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الإجتماعية للمؤسسات
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(EEG & Arabia CSR Network)
16 DEC 2018



CSR Fundamentals
(Arabic)
16-18 DEC 2018

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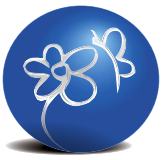
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Note from the President & CEO Arabia CSR Network

Reading about the book 'Re-Engineering Humanity' written by Brett Frischmann and Evan Selinger, I was struck by the techno-social dilemma of our times, which is described as "who we are and are capable of being within our built environment." In this book, the author duo scrutinises what is changing in our lives as society welcomes big data, predictive analytics, and smart environments. According to them, the goal of designing programmable worlds goes hand in hand with engineering predictable and programmable people. Through new frameworks, case studies, and thought experiments, Frischmann and Selinger reveal hidden linkages between fitness trackers, electronic contracts, social media platforms, robotic companions, fake news, autonomous cars, and more. Technosocial Systems are defined as people and technologies that combine to work as heterogeneous but functional wholes.

The results, both benefits and hazards, of being continuously available to others via the Internet, mobile phones, and social media, are hotly debated around the world. An expert said, "The real danger is not that computers will begin to think like men, but that men will begin to think like computers." Scientists have studied human decision-making for years and uncovered the many seemingly irrational ways in which humans operate. Although given enough data, it is assumed that people make logical choices, in reality that is unpredictable. Experts say that human brains make predictable, systematic errors that affect their judgment, decision-making, and behavior. By understanding this and combining the principles of behavioral economics with user insights and business context, organisations can overcome the challenges of introducing new technology based products and solutions.

This approach is apparent in some of the greatest disruptions in the consumer marketplace, such as Uber and Amazon Prime. Technology enabled behavioral changes have been the drivers of success. According to an analysis, which was a part of the World Economic Forum's IoT for Sustainable Development project (analysis of more than 640 existing IoT deployments, conducted in collaboration with IoT research firm IoT Analytics), 84% of existing IoT deployments - 70% of which were driven by the private sector - were addressing the SDGs. However, 95% of them were of small or medium scale, while a very small portion were large or macro-sized. According to the researchers, budgets for sustainable IoT implementations are currently extremely limited, because they mostly come from company funds related to "innovation and digital projects". It will be some time before mainstream business P&L budgets - which are substantially larger - can convert these small implementations into large-scale deployments. Finally, the analysis supports the contention that IoT has development benefits that could be maximized without compromising the commercial viability. The reason that the IoT could become a game-changer for sustainability lies in its ability to remotely connect and control previously unconnected "things".

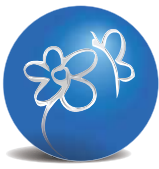
Members News

DEWA's virtual employee Rammas acquires new features and enhancements

Dubai Electricity and Water Authority (DEWA) launched Rammas in 2017, becoming the first government utility to launch instant chatbox services to communicate with customers using artificial intelligence (AI). Rammas is available 24/7 in Arabic and English on DEWA's website, DEWA's smart app (iOS and Android), DEWA's Facebook page, Amazon's Alexa service, Google Assistant, and in robots. Rammas is characterised by its ability to learn and understand the needs of customers, according to their enquiries. Its analysis is based on available data and it accurately answers most queries to assist customers in concluding their transactions easily. Rammas has replied to about 1,634,000 enquiries since its launch through different channels. The second phase of Rammas, launched in November, is equipped with several advanced enhancements and new features to augment service quality, expand Rammas' scope to include additional stakeholders (contractors, consultants, suppliers, government agencies, job seekers, scholarship students, and interns), and add more information to its database. It has now been integrated with DEWA's SAP system to facilitate transactions. These include bill payments, enquiries, tracking of electricity and water activation services, new connections requests by contractors and consultants, applications status, and job enquiries. Rammas also offers new features along with its new corporate identity, including a happiness index, a customer experience survey, a glossary of terms, and an advanced interactive list. This clearly demonstrates DEWA's leadership in using AI and disruptive technologies in its operations and services. The service supports the implementation of the UAE Artificial Intelligence Strategy to create a productive, creative, and innovative environment, through the investment and application of AI techniques and tools.



Source: www.dewa.gov.ae



EGA to supply waste product to Arkan for cement manufacturing to turn waste into value

Emirates Global Aluminium (EGA) has signed an agreement with Arkan, a leading building materials company, to supply a waste product from aluminium smelting for use in the manufacturing of cement. EGA will supply Arkan with spent pot lining, the used inner lining of reduction cells in which aluminium is smelted. Globally the aluminium industry produces more than one million tonnes of spent pot lining each year, according to industry experts, much of which is stored indefinitely. EGA has been working since 2010 to find economic uses for spent pot lining. Last year EGA supplied more spent pot lining to cement companies than it produced and began reducing stockpiles generated in previous years. 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.



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

ENOC completes first fully solar-powered lubricants blending plant in UAE

ENOC Group has recently converted its Lubricants and Grease Manufacturing plant (DLPP) located in Jebel Ali, to fully operate on solar energy. The completion of the first solar powered lubricants blending plant in the UAE underlines ENOC's efforts to leverage renewable energy to power its assets, in line with the Dubai Integrated Energy Strategy 2030 (DIES). The project completion was announced during the 20th Water, Energy, Technology & Environment Exhibition (WETEX), organised by the Dubai Electricity and Water Authority (DEWA) from October 23 to 25, 2018, at Dubai International Convention & Exhibition Centre. More than 300 photovoltaic solar PV panels have been installed on the roof of the 1,000 square metre warehouse, which will generate over 160,000 kwh/year of electricity, sufficient to meet the annual electricity consumption of DLPP. Excess electricity will be transmitted back to the DEWA grid. Based on 2016 consumption figures, DLPP consumes 156,700 kwh/year of electricity, which will now be fully produced on-site through the solar panels. This will contribute to a yearly saving of over 160,000 kwh electricity, which is equivalent to powering at least seven residential houses for a whole year in Dubai (based on 2017 data). ENOC estimates more than 23 GWh of solar energy will be generated to power the new stations by 2020, minimising the load on DEWA's grid. The continued investment in solar energy by ENOC adds to its competitive strength and will serve as a benchmark for further driving the nation's energy sector.



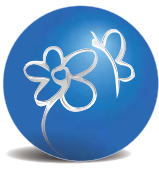
Source: <https://www.enoc.com>

General News

Middle East leads global construction's digitisation drive

Autodesk is a leader in 3D design, engineering and entertainment software globally. The head of Autodesk ME, explained in a recent article how digitisation is reshaping the construction sector. In 2017, more than \$85 billion of building contracts were handed out across the GCC, with a predicted yearly increase of 7% that should continue through 2018. The Middle East is witnessing a surge in investment and interest in business and leisure activities and infrastructure. High-profile international events such as Expo 2020 have added impetus to the dynamic landscape, with reports stating that the UAE alone is expected to account for \$33 billion of Expo-related projects. It's well-known that the construction sector is one of the least digitised industries. Large projects across asset classes are typically 20% over schedule and up to 80% over budget. In some markets, construction productivity has actually declined.





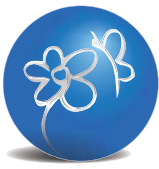
Digitisation is about businesses using connected systems at every stage of the projects. It is about working with tools and practices based on information and communication technology. They are no longer mere tools to help companies do the same things a bit better. Instead, they fundamentally change the way business is done. Computational design and generative tools are changing the way we design, allowing infrastructure we couldn't even imagine. Virtual reality (VR), augmented reality (AR) and reality capture are changing the way we interact with the designs, and BIM is connecting entire teams to provide vital information for successful project delivery. In a world where the next 20 years will see the largest global population boom in history, the pressure on the industry has never been higher. We can no longer use the same tools to meet increasing worldwide demand for construction output, as innovation is vital. The Middle East, particularly the GCC region, is ahead of the world in recognising that digitisation of the construction process can significantly reduce risks and enhance the viability of infrastructure projects, as well as improve asset lifecycle.



The UAE has already led the way with the Louvre Abu Dhabi's creative use of iterative BIM. The BIM design model was used to create a scale model for physical wave testing that informed the geometry of the perimeter and the position of inlets and concrete breakwaters. Dubai's Museum of the Future also employs BIM and generative design, especially for the complex steel diagrid geometry. Such complex structures need an iterative analysis process such as generative design for teams to quickly manipulate and study numerous iterations, to accommodate architectural and structural requirements. Generative design uses algorithms to generate every possible permutation of a design solution and allows the user to select the design that best fits the end requirements. It offers an easy preview, to create optimised complex shapes and internal lattices that are impossible with traditional manufacturing methods.

This is where additive manufacturing (AM) comes in play. The uniqueness of AM lies in its ability to combine multiple materials to create a single material that meets the unique requirements of any project without compromising on its strength and structural integrity. The new materials are often stronger, lighter and more efficient than the traditional ones. Current AM products include aircraft parts, medical implants, automobile chassis and even entire buildings. With the Dubai 3D Printing Strategy launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Prime Minister and Vice-President of the UAE and Ruler of Dubai, the emirate is determined to ensure that every new building in Dubai in 2025 will have 25% of its structure 3D-printed. The mandate will begin in 2019, starting at 2%, with a gradual increase to achieve this strategic goal. This strategy will reinforce the UAE's commitment to support and facilitate innovation as it uses emerging and new technologies to reduce costs across sectors, and will ultimately restructure economies and labour markets, as well as redefine productivity. BIM, additive manufacturing and generative design are changing the construction industry, disrupting the status quo and challenging the creativity and vision of AEC professionals. They provide AEC professionals with futuristic solutions to construct sustainable and memorable structures that go beyond function and serve a grander purpose that conveys history, culture, ambition and success.

Source: <http://meconstructionnews.com>



Feature, Blogs, White papers, Articles...



ANNE DALITZ
Associate Expert 2030
Global Goals, UN
Economic and Social
Commission for Western
Asia

9 October 2018

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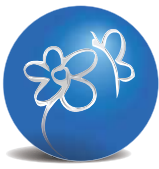
AFSD – 2018: Highlighting the Role of Youth in the Arab World in Fostering Transformation towards Sustainable and Resilient Societies



UN Photo/Evan Schneider

STORY HIGHLIGHTS

- » Thirty percent of the population of the Arab region are youth between the ages of 15 and 29 years.
- » The 2018 Arab Forum for Sustainable Development (AFSD) explored the role of youth in a larger framework, linking natural resources, the common good and inter-generational justice and, for the first time, the AFSD agenda included a youth representative in almost all of the Forum's seven plenary and nine special sessions.
- » Mitigating risks to inter-generational justice requires policy choices that allow future generations to benefit from natural resources and the common good in the same way past generations have.
- » Preparing young Arabs to become agents of change is a process that needs to be nurtured early on in life.



The UN's 2030 Strategy and Global Partnership Initiative for Youth was launched the day before the opening of the 73rd session of the UN General Assembly to create a surge of interest in the ways youth can be agents of transformative change in their societies. In this year's Arab Forum for Sustainable Development (AFSD), this focus was front and center, and participants explored the role of youth in a larger framework, linking natural resources, the common good and inter-generational justice. The AFSD is the Arab region's platform to consolidate national multi-stakeholders' ideas and tackle regional issues in a collaborative way. It's key messages, articulated in an outcome document that was presented at the High-level Political Forum (HLPF) in New York in July, form the voice of the Arab region at the global level.

From 24-26 April, the UN Economic and Social Commission for Western Asia (ESCWA) based in Beirut, Lebanon, welcomed over 300 representatives from government, civil society, the private sector, international and regional organizations, and youth to discuss pressing issues such as water scarcity, desertification and land degradation within the 2030 Agenda framework, as well as the role of each stakeholder in forging solutions to advance the Sustainable Development Goals (SDGs).

Almost all of the 17 SDGs contain a direct reference to natural resources. This is particularly relevant to Arab countries as they face pressing challenges linked to transboundary issues, including water, energy, and migration that are exacerbated by high population growth rates and conflicts. With the number of displaced persons and refugees growing, so is the increasing pressure to manage and preserve natural resources in a more efficient way so that equal access—and basic human rights—are guaranteed for present and future generations.

Added to this increasing pressure are the risks to inter-generational justice. Mitigating these risks requires policy choices that allow future generations to benefit from natural resources and the common good in the same way past generations have. Together with a change in the cultural mindset allowing for meaningful youth involvement, starting at a young age and covering all aspects of the political sphere, these will form the basis for sustainable and resilient societies that are adequately equipped to withstand an impending natural resources crisis.

Thirty percent of the population of the Arab region are youth between the ages of 15 and 29 years, according to the Arab Human Development Report ('Youth and the prospects for human development in a changing reality', UNDP, 2016). This demographic reality translates into approximately 105 million people who, together with next generations, will be affected by decisions taken today. Despite the obvious potential of youth as agents for transformation towards more sustainable societies—as well as their role in holding national governments accountable—they continue to be largely excluded from the political decision-making process. For instance, the average age of ministers in the region is 55 years, proving that young people's voices are not heard loudly in the political arena. In addition, most Arab countries lack a strategic vision for youth development.

In response, the AFSD reiterated the importance of engaging youth to achieve the 2030 Agenda and provided young people with a platform

to further define their role in the transformative change process underlying the SDGs. For the first time, the AFSD agenda included a youth representative in almost all of the Forum's seven plenary and nine special sessions. One of the latter was co-designed and co-led by youth and included a snapshot of the situation of young people in the region, using innovative, fact-based infographics.

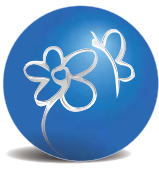
It is important to note that the situation of youth often exhibits significant disparities between those living in urban and those living in rural areas. To address this problem effectively, platforms fostering youth involvement must grow from the grassroots level.

Preparing young Arabs to become agents of change is a process that needs to be nurtured early on in life and therefore demands first and foremost the adaptation of education systems to those promoting technology and science, and harnessing innovation and entrepreneurship. Currently, acquired skills and expertise often do not match the requirements of the labor market, resulting in widespread youth unemployment across the Arab region. Therefore, the AFSD called for policies that support and drive youth's access into new professions originating from the ongoing "Fourth Industrial Revolution".

The AFSD youth session titled, 'Youth in the Arab Region and the Transformation towards Sustainable Societies', also called on the media as a key partner to support the youth in their striving towards more self-determination. Freedom of speech and expression is an important step towards the establishment of common positions and objectives to allow youth to speak with one clear voice about their needs in securing a sustainable future for themselves. Media, especially social media, has already become an important tool to support youth matters but further sensitization of the media is required to ensure continuous advocacy and widespread backup for the concerns of young people.

Despite the importance of structures that help policy-makers listen, they are not sufficient to guarantee that youth concerns are being taken seriously and that they are considered an equal partner on political grounds. A special role in this endeavor falls on Arab parliaments, which are encouraged to allocate specific budgets for youth development and capacity building to help youth overcome challenges by applying innovative solutions. At the same time, advocacy and sensitization on the role and responsibilities of youth must be nurtured foremost inside the family. If democratic structures are cultivated within the family, young people are more likely to continue promoting them in their societies.

At the closure of the three-day regional AFSD, participants had reaffirmed their commitment to the 2030 Agenda and to take bold steps towards transformative, sustainable and resilient societies. Business-as-usual scenarios are overwhelmingly unsustainable. Rethinking development planning, including the need to incorporate natural resources and to present ways of meaningful involvement in the decision-making process to all stakeholders, and especially the leaders of tomorrow, is key to achieve transformative, structural change across all pillars of sustainable development. We look forward to engaging in the new youth strategy, and to continuing this conversation at the next AFSD.



Case Study from the Arabia CSR Best Practices 2017 - Dubai Municipality

Abstract

“An Hour with Cleaning Workers” is an environmental community education initiative established as part of the municipality’s strategic projects within the efforts of “Clean up the City”. The initiative aims to fulfill the second requirement (constructive partnerships and interactions) under the fifth strategic pillar of the municipality’s Strategic Waste Management Plan 2016 – 2021, that showcases the department’s mandate to achieve environmental sustainability through several initiatives and activities.

Launched in 2016, the initiative represents the municipality’s corporate social Responsibility and sustainability efforts that create an exceptional ecosystem within the community. This resulted in an exponential increase in public and private sector entities’ desire to participate through multiple clean up movements in coastal, residential and commercial spaces. In effect, the initiative reflected positively on the general aesthetic of the city along with generating substantial economical returns represented in the value of environmental volunteer work. All these results align perfectly with the aim of achieving Dubai Municipality’s Sustainable Development Goals 2016-2021.

Conclusion

“An Hour with Cleaning Workers” initiative is considered one of the most important initiatives through which companies get the opportunity to support Dubai Municipality’s Sustainable Development Goals 2016-2021. These sets of goals have been created in alignment with mission and vision of the leadership of Dubai and the country to create a happy and sustainable city. Considered to be the largest government body in the emirate, Dubai Municipality plays a huge role in developing the culture of environmental protection and sustainable development in the UAE. The same is a culture that is no longer a luxury or a superficial concern, but a national duty to cope with ever-changing times. Dubai Municipality’s good reputation and this initiative’s noble goal, has enabled it to achieve excellent results. The initiative was widely welcomed by several key government bodies, including Dubai Police, Dubai Health Authority, Community Development Authority, and Knowledge and Human Development Authority to name a few.

