

الشبكة العربية للمسؤولية  
الإجتماعية للمؤسسات  
Arabia CSR Network®

# Arabia CSR Network

newsletter

April 2018  
Volume 8 | Issue 80

## The Arabia CSR Awards Clinic

### Save the Date

Monday, 9<sup>th</sup> of April, 2018  
9:00am – 12:30 pm



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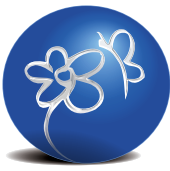
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## Note from the President & CEO Arabia CSR Network

March was a beautiful & lively month, which saw us taking part in many activities. A smart energy summit, a sustainable leadership conference, a national solar energy milestone, an international eco-day, and an anniversary breakfast discussion. It is the richness of discussions, the introduction to new ideas, the sharing of narratives, which allows one the rare opportunity to harness intellectual wealth and grow it. As someone said, "Learning is the beginning of wealth. Learning is the beginning of health. Learning is the beginning of spirituality. Searching and learning is where the miracle process all begins." Another futurist remarked, "At its very heart, World changing is about using the best of people's new ideas, bringing them together and applying them to the massive problems that we all face." So knowledge, learning and ideation all contribute to the genesis of innovation.

The United Arab Emirates is using smart technology and innovation very strategically to unlock the immense potential for green economy, low carbon growth and sustainable economic development. Everywhere we go today we cannot fail to see the commitment of our leaders to the vision of a sustainable future which is perceived as the formula for competitiveness and leadership. In this strive a great deal of attention is being paid towards the need to create a healthy environment by rationalising natural resource consumption, targeting waste in a creative way, protecting ecosystems and promoting sustainable living. As Gaylord Nelson said, "The wealth of the nation is its air, water, soil, forests, minerals, rivers, lakes, oceans, scenic beauty, wildlife habitats and biodiversity... that's all there is. That's the whole economy. That's where all the economic activity and jobs come from. These biological systems are the sustaining wealth of the world."

There is ample historical evidence of civilisations damaging their own environment and seriously compromising their own survival chances. However as current trends predict, technology will drive our greener future and transition to a sustainably developed world. The unprecedented amount of data that companies can now collect provides amazing opportunities to meet the most specialized customer needs and create entirely new business models. It has the ability to address some of the most pressing societal challenges.. The Accelerating Sustainable Production framework developed by the World Economic Forum will help businesses and policymakers map out a coherent strategy to boost progress against the spectrum of SDGs by understanding the links between the innovations of the Fourth Industrial Revolution and the SDG (Sustainable Development Goals) targets.

The United Nations Sustainable Development Goals (SDGs) serve as the basis of the framework for identifying the Fourth Industrial Revolution developments with the greatest potential to drive positive economic, social and environmental effects in sustainability. The technology in the Fourth Industrial Revolution should be empowering, and not deterministic. Technology should not rob people of freedoms and choices; rather it should give people more choice and more autonomy.

## Register Now for the Arabia CSR Network Upcoming Trainings

**9<sup>th</sup> April**

Arabia CSR Awards - Clinic

**15<sup>th</sup> - 18<sup>th</sup> April**

CSR Advanced - Training

**18<sup>th</sup> April**

Panel Discussion - Technology of Today,  
Lifestyle of Tomorrow

**3<sup>rd</sup> May**

Materiality Matrix Workshop

**7<sup>th</sup> - 9<sup>th</sup> May**

CSR Strategy and Leadership Training  
(Arabic)

**15<sup>th</sup> June**

Closing of the Arabia CSR Awards 2018  
registrations and applications



### Global Smart Energy Summit

The Global Smart Energy Summit is an initiative of the Middle East Electricity exhibition and is co-located with this world leading trade event. A truly global event, the Global Smart Energy Summit unites the region's government energy leaders, regulators, utility companies, contractors, consultants and energy end-users for three days of dialogue, thought leadership and networking with Smart energy pioneers from around the world.

The 2018 Global Smart Energy Summit was held from March 5<sup>th</sup> to 7<sup>th</sup> in Dubai, convening attendees interested in hearing the latest regional and international trends with case studies covering the following:

- Reforms, Policy & Incentives
- Energy Technologies Driving Innovation
- Demand Response Advances
- Smart Cities & Urban Infrastructure
- Data & Digital Transformation
- Developments In Smart Grids
- Utility Scale Solar & Other Renewable Energies
- MENA Power Project Opportunities
- The Future Of Energy Storage

Exclusive keynote addresses from the US and Europe highlighted ideas, technologies and case studies from some of the world's biggest and most recognised companies, brands and universities. Prominent local government leaders and officials imparted deep insights into the UAE's efforts to promote a strategy of innovation and smart technology. Content streams focused on the latest in Smart transmission and distribution, energy storage and management, renewable energy and energy efficiency – ensuring every attendee left with practical and implementable strategies and solutions.

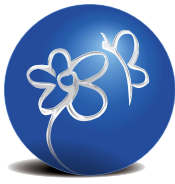
Habiba Al Mar'ashi, Co-Founder and Chairperson, Emirates Environmental Group (EEG), and President and CEO, Arabia CSR Network, UAE, moderated a panel discussion under the track 'REFORMS, POLICY AND INCENTIVES' and on the topic 'Regional Smart Energy Leadership: Accelerating The Global Transition To Smart Energy Through Policy Reform'. The panelists Included: H.E. Eng. Fatima Mohammed Al Shamsi, Assistant Under-Secretary for Electricity and Future Energy, Ministry of Energy, UAE; Nasser Al-Shahrani, Chief Operations Officer, GCC Interconnection Authority, KSA; Eng. Suhaila Marafi, Director, Department of Studies & Research, Ministry of Electricity & Water, Kuwait and Eng. Maitha Khalifa AlMazroei, Head of Sustainability Research & Studies Section, Dubai Municipality.

### ACSRN attends DEWA events

In March, ACSRN President Mrs. Habiba Al Mar'ashi attended three events that were organised by Dubai Electricity and Water Authority (DEWA). DEWA and the University of Cambridge Institute for Sustainability Leadership (CISL) organised a two day conference called the 2<sup>nd</sup> Sustainability Leadership Conference on the 15<sup>th</sup> - 16<sup>th</sup> March. The first day included the Leadership Summit, and the second included the Sustainable Development Goals Workshop. This was part of DEWA's efforts to consolidate Dubai's position as a leading hub for sustainability and green economy. The conference was attended by a number of officials from the public and private sectors from around the world. The first day of the conference was inaugurated by HE Saeed Mohammed Al Tayer, MD & CEO of DEWA. It was attended HE Ahmed Buti Al Muhairbi, Secretary General of the Supreme Council of Energy; HE Saif Humaid Al Falasi, CEO of Emirates National Oil Company (ENOC); Mohammed Abunayyan, Chairman of ACWA Power; DEWA's Executive Vice Presidents and Vice Presidents, and a number of officials from Dubai Government agencies. Speakers at the Sustainability Leadership Conference included Aris Vrettos, Director of Open Programmes and International Markets for CISL; Terry A'Hearn, Chief Executive Officer of the Scottish Environment Protection Agency (SEPA); Rear Admiral Neil Morisetti, CB, Former Commander of UK Maritime Forces and Interim UK Foreign Secretary's Special Representative for Climate Change; Tom Burke, Chairman E3G and former Special Adviser to UK Secretaries of State for Environment; and other international sustainability experts.







**On the 19<sup>th</sup> March** a ground breaking development was marked by the Vice President and Prime Minister of the UAE and Ruler of Dubai HH Sheikh Mohammed bin Rashid Al Maktoum. Opening the 700MW fourth phase of the Mohammed bin Rashid Al Maktoum Solar Park, the biggest Concentrated Solar Power (CSP) project in the world, His Highness said that developing the UAE's infrastructure is top priority for the leadership and vital to raising the country's global competitiveness. The start of the new project reflects the UAE's strive towards global leadership in the use of clean and renewable energy.



HH Sheikh Mohammed was accompanied at the ground-breaking ceremony by Deputy Ruler of Dubai HH Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum and President of Dubai Civil Aviation Authority and Chairman of Dubai Supreme Council of Energy HH Sheikh Ahmed bin Saeed Al Maktoum, apart from ministers, and director generals and senior officials of Dubai Government departments. This CSP project, based on the Independent Power Producer (IPP) model, will generate 700MW of clean energy at a single site. The project, which features the world's tallest solar tower measuring 260 metres and the world's largest thermal energy storage capacity, will provide clean energy to over 270,000 residences in Dubai, reducing 1.4 million tonnes of carbon emissions a year. The CSP project will use two technologies for the production of clean energy: the 600MW parabolic basin complex and the 100MW solar tower over a total area of 43 square kilometres. This project, which features an investment of AED14.2 billion, has achieved the world's lowest Levelised Cost of Electricity (LCOE) of USD 7.3 cents per kilowatt hour (kWh). This is a new global achievement for the UAE.



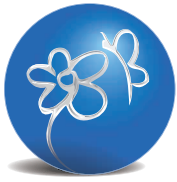
**On 24<sup>th</sup> March**, DEWA organised the Earth Hour 2018. #EarthHourDubai is held annually under the patronage of Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Dubai Executive Council, in cooperation with Dubai Supreme Council of Energy and Emirates Wildlife Society, in association with the World Wide Fund for Nature (EWS-WWF). DEWA's partnership as a "National Strategic Partner for Earth Hour UAE" reflects its commitment towards environmental protection and carbon footprint reduction for generations to come, as well as supporting international efforts to reduce the effects of global warming. This year's theme "#Connect2Earth" aimed at raising the sense of responsibility between community groups and entities to move together through connecting positively with our environment by preserving our natural resources and adopting a sustainable lifestyle through using solar energy, switching to LED lights and reducing the carbon footprint by using the electrical car or public transportation to build a sustainable future for generations to come.



A walkathon and activities in a family-fun-filled festival were the main attractions that pulled in large gatherings of people from all walks of life. An hour long switch off of unnecessary lights and electrical appliances was observed, synchronizing with a similar move around the world. DEWA recorded savings of 323 megawatts (MW) in electricity consumption in Dubai, a 32% further reduction compared to last year. This is equivalent to a reduction in CO2 emissions of 140 tonnes. Many government and private organisations, universities, and schools took part in the activities from 4 to 10pm at Marasi Promenade Business Bay.



A large number of families enjoyed the activities to spread awareness about the environment and promote a culture of rational consumption of electricity. HE Dr Thani bin Ahmed Al Zeyoudi, Minister of Climate Change and Environment, HE Saeed Mohammed Al Tayer, MD and CEO of DEWA, HE Ahmed Abdul Karim Julfar, Director General of Dubai Community Development Authority (CDA), HE Ahmed Buti Al Muhairbi, Secretary General of the Dubai Supreme Council of Energy, HE Saif Al Falasi, CEO of Emirates National Oil Company (ENOC), HE Khalifa Al Darrai, Executive Director of the Dubai Corporation for Ambulance Services, Dr. Essa Bastaki, President of the University of Dubai, Habiba Al Marashi, Chairperson of the Emirates Environmental Group and President-CEO of Arabia CSR Network, and a large number of officials took part in the walk. Al Tayer commended their participation in the Earth Hour Walk along thousands of people of all ages and nationalities who carried candles and eco-friendly lanterns to express their solidarity with global efforts to protect Planet Earth. Source: <https://www.dewa.gov.ae>



### **Identity Branding Forum Anniversary Power Breakfast**

The 10<sup>th</sup> Anniversary Power Breakfast on the subject ‘Women – The 21<sup>st</sup> Century Economic Super Power!’ was organised in Dubai by the Identity Branding Forum on March 21<sup>st</sup> in Dubai. The overall focus of the event was on women, their economic superpower and how it affects companies, brands and decision making. Other tracks included the future of social economic humanitarian development and the universal objectives and global strategies of Arab Women. The Dr. Mouza Ghubash, President of Rewaq Ousha bint Hussein Cultural Centre presented a short talk on ‘How women decide’, followed by two short presentations from Mrs. Habiba Al Mar’ashi, President & CEO, Arabia CSR Network on the topic ‘Its Super Power Time – Corporate Social Responsibility’; and Mr. Nader Haffar, Partner, KPMG on the topic ‘21<sup>st</sup> Century Global Social Change/The World Challenged’. The discussion was on the ‘Alignment of Corporate Ambition & Markets Behavior, and its impact on decision making and future outlook’. The event was attended by key representatives from major corporations, consultants and professionals from different sectors of the economy in the U.A.E



### **Dubai Chamber organises UAE- Korea meet**

On the occasion of the visit of His Excellency Moon Jae-in, President of the Republic of Korea, Dubai Chamber of Commerce & Industry organised the by invitation only UAE-Korea Business Forum on the 27<sup>th</sup> of March. It was attended by prominent business and industry leaders and government officials of both countries. ACSRN President & CEO was among the delegates at the event. The event provided a platform for dialogue and exchange, discussion of mutual interests and opportunities of collaboration.



### **Exclusive Ladies Dinner by the Embassy of Switzerland**

On the 28<sup>th</sup> of March the Ambassador of Switzerland H.E Ms. Maya Tissafi hosted an exclusive ladies dinner meet at her residence. The event was supported by the Swedish Tourism and the objective was to introduce the congregated ladies to various aspects and attractions of Switzerland. Arabia CSR Network President & CEO Mrs. Habiba Al Marashi was among the invited guests and used the networking opportunity to disseminate information about the mission and activities of the Network. The highlight of the evening was music played by the UAE Music Composer & Pianist Ms. Eman Al Hashimi.



## **Members News**

### **EGA opens electric car charging station in Jebel Ali**

In a move to support Dubai Green Mobility Initiative Emirates Global Aluminium (EGA) opened a new station at its site in Jebel Ali that will encourage employees to invest in cleaner electric vehicles. Interestingly, four EGA employees that already own Tesla vehicles will be the first to regularly use the charging station. The opening was attended by EGA executives, as well as representatives from the Dubai Electricity and Water Authority. Since 2010, EGA has invested almost \$1 billion in environmental technologies and facilities to reduce and manage emissions and waste. EGA has focused on research and development for more than 25 years to reduce the amount of energy required to produce each tonne of aluminium, curbing both costs and emissions. The Dubai Green Mobility Initiative was launched by the Dubai Supreme Council of Energy in 2016, and aims to increase the proportion of electric and hybrid vehicles in Dubai to two per cent of new sales by 2020 and 10 per cent by 2030. Source: <https://www.ega.ae>







### **wasl achieves Guinness World Record in celebration of the 'Year of Zayed'**

wasl Asset Management Group has broken a Guinness World Records title for the largest aerial projection screen, which took to the skies in celebration of the 'Year of Zayed 2018'. The record-breaking effort is part of wasl's wider efforts to unite the country in commemorating the late Sheikh Zayed bin Sultan Al Nahyan, the Founding Father of the UAE. The event was attended by a large audience from across Dubai, as well as Guinness World Records representatives who were present to document the achievement. This new world record, which was set by wasl Asset Management Group, saw a 300-foot aerial screen soar across Dubai's iconic skyline towed by a Bell 212 Helicopter, while a second Bell 212 projected the video onto the screen, using a combination of augmented reality tracking and live projection mapping, displaying a short film about 'Year of Zayed', and providing the public with an impressive visual tribute to the Founding Father's life and values.

The screen could be viewed from up to 3 kilometers away and had started its journey from Skydive Dubai before flying over the Dubai Coast and then inland to reach Zabeel Park passing over wasl's latest project wasl1. The helicopters then hovered over Dubai Creek and back out to the coast landing back at Skydive Dubai after a flight duration of approximately 90 minutes. On the ground, huge display screens were set up at 'dar wasl' and 'wasl1' projects so that the audience could watch the screen's 90-minute journey live on the air as it soared in the Dubai skies. This achievement has only ever been accomplished once before in New York City, when the record was originally set by a 250 foot screen. Dubai's 300-foot screen beat the previous record by 50 feet. Source: <https://www.wasl.ae>



### **Shurooq and Diamond Developers sign up for collaboration**

On March 20, 2018 Sharjah Investment and Development Authority (Shurooq) has signed a partnership agreement with Diamond Developers for a mixed-used project in Sharjah. "With our experience in developing sustainable projects, we are confident our partnership with Shurooq will benefit all parties, foremost of which is Sharjah's community," said Faris Saeed, CEO of Diamond Developers, which is also helming the multi-phase Sustainable City cluster in Dubai. "Sharjah's flourishing real estate sector has achieved highly promising growth rates." Shaikha Budoor Bint Sultan Al Qasimi, Daughter of Dr Shaikh Sultan Bin Mohammad Al Qasimi and Chairperson of Shurooq said, "Through this new partnership, we will use these achievements in expanding our development initiatives for fully integrated and environmentally-friendly communities in Sharjah. The deal with Diamond Developers truly exemplifies our vision for economic growth, and will help to inspire other private entities to follow suit." Source: <https://www.thesustainablecity.ae>



### **Emirates Transport focuses on Happiness**

Emirates Transport (ET) launched a series of initiatives aimed at employees and customers in conjunction with the celebrations of the International Day of Happiness, which fell on the 20<sup>th</sup> March. The corporation launched the "Make a Wish" initiative through which it aims to help employees realize their dream. Another initiative on the day also granted special discounts to the first few customers of Emirates Transport Driving Institute. Emirates Transport is deeply committed to the leadership's directives in attaining the happiness and well-being of the community, and to enhance the UAE's competitive advantage in the global happiness index, as well as ascertaining permanent happiness for its employees, customers and partners. Some of the initiatives include: "ET Excellence Award", "Support a colleague", the "White Points System", "Thank You", "Well Done", "Ambitious", "Stars" and the "Umrah" initiatives. Emirates Transport won an award in the category of "Customers' happiness", for one of the innovative projects, in the 11<sup>th</sup> session of "Ideas Arabia Conference" held on April 2016. In addition to being ranked ninth among the "Top 25 Best Business Environment in Asia" which was revealed by the International Research Foundation for Training and Consultancy "The Great Place to Work" on February 2015. Source: [www.et.gov.ae](http://www.et.gov.ae)





## Feature, Blogs, White papers, Articles...

## Landfills: A future source of raw materials

*Decontamination of landfills and open dumpsites could prove profitable -- both financially and for the environment. This is demonstrated by Yahya Jani in a new dissertation in environmental science from Linnaeus University. Environmental pollution, health threats and scarcity of raw materials, water, food and energy are some of the greatest challenges our world is facing today. At the same time, landfills and open dumpsites are still the dominant global waste disposal options, despite the fact that the long-term environmental impact in the form of emissions of greenhouse gases and contaminated leachates is significant. However, much of the environmentally hazardous waste that has been dumped at landfills can be recycled as energy or reused as valuable raw materials in different industries according to Yahya Jani, doctor of environmental science and chemical engineering.*



### Landfill mining -- the tool of the future

In his dissertation, landfill mining is suggested as a tool to achieve an enhanced circular economy model. Viewing the landfill waste as a potential resource instead of as a problem is a common thread in Yahya's research. "More than 50% of the deposited waste dumped at landfills and open dump sites can be recycled as energy or reused as raw materials. These materials can be used as secondary resources in different industries instead of being forgotten or viewed as garbage," Jani explains. His research also includes the extraction of metals from Småland's art and crystal glass waste and different fine fractions.

### Extracting 99 % of the metals

"I developed a method that enables the extraction of 99% of the metals from the glass waste that was dumped at Pukeberg's glassworks and published the results. It is the first published article in the world that deals with recycling of metals from art and crystal glass," says Jani. In his research study at Glasriket, Jani also used chemical extraction to recycle materials from a mix of glass waste and soil fine fractions smaller than 2 mm. The technology involves mixing old glass waste with chemicals to reduce the melting point of the glass waste in order to extract the metals.

"The methods I've developed to extract metals from Småland's glass waste can be used to extract metals from all types of glass, like, for instance, the glass in old TV sets and computers.

Thus, this method can be further developed at an industrial facility for the recycling of both glass and metals of high purity. This can also contribute to a restoration of Småland's glass industry by providing the industry with cheap raw materials. In addition, the extraction of materials from old landfills contributes to the decontamination of these sites and reduces the environmental impact and health threats" Jani concludes.

According to the European commission in 2017, 60% (that is to say, 1,800 million tons) of the annually produced waste from 500 million EU inhabitants end up in landfills. In his dissertation, Jani shows that the extraction of valuable materials from this waste could contribute to reducing the overuse of natural resources on Earth and reduce the emissions of greenhouse gases like carbon dioxide and contaminated leachates, which are responsible for pollution of water resources. Decontamination of these places will contribute to a significantly reduced impact on both human health and the environment.

The results from Jani's dissertation shed light on the need to view the dumped waste as a secondary resource and landfills and dumpsites as future bank accounts where future raw materials can be extracted instead of viewing them as a burden for human health and the environment.

Story Source: Materials provided by Linnaeus University.



## Case Study from the Archive - Emirates National Oil Company (ENOC)



### Abstract

*ENOC has been a well-known name in the Oil & Gas sector in the UAE, and evolved into a strong global player as well. ENOC has also made significant strides in CSR and sustainability, driven by the national vision of Green Economy, sustainability, sustainable energy and so on.*

*ENOC has taken its role as an energy producer very seriously, looking for ways to become environmentally responsible in process, product and operations. A management backed approach to CSR and sustainability has ensured that the organisation seeks out ways to address environmental impacts. Sustainability being embedded into the vision, mission and values does make the task smoother and more strategic.*

*The four CSR pillars that ENOC have adopted are employees, community, environment, and economics. In each of these areas, ENOC has floated solid initiatives that have made it ultimately a winner of the Arabia CSR Awards. Some outstanding achievements are reflected in the green energy initiatives, for example, to construct the first green station of the Middle East, to offer charging stations for electric vehicles, and so on.*

### Conclusion

ENOC recommends more regulatory measures and stakeholder scrutiny for the Oil & Gas sector for it to become more committed to the sustainability imperative. At the same time ENOC also acknowledges the efforts taken by the sector to minimize its impacts through product innovation, such as low carbon fuels, cleaner fuel mixes and advanced biofuels. ENOC expects the government to push for more transparency, accountability and benchmarking from the sector and a bigger uptake of non-financial disclosures.

ENOC would like to see more stakeholder engagement in sustainability pursuits. From these beliefs, ENOC has taken significant measures that have yielded tangible outcomes for the organisation. A dedicated Corporate Social Responsibility Guiding Principle has been very effectual in mobilizing the entire organisation and business units to embrace best practices targeted towards environment, employees and the community.

With the sustainable development goals coming into the forefront of the global sustainability movement, businesses like ENOC have an important role to play in assisting their country in the adoption of these Global Goals. Sustainable consumption and production, one of the 17 Sustainable Development Goals, relies heavily on the responsibility of businesses to become responsible and sustainable in the long run. ENOC is well set on the path to sustainability and will continue to reap the fruits of their early efforts. The culture change that ENOC seeks to craft within the organisation will need time to grow and spread.

The move to publish a sustainability report will help ENOC to assess and disclose its year on year progress in sustainability and will bolster its image to stakeholders that buy its products and services and those that work alongside it. The move to engage stakeholders in a structured manner and identify material sustainability issues reflects that ENOC has taken the right approach to go forward. It will propel the organisation to yet newer heights of success in ensuring stakeholders' voices are heard. A greater focus on social issues like human rights and labour rights and the drive to go beyond compliance will truly make ENOC a sustainability pioneer in the market.

