

الشبكة العربية للمسؤولية  
الاجتماعية للمؤسسات  
Arabia CSR Network®

# Arabia CSR Network

newsletter

December 2019  
Volume 8 Issue 100



## CSR FUNDAMENTALS TRAINING

## COMING SOON

### دورة تدريبية عن الابلغ حسب المعايير الجديدة للمبادرة العالمية للابلغ



تقدم آلاف المؤسسات، في جميع أنحاء العالم، تقارير سنوية عن أدائها في المجالات البيئية والاجتماعية والحوكمة. والإطار الأكثر استخداماً للإبلاغ عن الاستدامة هو المبادئ التوجيهية للمبادرة العالمية للابلغ.

سيتلقى المشاركون شهادة تدريب صادرة عن المؤسسة الأم- المبادرة العالمية للابلغ في هولندا.



الشبكة العربية للمسؤولية  
الاجتماعية للمؤسسات  
Arabia CSR Network®

### دورة تدريبية متقدمة في المسؤولية الاجتماعية للمؤسسات

23-25 ديسمبر 2019  
دبي ، دولة الامارات العربية المتحدة



#### من الذي ينبغي أن يشارك؟

- المتدربين المستفيدين
- المستوى الإداري المتوسط
- مهنيي الأقسام المعنية بالمسؤولية الاجتماعية والاستدامة
- الأشخاص المعينين بشكل أساسي بالاستدامة
- المتخصصون الداخليين والخارجيين
- المتخصصون في التسويق والعلاقات العامة والعلامات التجارية
- المؤسسات غير الحكومية والأكاديميين والباحثين

#### شهادة تحصيل

يأخذ هذا التدريب قيمة إضافية - إذ ينسب للمشاركين الحصول على شهادة تحصيل عقب نجاحهم في الاختبار في نهاية التدريب. تأتبع هذه الشهادة حصول المشاركين على المعلومات الكافية حسب نموذج التدريب لتأمين معارفهم في هذا المجال.

#### رسوم التدريب لكل متدرب

2,550 دولار أمريكي ( لمدة 3 أيام )

2,200 دولار أمريكي

\* في حالة التسجيل قبل التدريب بـ 20 يوم  
\* في حالة تسجيل ثلاثة أو أكثر متدربين من نفس المؤسسة

سيحصل ذلك رسوم الدورة التدريبية والمواد التدريبية والنشر وكذلك الوجبات الغذائية والشهادة.

#### لمحة عن التدريب

إن المسؤولية الاجتماعية للمؤسسات والاستدامة ليست مفاهيم ثابتة. فهي تمثل استجابة إلى القوة التي تغير وتعيد تشكيل السوق العالمي. من الضروري أن يكون لدى المؤسسات فهم عميق ونظور للمسؤولية الاجتماعية والاستدامة لتطوير النهج الصحيح لدعم سبلها التشغيلية.

سوف هذا التدريب نظرة شاملة ومنهجية للمبادئ النظرية والعملية للمسؤولية الاجتماعية للمؤسسات والاستدامة. وسوف يأخذ المشاركون خلال فترة تطور مفهوم المسؤولية الاجتماعية للمؤسسات، ونهج واستراتيجية المسؤولية الاجتماعية للمؤسسات وكيفية قياسها بالإضافة إلى أمثلة عن أفضل الممارسات في هذا المجال.

هذه الدورة مخصصة للأشخاص الذين لديهم دراية في المفاهيم والمصطلحات الأساسية للمسؤولية الاجتماعية والاستدامة وكذلك أساسيات تخطيط المشاريع التجارية وأدائها.

#### محتوى الدورة التدريبية

ستحتوي الدورة، التي ستعقد على مدار ثلاثة أيام، على جلسات و مناقشات وتآمرين وسكرات الجلسات على المواضيع التالية:

- تقييم البيئة الداخلية والخارجية
- نهج المسؤولية الاجتماعية للمؤسسات والاستدامة
- تحليل أصحاب المصلحة والسياسة
- تطوير استراتيجية المسؤولية الاجتماعية للمؤسسات - إطار العمل
- رصد وتقييم الأداء
- المسؤولية الاجتماعية للمؤسسات (من التأسيس إلى تقارير الاستدامة)
- أمثلة على أفضل الممارسات

تكلفة التدريب  
2,275 دولار  
يشمل 10% رسوم إصدار الشهادة و 5% ضريبة القيمة المضافة

2,000 دولار  
(خصم التسجيل المبكر)  
عدد التسجيل لفترة نسق التدريب بـ 20 يوماً

يوجد خصم للمجموعات  
في حال تسجيل أكثر من ثلاثة أشخاص من نفس المؤسسة



تاريخ انعقاد الدورة التدريبية:  
19-17 ديسمبر 2019

للمزيد من التفاصيل، أو للتسجيل يرجى التواصل مع  
admin@arabiaccsrnetwork.com  
trainings@arabiaccsrnetwork.com  
أو الاتصال على +971-4-3448622 / +971-4-3448120

تضمن المعايير الجديدة للمبادرة العالمية للابلغ جميع المفاهيم والأصناف الرئيسية الواردة في الإطار الأربع لوفقة الإرشادات G4. ولكنها تتميز بإمكان نموذجي جديد و تنسيق مطبق مع متطلبات إلتزام واضحة. تم تطوير المعايير وإصدارها من قبل المجلس العالمي لمعايير الاستدامة (GSSB)، و هي هيئة مخصصة لوضع المعايير في المبادرة العالمية للابلغ (GRI).

تنظم الشبكة العربية للمسؤولية الاجتماعية للمؤسسات، و هي شريك برنامج التدريب المعتمد من قبل المبادرة العالمية للابلغ، دورة تدريبية لمدة 3 أيام حول المعايير الجديدة للمبادرة العالمية للابلغ. يتم إكمال محتوى الدورة المعتمدة من خلال المحاضرات والمناقشات والتدريبات ودراسات الحالة.

#### ماذا سيتم تغطيته في هذا التدريب؟

- مقدمة وخلفية عامة
- نظرة عامة على معايير المبادرة العالمية للابلغ (GRI)
- معايير المبادرة العالمية للابلغ (GRI) بالتفصيل
- البدء في عملية إعداد التقارير باستخدام معايير المبادرة العالمية للابلغ (GRI)
- موارد إضافية

يشكل هذا التدريب قيمة كبيرة لجميع المؤسسات التي تصدر تقارير الاستدامة، وخاصة تلك التي نشرت أو تنوي نشر تقارير طبقاً لمعايير المبادرة العالمية للابلغ (GRI). سيستفيد من هذا التدريب بشكل خاص، المهنيين والممارسين المتدربين بإصدار تقارير الاستدامة كأداة رئيسية للشفافية والمساءلة.

« عدد تدريبات المبادرة العالمية للابلغ التي أجريت حتى تاريخه »  
400+  
« المهنيين المتدربين من المنطقة العربية »  
150+  
« تقارير الاستدامة التي أصدرت »

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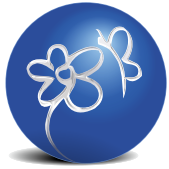
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Building Partnerships for a  
Sustainable Future ©

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Priyanka Menon



### Note from the President & CEO Arabia CSR Network

China's largest dump is already full - 25 years ahead of schedule. The Jiangcungou landfill in Shaanxi Province in China which is equal to the size of 100 football fields, is already full.

The landfill site was designed to take 2,500 tonnes of rubbish per day and not reach full capacity until 2044. However, due to the expanding middle class and consumerism in Chinese economy, the landfill site received 10,000 tonnes of waste per day - the most of any landfill site in China.

The world of today is one of porous borders and cross-cutting calamities so the problem of one country can very well become the catastrophe of the world. China has for long been one of the world's biggest polluters and has been struggling for years with the rubbish that its 1.4 billion citizens generate. It is heartening to see that China is tending to the problem by planning to open five incinerators by 2020 that will be able to process 12,750 tonnes of waste per day. This will help in easing the load on the landfill and is part of a national plan to reduce the number of landfills, and instead use other waste disposal methods like incineration.

We need to proactive rather than reactive and the public and private sector should collaborate well in time to cater to all eventualities in order to avoid such incidences as the one that unfolded in China. This is because the future of the world cannot be protected unless all stakeholders are involved.

The month of November was a busy one at Arabia CSR Network as we conducted two trainings. The GRI Standards training that was held from the 5<sup>th</sup> to the 7<sup>th</sup> of November. The CSR Fundamentals training was held from the 19<sup>th</sup> to the 21<sup>st</sup> of November. We have a cluster of strong trainings and workshops in the pipeline to round off

2019, a GRI Standards training in Arabic from 17<sup>th</sup> to 19<sup>th</sup> December and a CSR Advance training (Arabic) from 23<sup>rd</sup> to 25<sup>th</sup> of December. Do join us in trainings and learn, share, exchange and spread the word about the role of corporate responsibility in promoting sustainable development.

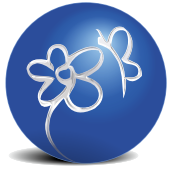
I was invited to speak at Knowledge Summit on 19<sup>th</sup> of November, where I discussed the topic of "The Role of NGOs in promoting sustainable development". On 20<sup>th</sup> of November, I participated as a keynote speaker at the annual Clean Energy Summit organised by our sister organization the clean energy business council. I took this opportunity to cover various aspects of a green economy pertaining to the UAE.

Arabia CSR Network was delighted to be part of the unique event "She leads 2019" Programme organized by Swedish Institute on November 25<sup>th</sup> to 28<sup>th</sup> and "Circular Economy Future Hack" workshop held by Dubai Economy on 26<sup>th</sup> of November.

On the 28<sup>th</sup> of November, Arabia CSR Network attended a GRI Webinar on "overview of GRI's community / services / training and coaching" provided by GRI Secretariat.







## ACSRN News & Events

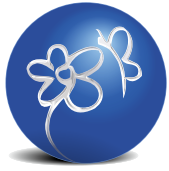
### ACSRN Organised GRI Standards Training

ACSRN, a certified training partner of Global Reporting Initiative, ran a three-day training course on the GRI Standards from the 5<sup>th</sup> to the 7<sup>th</sup> of November. The event was held at the Millennium Plaza Hotel. The GRI Standards training for sustainability reporting training is a very efficient mode of gaining comprehensive knowledge about non-financial reporting. It helps to clear up misconceptions about what sustainability means and how sustainable practices benefit an organisation. Delegates can intensify their understanding about how best to use sustainability reporting for strategic purposes. Given that transparency and reporting are almost the minimum requirement for a sustainable business, GRI provides a well-structured process to mainstream it into business activities. Many reports have been launched by organisations that have taken part in these trainings and gained both knowledge and technical know-how related to sustainability reporting based on the GRI structure.

The training also included a session on the support services, resources and tools offered by GRI to reporting organisations. The participants were able to put their newly acquired knowledge to the test at the end through a highly effective exercise in which they were asked to review and evaluate two GRI Standards compliant reports issued from the region.

This practical activity ensured that the participants had fully grasped the content of the training module and were able to successfully apply the knowledge they had gained.





## ACSRN News & Events

### ACSRN Organised the last CSR Fundamentals Training for this Year

ACSRN held a three day training on CSR Fundamentals from the 19<sup>th</sup> to the 21<sup>st</sup> of November. The training programme was hosted at the Jumeirah Rotana Hotel. CSR and Sustainability have emerged as a strategic priority for organisations leading them to find ways to realise the full potential that CSR offers as a strategic management tool. The training enables participants to understand the way CSR can contribute strategically to an organisation's comprehensive performance. It helps them to learn more about opportunities and benefits that CSR presents by scoping out what corporate responsibility means for their entities. The course has been designed to offer pedagogical content and real world examples using a combination of lecture, discussion and exercise. The training is very useful for a wide range of participants that are looking to build their understanding of CSR and Sustainability, and to use this to enhance their own and organisational knowledge about how best to develop an effective CSR and Sustainability practice.

The course combines theory with experience – it 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.



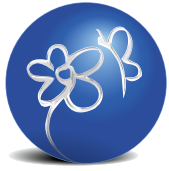
### ACSRN PRESIDENT PRESENTS AT THE Knowledge Summit 2019



On 19<sup>th</sup> of November, ACSRN participated in the 6<sup>th</sup> edition of the Knowledge Summit which was Organised by the Mohammed bin Rashid Al Maktoum Knowledge Foundation (MBRF) under the patronage of MBRF Chairman His Highness Sheikh Ahmed bin Mohammed bin Rashid Al Maktoum. The 2019 summit carried the theme of 'Knowledge for Sustainable Development', and showcased relevant experiences and best practices that have helped countries on their development journey in various sectors. The topics of discussions focused on a range of strategic sectors, including health, education, food, plans to develop renewable energy sources, and projects for eradicating hunger.

Mrs. Habiba Al Mar'ashi spoke and presented on "The Role of NGOs in Promoting Sustainable Development". She explained the crucial role NGO's play in establishing effective public-private partnerships for sustainability initiatives; the role it plays as an effective body in bridging the gap in the dissemination and sharing of knowledge between government, industry, academia and the general public; and the portal it provides for the society at large to be actively engaged in sustainability initiatives at an individual level.





## ACSRN News & Events

### CEBC Clean Energy Annual Summit 2019

The Clean Energy Business Council (CEBC) organised its Clean Energy Annual Summit on the 20<sup>th</sup> of November, 2019 at the Dubai World Trade Centre. The Annual Summit was hosted by the Knowledge Summit 2019, which was organised by Sheikh Mohammed Bin Rashid Al Maktoum Foundation. The event explored several topics, focusing on: The renewable energy map in the MENA region; energy efficiency trends and best practices; electric mobility and alternative fuels; climate finance and carbon taxation; and technological innovation in energy, among others.

ACSR president participated in the event and gave a keynote speech on the 2<sup>nd</sup> day. She talked on the topic of 'Green Economy in the UAE'. The keynote speech covered the various aspects of a green economy pertaining to the UAE and the energy climate, exploring the various opportunities on how to attain it, the challenges in its implementation and the national policy and structure.

### SHE Leads 2019

ACSRN President and CEO attended the SHELEADS dinner at the invitation of the Swedish Ambassador to the UAE. The Swedish Embassy and the Swedish Business organised the dinner at the One and Only Mirage Hotel in Dubai on the 26<sup>th</sup> of November 2019. The SHELEADS programme is dedicated to the promotion and advancement of female executives in the business world. It was organised by the Swedish Institute and took place in Dubai from 25<sup>th</sup> to 28<sup>th</sup> of November 2019. The participants were offered practical insights into the mechanisms behind innovative potentials. The event combined lectures and workshops of one of Sweden's most forward thinking organisational consultants with networking opportunities with Gulf-based Swedish companies. The participants were offered concrete take-away as well as theoretical food for thought. The programme is hosted in partnership with AREA 2071. ACSRN is delighted to have been part of this unique event in identifying women leaders in the UAE and looks forward to further collaboration in future events.

**SI. Swedish  
Institute**

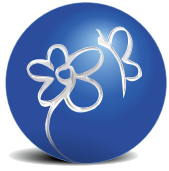
### "Circular Economy Future Hack" workshop

On 26<sup>th</sup> of November, Arabia CSR Network attended a workshop organised by Dubai Economy on the topic of "Circular Economy Future Hack". The workshop witnessed the honorable attendance of Sheikha Shamma bint Sultan bin Khalifa Al Nahyan. Sheikha Shamma is passionate about the sustainable development of the UAE and its people, sharing the vision established by her beloved great-grandfather and the UAE's founding ruler, His Highness Sheikh Zayed bin Sultan Al Nahyan. The half-day hack was designed to unlock the Circular Economy opportunities in Dubai through identifying challenges and opportunities, designed for helping seize the upside of disruption and shape how might Dubai make the transition towards a Circular Economy. At the end of the workshop Dubai Economy encouraged the attendees to use its new mobile application named "Engage DXB". The application is the first virtual platform by Dubai Economy to collaborate and engage the business communities in the emirate of Dubai. It is also connects industries among themselves to create a new potential business space to take them the next level.

### A Family Recycling Day of Chalhoub Group



On the 8<sup>th</sup> November 2019, a Family Recycling Day of Chalhoub Group was organised by ACSRN and its sister organization, the Emirates Environmental Group (EEG). The event which was conducted for the 4 consecutive year, aimed to engage the employees of Chalhoub and their families in an interactive and fun session on various topics of sustainability. The theme of this year's event was "Elements Define us", – fire (energy), water (pollution), land (food waste) and air (climate change), with each element corresponding to an environmental issue. The afternoon included a myriad of hands on activities that aimed at raising the awareness of the staff and their families on different environmental issues. Additionally, the participants were also encouraged to bring recyclable materials from their homes ahead of time for which they managed to collect 21 Kgs of Plastic and 2 Kgs of Paper. The meaningful day ended with an award for the family who collected the highest quantity of materials which is an opportunity to plant a natural tree on 19/12/19 under "For Our Emirates We Plant" project.



## China can go carbon neutral by 2050 while still growing its economy: report

### Feature, Blogs, White papers, Articles...



According to the latest findings of the Energy Transitions Commissions, China will not have to give up on its economic growth or prosperity in order to go carbon neutral in the next few decades. The report was published in collaboration with the Rocky Mountain Institute and included partners from the UK Financial Services Authority and the UK Climate Committee. The composition of the commission included members from amongst the consumers and producers of energy, NGOs, tech experts and finance specialists. Speaking on the announcement of the report, the chair of the Energy Transitions Commissions was of the view that China was uniquely positioned to play a central role in the global economy through its vast renewable energy resources, and its technological leadership in key industries in order to lead the global energy transition and to decarbonise the national economy completely by 2050.

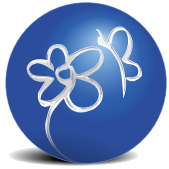
Furthermore, he added that in the backdrop of the formal withdrawal of the US from the 2015 Paris Agreement, the eyes of the 185 other member countries were on China to play a pivotal role in the fight against climate change. Since China is also one of the biggest polluters in the world, it became even more vital for it to have a strategy in place to achieve net-zero emissions by the middle of the 21<sup>st</sup> century.

The findings of the report are a welcome addition for the climate change supporters in China as they go against the prevailing conventional understanding that said that reducing net carbon emissions to zero by 2050 could actually hurt China's economy. The report instead contends that by committing to achieve zero emissions by 2050, China will be able to unleash a new wave of local and foreign investments and innovation that could accelerate progress.

With regards to the way forward, the report recommended that China should focus its policy towards reducing and eventually eliminating carbon from heavy industries such as chemicals, steel and cement. The way to achieve this should be through the use of recycled materials. The report also suggested other measures to help in reducing carbon emissions through overhauling the road and rail services and making them electrical and introducing biofuels in long-distance international aviation and shipping. Other measures required by China to reach the target of net-zero carbon emissions includes doubling its energy production and increasing its annual rate of investment in solar and wind energy by more than three or four times. Some work in this area is already underway with prices of solar power being reduced drastically in many parts of the country. This goes hand in hand with the policy announced in 2017 announcing the launch of a nationwide carbon market to trade credits for the right to emit carbon dioxide.

To find out more, please visit:

<https://edition.cnn.com/2019/22/11/energy/china-2050-climate-crisis-report/index.html>



## Best Practices from the archives

### The Saudi Investment Bank

**WINNER - ARABIA CSR AWARDS 2018 - FINANCIAL SERVICES CATEGORY**

#### Abstract

The Saudi Investment Bank has been a trendsetter in the region through its support of international sustainable standards such as the Global Reporting Initiative (GRI). It has lead the way in terms of raising awareness of sustainable development initiatives targeted towards the economy, environment and the society.

The bank prides itself on always keeping abreast of the changing dynamics and how to better position itself as a leader and promote sustainable development within the region. Towards that end it constantly revisits its priorities to come up with targets to be achieved in the coming years that are focused on measurable indicators across each pillar of the organisation's hierarchy and units.



#### Conclusion:

The Saudi Investment Bank has designed itself on the principle of sustainability that promises to evolve with time and provide for its stakeholders and for the community. The sustainability strategy pillars ensure that the bank remains relevant and provides a positive impact on the society, environment and economy. The sustainability programmes incorporated by SAIB are intended to achieve these goals. The bank is aware of its role in the region as a leader and is constantly engaged with its customers and stakeholders in order to educate them on sustainable trends and philosophies. In its quest to achieve sustainable goals, it has consciously moved away from its position of being simply a financial institution to one that is fully integrated in the community and is geared towards providing sustainable solutions.





## Member News

### ENOC marks ground-breaking of its Expo 2020 Dubai pavilion under the theme 'Reimagine Energy'

On 24<sup>th</sup> November, 2019: ENOC Group, Arabia CSR Network member and the Official Integrated Energy Partner of Expo 2020 Dubai, marked the ground-breaking of its Expo 2020 Dubai pavilion, located near the UAE pavilion and between the Sustainability and Opportunity Districts. Under the theme of 'Reimagine Energy', the pavilion will be split across five distinct pavilion structures inspired by traditional oil storage tanks drawing inspiration from ENOC's heritage. These houses explore humankind's relationship with energy from the beginning of time. The pavilion is modelled to challenge typical ideas of 'energy' while facilitating a conversation around the evolution of the sector.

The pavilion will be executed by a team of expert professionals and is scheduled to be completed in July 2020. It will be built on steel foundations to minimise the use of concrete, which will reduce excavation works and environmental impact across the supply chain and during construction as well as facilitate future legacy programmes. The pavilion's steel structures will be clad with curved aluminium sheets which is a recyclable material. One of the structures, 'The Hive', will be a dedicated,

multi-functional space for government and industry stakeholders to collaborate in finding solutions to the industry's unanswered questions. The other four pavilion houses will be open to visitors at all times, with four distinct 'chapters' exploring energy through the lens of: Discover – what energy is; Harness – what energy enables; Collaborate – what energy needs; and Reimagine – what energy promises.



### DEWA is first organisations in the world to receive Arabic version of EFQM's Module 2020

On 19<sup>th</sup> and 20<sup>th</sup> November, Dubai Electricity and Water Authority (DEWA), our platinum member, organised the 1<sup>st</sup> World Excellence Summit to promote a culture of excellence and innovation among its staff as well as other employees from federal and local government bodies. Prominent international experts and specialists in excellence and officials from local and international excellence programmes took part in the summit. The two-day summit included panel discussions and presentations on different aspects of excellence. The first day of the summit witnessed the launch of the New EFQM Module 2020 in the Middle East. MD & CEO of DEWA handed the first Arabic version of the Module by the CEO of the European Foundation for Quality Management. In his keynote speech he said, "DEWA is organising the first World Excellence Summit as a platform for experts and specialists in different areas of excellence. This includes organisational excellence, innovation, project management, governance, and modern technologies; to anticipate and shape future trends for excellence and sustainability.

The executive Vice President of Business Development & Excellence at DEWA, said that many key excellence programmes are participating in the first World Excellence Summit. EFQM presented its new excellence model 2020. DEWA is one of the selected organisations that tested the EFQM Model 2020 in light of DEWA's international standing in various areas of excellence.

Last year, DEWA hosted EFQM's Annual Good Practice Visit to review the standards and practices of excellence adopted by DEWA's divisions in all its activities and operations, and introduce them to the business community. In addition to DEWA, local and federal organisations took part in the summit. These included the Ministry of Climate Change & Environment; the Federal Authority for Government Human Resources; Dubai Police; Abu Dhabi Police; the General Directorate of Residency and Foreigners Affairs, Dubai; Dubai Media Incorporated; Environment Agency - Abu Dhabi; Abu Dhabi Digital Authority; Abu Dhabi National Exhibition Centre; and others.

