our deep appreciation also goes out to our media supporters who have made all our efforts visible and disseminated our voice for the cause of sustainable development.

Read on to find out the winners in each category and the exciting events that have unfolded throughout the day. Please visit facebook.com/arabiacsnetwork to view pictures of the historic day and remember to always connect with us on our social media channels www.arabiacsnetwork.com

I remain, sustainably yours.....Habiba



The Arabia CSR Awards Forum 2014



"I found the topics discussed throughout the Arabia CSR Awards Forum are timely, actual, modern and important and I would recommend people to attend the same next year."

H.E Dr.Mohammed Bin Ibrahim At-Twajri- Assistant Secretary General for Economic Affairs of the League of Arab States and Patron of The Arabia CSR Forum and Awards 2014

This year's Awards Forum marked an important benchmark as the first ever regional platform to be supported at the highest levels both internationally and locally, by the UN Global Compact and the League of Arab States. It managed to effectively stimulate the desired debate on the major developments in the area and gathered distinguished expert guests: government dignitaries, CEO's and presidents, CSR experts and many more.

Among those speaking at the Arabia CSR Awards Forum was H.E Dr. Mohammed bin Ibrahim At-Twajri, Assistant Secretary-General for Economic Affairs for the League of Arab States and Dr. Iyad Abu Moghli, Regional Director and Representative for the UNEP Regional Office for West Asia. Both gave impressive key note speeches preceded by an opening speech by the Arabia CSR Network President and CEO, Mrs. Habiba AlMarashi relating to sustainability developments in the region and the main issues affecting green growth in this area.

The Forum composed four plenary sessions, with the first examining how the unique skills and inspiration of the private sector can be harnessed to develop a greener and commercially viable future and the second looking at the importance of Public Private Partnerships to stimulate green investment opportunities that can address unemployment and stimulate a low carbon growth trajectory. The third session centered on how management systems of the future could improve sustainability performance of companies and the fourth examined green economy case studies that showed a return on investment to help companies make green growth strategic decisions.





The Arabia CSR Awards Forum 2014

Opening Speech

– Habiba Al-Marashi, President & CEO, Arabia CSR Network

Keynote Addresses

1.) Dr. Mohammed At-Twajiri, Assistant Secretary-General for Economic Affairs for the League of Arab States

2.) Dr. Iyad Abu Moghli, Regional Director and Representative for the UNEP Regional Office for West Asia (ROWA)

Plenary Session I - Beyond Regulation: bringing the unique skills and inspiration of the private sector to develop a greener and commercially viable future

1. Mr. Asaad Ahmad Al-Saad, Chief Executive Officer, Petrochemical Industries Company, Kuwait

2. Mrs. Karin Ireton, Head, Sustainability Management, Standard Bank Group, South Africa

3. Mr. Matthew Tukaki, Co-Founder of the EntreHub.org and Sustain Group

Plenary Session II - Public Private Partnerships : to stimulate green investment opportunities, address unemployment and promote green jobs for transition towards a low carbon and resource efficient economy

1- H.E. Bengt Johanson, Ambassador for CSR, Government of Sweden

2- Dr. Ismahane Elouafi, MSc. Ph.D, Director General, International Centre for Biosaline Agriculture

3- Mrs. Ini Onuk – Lead Consultant CEO, Thistle Praxis Consulting Limited

4- Mr. Darian Stibbe- Executive Director- The Partnering Initiative

Networking Lunch

Plenary Session III- Embedding CSR in organizational strategies through introducing the future of management systems and how they are going to be linked to sustainability

1- Mr. John Woodhead on behalf of Luca Crisciotti, Chief Executive Officer, Business Assurance Global, DNV-GL

2- Mr. Carlos Eduardo Lessa Brandão, Board of Director, Ethos Institute of Business and Social Responsibility

3- Mr. Abdulaziz Hussni Zurub, Director, EHS Division, Abu Dhabi Municipality

4- Mr. Abdurahman Alsum, Senior Specialist, Sustainability Development, The Saudi Arabian Mining Company (Ma'aden)

Plenary Session IV – The Business Case for Green Economy: Is there a clear ROI on which companies can base green growth strategic investment decisions?

Case Study 1 – Arab Authority for Agriculture and Investment Development, Presented by His Excellency Mohamed Bin Obaid Al Mazrooei,

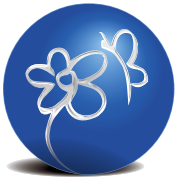
Case Study 2- The Rise of Social Entrepreneurs, Presented by Dr. Grace Ugut, Executive Director, Lippo Education Initiatives

Case Study 3 – Samil Industrial Company, Presented by Ms. Hanan Abbas, CSR and Sustainable Development Advisor

Case Study 4- Aramex, Mr. Monaem ben Lallhoum, Founding Partner and Head of Advisory Services at Sustainable Square Consultancy

Case Study 5- Office Chérifien des Phosphates (OCP), Presented by Mrs. Karima Essabbak, Head of the International Relations, World Forum Lille

Case Study 6- Tunisian Solar Programme (PROSOL), Presented by Myriem Touhami, Programme Officer, United Nations Environment Programme



الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network®

The Arabia CSR Awards 2014

This year's Awards was suspense peaked with competition at an all-time high between competing organisations featured in a lot of tied across the different categories.

Once again the Arabia CSR Network congratulates the Winners and commends them on their genuine efforts for the betterment of our societies and planet. Read ahead to see this year's champions and the main outlines of this year's cycle.

الجائزة
العربية
للمسؤولية
الاجتماعية
للمؤسسات



ARABIA
CORPORATE
SOCIAL
RESPONSIBILITY
AWARDS

7th Cycle
2014

Key Highlights of the Arabia CSR Awards 7th Cycle



8% more registrations in 2014

Number of countries represented by participants grew from 10 to 12 this year including 2 new entrants from Morocco- BMCE Bank and INWI Telecom

Both the Partnership Project and New Business categories have shown an increase this year, Medium category remains the same as last year and other categories show a small decline

Significantly, there is a 40% increase in Partnership Project applications

Comparing difference in scores among the winners of 2013 and 2014, there is a 3.7% increase in the Large business category, 4.2% increase in the Small business category, and an 8.3% increase in the winning score in the Partnership Projects compared to last year's Corporate-NGO Collaboration

35% of companies were applying for the first time, 65% of companies have applied once or more in the past, many among them have expressed their appreciation of the awards in building their capabilities in the field of CSR and sustainability

45% of the companies have submitted a CSR or a Sustainability Report along with their applications



The Winners

No.	Winners	Country	Organization name
PUBLIC SECTOR CATEGORY			
1	Winner	UAE	Emirates Transport
2	First Runner Up	UAE	Dubai Customs
3	Second Runner Up	UAE	DEWA
LARGE CATEGORY			
1	Winner	Qatar	QatarGas
1	First Runner Up	Bahrain	GPIC
2	Second Runner Up (TIE)	Qatar	RasGas
		Kuwait	Petrochemical Industries Company
MEDIUM CATEGORY			
1	Winner	KSA	National Petrochemical Industrial Company
2	First Runner Up (Tie)	UAE	Blossom Nursery
		UAE	Emaar Community Management
1	Second Runner Up	UAE	Crown Plaza Abu Dhabi
SMALL CATEGORY			
1	Winner	UAE	British Orchard Nursery
2	1st Runner Up - Small	UAE	HomeGrown Nursery
3	Second Runner Up	UAE	EngageMe
PARTNERSHIP PROJECT			
1	Winner	Morocco	BMCE bank
2	First Runner Up (TIE)	Kuwait	Petrochemical Industries Company
		UAE	Tristar Transport LLC
3	Second Runner Up (TIE)	Jordan	Arab Bank
		Egypt	Suez Cement
		UAE	Al Jazeera International Catering LLC
BEST NEW BUSINESS			
1	Winner	UAE	EngageMe



The Winners

Pubic Sector Category



Emirates Transport | Winner



Dubai Customs | 1st Runner Up



Dewa | 2nd Runner Up

Large Sector Category



QatarGas | Winner



Gulf Petrochemical Industries Co.
2nd Runner Up



Petrochemical Industries Company
2nd Runner Up



Ras Gas | 2nd Runner Up

Medium Category



National Petrochemical Industrial Company
Winner



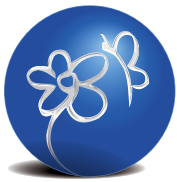
Blossom Nursery
1st Runner Up



Emaar Community Management
1st Runner Up



Crown Plaza Abu Dhabi
2nd Runner Up



The Winners

Small Category



British Orchard Nursery
Winner



HomeGrown Nursery
1st Runner Up



EngageMe
2nd Runner Up

Partnership Project



BMCE bank | Winner



Petrochemical Industries Company
1st Runner Up



Tristar Transport LLC
1st Runner Up



Suez Cement | 2nd Runner Up



Arab Bank | 2nd Runner Up

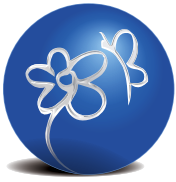


Al Jazeera International Catering LLC
2nd Runner Up

Best New Business



EngageMe | Winner



A Star is born: “Sharaka” - The Arab Partnering Alliance

In the course of the Arabia CSR Forum 2014, a discussion ensued regarding the essential requirement of effective partnerships and collaborations in the Arab world between organisations of all sizes and nature. Although they are different, these organisations all seek the same end: sustainable development. That may be achieved through responsible business, community engagement or good governance but why not unite for structured and effective collaborations on one platform.

Out of this rationale evolved the idea of “Sharaka”: the idea of a multisectoral engagement platform that encourages and catalyses positive actions through effective collaboration.

Over the next few months the Arabia CSR Network will be working closely with selected partners who have expressed their commitment towards formulating a structured framework and creating the appropriate methodology of engaging the relevant stakeholders for the platform. Over 20 of the Forum attendees have pledged their allegiance to Sharaka on the spot and we call on anyone who is willing to join the Sharaka Alliance (albeit in its incumbent phase) to contact us for further details and see what you can do to make a difference.



The Arabia Partnering Alliance

Sharaka’s Inaugurating Champions

1. Dr. Iyad Abu Moghli - Regional Office for Western Asia
2. Matthew Tukaki - Sustain Group and Entrehub.org
3. Darian Stibbe - The Partnering Initiative
4. Dr. Ismahane Elouafi - International Center for Biosaline Agriculture
5. Monaem Ben Lellahom - Sustainable Square Think Tank
6. Hanan Mohamed AbdelKarim Abbas, CSR and Sustainable Development Advisor
7. Ini Onuk - Thistlepraxis Consulting
8. Dr. Eappen Thiruvattal - University of Dubai
9. Vandana Ghandi - British Orchard Nursery
10. Karima Essabbak - World Forum Lille
11. Ryan Ingram - Banyan Tree
12. Soraya Sebti - BMCE Bank Morocco
13. Abdel Aziz Zurub - Abu Dhabi Municipality
14. Eman Abdelkarim - Samil Industrial Co.
15. Lucy Bruce - Homegrown Nursery

To join Sharaka today- please email the Arabia CSR Network at admin@arabiaccsrnetwork.com



The Arabia SR Network and UNEP sign a Memorandum of Understanding

“The United Nations Environment Programme is very pleased to have signed a Memorandum of Understanding with the Arabia CSR network. The Network has established over the past few years an excellent niche in the Arab region bringing the private sector interests in line with the global traction towards sustainability and genuine social responsibility. This is demonstrated by the diversity of innovative initiatives selected by the Arabia CSR Network in all of its Awards ranging from accounting for environmental issues to supporting transformations towards green economy. UNEP looks forward to enhanced cooperation in bridging the gap between profit

making and people’s interests and planet preservation”. **Dr. Iyad Abu Moghli Regional Director and Representative for the UNEP Regional Office for West Asia (ROWA)**

UNEP has always been a strong supporter of the Arabia CSR Network and its activities in the region and the two entities have collaborated on numerous fronts in the past. This relationship has now been solidified in a structured collaboration to compound the positive impacts from their joint activities. The MOU is a result of many months of careful deliberation between the Regional Office for West Asia (ROWA) represented by its Director Dr. Iyad Abu Moghli and The President and CEO of the Arabia CSR Network, Mrs. Habiba AlMarashi.

The signing of the MOU is a significant step in the history of the Arabia CSR Network and a serious step towards attaining common objectives with regard to work with private and public sector organizations to support their ongoing efforts to improving corporate social responsibility and sustainability reporting to the public domain. The areas of cooperation as per the recent formalization of the cooperation will include in promoting the transition to more sustainable business practices, which contribute to sustainable consumption and production patterns in the region. This will also include identifying case studies of best practice from the Arab region and beyond for dissemination and outreach.

The collaboration of UNEP and the Arabia CSR Network is undoubtedly a giant leap forward for the region and is expected to yield strong impacts on the region’s communities and natural resources through responsible business practices.



Upcoming Trainings & Events

Social Impact Assessment Workshop **13 Nov 2014, Dubai, UAE**

This workshop is held in accordance with the global SROI - Social Return on Investment model which converts social change into financial terms, parallel to and in the same language as a year-end financial report.

This works by measuring the impact, based on modern stakeholder engagement and accounting methods, conceptualized by leading economists, by creating financial proxies and indicators on how the project or initiative has created measurable quantifiable value to the society. Fee: USD 700. Book your seat today to benefit from our featured discounts.





FIRST GRI TRAINING IN ARABIC

تدريب معتمد عن تقاري الإستدامة بإستخدام
الإطار الرابع لوثيقة الإرشادات G4 الصادرة
عن المبادرة العالمية لإعداد التقارير GRI



Certified GRI Sustainability Reporting Training – GRI G4 **17-18 December 2014 in Arabic** **Dubai, UAE**

Arabia CSR Network
is a GRI Certified Training Partner
in Arabic speaking
Middle East countries



Arabia CSR Network will conduct its third certified training on Sustainability Reporting based on the newly launched GRI G4 Guidelines in the last quarter of the year. The Arabia CSR Network is proud to announce that this is its first GRI G4 in the Arabic language, brought to address the participants of the region in their language.

The Training will enable participants to:

- Go through the five step process of reporting - prepare, connect, define, monitor and report
- Plan and Coordinate GRI Reporting Process
- Understand, Identify and Manage the concept of Stakeholder Engagement
- Learn how to prioritise and document Material Issues
- Select the “in accordance” criteria and assure the collected information and data.

Professionals interested to obtain a certified training with no prior certification or the previously trained participants of GRI G3 / G3.1 can attend the training. Certificates will be issued to all the participants by the GRI Headquarters in Netherlands. The new generation of GRI G4 is different from G3.1 with a greater emphasis on management, ethics, governance, supply chain and more. Make sure you are part of these trainings by Arabia CSR Network and avail the special prices offered. Participation Fee: USD 1,950 per participant. Group discount and early bird discounts will be available for interested participants. For more details on the training, visit <http://www.arabiacsrnw.com/home/2014-training-series>