

الشبكة العربية للمسؤولية  
الإجتماعية للمؤسسات  
Arabia CSR Network®

# Arabia CSR Network

newsletter

August 2019  
Volume 8 Issue 96



## CSR FUNDAMENTALS TRAINING

### UPCOMING TRAININGS



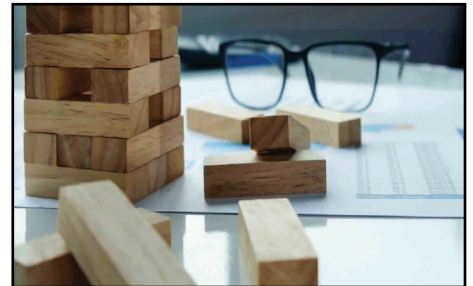
**27<sup>th</sup> - 29<sup>th</sup> August 2019**

**GRI Standards Training (English)**



**6<sup>th</sup> - 8<sup>th</sup> October 2019**

**GRI Standards Training (Arabic)**



**24<sup>th</sup> October 2019**

**Materiality Mapping Workshop (English)**

To register please email us at [admin@arabiaccsrnetwork.com](mailto:admin@arabiaccsrnetwork.com), [trainings@arabiaccsrnetwork.com](mailto:trainings@arabiaccsrnetwork.com)

### ARABIA CSR AWARDS KEY DATES

**1<sup>st</sup> July – 15<sup>th</sup>  
August 2019**

**Review of applications  
by ACSRA Jury Panel**

**End of 1<sup>st</sup> week of  
September 2019**

**Announcement of short-listed  
Organisations**

**2<sup>nd</sup> October  
2019**

**Arabia CSR Awards  
Gala Event**

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P.O Box 112101, Villa No. 117a, JMR 68, Jumeirah 1, Dubai United Arab Emirates  
Tel: +971 4 344 8120, +971 4 344 8622 Fax: +971 4 344 8677  
Email: [admin@arabiaccsrnetwork.com](mailto:admin@arabiaccsrnetwork.com) Web: [www.arabiaccsrnetwork.com](http://www.arabiaccsrnetwork.com)

Editorial Team:  
Habiba Al Mar'ashi, Muhammad Ali Bandial



## Note from the President & CEO Arabia CSR Network

The month of July started with the announcement by H.E. The Minister of Climate Change and Environment of a new 2-gigawatt (GW) solar energy plant to be built in the Al Dhafra region. The announcement was made during the opening session address of the two-day Abu Dhabi Climate Meeting at Emirates Palace on the 30<sup>th</sup> of June.

Talking about the announcement, the Minister said that the proposed plant would eclipse the previously record-breaking 1GW Noor Abu Dhabi Plant. He further added that the projects was one of the largest currently under tendering and that the government welcomed all companies to submit bids.

The initiative is a welcome and timely one as we witness rising temperatures and increasing signs pointing to steadily rising global temperatures. Once again, UAE has set the bar high when it comes to fighting global warming, a fact that was not lost on the United Nations Secretary General Antonio Guterres who was one of the first to welcome the UAE's commitment.

During the same address, he also called out on other global leaders that were still not moving away from the use of fossil fuels. These are crucial times for the world as we are fast approaching the point of no return after which it will be almost impossible to reverse the effects of global warming. The UN Secretary General alluded as much when he said that even if countries honoured their current commitments, the global temperature would increase by 3 degrees by the end of the century which would be catastrophic for life forms.

In such trying situations, it is only a true leader that ventures beyond the needed and sets an example, something that UAE has done time and again. We know there is a lot more that needs to be done. And we all need to be committed to do whatever is in our control to arrest this impending moment.

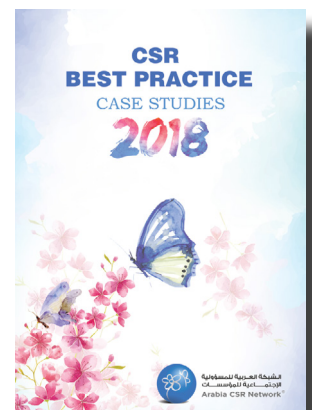
The month of July was quite a busy time for Arabia CSR Network. As we started sorting the submission and allocating and coordinating with the judges. On the 4<sup>th</sup> of July, Arabia CSR Network had a meeting with representatives from Dubai Health Authority to discuss areas of cooperation. On the 7<sup>th</sup> I was invited to the SKEA Ambassadors of Excellence ceremony, held in Abu Dhabi. On the 8<sup>th</sup> I was invited as a guest speaker by Accenture Middle East and Turkey (MET) Executive Council to talk about my experience through Arabia CSR Network and Emirates Environmental Group, about the evolution and journey of CSR. On the 11<sup>th</sup> we signed a Memorandum of Agreement with Environmental Center for Arab Towns (ECAT) to work together in areas of mutual interest. We conducted two back-to-back CSR Fundamentals trainings in Arabic and English from the 22<sup>nd</sup> to 24<sup>th</sup> and the 23<sup>rd</sup> to 25<sup>th</sup> respectively.

As the month of August approaches, it promises to be even more packed with the GRI Standards training coming up from the 27<sup>th</sup> to the 29<sup>th</sup> of August and a couple of inhouse workshops. In between the final rounds of tallying of scores and feedback from the judges will be taking place. The preparation for the Grand Gala Event to award the CSR & Sustainability champions is going on. The evening of 2<sup>nd</sup> October promises to be a great event, featuring champions of sustainability, both old and new.

We hope to see you all there! Register now.

## CSR BEST PRACTICE CASE STUDIES

*The Best Practices publication highlights the case study methodology framework adopted by Arabia CSR Network to analyse the efforts and impacts of organisations in the Arab Region that are driven by sustainable values and principles. The publication is a valuable resource that highlights the innovative and homegrown CSR practices in the Arab Region that are founded on global and local frameworks, standards and benchmarks. It is a priceless commodity to guide other organisations in developing their own CSR and sustainability strategies, visions, plans and programmes and to replicate the best practices, which will scale up the positive outcomes of CSR and sustainability across our Region. To read about this month's featured organisation, go to [page 10](#)*







## ACSRN News & Events

### ***Introductory session with Dubai Health Authority***

An introductory session was held with the representatives of the Dubai Health Authority (DHA) at Arabia CSR Network office on the 4<sup>th</sup> of July. Arabia CSR Network President and CEO started the proceedings by giving a presentation about the Network to members of the Corporate Environmental Health and Safety Department of DHA about the activities of the ACSRN and what it stood for. She also updated them with a brief description of the Arabia CSR Awards and the various stages of development that it had gone through over the last 11 years since being introduced. Mrs. Habiba apprised members of DHA about the areas of focus of the Network. Other possible mechanisms of cooperation were also discussed in the meeting.



### ***SKEA Office celebrates Ambassadors of Excellence in its 17<sup>th</sup> cycle***

On the 7<sup>th</sup> of July Arabia CSR Network President and CEO attended the SKEA 'Ambassadors of Excellence Ceremony' which was celebrating its 17<sup>th</sup> edition. The ceremony was presided over by H.E. The Chairman of the Higher Committee of SKEA, along with the Director General of the Abu Dhabi Chamber and Member of the Higher Committee of SKEA, and a number of the members of the committee.

In his opening remarks, H.E. said that the event was a way to pay tribute to the commendable achievements of individuals in supporting the SKEA programme. He said that a special mention needed to be made of those who had played an active role in the assessment process and had assisted in preparing submissions and working towards the fulfillment of its requirements. These included attending extensive sessions of orientation seminars and workshops. Speaking about the dedication and commitment of these individuals he said that "Your personal and organisational commitment is deeply felt and it had been, throughout the years, a major source of happiness and delight to see you all fully engaged in a continuous process of pushing forwards the frontiers of knowledge in business excellence,".

Speaking on the need for a long term plan of SKEA, he urged and encouraged the assessors to journey on and to continue working within their organisations in the promotion of excellence. He said that excellent people make an organisation and excellent organisations make the country excellent. He ended his speech by saying that "It's up to us to be catalysts and agents for change and prosperity within our communities and help achieve the Excellence transformation desired by our wise leadership,".





## ACSRN News & Events

### ***Accenture- Responsibility in the New (RiTN)***

On the 8<sup>th</sup> of July, Arabia CSR Network President and CEO was invited by the Accenture Executive Council at their workshop on Responsible Business. The topic of the workshop was 'Responsibility in the New' (RiTN). During her presentation, She talked about the growth and evolution of CSR in the region and how it linked to the country's vision, taking the audience through a brief journey of CSR in the region, tracing its socio-cultural roots to its current state.

She talked at length about her personal view on the concept of 'Responsible Business' through her experience in Arabia CSR Network, Emirates Environmental Group and Emirates CBC. She highlighted the areas of focus of both organisations and the achievements, both material and in terms of changing mindset that had been achieved over the years. The presentation also delved into the role Arabia CSR Network plays in influencing local and regional entities into adopting corporate responsibility principles into their businesses strategies. She talked about the visibility and recognition these local entities received from the platform of the Arabia CSR Awards and how it has strengthened and motivated them to raise the bar and compete with international players on equal footing.

Arabia CSR President and CEO ended her presentation with comments on the future of social responsibility in the UAE and opportunities for companies like Accenture by saying that the state of CSR and sustainability in the UAE was thriving and the future was bright for companies looking to do business in the Arab region.



### ***Arabia CSR Network signs Memorandum of Understanding (MOU) with Environmental Center for Arab Towns (ECAT)***

On the 11<sup>th</sup> of July, Arabia CSR Network and Environmental Center for Arab Town (ECAT), a scientific research institute which deals with environmental issues concerning Arab city's natural resources and sustainable development, signed a Memorandum of Understanding.

The agreement is based on the two organisations' mutual cooperation to promote and support each other in areas of mutual interest. Both signatories expressed their satisfaction at the formalisation of relations through the MOU and look forward to a productive year of collaboration and joint efforts.



### ***Planet on the edge - Why sustainability matters***

On the 15<sup>th</sup> of July, an in-house workshop on sustainability and the state of the world was conducted by Kathrin Gnika, founder 1001 good deeds, at ACSRN premises. The workshop talked about the impending threat of climate change on the world today and the role that corporations and business entities could play in mitigating some of the factors.

The workshop focused on the various areas that needed our urgent attention. These included the oceans, marine life, the melting glaciers and so on. The objective of the workshop was to instill in each individual a goal of doing their personal best to play their part in arresting the rapid ascent of global warming. Contrary to popular misconceptions, it was explained that this could be done through simple and easy steps. These included day to day activities like using energy saving lights, reducing water usage, eating more vegetables, refusing to use plastics. The workshop was a healthy reminder of the beautiful planet that we share with other living species and the care and nurturing it requires from our part.







## ACSRN News & Events

### ***Meeting with Labour Standards Development Authority - Government of Sharjah***

On the 16<sup>th</sup> of July, a meeting between Arabia CSR Network and representatives from Labour Standards Development Authority - Government of Sharjah took place at ACSRN office premises. During the meeting, future areas of mutual collaboration and participation were discussed.

As Labour Standards Development Authority - Government of Sharjah is also participating in two categories in the Awards this year, the benefits in terms of regional and international visibility and recognition as well as the insight from the Feedback Report were highlighted. The meeting ended with a commitment between the two parties to promote joint cooperation to serve the nation in the area of CSR and sustainability



### ***ACSRN conducts back to back CSR Fundamentals training***

From 22<sup>nd</sup> to 25<sup>th</sup> of July Arabia CSR Network conducted two trainings on CSR Fundamentals, back to back. The first one, held from the 22<sup>nd</sup> to the 24<sup>th</sup> of July was conducted in Arabic at the ACSRN premises. The second one, conducted in English, was from the 23<sup>rd</sup> to the 25<sup>th</sup> at the Millennium Plaza Hotel, Dubai.

The 'Fundamentals of CSR and Sustainability' is the first in a 3-part CSR centric series, made in consultation with the Asian Institute of Management in the Philippines (an affiliate of Harvard University), which the Network has been offering since 2008. The training focuses on key concepts and requirements of CSR and sustainability good practices so as to equip participants to move from the fundamental to the advanced and finally to the strategic level in CSR and sustainability.

The course module has been developed with the aim of equipping participants with a deep and thorough understanding of the holistic concept of CSR and how it lends itself to organisational and social value. The 3 day course covered the definition of CSR and various approaches that align with it, CSR implementation steps and challenges, strategising CSR practices to improve economic, social and environmental performance, through examples and case studies.

The course combines theory with experience and is based on different exercises. The training material is imparted through an amalgam of lecture, Q&A and discussion. The objective is to ensure a clear and contextual understanding of the relevance of CSR to tackle current and future risks and opportunities. The training concluded with an hour and a half long assessment test which challenged participants to put their understanding into paper. Successful participants are presented with a Certificate of Attainment valid for three years that they can use to add to their skills and competencies.





## Member News

### ***DEWA Invites Solar Energy Companies to take Part In The 4<sup>th</sup> Dubai Solar Show***

In line with the Dubai Clean Energy Strategy 2050, which aims to transform the city into a global hub for clean energy and green economy, Dubai Electricity and Water Authority (DEWA) has sent out invitations to companies working in solar energy sector to attend and participate in the 4<sup>th</sup> Dubai Solar Show.

The event which will be held at Dubai International Convention and Exhibition Centre from 21<sup>st</sup>-23<sup>rd</sup> October 2019, and in conjunction with the 21<sup>st</sup> Water, Energy, Technology and Environment Exhibition (WETEX), promises to be the largest solar-technology exhibition in the region.



Speaking about the event, the MD and CEO of DEWA said that “The solar energy sector has seen important developments recently, especially in the Arab Gulf Region in general and the UAE in particular. This makes the Dubai Solar Show an ideal destination for specialised organisations, as well as for people working and interested in the sector. It is a key platform for the public and private sectors to make deals, build partnerships, learn about the latest technologies in the solar energy sector, and identify current and future projects in the region, market needs, and opportunities to take part in various solar energy projects.

It is also an opportunity to meet experts and specialists from around the world to discuss the development of solar energy in the region to achieve sustainable development, and ensure a sustainable future for generations to come,” He further added that in order to meet the clean energy objectives as per the 2050 strategy, there was a further requirement of 42,000 megawatts (MW) of clean and renewable energy by 2050.

Speaking about the exclusive benefits on offer to participants he said that companies would receive free registration and products at DEWA, letters of recommendation for products participating in the exhibition, and exclusive field visits to the Mohammed bin Rashid Al Maktoum Solar Park.

To find out more, please visit: <https://www.utilities-me.com/news/13382-dewa-invites-solar-energy-companies-to-take-part-in-the-4th-dubai-solar-show>

### ***ENOC opens LED- and VRF-powered fuel station in Fujairah***

Emirates National Oil Company has continued its journey towards sustainability and lived up to its promise by opening a 9<sup>th</sup> service station in the Emirate of Fujairah. In honouring its resolution to promote healthy and clean use of energy sources, the fuel station has been fitted with light emitting diodes (LED) lights which reduce energy consumption. This has been verified by the reduction in energy consumed by 50%. In addition to this, the fuel station has installed variable refrigerant flow (VRF) air-conditioning systems that further reduce energy consumption by 35% as compared to traditional air-conditioning units.

The spatial arrangement of the fuel station has also been designed keeping in mind the reduction of carbon footprint as much as possible. In this regard, the fuel pump which covers an area of 4, 800 m2 contains six dispensers. These have been built on retractable hoses in order to allow car refueling from both sides. Furthermore, the design has been made in order to ensure the optimal flow rate capacity which is in accordance with National Fire Protection Association’s (NFPA) safety standards. The fuel station has been fitted with vapour recovery systems in order to reduce and control the amount of emissions into the atmosphere.



To find out more, please visit: <https://www.constructionweekonline.com/projects-tenders/256786-fujairahs-led-and-vrf-powered-al-faseel-enoc-fuel-station-opens>

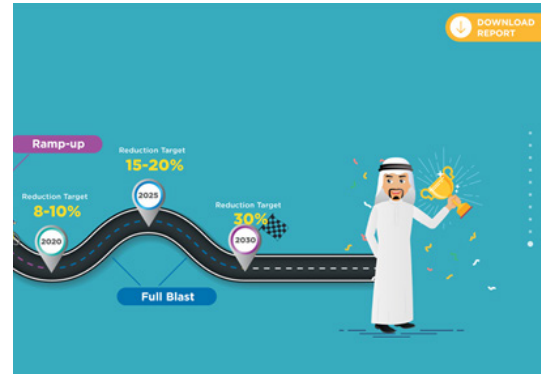




## Local and Regional News

### **2018 Annual Report of the Demand Side Management Strategy (DSM) 2030**

The Dubai Supreme Council of Energy (DSCE) announced on the 17<sup>th</sup> of July, the publication of the 2018 Annual Report by the Demand Side Management Strategy 2030, the implementation arm of the Council. The DSCE is chaired by His Highness Sheikh Ahmed bin Saeed Al Maktoum and is made up of top executives from Dubai Electricity and Water Authority (DEWA), Roads and Transport Authority (RTA), Dubai Municipality (DM), Emirates Global Aluminium (EGA), Emirates National Oil Company (ENOC), Dubai Supply Authority (DUSUP), Dubai Petroleum Affairs, Dubai Petroleum Establishment (DPE), and Dubai Nuclear Energy Committee. The Council governs broad aspects of energy supply and demand in Dubai and aims to secure Dubai's uninterrupted energy supply and moderate its growing electricity and water demand.



In order to reduce the need for energy generation and to conserve and prioritise the resources, optimising the energy demand is a goal. This also aligns with smart city initiative of supporting the growth of a green economy and the creation of green jobs.

The DSM Strategy has set itself the goal of delivering 30% yearly savings in electricity and water by 2030. In 2018 alone, the strategy has resulted in 4.5 TWh annual electricity savings and 6.7 billion imperial gallons annual water savings. The Strategy aims to go beyond regulations and to build strong foundations and supporting enablers. This will be achieved through improving general awareness, strengthening market capability and creating innovative financing.

A successful campaign in this regard was the launching of the 'My Energy, My Responsibility' initiative in 2018 which was a joint government campaign that aimed at enhancing energy efficiency awareness and behaviour amongst Dubai residents.

To find out more, please visit: <http://taqati.ae/report/2018/#dsm-achievements>

### **Evolving For Purpose**

The state of CSR and Sustainability in the Arab Region has shown promising growth over the last decade. In a further sign of this upward trend in the region, on the 9<sup>th</sup> of July, Eugene Mayne, Founder and Group CEO of Tristar Group, one of the repeated winners of the Arabia CSR Awards, gave an interview to Forbes Middle East in which he talked about how the company has grown globally and what the company's priorities were moving forward.

Speaking about the role of sustainability in the modern business, Mr. Mayne was of the view that the biggest development in this case was the rise of globalisation and the need to put sustainability at the front and in the centre of the business strategies of companies. He added that at Tristar, the belief has always been to be at the forefront of leading and influencing change rather than being reactive and getting affected by change.

He further added that the future vision of Tristar is to mould the company into an entity that can stand shoulder to shoulder with its customer base. That would mean continuing to update and develop strategies in areas of environment, social and governance by supporting and promoting the 10 Principles of the UN Global Compact. Mr Mayne said that the company was a firm believer in the fact that business for purpose must rank at par with business for profit.



To find out more, please visit: <https://forbesmiddleeast.com/evolving-for-purpose>

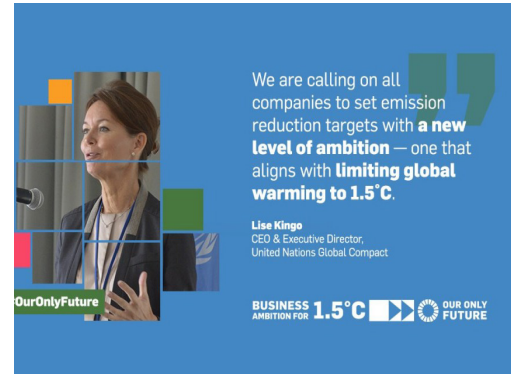


## International News

### **#OurOnlyFuture: UN and industry leaders call on business to set more ambitious climate targets**

On the 13<sup>th</sup> of June, a coalition comprising the United Nations Global Compact, the Science Based Targets Initiative (SBTi) and the We Mean Business organisation, gave a press release issuing a call to action for private companies to make their critical and necessary contribution towards bringing down the emission of greenhouse gases in order to limit the worst impacts of climate change. The call-to-action was made through an open letter that addressed business leaders. The letter was signed and endorsed by more than 20 leaders including President of the UN General Assembly, Executive Secretary of the UN Framework Convention on Climate Change, the UN Secretary-General's Envoy on Youth and SDG Advocate Paul Polman, former CEO of Unilever. The letter calls for a need to put in place concrete, realistic plans by 2020 to reduce greenhouse gas emissions by 45% over the next decade, and to net zero by 2050. It adds that there is a need from all sectors of society to put in an unprecedented effort to set science-based targets at 1.5°C. According to the findings of experts, we have less than 11 years to make adjustments in order to avert catastrophic consequences. According to the CEO & Executive Director of the UN Global Compact, there was room for hope and positivity as it was the first time that business and climate leaders were coming together around a common call-to-action which was sending a powerful signal that science-based target setting was not only beneficial for the planet but also presented a significant opportunity for businesses to step up when it came to tackling climate change and limiting global warming to 1.5 degrees Celsius.

To find out more, please visit: <https://www.un.org/sustainabledevelopment/blog/2019/06/business-leaders-urged-to-set-more-ambitious-climate-targets-in-effort-to-limit-global-temperature-rise-to-1-5c/>



### **UN Global Compact launches event series to accelerate progress on the SDGs**

In a bid to accelerate the rate of progress on the Sustainable Development Goals at the local level, the UN Global Compact launched a series of events in the last week of June. Titled “Making Global Goals Local Business” the event series is organised as part of the UN’s Making Global Goals Local Business campaign which offers private sector leaders to come forward and share and learn best practices from other entities operating in the same business environment. Speaking about the event, the CEO and Executive Director of the UN Global Compact said that “We know that the only way to truly make the Global Goals a reality by 2030 is to focus on collaboration and impact on the ground,” she added that “By taking conversations from the global to the national level, these Making Global Goals Local Business events will focus on how global strategies translate into local solutions to help achieve the Goals.”

To find out more, please visit: <http://globalsustain.org/en/story/14546>



### **KLM takes a less travelled route with sustainability campaign**

In a surprising move that flies in the face of commercialism, KLM Royal Dutch Airlines has launched a sustainability campaign that encourages its customers not to purchase flights in order to reduce carbon dioxide emissions. The campaign advert suggests to the viewers that sometimes it is preferable to travel by train. In a tongue-in-cheek disclaimer, the campaign adds that no flights were grounded in the making of the advert. It is a brilliantly executed and timely step by the Airlines. According to recent studies, the aviation industry is currently responsible for 2-3% of man-made emissions. By accepting that there is a need for a change and moving forward inspite of the financial damage it might do, KLM Royal Dutch Airlines has taken a bold and responsible step that will endear itself to the customers who are increasingly becoming aware of how their choices play a role in the campaign against global warming.



To find out more, please visit: <https://gulfnnews.com/business/analysis/klm-takes-a-less-travelled-route-on-sustainability-1.65048266>





## 'Tele-coupling' and why your choice matters for the planet



*Authors: Ibrahim Thiaw and Achim Steiner, United Nations.*

The rapidly mushrooming population growth and the resultant increase in production over the last 50 years has resulted in exploitation and destruction of land on an unprecedented scale. More than a third of the total Earth surface has already been degraded and every year 24 billion tonnes of fertile soil is added to that category due to the effects of climate change and unsustainable agricultural practices. The irresponsible use of land is undermining the natural infrastructure on which the modern world depends. The effects of this underline the inter-linkage of the situation. As more and more land becomes unusable, this affects the very livelihood of more than 1.3 billion people, not to mention the more than 3.2 billion who will be impacted by it indirectly. One suggestion to rectify this situation puts the control in the hands of the consumers.

The concept is called 'Tele-coupling' and it relates to the connectivity and linkages that humans share with nature. For better or worse, the actions of the consumers has a 'Butterfly Effect' on nature so that for example, the more consumers prefer palm oil, the more will be the rate of rainforest deforestation. Similarly, the price of soy affects the rate of deforestation. This is an interesting concept and one that puts consumers firmly in the driving seat. It also flies in the face of the claim made by climate change naysayers that what we do at our individual level at one part of the world cannot affect something that is happening thousands of miles away at the other end. The need for consumers to take action is not just related to unsustainable agricultural practices. The effects of consumerism go far deeper.

They put great pressure on the Earth's already stressed natural resources. For example, the rising demand for avocados is putting an increased pressure on the supply of water as 2,000 litres of water are needed to produce one kilogram of avocados. This is four times the amount needed to produce one kilo of oranges. A simple preferential change by the consumer can mitigate this pressure. By switching to more sustainable choices, we can reduce the downward pressure on Earth's resources. With the population of the Earth expected to increase by more than 1 billion in the next 15 years, there will be an increase in competition between countries for the limited natural resources. According to the report by UN Convention to Combat Desertification (UNCCD) titled 'The Global Land Outlook', "informed and responsible decision-making, improved land management policies and practices, and simple changes in our everyday lives, can help to reverse the current worrying trends of land degradation."

The concept of Tele-coupling highlights the gap between what consumers consume and where it is produced. Although the ease with which we can eat out of season fruits and exotic products, we do not stop to pause on the effect it must have had on the land and natural resources and how much of local habitat must have been destroyed in order to make room for the increasing consumer demand. By making easy, straightforward changes in our daily lives, we can play our part in saving the planet and making a positive impact.

To find out more, visit: [http://news.trust.org/item/20190617080047-bv0jq/?mc\\_cid=2544fa2e1e&mc\\_eid=d979b547ef](http://news.trust.org/item/20190617080047-bv0jq/?mc_cid=2544fa2e1e&mc_eid=d979b547ef)



## Case Study from the Archives Gulf Petrochemical Industries Company (GPIC)

WINNER - ARABIA CSR AWARDS 2018 - LARGE BUSINESS CATEGORY

### Abstract

The company has set itself a target of becoming a global, dynamic world class petrochemical and fertiliser company of choice which is recognised for its excellence. In order to achieve that goal, GPIC introduced long-term sustainability goals for the first time in 2014. Whereas in the past, it would set important goals to improve its environmental, health, safety, economic and social performance, GPIC has started since 2014 to look further into the future to be able to make a greater impact, to scale up the contribution of its business to UN priorities and to align its strategy to Bahrain's Economic Vision 2030. In 2015, GPIC reviewed its long term goals and aligned them with the United Nations 17 Sustainable Development Goals (SDGs). The company is geared towards setting the bar higher with the introduction of targets that are more ambitious and call for greater focus. Some of the key areas in which it is looking to venture are climate change, SHE excellence, strengthening relations with communities, human capital development and business excellence. Since its establishment in 1979, the company has constantly been expanding and growing.

### Conclusion:

GPIC has positioned itself as a sustainability champion and advocate on the global sustainability scene through its extensive contribution towards the relevant platforms. The company is actively involved in the creation of a better world for future generations by tackling pertinent sustainability issues and balancing environmental, social and economic value. The company's affiliations with global and regional CSR platforms and associations have helped establish its position as a responsible advocate of sustainable development. Furthermore, it has also earned the respect of the chemical industry and the global community as well. Demonstrating leadership and collaboration, GPIC has successfully created strategic relationships with international bodies such as UNGC, UNEP and GRI to responsibly lobby for shaping the future of sustainability.

GPIC was the first company in the Arab world to adopt and report on the newly launched Food and Agriculture Business Principles to commit to a more economically viable and sustainable contribution to the sector, once again leading the way. GPIC does not stop at adopting principles to demonstrate its own commitment but encourages other companies to follow suit. GPIC's President invites companies within their sphere of influence to embrace principles such as the UNGC and the Food and Agriculture Business Principles. To promote a culture of transparency, GPIC also encourages companies to report on their sustainability performance according to the GRI framework. Moreover, GPIC assists its stakeholders by providing any training or support required for reporting purposes. In its local community, GPIC has contributed to the well-being of its community by supporting the relevant contextual issues that matter to the people of Bahrain. Always going the extra mile, GPIC also supports the government in attaining the long-term goals set forth by the Bahrain 2030 Vision.



The Leadership role at GPIC has undoubtedly played a huge role in setting the scene for a culture of excellence and responsibility with its President leading and participating in a large number of local and global associations and platforms. GPIC's sustainability strategy encompasses a highly integrated approach towards creating a lasting value for its stakeholders. The company believes in contributing to the social environment as well. It does that by investing heavily in developing its human capital. The organisation goes one step further by raising the level of the local talent through its youth programmes and strengthening their talents. In disseminating a culture of safety and responsibility, GPIC has upgraded its own and that of the local community's capacity as well.

*This abstract has been taken from the ACSRN publication titled 'Arabia CSR Best Practices: 2018'. For more details on Gulf Petrochemical Industries Company (GPIC) & other companies that have been recognised for their innovative and effective CSR strategies, write to us at [admin@arabiaccsrnetwork.com](mailto:admin@arabiaccsrnetwork.com) and get your copy now!*

