



الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network®

Arabia CSR Network

newsletter

October 2019
Volume 8 Issue 98



12TH CYCLE AWARDS GALA

UPCOMING TRAININGS



24th October 2019

Materiality Mapping Workshop (English)



30th October 2019

Panel Discussion



5th - 7th November 2019

GRI Standards Training (English)

The Arabia CSR Awards, known popularly as the 'Oscars of Sustainability' is a home grown product of the MENA region, which was first launched in 2008 in order to honour organisations in the Arab world that have shown outstanding leadership in Corporate Social Responsibility and sustainability. Over the years, the Award has processed applications from more than 1,200 organisations representing 42 sectors to participate in the Awards, with more than 1,350 applications having been recorded from 14 Arab countries, from Morocco in the far West to Iraq in the East. The Arabia CSR Awards recognises and honours organisations in the Arab region that demonstrate outstanding leadership and commitment to corporate sustainability. The Awards is externally verified by one of the world's most reputed providers of business assurance, DNV-GL. To find out about the winning entities of the 12th cycle of the Arabia CSR Awards [click here](#)



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Note from the President & CEO Arabia CSR Network

The latest findings of a study, which was conducted by the University of Newcastle in Australia, shows that the spread of plastic pollution has increased to such a high level that human beings are on average, ingesting

five grams of plastic a week. In terms of size, this translates to the equivalent of a credit card.

According to the findings of the study, the major chunk of plastics entering our diet is through the water that we drink. The second largest source of plastic ingestion is through shellfish which is usually eaten whole. This has grave dietary and health implications for humans, especially for communities that rely on seafood for a major chunk of nutrition. The findings of the report state that in the last 19 years, the production of plastic has doubled as compared to the combined production prior to 2000. What is alarming is that one third of this plastic is finding its way into nature. Although the amount of plastic might vary from location to location but so widespread is the prevalence that there is no place where it has not reached. The study states that on average, a normal human could be taking 1,769 particles of plastic into his body every week from water alone.

While the level of microplastics in drinking water has not reached dangerous levels as yet, as per the findings of the World Health Organisation (WHO), the organisation has in fact called for the need of more studies to find out the effects of plastic inside the body and future possibilities of risks. The study also noted that microplastics larger than 150 micrometres were not likely to be absorbed by the human body but cautioned that the chance of absorbing very small microplastic particles, including nano-sized plastics, could be higher. There is an urgent need to know more about the health impact of microplastics on human consumption and the ways we can adopt to limit the chances of it entering into our system. It is generally agreed that presence of microplastics and toxins in the body accelerate the incidence of conditions like cancer, allergies, eye problems and other respiratory issues. Therefore, prevention is better than cure and we can all start with small steps such as eliminating as much plastic out of our daily use as possible. This includes small steps such as taking a cloth bag for shopping, refusing plastic cutlery saying no to single-use plastics and so on.

Globally there is a clear division between those who believe in global warming and those who negate it and things are fast

moving to a confrontational space. On the 27th of September, a hearing about the persecution of environmental defenders in the America was held in Washington by the Inter-American Commission on Human Rights (IACHR) The aim was to draw attention to the increasingly sophisticated and alarming State practice of criminalising environmental defenders' work with smear campaigns, false accusations, continuous harassment, and unwarranted criminal investigations and prosecutions. The hearing included testimonies by some of the most well-known environmental defenders who had witnessed first-hand the States' improper manipulation of criminal investigations and prosecutions as a means of undermining and thwarting environmental activism.

On the Arabia CSR front, the month of September was a very busy one as we reached the final month before the Awards Gala event for the 12th cycle of the Arabia CSR Awards which took place on the 2nd of October at the Ritz Carlton in Dubai. On the 11th of September Arabia CSR Network attended a GRI Webex event on the overview of services and tools provided by the GRI Secretariat. On the 12th we collaborated with Engie MESCOT in a 'World Energy Congress' side event on Sustainable Finance and Carbon Markets. On the 15th we attended the Clean Energy Business Council event titled 'Esco Market in MENA: Challenges vs Opportunities'. On the 16th we joined a consultation session on 'Corporate Social Responsibility in the UAE' by the Emirates National Oil Company (ENOC). On the 19th I was interviewed by Sama Dubai in which I talked about Arabia CSR Network, the Awards and the future of the Network. The Arabia CSR Awards Gala Event was held under the patronage of H.E. Shiekh Salem bin Sultan bin Saqr Al Qasimi, Chairman Department of Civil Aviation RAK and recognised the sustainability champions of the Arab Region from 42 diverse sectors and across 14 MENA countries.

We also have several trainings and workshops coming up in the last quarter of the year with a Materiality Mapping Workshop to be held on the 24th of October, a GRI Standards training in English from the 5th to 7th of November, a CSR Advanced Training (Arabic) from the 19th to 21st of November, a GRI Standards training (Arabic) from the 17th to 19th of December and finally a CSR Strategy & Leadership training (Arabic) from the 23rd to 25th of December to round off the year. The upcoming month of October also promises an engaging panel discussion on the topic 'Sustainable Tourism in the UAE' to be held on the 30th of October. Do join us in the trainings and other events to learn, share, exchange and spread the word about the role of corporate responsibility in promoting sustainable development.



ACSRN News & Events

GRI Webex

Arabia CSR Network attended a webex meeting conducted by the GRI Secretariat on the 11th of September, 2019. The purpose of the meeting was to provide an overview of the existing services on offer from the GRI. It was explained that the GRI services were further partitioned into 4 main areas according to how these could help in serving the practitioners of sustainability reporting. These 4 areas are:

- Community
- Report Services
- Training & Partnerships
- Reporting Tools

It was explained that as substantial work went into preparing a detailed sustainability report, the GRI Secretariat was looking to provide information about the tools available for reporters that could assist them in their tasks. The webinar also provided information for first time users about the other GRI groups such as the Corporate Leadership Groups (CLGs) which aimed at fostering international discussions between leading reporting companies and experts to create tools to improve sustainability reporting practices. This was followed by a Q&A session by the participants in which general and specific queries regarding the GRI were answered. For example, responding to one query it was revealed that the GRI Secretariat was looking to introduce a new Standard by next year (2020) on Tax.

Sustainable Finance and Carbon Markets

Arabia CSR Network supported Engie MESCOT in hosting a unique gathering of business, industry, government and non-profit representatives on the 12th of September to discuss for the first time the potential for sustainable finance and carbon markets in the GCC region. The event was held as a side event at the World Energy Congress in Abu Dhabi, with an aim to foster dialogue about how best to leverage action on climate change and the energy transition in the GCC. The event was opened by the Co-Chair of the Carbon Pricing Leadership Coalition and the Ambassador of France to the UAE. Other speakers outlined that climate change action and a transition to low carbon energy in the GCC can be facilitated by an enabling ecosystem of policy, regulations, fossil fuel subsidy reform, sustainable financing and carbon pricing initiatives, such as taxation. The talk highlighted the need for building bridges between energy importers and exporters across regions, such as the European Union and the GCC in the backdrop of the increasing urgency of global cooperation on climate action.

ESCO Market in MENA: Challenges vs Opportunities

Arabia CSR Network President and CEO was invited by the Clean Energy Business Council on the 15th of September to its event titled 'Esco Market in MENA: Challenges Vs. Opportunities' held at the Capital Club in Dubai. The event was aimed towards the promotion, development and facilitation of projects for clean energy across MENA including renewables, energy efficiency, smart

grid and energy storage. During the course of the event, industry leaders and experts weighed in with their ideas and perceptions. After the opening remarks by the Chairman of the Clean Energy Business Council, the Keynote address was delivered by the Energy Operations Manager GCC at Johnson Controls about the findings of the Esco Survey. The rest of the event was divided into two panel discussions. The first panel discussion was on the Regulatory perspective on the Esco market in the MENA region. The second panel of the day featured perspectives from the point of view of the service providers.

ENOC Consultation Session Corporate Social Responsibility in the UAE

On the 16th of September, Arabia CSR Network joined Emirates National Oil Company (ENOC) to a consultation session on Corporate Social Responsibility in the UAE. The event brought together important stakeholders to address the need of the hour and was a meaningful step in the path to achieving the ambitions of UAE's leadership for a prosperous future. The session was aimed at advocating a harmonious synergy among the major players focused towards propelling the UAE towards its potential to be among the best countries in the world and a world leader in sustainability. The consultation built on the evidence base on the contribution of CSR to the UAE and facilitated discussions to scale up on-ground initiatives focused towards creating social impact, innovation and sustainability. The session was attended by various stakeholders, partners and experts from the public and private sector. Special focus was made on involving corporations in the dialogue process with an aim to engage them into effectively creating an impact on the local ecosystem as part of their corporate social responsibilities.

Interview with Sama Dubai

On the 19th of September, Arabia CSR President and CEO Mrs. Habiba Al Mar'ashi was interviewed by Sama Dubai on the journey of Arabia CSR Network and the evolution of CSR and sustainability best practices that had sprung up through the vibrant platform of the Arabia CSR Awards and the Arabia CSR Forum. During the video interview, Mrs. Habiba recounted the early years as the Network introduced the concept of CSR and sustainability and how it had succeeded in changing it into a necessary tool in the business strategy of every organisation in the region. She talked at length about the Arabia CSR Awards and how over 12 years, it had generated so much positivity and respect amongst some of the biggest names in the region. This was evident in the wide-spread popularity of the coveted crystal that saw 164 entities from 42 diverse sectors spread over 14 MENA countries apply this year.

To find out more, please visit: <http://www.awaan.ae/video/27371252/%D8%AA%D9%88%D8%A7%D8%B5%D9%84:-19-09-2019?x>





ACSRN News & Events

Arabia CSR Awards 12th Cycle Awards Gala

The 12th Cycle of the Arabia CSR Awards, the ‘Green Oscars of the Middle East’ culminated in a glittering festivity with the Awards Gala Ceremony, held on the 2nd of October at the Ritz Carlton-DIFC under the patronage of H.E. Eng. Sheikh Salem bin Sultan bin Saqr Al-Qasimi, Chairman of the Department of Civil Aviation, Ras Al-Khaimah, UAE. The event featured a ‘who’s who’ of the CSR and sustainability in the Arab Region as a majority of the biggest brands and entities in the MENA region compete for the coveted and iconic crystal that is a symbol of pride for sustainability-centric organisations.

The Arabia CSR Awards, a home grown product of the MENA region, were first launched in 2008 in order to honour organisations in the Arab world that have shown outstanding leadership in Corporate Social Responsibility and sustainability. Over the years, the Award has processed applications from more than 1,200 organisations representing 42 sectors to participate in the Awards, with more than 1,350 applications having been recorded from 14 Arab countries, from Morocco in the far West to Iraq in the East. Over the years, it has received support from local, regional and global entities and individuals such as the UN Global Compact, UN Environment, the League of Arab States and patronage from HH Sheikh Hamdan bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Dubai Executive Council, HH Sheikh Ahmed bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, Chairman and Chief Executive Emirates Airline and Group and Chairman Dubai.

The Award offers an occasion to celebrate the achievements of government entities and private companies from different countries of the region. The strength of the Awards come from the focus it places on creating a regional benchmark that is based on international best practices and standards, using as models the UN Global Compact Principles and GRI Standards and the European EFQM Excellence Model to develop the criteria for the Awards. Through a yearlong extensive and rigorous selection process, the Awards separate and recognise leaders that have propagated and promoted innovation, ethical business and sustainability in their community and region.

The Awards’ results are externally verified by one of the world’s most reputed providers of business assurance, DNV-GL. Applicants are provided with detailed feedback which they are able to use to make improvements in their CSR and sustainability practices. This year Arabia CSR Network is celebrating the 12th Anniversary of the Awards. The 12th cycle saw notable participation from a diverse range of sectors for the coveted iconic crystal of the Arabia CSR Awards. The competition for the top spot was fierce as the Awards Secretariat received 116 registrations and a total of 164 applications which were spread over the 12 categories of the Awards. These submissions originated from 42 wide-ranging and diverse sectors

operating in the Arab Region. Ultimately, 78 applications reached the jury table and were evaluated, and 28 top performers were identified, based on their answers, supporting evidence and other corroborative material obtained directly from the companies or sourced from publicly available channels.

The 12th Cycle of the Arabia Corporate Social Responsibility Awards was exclusively sponsored by Emirates National Oil Company (ENOC). Other sponsoring entities included Gulf Petrochemical Industries Company (GPIC) as Gold and McDonald’s UAE as Silver Sponsor. Gulf News, Climate Control Middle East and UAE-Swiss Magazine were the official Media Partners of the event.

In addition to introducing an element of healthy competition amongst responsible businesses, non-profits and government entities, the Arabia CSR Awards’ key strength is that of capacity-building and raising the bar for sustainability practices in the region. In the process of receiving and evaluating applications, participants are given trainings and detailed feedback on their performance to allow them to improve over time. Speaking about the evolution of the Arabia CSR Awards and its application process, Arabia CSR Network President and CEO Habiba Al Mar’ashi commented, “Since its inception, the Arabia CSR Awards has received strong support and sponsorship from across the Arab world and beyond, enabling it to become the region’s most deeply rooted award and consistent with the local context and changes,” she added that “The Arabia CSR Awards are a platform for all institutions operating in the Arab world, regardless of the size of the institutions, their experience or the number of times they have submitted,” she said. Dr. Dena Assaf the UN Resident Coordinator for the United Arab Emirates also enthralled the gathering by giving an insightful speech to start of the proceedings. The Awards Gala also featured riveting musical performances by the Emirates Youth Orchestra and the popular Kamal Mussalam who mesmerised audiences with his soulful renditions. Ending the night, Mrs Habiba Al Mar’ashi congratulated the winning entities and encouraged the participants to take this as another step in the journey and to not give up. She hoped to see all of them and more from the region to participate in the 13th Cycle of the Awards.

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**ARABIA CSR
AWARDS**
12th Cycle 2019





ACSRN News & Events

Under the Patronage of
H.E. Engr. Sheikh Salem bin Sultan bin Saqr Al-Qasimi
Chairman, Department of Civil Aviation, Ras Al-Khaimah, UAE

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ARABIA CSR NETWORK

CONGRATULATES THE PROUD WINNERS OF THE 12th CYCLE OF THE ARABIA CSR AWARDS



WINNERS	COUNTRY	ORGANISATION
Small Business Category		
Winner	UAE	AESG Project Development Consultant
1 st Runner Up	UAE	Knowledge Group
2 nd Runner Up	UAE	Ethihad ESCO
Medium Business Category		
Winner	UAE	Al Jazeera International Catering LLC
1 st Runner Up	Oman	Salalah Methanol Company
Large Business Category		
Winner (Tie)	UAE	Emirates Integrated Telecommunication Company PJSC
	Bahrain	Gulf Petrochemical Industries Company (GPIC)
1 st Runner Up (Tie)	UAE	Accenture Middle East
	Kuwait	AL SAYER Holding Company
2 nd Runner Up	UAE	Transguard Group
Public Sector Category		
Winner	UAE	Dubai Electricity and Water Authority
1 st Runner Up	UAE	Dubai Customs
2 nd Runner Up	UAE	Municipality and Planning Department of Ajman
Social Enterprise Category		
Winner	Oman	OMAN LNG Foundation

WINNERS	COUNTRY	ORGANISATION
Energy Sector Category		
Winner	UAE	Emirates National Oil Company - ENOC
1 st Runner Up	UAE	International Power SA - ENGIE
Financial Services Category		
Winner	Morocco	BMCE Bank of Africa
1 st Runner Up	UAE	UAE Exchange
2 nd Runner Up	KSA	Saudi Investment Bank
Hospitality Sector Category		
Winner	UAE	Holiday Inn Dubai - Al Brasha
1 st Runner Up	UAE	Two Seasons Hotel & Apartments
Construction Sector Category		
Winner	UAE	AF Construction LLC
Healthcare Sector Category		
Winner	UAE	Aster DM Healthcare
Partnerships & Collaborations Category		
Winner	UAE	Khalifa International Award For Date Palm and Agricultural Innovation
1 st Runner Up (Tie)	Bahrain	Gulf Petrochemical Industries Company (GPIC)
	KSA	Ma'aden
2 nd Runner Up (Tie)	Morocco	BMCE Bank of Africa
	Sudan	Morouj Commodities Ltd

Exclusive Sponsor



Gold Sponsor



Silver Sponsor



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Carbon Neutral event courtesy of



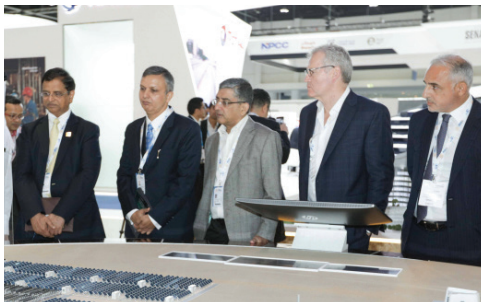




Member News

DEWA's Experience in Smart Grids and connecting Solar Panels on buildings highlighted at World Energy Congress Workshop

Dubai Electricity and Water Authority (DEWA)'s Executive Vice President of Business Development & Excellence highlighted the entity's strategy in developing smart grids and connecting solar systems in buildings to the power grid, during a workshop at the 24th World Energy Congress (WEC) in Abu Dhabi which was organised in collaboration between the UAE Ministry of Energy and Industry and the German Federal Ministry for Economic Affairs and Energy. The Smart Grid is a key component of DEWA's strategy transform Dubai into the smartest and happiest city in the world by developing an advanced infrastructure for Smart Dubai's initiative. The Smart Grid includes programmes with investments of up to AED 7 billion that will be completed in the short, medium, and long-term until 2035.



To find out more, please visit: <https://www.utilities-me.com/news/13771-dewas-experience-in-smart-grids-and-connecting-solar-panels-on-buildings-highlighted-at-world-energy-congress-workshop>

ENOC Group unveils Enoc Link and Beema

Emirates National Oil Company launched two new digital ventures - Enoc Link and Beema – through its accelerator programme, Next which is designed to unlock growth opportunities through disruptive innovation and strategic partnerships. Enoc Link features a unique and groundbreaking automotive refueling service that delivers fuel to car owners, villa communities, commercial premises and businesses across the UAE, thereby drastically reducing the carbon footprint. The second digital feature Beema is an innovative all-online vehicle insurance service that reduces time for customers significantly. The accelerator programme Next was launched this year in a bid to enable the creation of innovative, disruptive digital businesses that contribute to the UAE's future agenda and Dubai's vision to be a global platform for knowledge-based and innovation-focused businesses.



To find out more, please visit: <https://www.khaleejtimes.com/business/local/enoc-group-unveils-enoc-link-and-beema>

UAE's corporate sector stepping up to boost breast cancer awareness

The Chalhoub Group has initiated a breast cancer awareness initiative under the title of 'Pink Caravan' under the Friends of Cancer Patients (FOCP) which is a UAE civil society



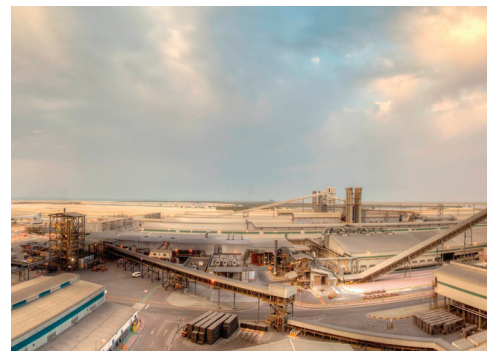
organisation established in 1999. The initiative has been providing free of cost cancer awareness sessions and check-ups from April till September through its 11 awareness activations in several emirates in 2019.

Since 2010, the Pink Caravan initiative has been able to detect more than 73 positive cases through the delivery of more than 64,000 free clinical examinations across all seven emirates. According to the stats provided by the Medical Awareness Committee, these include 53,175 women and 10,897 men

To find out more, please visit: https://www.zawya.com/mena/en/press-releases/story/UAEs_corporate_sector_stepping_up_to_boost_breast_cancer_awareness-ZAWYA20190915075412/

UAE aluminium giant EGA notes sustainability growth in 2018

Emirates Global Aluminium has published its second annual sustainability report, in which it has detailed the management approach of the company and its sustainability performance for 2018.



Some of the key findings include a reduction of carbon emissions by 39%, all of EGA's spent potlining (SPL) being sent for recycling, and reduction in nitrogen oxide, fluoride and perfluorocarbon emissions by 11.8%, 5.7%, and 96% respectively.

With regards to people benefiting from training and awareness programmes, the report states that 100,000 people were able to increase their capacity and that the firm reduced its waste to landfill by 35% in 2018 compared to 2017.

To find out more, please visit : <https://www.constructionweek-online.com/business/258707-uae-aluminium-giant-ega-notes-sustainability-growth-in-2018>



Local and Regional News

Noor Abu Dhabi Solar Plant

Construction work on the 2,000MW solar plant in Al Dhafra region is under way, with the photovoltaic (PV) power project expected to be operational in the first quarter of 2022 taking Abu Dhabi's solar capacity to 3,200MW. This was stated by the Emirates Water and Electricity Company (Ewec) on the occasion of the Portuguese Secretary of State for Energy's visit to Noor Abu Dhabi plant. During the tour, the visiting dignitary was further informed about the capabilities of the Noor Abu Dhabi plant which is projected to offset the UAE's CO₂ emis-



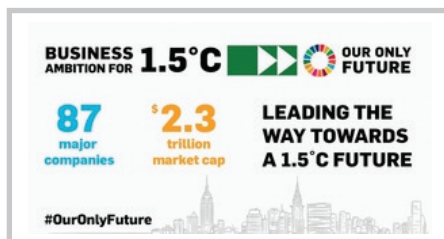
sions by one million MT. This is equivalent to taking more than 200,000 cars off the roads. Furthermore, the solar plant is expected to provide enough power to satisfy the needs of 90, 0000 residents through its 3.2 million solar panels installed across an eight square kilometre site. The Secretary for State applauded UAE's efforts in supporting renewable and clean energy and said that the manner in which the country continues to deliver sustainable electricity to the highest international standards of safety, quality and performance could ensure the long-term sustainability of the UAE's energy supply. The Secretary was visiting the solar plant in the backdrop of the 24th World Energy Congress (WEC), which was being hosted by EWEC.

To find out more, please visit: <https://www.wam.ae/en/details/1395302786492>

International News

87 major companies lead the way towards a 1.5°C future at UN Climate Action Summit

In a major boost to the fight against climate change, 87 major companies, representing a combined market capitalisation of over US\$ 2.3 trillion and a combined yearly direct emission equal to 73 coal-fired power plants agreed to align their businesses according to the required limits in order to mitigate the worst



impacts of climate change. These 87 companies signify more than 4.2 million employees from 28 sectors with bases in 27 countries. By giving their commitment to set climate targets across their operations and value chains, they have agreed to join drive to limit global temperature rise to 1.5°C above pre-industrial levels and reaching net-zero emissions by no later than 2050. The development happened during the meeting of world leaders in New York for the Climate Action Summit hosted by UN Secretary-General António Guterres.

To find out more, please visit: <https://www.unglobalcompact.org/news/4476-09-21-2019>

United Nations Global Compact Launches Principles for Sustainable Ocean Business

On the 23rd of September on the sidelines of the 74th session of the UN General Assembly, the United Nations Global Compact held a meeting on the UN Global Compact Action Platform to launch a set of nine Sustainable Ocean Principles which called on companies around the world to commit to securing a healthy and productive ocean. The aim of these principles is to supplement and strengthen the over-arching Ten Principles of the UN Global Compact on labour, human rights, anti-corruption and environment. The principles were launched in response to the rapidly deteriorating health of oceans in recent years, largely due to climate change as well as the over-exploitation of



natural resources, habitat destruction, pollution and littering. Speaking on the occasion of the launching, the CEO and Executive Director of the UN Global Compact said that the rapid deterioration of ocean health, which deeply affects biodiversity, coastal communities and the health of the planet, must be urgently addressed. She further added that the deterioration was caused by human activity and that we needed to create a tipping point where a critical mass of businesses use their capacity and competence to solve this challenge. It is hoped that by the signing up to the principles, companies will be able to commit to taking action to prevent pollution, manage their use of marine resources in order to ensure long-term sustainability and be transparent about their ocean-related activities and impacts.

To find out more, please visit: <https://www.csrwire.com/press-releases/42557-United-Nations-Global-Compact-Launches-Principles-for-Sustainable-Ocean-Business>



The Wall holding back a desert



Author: **Richard Gray**

Long held as a tourist destination for its 'friendly' crocodiles, the sleepy town of Paga at the northern edge of Ghana is fast becoming known in the region as the last frontier against another kind of threat; the creeping advancing threat of desertification.

The town sits on the extreme southern tip of the semi-arid Sahel region which spans across the African continent. The land surrounding Paga is composed of a sandy soil that is held together by twisted trees and stunted shrubs that are adapted to coping with the periods of drought that are common in this part of the world.

However, the growing demands of an increasing local population has led to more and more land being cleared of trees for cultivation, fuel and for building materials. The end result has been loss of more and more topsoil through wind and storms. Slowly but surely the area is ceding ground to the desert. Recently the challenge

has been taken up by a local who has created an environmental group that is determined to keep the desert at bay by building a wall. However, it is not a wall of concrete, rather a wall of trees all around the boundary to ensure that the desert does not inch any further. By using living green things to prevent the onset of death and desertification, this community has drawn a line in the sand where they intend to stand and fight for their future. The initiative has been taken up by other surrounding villages too as members of his team visit communities, providing truckloads of seedlings to people to plant. The trees they have chosen in this war are acacia, mahogany, neem and, most importantly, baobab. These trees are perfectly suited for the harsh, dry climate of the desert and have long lives. The baobab in particular can live up to 2,000 years.

To find out more, visit: http://www.bbc.com/future/story/20190902-the-wall-holding-back-a-desert?ocid=global_future_rss&ocid=global_bbc_email_03092019_future



Best Practices from the archives Farabi Petrochemicals Company, WINNER - ARABIA CSR AWARDS 2018 - MEDIUM BUSINESS CATEGORY

Abstract

Farabi Petrochemicals Company (FPC) is a leading regional and emerging global company in the field of petrochemicals. Its products and services enable efficient, safe and productive equipment and systems for a wide range of industries. FPC is committed to working towards sustainability coupled with economic, environmental and social responsibility. This is reflected in the company's mission and public vision. The company believes in maintaining transparency with its stakeholders with regards to sustainable development; this helps it to showcase its commitment to future generations while striving for business excellence. This is apparent in the company's strategy map which features sustainable strategy prominently in its values, mission and vision. The operational actions of the company are well synced with its strategic themes. FPC was a winner of the Arabia CSR Awards in 2018 and has consistently shown its resolution to tackle sustainability while not losing focus of its mission and objectives. The company is committed to reducing emissions intensity of CO₂ by 20% in ten years.



Conclusion:

Farabi Petrochemicals Company is a global leader in the Linear Alkyl Benzene (LAB) business and has a state-of-the-art manufacturing facility in Jubail Industrial City, Kingdom of Saudi Arabia. The company is committed to growing its business, sustainable growth and working on diversification opportunities. FPC has managed to channel its vision which is "To be the preferred world Leader in LAB business, and grow its petrochemical products portfolio" into a sustainable strategy that promises in creating a sustainable world where FPC actively contributes to its preservation and care.

FPC has been leading in Al-Jubail Industrial city in terms of embedding sustainability as a part of its regular business. The company has a clear roadmap and has demonstrated the performance in five years against their target. This has been corroborated by FPC winning several external awards and certifications which are a testimony to their strong sustainable business model programme.

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

