

الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network®

Arabia CSR Network

newsletter

August 2018
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ARABIA CSR FORUM 2018 DRIVING INNOVATION THROUGH THE SUSTAINABLE DEVELOPMENT GOALS

Save the
DATE

2-3 OCT 2018
Roda Al Murooj Hotel,
Dubai, UAE

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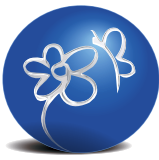
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Note from the President & CEO Arabia CSR Network

On the 19th of August falls the World Humanitarian Day.

It was announced earlier this year by Development Assistance Committee of the Organisation of Economic Cooperation and Development (OECD) that the UAE holds the rank of being the world's largest donor of development assistance or Official Development Aid donor in proportion to its gross national income (GNI). Significantly, UAE has achieved this distinction for the fifth year running. As reported, UAE exceeded the UN target of 0.7 per cent official development assistance in proportion to its GNI ratio by donating Dh19.32 billion, a growth of 18.1 per cent over 2016, representing 1.31 per cent of its GNI for official development assistance in 2017. Up to 54 per cent of the value of the aid is non-repayable grants that are

aimed at supporting the developmental plans of the beneficiaries, which totalled 147 countries, 40 of which are among the least developing in different world countries. A statement from the UAE Minister of State for International Cooperation emphasized that these accomplishments are a substantial proof that the UAE has clear visions and plans to improve the intended impact of its assistance, whether to ease the tough humanitarian conditions or to support fragile and weak communities, through projects that comply with the country's sustainable developmental goals and the 2030 Agenda for Sustainable Development which focuses on clear and specific issues, such as combatting hunger and poverty and empowering women and girls.

On the 4th of June UAE celebrated the annual Zayed Humanitarian Work Day which coincided with the anniversary of the death of the late Sheikh Zayed bin Sultan Al Nahyan. The celebrations saw the launch of important humanitarian and charity initiatives, through thousands of government and community events organised by public, private and non-governmental organisations. Sheikh Zayed was globally renowned for championing local and international humanitarian and charity issues, and the amount of aid provided by the UAE till the end of 2000, as per his directives, totalled over Dh98 billion, in the form of grants, loans and assistance. Last year UAE's Ministry of Foreign Affairs and International Co-operation launched a five-year plan for the country's foreign aid strategy, covering 2017-2021. The strategy rests on three key pillars - women's empowerment and protection, transport and urban infrastructure, and technical co-operation. It upholds in essence, UAE's commitment to support the Sustainable Development Goals that the international community agreed to achieve in the coming years to eliminate poverty.

Last year in June, His Highness Sheikh Mohammad Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, launched the Humanitarian Accelerators, a first of its kind initiative in the Arab world, which aims to attract skilled professionals to the humanitarian sector. As explained by His Highness, "the goal of the Humanitarian Accelerators is to harness the potential of advanced technology in order to improve the lives of others. We are facing many humanitarian challenges, and must think innovatively in order to accelerate philanthropic work and achieve high results – this cannot wait." In the words of a global expert, "The Fourth Industrial Revolution does not just entail risks: it also brings solutions to humanitarian problems."

Register Now for the Arabia CSR Network Upcoming Trainings



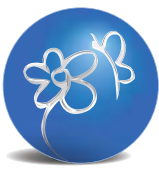
GRI Standards (English)
14th - 16th AUG 2018



4th Panel Discussions
29th AUG 2018



GRI Standards (Arabic)
18th - 20th SEP 2018



ACSRN News and Events

Arabia CSR Forum 2018 – Questions, Ideas, Problems, Solutions and much more

Join Arabia CSR Network, regional leader in corporate sustainability, as we host the 2018 Arabia Corporate Social Responsibility Forum, where corporates, governments, academe and NGOs from around the world will share concepts surrounding CSR programmes, partnerships, and solutions that support global change towards sustainability. The Forum will provide a unique focus on networking, sharing of best practices and peer collaboration. By engaging corporations, policy makers and think tanks with powerful insights on trends, risks and opportunities, and business cases for sustainability and innovation, the Forum is poised to become the leading platform where questions, ideas, problems, challenges and solutions are freely traded.

Carrying the theme, ‘Driving Innovation Through the Sustainable Development Goals (SDGs), the two day event will be held at the Roda Al Murooj Downtown Dubai Hotel, United Arab Emirates, on October 2nd and 3rd, 2018. It is sponsored by Dubai Electricity and Water Authority (DEWA), Emirates National Oil Company (ENOC) and The Saudi Mining Company (Ma’aden) as Exclusive Sponsors and Gulf Petrochemical Industries Company (GPIC) as Gold Sponsor; and is supported by the United Nations Environment programme (UNEP) – Strategic Supporter, Emirates Environmental Group (EEG) – Environmental Partner, Expert Consulting on Governance – Technical Support, DNV-GL – Assurance Provider, and supporting entities Emirates Green Building Council (EGBC) and Clean Energy Business Council (CEBC), Carbon Neutral partners myclimate and Farnek, and Media Partners Gulf News and Cyber Gear.

The Forum will bring together a galaxy of thought and practice leaders from Europe, Middle East, Africa, South and South East Asia, and Canada, who will provide fresh insights and practical value. Topics that will be on the table are:

- **Shaping our prospects with sustainable values**
The main focus is the dynamic of creating social, economic and environmental policies that will foster shaping value-based future and shape societal behavior critical to transforming values to concrete action in the future.
- **Utilising the SDGs to Navigate Uncertain Times**
This session will look at the global economic scenario, local macroeconomic developments and the interplay of economic, environmental and social elements that shape our response to crisis and uncertainty.
- **Renewable Energy – Fueling Sustainability**
This panel will look at the Energy dilemma and finding the right balance in the energy mix that facilitates the imperative transition to more renewable energy.
- **Innovation and Investment: Where do we go from here?**
This session will look at how to ensure that investments are driving technological advancements towards the desired outcomes.
- **Sustainable Development Through Industry 4.0**
This session will look at how organisations can address and manage the integration of industry 4.0 while addressing, managing and ensuring positive social and environmental impacts in their value chain.
- **What are investors looking for when it comes to sustainability?**
This session will explore ideas, views and insights on what the investment community is looking for, with regard to sustainability.

ARABIA CSR FORUM
DRIVING INNOVATION THROUGH
THE SUSTAINABLE DEVELOPMENT
GOALS (SDG's)

2-3 October 2018
Roda Al Murooj Hotel, Dubai

The 2018 forum will lift the veil off a most challenging theme; – "Driving Innovation Through the Sustainable Development Goals". While innovation is well on its way to becoming the guiding strategy of governments and business around the globe, it is nonetheless important to understand the scope of actionable innovation strategies and technological breakthrough with respect to the seventeen SDGs.

Forum Day 1

- Shaping our prospects with sustainable values
- Utilising the SDGs to Navigate Uncertain Times
- Renewable Energy – Fueling Sustainability

Forum Day 2

- Innovation and Investment: Where do we go from here?
- Sustainable Development Through Industry 4.0
- What are investors looking for when it comes to sustainability?

Register Now!
<https://arabiacsnetwork.com/forum-registration>

The 2018 forum will present a galaxy of thought and practice leaders who will share their insights and experiences related to the theme of the forum.

Exclusive Sponsor: DEWA, ENOC, MARADEN, GPIC
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Register Now! <https://arabiacsnetwork.com/forum-registration/>

This year, and for the first time, the Arabia CSR Forum opens to the youth community who will participate in a live poster design competition on the side, which will be assessed by experts and the winner will be acknowledged duly. Additionally the Forum will conclude with a short concert featuring upcoming local talents.



Members News

DEWA global first utility to receive BS135002013 Code

Dubai Electricity and Water Authority (DEWA) fulfilled the requirements for the British Standard (BS 13500:2013) Code for Practice for Delivering Effective Governance, becoming the first utility in the world to implement this global standard. The achievement underlines DEWA's commitment to implementing the highest international corporate governance standards. DEWA received the certification after a thorough auditing process by the British Standards Institute (BSI) to ensure DEWA's processes are in line with effective governance standards. DEWA's governance model is based on the four pillars of Trust, Accountability, Transparency and Fair Practices. Implementing effective governance practices has helped DEWA achieve global competitive results that outperform leading European and American utilities. DEWA recorded 3.3% losses in its electricity transmission and distribution networks compared to 6-7% recorded in Europe and the USA. Water network losses decreased to 7.1%, compared to 15% in North America. DEWA also reduces Customer Minutes Lost (CML) to 2.68 minutes compared to 15 minutes recorded by leading utilities in the European Union. The UAE, represented by DEWA ranked first globally for getting electricity, according to the World Bank's Doing Business Report 2018. *Source: www.dewa.gov.ae*



wasl organises blood donation camp

As part of its ongoing efforts to support the 'Year of Zayed' initiative, wasl organised a blood donation campaign in cooperation with the Dubai Blood Donation Center. The campaign was held on 27th June at the 'wasl Oasis II' residential development and at the wasl headquarters on 26th June. It involved the participation of 74 individuals comprising wasl employees, customers and tenants. Zainab Mohammed, Chief Property Management and Marketing Officer at wasl properties, commented: "We will continue to launch community events that help wasl demonstrate its commitment to supporting the 'Year of Zayed' initiative by organising activities that benefit all segments of the society. We would like to thank all those who contributed to the success of this campaign, and extend our gratitude for their support and care for the wellbeing of their community by providing blood reserves that alleviate the suffering of the sick. wasl Asset Management Group adopts a systematic program of community responsibility and launches many initiatives and events that benefit segments of the society that are in need of support. *Source: <https://www.wasl.ae>*



McDonald's UAE to increase its usage of biodiesel

A part of its CSR initiatives, McDonald's UAE recently announced that its logistics fleet of biodiesel delivery trucks have clocked a whopping 10,000,000 kilometers since the launch of the initiative seven years ago, saving 8,563 tonnes of carbon dioxide in the process and contributing to improve air quality in the country. Using biodiesel results in 100 percent reduction in the total carbon footprint, as stated by the UAE's Ministry of Energy. This, in turn, translates to a 100 percent reduction in CO₂ and CH₄ gases. "At McDonald's UAE we strongly champion the cause of protecting the environment. This is evident with our various campaigns and our long-running partnership with the Emirates Environment Group (EEG). The Biodiesel Initiative is an example of how McDonald's UAE is helping improve our communities by contributing to prevent the degradation of air quality in the country. Having covered 10,000,000 kilometers, our logistics fleet has saved as much as 100 percent of CO₂ emissions, thereby helping improve the air we breathe," said Rafic Fakhri, managing director and partner at McDonald's UAE. The McDonald's UAE Biodiesel Initiative underscores the benefits of using biodiesel and how it can help enhance air quality in line with the government's Air Quality Strategy 2017 – 2021. Since July 2011, McDonald's UAE's logistics fleet has been running on fuel made from used vegetable oil from their restaurants in the UAE. The initiative is part of Dubai's green schemes and is a team effort that also incorporates Dubai FDI, the foreign investment promotion arm of the Department of Economic Development. *Source: www.hospitalitynewsmag.com*

EGA takes up contract to supply spent pot to the cement industry

Emirates Global Aluminium has signed an agreement with Gulf Cement Company to supply a by-product from aluminium smelting over the next three years for use in cement manufacturing. Although EGA has been supplying spent pot lining to the cement industry since 2010, the agreement is the first directly between EGA and a cement company rather than via specialist third party pre-processors. EGA is building facilities at its Al Taweelah site to process spent pot lining so it is delivered ready to be used by cement companies as an alternative fuel and raw material. Spent pot lining is the used inner lining of aluminium smelting pots, which is worn out and replaced every four to five years. It contains both carbon, which is an alternative fuel, and refractory materials that survive the firing process and become part of the finished cement. Under the new agreement, EGA will deliver 2,000 metric tonnes of spent pot lining to Gulf Cement Company in 2018. In 2019, the volumes will increase to 10,000 metric tonnes, followed by 15,000 metric tonnes in 2020. Gulf Cement Company operates the world's biggest waste heat recovery-based power plant at a single site, which reduces its carbon dioxide emissions by up to 200,000 tonnes per year. Gulf Cement Company's measurement of the carbon footprint of its products is certified by Carbon Trust, UK, enabling Gulf Cement Company to use the Carbon Trust Carbon Footprint Label. *Source: <https://www.ega.ae>*



Dubai's Sustainable City Releases 2017 Greenhouse Gas Inventory

The Sustainable City, Middle East's first fully-operational sustainable community, has become the first gated community in the region to release its Greenhouse Gas (GHG) inventory. The initiative is part of The Sustainable City's strategic collaboration with Emirates Wildlife Society in association with WWF (EWS-WWF).

The Sustainable City's total emissions for the year 2017 are 8,761 tCO₂e with electricity accounting for 50 per cent, waste for 38 per cent, and water for 11 per cent. The GHG inventory covers the emissions from the fully operational Phase 1, as well as electricity and fuel-related emissions from the under-construction Phase 2 of The Sustainable City. During the year 2017, 363 villas and 200 apartments were occupied, and the city had a resident population of approximately 1,900. The inventory results show that the GHG intensity of the villas at The Sustainable City is almost 50 per cent less than that of a conventional villa in the UAE. The Sustainable City was successful in achieving a lower footprint through efficient design, rooftop solar, solar-charged electric buggies, organic waste composting and other low carbon initiatives. The per capita grid electricity and water consumption is 42 per cent and 30 per cent less than the Dubai average respectively.



The report was prepared in accordance with The Global Protocol for Community-Scale Greenhouse Gas Emission Inventories. The emissions results were verified by Dubai Carbon, a private joint-stock company established to cater to building a low-carbon and green economy. *Source:* <https://www.thesustainablecity.ae>

CEBC Climate Finance Working Group

The Clean Energy Business Council (CEBC) is a non-profit, non-governmental association that brings together leading local and international organizations in the MENA clean energy sector from both the private and public spheres. It is the only clean energy industry group to cover the MENA region.

CEBC is a leading forum for local, international corporations and government entities focused on the development and deployment of clean energy in the MENA region. It promotes constructive dialogue and collective action by all stakeholders, in order to guide public policy and private investment in the region's nascent clean energy sector.

Financing for Clean Energy is not well developed in the MENA region, with the exception of financing for utility scale renewable energy projects. Most organizations that develop clean energy projects of small to medium scale are suffering from the lack of appropriate financing tools on the market, leading to very complex and slow growth of these typical projects. This is typically the case for solar rooftop, waste to energy and energy efficiency projects. The Green Sukuk/Finance Working Group aims to lobby various financial and governmental organizations in the MENA region to educate them on the market needs and to get them to take action to facilitate and create access to financing. The Working Group will focus on the preparation of white papers and policy recommendations to be published and presented to the relevant organizations. The Working Group defines its geographical focus priorities in the MENA region.

Arabia CSR Network renews collaboration with World Forum for Responsible Economy (WREF)

ACSRN has, once again, teamed up with the World Forum for a Responsible Economy (WFRE) for its 12th edition scheduled to take place in the month of October. The forum will focus on the challenge of regions and cities, highlighting the links between companies and regions/cities: how can companies contribute to regions and cities? Which areas are more attractive to companies and why? How regions and cities across the world can collaborate to solve global issues? Why and how is the local economy developing?

The topics to be discussed include 'Companies and their relations with regions and cities', 'The development of a responsible local economy', 'The attractiveness of regions and cities' and 'Relations between regions'.

In the words of Philippe Vasseur, President of WFRE, - Part of our future relies on proximity and the emphasis on the use of local resources – all material and human resources – but also on collaborative practices which may develop in spaces where new economic models, new social organisations and new ways of living together are being invented. This evolution may be a source of risks and hopes as well. It can lead to new regional divides with disastrous consequences. This evolution could enable the development of connected ecosystems with due respect for local communities and in the best interests of the planet. Everything is possible, as long as we are acting towards responsible economy, where we are, where we can and where we want. This is the challenge of regions and cities.



Feature, Blogs, White papers, Articles...

Paradise lost: Why overtourism is a global emergency

With cities and tropical islands around the world overwhelmed by tourist hordes, Katie Burton talks to Justin Francis, CEO of Responsible Travel, about his new documentary urging action to tackle a global emergency.

It seems incredible that anyone would want to visit Venice, particularly in the peak summer tourism season. As yet another cruise ship looms on the horizon, the crammed streets have become the stuff of nightmares for anyone seeking relaxation. Yet the stream of tourists is unrelenting. For the few locals that remain, the situation is unbearable. It was the desire to provide a platform for the voices of these locals, and others in similar situations around the world, that inspired Justin Francis to produce a new documentary *Crowded Out: the story of overtourism*.

As well as residents from Venice, the film catches up with locals on the streets of Barcelona and on the island of Gili Trawangan in Indonesia, where pristine beaches mask a rubbish pit hidden in the centre of the island. The influx of a million tourists every year has rendered life on the island unrecognisable compared to 30 years ago. "The desire to make the film came from sympathy and empathy with local residents. It was designed to give local people a voice," says Francis. "That hasn't happened so far. Travel writers tend to speak on behalf of local people, while tourist boards present the destination in the way they see fit, which is typically a paradise-type environment with no problems."

Though documentaries are new to Francis, the industry is not. Inspired by his travels around Africa and his time working with Anita Roddick as head of global marketing communications at The Body Shop, he left an unfulfilling career in advertising, undertook a Master's degree in tourism, conservation and sustainable development and launched Responsible Travel in 2001. He's been CEO of the company for the last 18 years. Responsible Travel provides a match-making service between tourists and specialist tour operators, which are screened against a range of ethical credentials. Advertised trips prioritise using local guides and eco-friendly accommodation and emphasise conservation work and robust recycling policies. This is not the first time Responsible Travel has taken an activist role: previous campaigns have been against issues such as orca captivity and unethical orphanage volunteering. Though Francis has been aware of the tourism crisis for a long time, the rest of the world only recently took note. In his view, the tourism industry has had an easy ride for decades, protected by the general perception that tourism is good for everybody. That changed in 2017, when locals in Venice and Barcelona took to the streets to protest against overtourism, waving placards and, in extreme cases, slashing the tyres of tourist buses. Suddenly, the world saw the dark side of tourism. Chairmen and CEOs of cruise liners, airlines and hotels were caught unprepared as they were asked to justify themselves. "Panic, absolute panic" is how Francis describes the industry response.

For Francis, the surge in interest conjured mixed feelings. "That was a new thing for me after fighting in the shadows. When that happens, you feel very sad because in a sense you've failed. Success would have looked like addressing this before it got to this point." But at the same time, he believes a lot will happen to improve the situation. "It will be an incredibly exciting time. More will change in the next couple of

years than in the last 40," he predicts. Yet, while Francis encourages off the beaten track travel and any industry moves in the right direction, he maintains that government policy is the only way to truly change things.

"There are so many different private and public players involved in tourism, you come to the conclusion pretty quickly that only government can really address this. You'd need to be able to control the port, because that's where all the cruise passengers come in. You'd also need to talk to the airport and the airlines, because in some cases they are opening up more and more flights, which is part of the problem." He goes on: "You'd need to talk to the visitor attractions about ticketing and managing numbers. You'd need to talk to local transport. You'd need to talk to local residents' associations. You'd need to think about regulating hotels or Airbnb. Only by doing all of it could you really solve the problem and the only people who can control that range of stakeholders is government."

There have already been moves from some local governments to regulate tourism, though they have been largely reactionary. In June, Thailand closed Maya Bay beach on Ko Phi Phi island as a result of damage to the marine environment, particularly the coral reef. The area, made famous by Leonardo Di Caprio in the film *The Beach*, simply couldn't keep up with the number of tourists keen to tread his footsteps. In Venice the government deploys a tax on tourists and, in May, erected separate turnstiles for locals and tourists, designed to limit the flow of people during the May Day weekend. It was later reported that local activists dismantled the turnstiles. In Paris, the city authorities are currently taking on Airbnb, a particularly contentious player in the tourism industry: locals claim the home-sharing website fuels property speculation and hoteliers hate it, for obvious reasons. Paris is suing Airbnb for failing to remove advertisements from people who have not properly declared their properties.

Francis knows that changing the tourism industry won't be easy. He acknowledges the risk of a cyclical process, in which tourists move from a spoilt place to a new destination, repeating the same mistakes over and over again. One tactic to ease congestion in popular spots is to promote dispersal of tourists to smaller places that could do with the wealth tourists bring. In line with this philosophy Responsible Travel offers some trips to more remote, rural areas. Nevertheless, Francis is also aware that overburdening can happen very quickly.

"We face the same issues on a different scale. Even 50 too many tourists in a small community, or 10 going into a local restaurant, can be a problem." Despite the difficulties, Francis says he has never found it hard to combine activism with running a business. He intends to continue both selling holidays and campaigning, potentially through more documentaries. He stands by promoting Responsible Travel's key tenet of "responsible tourism", which he defines as, "creating better places to live in and better places to visit".

"The order of that statement is important," he says. "Creating better places to live in comes before creating better places to visit."

Article Source: Written by Katie Burton, Ethical Corporation



Case Study from the Archive - Trip to Innovation Community Organization (TTI)



Abstract

As unemployment and inclusiveness of women and minorities remain a striking social issue in Jordan, innovative organisations such as Trip to Innovation Community Organization (TTI) have managed to convert this threat into an opportunity to work closely with the private and public sector to not only eliminate these issues but to create a hub that nurtures and trains the youth and women to reach their full potential and transition them from the margins to active professionals that can contribute to the nation and its economy. In a country like Jordan where more than 70% of the population is under 30 years of age and investment in youth can be an instrument for national development, TTI has based its strategy on two gaps in the market and education system. One is the inability to create jobs for the growing number of jobseekers and the failure of the education system to provide entrepreneurial training and development. As a result, TTI works on a set of preparatory awareness, capacity building, mentorship and incubation services to bridge youth with the various opportunities. Their success can be attributed to their in-depth grasp of the issue, their innovative stakeholder engagement and involvement, deeply rooted values and principles to tap the bottom of the pyramid and keeping an open network with partners and peers to share perspectives about the trends in the local environment. In short, a key part of TTI's vision is to play a prominent role in contributing to the social development and economic growth of Jordan. The organisation, therefore, drives sustainably through the portfolio of its training & development services.

Conclusion

Youth development and civic engagement have become pillars for social integration approaches including the “democratisation of culture,” or inviting marginalised people into mainstream culture, and “cultural democracy,” which not only invites marginalised people to participate but also creates a new and equal space for marginalised cultures or newcomers to society, to introduce their own cultural practices to society not just by joining the existing system but bringing their own contribution to the system (UNDESA, 2008). Youth development is understood as skill sets attained by youth that increase their chances at achieving their full potential in the future while civic engagement is the active participation of youth in political and economic decision-making.

TTI excels as a great example of innovative business models. The structure of its operations is entirely collaborative and inclusive and is founded upon a belief that those who live at the bottom of the economic pyramid should be treated as ‘individuals’ who could be brought into the picture as ‘co-creators’ to solve their own economic problems. To ensure the longevity and sustainability of the organisation, TTI remains proactive by studying the ever-changing trends in the global and macro level and applying it to address the issues on the national level. Rather than focusing on deskilling in providing jobs for the target group of beneficiaries, TTI offers a platform for economic and social prosperity. Even though their positive impact on their social aspect of business is very strong it is important to develop the environmental and economic aspects at the same pace. By doing this TTI will achieve a very sound and well accomplished CSR. Reporting and making environmental action available will encourage the economic growth of the organisation but needs the social input to power it. This power is there and just needs a slight push in the right direction to achieve the desired results. Overall this is an excellent example of how companies can achieve CSR with very little resources whilst not compromising their organisations’ outputs.