

الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network®

Arabia CSR Network

newsletter

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GRI Standards training equips participants with more than just reporting skills



Case Study from the Archive: Emirates Fast Food Company LLC – McDonald's UAE - Pg 8

Arabia CSR Upcoming Trainings	Pg 2
ACSRN News & Event	Pg 3-4
New Sustainable Luxury Materials for Jewelry and Greening of the Gold Business	Pg 7

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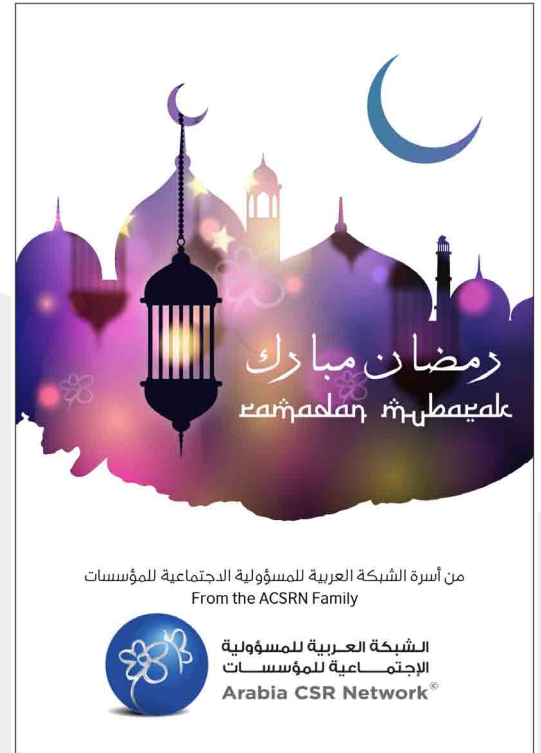
Note from the President & CEO Arabia CSR Network

"The month of Ramadhan (is the month) in which the Qur'an has been sent down as guidance for mankind containing clear signs which lead (to the straight road) and distinguishing (the truth from falsehood).. (Surat Al-Baqarah 2:185)

As we follow our soul, practice our customs and purify ourselves in the holy month of Ramadhan, our focus gravitates towards the less fortunate for whom even observing the customs and rituals with family, friends and neighbours is a luxury they do not have. In our Region, where Ramadhan is the most special month of the year, a combination of rigour and joy, there are unfortunately many that are deprived of family, home, and deprived of food. Even small children. And we know that many of you are responding to their needs, especially now, as you aim to attain taqwa through piety, restraint and righteousness.

Social responsibility is an enormous and transcending responsibility. It is both a responsibility at the individual level and at the institutional level. Our personal values and beliefs are also reflected in how we conduct our professional life. To be ethical, accountable and responsible as an organisation, a collective mindset and collaborative commitment are the minimum requirements. Change has to come from within first, in order to shape transformation in the outer world. So the change in our behaviour that happens during Ramadhan should continue to prevail throughout the year.

Ramadhan is the month of training ourselves to be the best we can be; a month to initiate improvement of reputation, character and for cultivating good habits. But Ramadhan is more than a month. It is a code of conduct that guides us to shed our material desires and worldly pursuits, and move towards better habits and good practices.



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Register Now for the Arabia CSR Network Upcoming Trainings



GRI Standards (English)
25th - 27th June 2018



Closing of the Arabia CSR Awards 2018
registrations and applications
15th June 2018



CSR Strategy and Leadership
Training (English)
25th - 26th June 2018



3rd Panel Discussion (English)
27th June 2018





ACSRN News and Events

CSR Strategy and Leadership course highlights linkages between strategies for sustainable value creation and strong leadership

Being a regionally rooted organisation, the Arabia CSR Network has acquired an in-depth understanding of the benefits and challenges faced by organisations in their efforts to meet their Corporate Social Responsibility within the region's unique limitations and possibilities. With the goal of enabling companies to enhance the potential of their CSR initiatives and nurture CSR leadership in the region, the Arabia CSR Network is implementing programmes that help entities to identify specific issues and enable them to leverage their core competencies in developing cost-effective sustainability solutions. These programmes include the CSR certified training programs, the certified GRI trainings and other trainings and workshops.



The CSR Strategy and Leadership Training is a certified training offered by Arabia CSR Network. The course provides advance knowledge in how organisations can move towards strategic value creation through CSR and sustainability, and move beyond the traditional shareholder value focus. Upon completing the training session, participants are required to sit for a 90 minute comprehensive assessment. The training was held from May 7th to 9th. The agenda of the three-day event included alignment of business practices with societal needs and expectations, driving long-term sustainability, understanding the strategic contribution of CSR to an organisation's comprehensive performance, and opportunities and benefits of CSR. The course was structured into eight (8) sessions, an interactive discussion, and exercises. The specific themes of the sessions were: From Compliance to Value Creation; Sustainability Strategies for Different Markets; The Sustainable Value Portfolio; Beyond Greening Strategy; The Seven Capacities of Leadership; Leadership for CSR; CSR Performance Measurement and Benchmarking; and Future Challenges and Drivers.

GRI Standards training equips participants with more than just reporting skills

According to research, where once sustainability disclosure was the province of a few unusually green or community-oriented companies, today it is a best practice employed by companies worldwide. A full 95% of the Global 250 issue sustainability reports. In a review of more than 7,000 sustainability reports from around the globe, researchers found that sustainability disclosures are being used to help analysts determine firm values and that sustainability disclosures may reduce forecast inaccuracy by roughly 10%.



The year's second training session on the GRI Standards for Sustainability Reporting was held from May 13th to 15th. The objectives of the training were the following: To introduce the Global Reporting Initiative (GRI) Standards as sustainability reporting standards that can be utilised by companies of all sizes to achieve the following purposes: to provide a clear picture of the main economic, social and environmental impacts of the organisation; to identify risks and opportunities of an organisation's activities; to increase employee engagement and encourage innovation and creation of better solutions;



to enhance reputation, increase customer loyalty and community respect and achieve competitive advantage; and to deliver an in depth understanding of the entire process of preparing a sustainability report based on the GRI Standards. The three day training was designed to introduce participants to the freshly launched Standards, the first ever known global standards that is making companies eager to learn and apply it to their reporting activities. The accredited course content was delivered through lectures, discussions, exercises and case studies. It was organised into segments including introduction and background; overview of the GRI Standards; GRI Standards in detail; and how to start the reporting process using the GRI Standards. The specific components of the training were: 'Sustainability Reporting and GRI', 'Overview of GRI Standards', 'GRI Standards', 'Reporting process' and an end of course report review practical exercise.



Members News

'My Hive' launch reflects the importance of apiculture and bee conservation

In celebration of World Bee Day, the Sustainable City and the Apiculture and Nature for the Betterment of Health and Beauty (ANHB) held a joint event to celebrate the launch of "My Hive" initiative on the 24th of May. The President & CEO of Arabia CSR Network, Mrs. Habiba Al Marashi was an invited guest at the event. The unique initiative aims to connect producers and consumers to promote high-quality honey and bee products, and augment the production of pure honey in the UAE of the highest standard. Opening the launch event, H.E. Dr. Thani Al Zeyoudi, UAE Minister of Climate Change and Environment stated that the launch of the initiative is an imperative for the UAE, as it is in line with the country's vision to develop sustainably. H.E. Sheikh Salim Bin Sultan Bin Saqr Al Qassimi, Chairman of Ras Al Khaimah Civil Aviation Department and Chairman of the ANHB, shared his vision to create a strong and sustainable industry for honey beekeepers and urged consumers to buy original and local honey products.

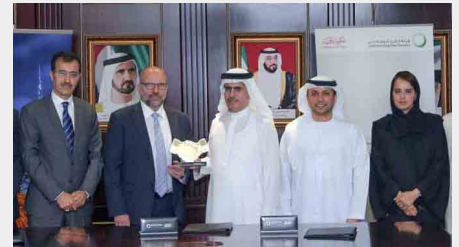


He stressed that bees are essential to the production of fruits and vegetables and stipulated that "My Hive" initiative will elevate the production and export of honey in the UAE. Currently, the UAE produces 800 tonnes of honey annually, and exports to other countries in the region, including Saudi Arabia and Yemen. Among other invitees was Dr. Philip McCabe, President of Apimondia International Beekeeping, who stressed on the global issues that exist in the beekeeping industry, including the massive decline in the production of honey in the previous years. Dr. McCabe pointed out that 35% of food production is a direct result of pollination and out of that, a whopping 70% is provided by the honeybee. Mr. Mohammad Al Najeh, CEO of Al Najeh Group, largest bee and equipment supplier and honey producer in the Gulf and MENA region introduced the attendees to "My Hive" application, which will function to maximise the beekeeping operations in the country. "We are turning the disadvantage of our weather into an advantage, we have the best climate to rear the highest quality bees and produces the best honey," added al Najeh.

DEWA signs MoU to cooperate in R&D and disruptive innovation

In May, Dubai Electricity and Water Authority (DEWA) signed a Memorandum of Understanding (MoU) with 3M, an international company specialised in Research and Development (R&D), to exchange and share knowledge and expertise in anticipating the future and developing disruptive innovation in DEWA's work. This is part of DEWA's efforts to keep pace with the Fourth Industrial Revolution. The MoU aims to enhance cooperation in several areas including anticipating and leading transition in new technologies, supporting and encouraging disruptive innovations by exploring investment opportunities to develop new services, and support promising start-ups in areas expected to shape the future. This includes Internet of Things (IoT) and activities that foster innovation such as Hackathons. The two sides will work together to benefit from international experiences and expertise in energy and sustainability solutions in buildings to reduce energy use. According to the MoU, the two parties will develop and implement pilot projects and cooperate in R&D to raise safety standards in the workplace.

Source: www.dewa.gov.ae



wasl and Mohammed Bin Rashid University of Medicine and Health Sciences collaborate in honour of Year of Zayed

wasl Asset Management Group, one of the largest real estate development and management companies in Dubai, has signed an agreement with Mohammed Bin Rashid University of Medicine and Health Sciences (MBRU) in Dubai as part of a number of initiatives the group has launched to celebrate the UAE's Year of Zayed. As part of the agreement, wasl supported the university in preparing their computer and physiology labs. The agreement falls within wasl's corporate responsibility programme, which features many initiatives that support different segments of society and especially the education sector in Dubai. The programme is inspired by the values set forth by the late Sheikh Zayed, who was adamant about educating people and improving the education and healthcare sectors in the UAE.

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





EGA employees recognised for completing 22 years without a single Lost Time Injury

Emirates Global Aluminium, the largest industrial company in the United Arab Emirates outside oil and gas, today recognised the 33 employees at the company's paste plant. The paste plant team was congratulated by EGA's Managing Director & Chief Executive Officer, Abdulla Kalban, at EGA's Rashid Awards, an annual company-wide event to recognise exceptional achievements in health, safety, environment and continuous improvement. The Jebel Ali paste plant manufactures the material for anodes, which are used in the aluminium smelting process. The paste plant team has worked more than two million hours over the past 22 years, producing over 7.8 million anodes. During the same period they have completed 84 different major refurbishments, projects and improvements on-site, boosting efficiency and bolstering production from 168 thousand tonnes of paste in 1996 to more than 505 thousand tonnes in 2017. During the Rashid Award ceremony, 43 awards were received for exceptional performance. Other categories included occupational health and environmental responsibility. The awards also recognize the best suggestions made in the EGA employee suggestion scheme for 2017. Last year EGA won two gold awards for continuous improvement from Dubai Quality Group, and has previously received international awards for its suggestion scheme and individual ideas including at Ideas America.

Source: <https://www.ega.ae>



Emirates Transport Ramadhan programme for employees

As part of its social responsibility commitments, and inspired by the Year of Zayed initiative, Emirates Transport (ET) launched its annual Ramadhan programme for its employees last month. The programme comprises of a number of community and charitable initiatives, as well as events for employee to mark the holy month. These include various religious, national, community and cultural events. There will also be a number of internal and external programmes and initiatives organised by the Corporation during the holy month which include sponsorships of community and charitable events, and religious awareness lectures for employees. These events, will be organised in cooperation with a number of bodies and institutions in the community, including Dar Al Ber Society and the Department of Islamic Affairs and Charitable Activities in Dubai. The Corporation aims to develop social communications and interaction between employees during the days of the month, in addition to strengthening their cultural and spiritual side through the planned events and activities. There will also be a daily general knowledge competition for staff with cash prizes allocated to the winners who will be randomly chosen in a draw after the end of the holy month of Ramadhan.

Source: <https://www.et.gov.ae>



ENOC Group to mark Ramadhan with socially responsible initiatives that make a difference

Over the years, ENOC has observed the Holy Month with a diverse array of activities that are aimed at promoting the values associated with Ramadhan, as well as to foster solidarity, brotherhood and camaraderie among one and all. This year's activities underline our commitment to be actively involved in humanitarian initiatives that make a difference to society." Said

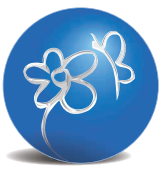
This year, ENOC set a wide range of initiatives during the Holy Month:

- ENOC's Ramadhan Truck will tour various neighbourhoods in Dubai for three weeks, 6,000 meal boxes will be distributed for Iftar and Suhoor. The truck will cover 18 locations, including labour sites, mosques, special needs centres and ENOC service stations.
- In collaboration with Al Ihsan Charity, ENOC is participating in the distribution of 500,000 care packages that will include dates, water, prayer beads, tea bags and a tea mug.
- In partnership with Bait Al Khair, ENOC will receive donations across all its service stations. Customers and motorists can donate AED 15 for 'Iftar Saa'em' and AED 20 for 'Zakat Al Fitr'. ENOC will have a replenished supply of water and dates for motorists at all service stations around Dubai 30 minutes before Iftar. ENOC will sponsor and provide an Iftar tent in Fujairah, with a capacity to accommodate 100 guests daily for Iftar.



In partnership with Bait Al Khair, Emirates Gas (EMGAS), a subsidiary of ENOC, will distribute free LPG refill vouchers to 1,000 underprivileged families in Dubai, Ajman, Fujairah and Umm Al Quwain. The vouchers entitle the underprivileged families to a free refill of a 22kg LPG cylinder anytime between the first day of Ramadhan until December 31, 2018.

Source: <https://www.enoc.com>



Chalhoub Group's white paper reflects new reality

The Chalhoub Group's recent research in the GCC has tracked interesting trends. The Gulf brick-and-mortar prestige beauty market decreased by approximately -5% for the full year 2017. As a result, international brands reduced their marketing investments in the Gulf Cooperation Council (GCC). A unique phenomenon being seen in the region is how beautystas, or beauty stars, in the Gulf now use digital channels to train themselves into actual experts, flocking to social media networks to get inspired by and learn from powerful influencers. Today, people expect to be perceived as individuals, whose needs cannot be simplified or modelled and should rather be answered with a customisable offering. This new reality explains the roaring success of independent (indie) beauty players that smartly capture and reflect the modern mindset. Whether they were established by influencers or not, most independent beauty brands in the Gulf develop efficient e-stores and use social media for promotion. In this shifting environment, the Group's White Paper identifies key steps that GCC and international beauty brands should take in order to prepare for the future:

- Beauty brands can begin to accommodate local consumers by offering products that are customised to fit the features found in the region
- International brands must embrace Arab beauty by offering products that enhance their features, rather than recommending products that will change their appearance
- They must also devise and implement long-term, comprehensive and genuine strategies to convince consumers that they understand the beauty culture in the region
- Shifting focus towards online platforms is the way forward in regards to reaching a wider consumer base and offering to the new generation of Arab consumers the unique experience they seek

Source: <http://gulftoday.ae>

Feature, Blogs,
White papers, Articles...

*New Sustainable Luxury
Materials for Jewelry and
Greening of the Gold Business*



Luxury and Sustainability

Several debates on sustainable consumption of luxury products have been presented in the literature and on the market, in fact, not only luxury brands, but also producers of luxury products, particularly high-quality jewelry and clothing, now convey environmental and cultural values to create a relationship with consumers. According to Kim et al. luxury product manufacturers can improve their identity and quality by pursuing sustainable development according to consumers' awareness of social and environmental issues. Numerous authors have also highlighted the growth of ethical consumption trends and a growing need for transparency of luxury brands: in fact, as underlined by De Pelsmacker et al. in 2005, ethical consumption can help transform consumers' sustainable and conscious attitudes into specific buying behavior.

Ethical consumption covers a wide range of practices and tendencies; it is a term used to cover notions such as human rights, animal welfare, and labor standards and is used against corporate

exploitation. However, it can also be considered "ineffective because it is merely used by a minority as a panacea for middle-class guilt", and is a term used by "neoliberal corporations to attract customers and create profit". The concept of ethical consumption applied to the productive field of jewelry could appear as a contradiction, because of the well-known unethical working conditions of people extracting precious metals and gems in mines, the water pollution generated by gold manufacturing, and the bloody conflicts for mineral deposits and territories in Africa.

In this context, the key concepts of environmental sustainability and social/moral conscience represent two main goals to be achieved in order to pursue ethical consumption in jewelry. Specifically, these goals are pursued in terms of lower environmental impact on gold-mining processes with the introduction of new materials that reduce the quantity of gold in jewelry, and a struggle toward global justice by reduced exploitation of miners, with subsequent reduced oppression of "gold slaves", i.e., the people involved in the process of extracting raw materials for jewelry.



Some research and several articles underline the difficulty and the divergence in terms of values between luxury and sustainable development and highlight a weak association between the concepts of sustainability and elegance. However, several scholars, such as Lochard and Murat, support the idea that the two concepts are compatible: the sustainability of the project must be presented as a new form of elegance, as an added value to the product, to be universally recognized. Moreover, sustainable luxury is about respect for the social and environmental aspects of production and consumption. Luxury products need not wreak destruction on the environment and the communities that manufacture them.

Consumer Perception of New Material for Sustainability

The consideration of sustainable consumption of luxury products also has to take into account consumer perception of new materials (such as recycled materials, non-precious materials, etc.). As underlined by Achabou and Dekhili in relation to French luxury clothing, “the presence of recycled material in luxury products is perceived negatively by consumers”. The issue has been discussed and analyzed in the literature, with particular attention paid to eco-luxury consumer behavior. Being eco-sustainably conscious does not necessarily mean being unfashionable or untrendy; nevertheless, as underlined by De Angelis et al., it is necessary to investigate “how aesthetics affect consumers’ perceptions and behavioral intention with regard to new and sustainable products introduced by design-oriented companies (e.g., in luxury fashion)”. Looking at the results of De Angelis et al.’s research, New Green Luxury Products can influence consumers’ inclination to embrace them, and . . . such an effect importantly depends on both consumer-and product-related factors”.

Gold and Sustainability

It is a well-known fact that gold mining, and mining in general, contributes to global sustainability issues, such as the effects of chemicals like mercury and arsenic on the environment, and ethical issues, such as the exploitation of labor, the financing of dictatorships, and child labor. For these reasons, as reported by The Guardian in 2010, two important organizations—Alliance for Responsible Mining and Fairtrade Labelling Organizations International—launched the first Fair Trade certification for gold, in order to boost certified gold miners. Moreover, “in 2012, the World Gold Council set up its Conflict-Free Gold Standard, which enables gold producers to provide assurance that their operations do not support unlawful armed conflict”. Consumers demand responsibly sourced gold that goes by different names, taking into account its mining and recovery processes and recycling chains, e.g., eco-friendly, ethical, and recycled gold. These types of gold are already used in jewelry production, in forms such as lightened gold (375/1000 or 9 K gold, for example), in which the percentage of pure gold is reduced (33%)

compared to 18 K (75% pure gold) or 12 K (50% pure gold). The transfer of technology from sectors, which are continually seeking innovation in materials and technologies (such as automotive, aerospace, and military industries and the health care sector), to jewelry offers new opportunities to enhance both project value and innovation, maintaining the well-known preciousness of gold. Research conducted on a reputed old Italian goldsmith called Mattioli indicated several solutions whereby gold can coexist with another material according to the analysis and the data on the environmental impact of alternative materials. As a result, the elegance and preciousness of the jewelry are assured and, at the same time, the jewelry is characterized by a material and environmental lightness, which is obtained by reducing the quantity of gold used in favor of steel elements with an elegant black finish.

This research shows how businesses, even in sectors traditionally linked to critical materials, are responding to several challenges, such as integrating cultural issues, communities, environmental behavior, economy, and sustainable technology, by introducing innovative materials into their production processes through design research. The analysis of the environmental impact of the alternative materials for jewelry showed that, overall, the three selected materials (stainless steel, aluminum alloy, and copper–beryllium alloy) had far lower environmental impact than gold, taken as the reference material. Consequently, each of these materials could be a profitable choice to reduce the environmental impact of today’s gold jewelry.

Design and Sustainable Implications, Future Research Directions
From an industrial design perspective, the focus is not on a new shape or a new product conception, but by the conscious choice of a black surface treatment for new non-precious metal alloys, and its transfer from another commodity-related field as the winning design strategy to enhance the jewelry company’s ethical production. In other words, the new alloy combined with a particular black finish (the result of the study) could impact responsible consumer choice based on individual self-fulfillment. The choice will imply having perhaps less precious jewelry, but jewelry more respectful of human rights and the environment. The new jewelry will encourage an intellectual attitude of voluntary downshifting, due to a renewed sense of caring about others and nature. This is a bottom-up path, from coatings and processes to new products that are not simply more affordable versions of pieces of luxury jewelry.

Story Source:

Could Black Be the New Gold? Design-Driven Challenges in New Sustainable Luxury Materials for Jewelry Beatrice Lerma, Doriana Dal Palù, Marco Actis Grande and Claudia De Giorgi



Case Study from the Archive - Emirates Fast Food Company LLC – McDonald's UAE

Abstract

The McDonald's UAE - Biodiesel Initiative started in year 2011 as a partnership project between McDonald's UAE and Neutral Fuels. Driven by the keen desire to mitigate the environmental impacts of its logistics and minimise the environmental footprint of its restaurants, McDonald's became the first QSR business in the country to adopt biofuel as a viable alternative to conventional petro-diesel.

The initiative has been running successfully and has yielded admirable results; - McDonald's fleet of logistics trucks traversing more than 9.1 million km on 100% biodiesel sourced fully from used oil obtained from its outlets.. At the same time the organisation has been able to lower the carbon emissions from its logistics setup by as much as 99%.



The key notable aspect of the initiative is that it promotes waste management and recycling, better air quality and clean energy; all of which are universal goals of sustainable development. At the local level the initiative aligns well with the priorities of the UAE Vision 2021, particularly with sustainable environment and infrastructure.

Conclusion

This project clearly demonstrates that Sustainability is the key factor in McDonald's CSR thinking for the future. With the Biodiesel Initiative they have managed to cut their carbon footprint by 99% since the project's inception. The project is a wonderful showcase of McDonald's UAE vision to be the most environmentally friendly QSR in the country by establishing exemplary initiatives such as the Biodiesel Initiative and other partnership projects. The company has shown the way to many in the sector by establishing that sustainability means better business, bigger reputation and improved operations. As the jury commented, the initiative is a fine example of dealing with the challenges of being "green" - which can create new problems. The ongoing commitment is praiseworthy and will help to consolidate McDonald's sustainability best practices.

