

الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network®

NEWSLETTER

December 2020 Volume 09 Issue 112



Upcoming Trainings

**دورة تدريبية عن إستراتيجية و قيادة
المسؤولية الإجتماعية للمؤسسات
عبر الاتصال المرئي عن بعد**

العمل الضميري
الإستراتيجي
السمعة
الصوكمة
الإدارة
الرشيدة
الاستدامة
الارتباط
نمو على المدى الطويل

24-22 ديسمبر ، 2020 ، دبي

**دورة تدريبية متقدمة في
المسؤولية الاجتماعية
للمؤسسات
عبر الاتصال المرئي عن بعد**

29-27 ديسمبر 2020
دبي ، دولة الامارات العربية المتحدة

**Online Training
GRI Standards for
Sustainability Reporting**

ARABIA CSR NETWORK

Around the world, thousands of organisations report annually to disclose their performance in environmental, social and governance areas. The most commonly used framework for sustainability reporting has been the GRI guidelines.

Participants will be issued a certificate from GRI Headquarters in Netherlands.

25th to 27th January 2021

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Note from the President & CEO Habiba Al Mar'ashi

Happy 49th UAE National Day to all our readers! On this proud occasion, let's celebrate the growth, progress, resilience and leadership that our country has shown in every scenario, situation, challenge or crisis that has come across.

The year 2020 brought in the unprecedented challenges posed by the COVID-19 that shook the entire world. However, the pandemic has also influenced the Private Sector, Intergovernmental Organisations and Non-Government Organisations to support green progress and contribute in the recovery plans.

The CSR and sustainability, therefore, have taken revolutionary turn as the pandemic disrupted the efforts that were underway for the achievement of 17 UN Sustainable Development Goals. The United Nations has stated, 'no-one is safe until everyone is safe' and has urged for authoritative and scientific research towards effective vaccine against the COVID-19 virus. This on the global, national and regional platforms reinstated the urgency of financial investments and breakthrough in the intervention for an inclusive and sustainable come-back.

The Organisation of Economic Cooperation and Development (OECD), which is a group of 36 of the world's most developed countries in its latest climate finance data has found that only 21% of climate finance mobilised in 2018 was aimed at helping communities adapt to climate change. The coronavirus pandemic could affect governments and institutions' ability to collect and report this year's data. However, the wait is now for the 2020 data to assess the extent of the impact of the pandemic in the mobilisation and deployment of climate finance.

In the 3rd annual Bloomberg New Economy Forum that took place from the 16th - 19th November, that brought together; government, business, technology and academia, the UN Secretary General said, "2021 must be the year of a great leap towards carbon neutrality. Every country, city, financial institution and company should adopt plans for transitioning to net zero emissions by 2050.

He also signaled that by early 2021, countries representing more than 65% of global carbon dioxide emissions and more than 70% of the world economy are very likely to have made ambitious commitments to carbon neutrality. This clearly puts forward the message to stakeholders and decision-makers that carbon should be given a price. "The time of fossil fuel subsidies is over. We must phase out coal. We must shift the tax burden from income to carbon, from taxpayers to polluters" he added.

It has become very obvious now that public and private investments are key tools to move ahead towards a sustainable future, and the climate finance must at all cost reach to the vulnerable parts of the world to ensure a just recovery post COVID-19. I am quite satisfied with the progress that the UAE has been making and further embarking on to drive sustainable finance policies. The Ministry of Climate Change and Environment has recently signed a pledge with the Abu Dhabi Global Market (ADGM) for the same and it is aimed at integrating corporate and investment financial services for environmental, social, and economic benefits. Additionally, the UAE Minister of State for Financial Affairs in the month of November participated in the G20 meeting held virtually under the Saudi Presidency (more details are available in the content of this newsletter).

At Arabia CSR Network, the array of trainings and workshops to assist the private companies and organisations of the Arab Region to reflect and build on to their sustainability approaches is going on unabated. I am happy to inform you that the last trainings planned for this year are CSR Strategy and Leadership (22nd – 24th Dec) and CSR Advanced (27th – 29th Dec) both these trainings will be in Arabic. I urge you all to make your teams benefit from these courses especially with the attractive packages that are made available. The 2021 is indeed, a crucial year for everyone. Therefore, we have set in place the yearly planner to enable you, our members and readers to incorporate the critical and must needed capacity building trainings and workshops in the coming year. Enjoy reading the December issue of our newsletter and we look forward to bring you interesting news and updates in the 1st issue of 2021.

Please click for 2021 Planner,

<https://arabiacsnetwork.com/wp-content/uploads/2020/11/Yearly-Planner-2021.pdf>





ACSRN News

The 56th session of GRI Standards Training

ACSRN conducted the 56th session of a 3-day training course on the Global Reporting Initiative (GRI) Standards for Sustainability Reporting from **3rd – 5th November** virtually. The GRI guidelines are the most commonly used framework for sustainability reporting, developed and released by the Global Sustainability Standards Board (GSSB). In 2011, ACSRN became the 1st certified training partner to GRI in the Arab World and additionally, the 1st partner to deliver these courses in the Arabic language. The extensive lectures, discussions, exercises and case studies have helped entities across all sectors to understand the criticality of sustainability reporting and how to stay aligned with the UN Sustainable Development Goals released in 2015. The

ACSRN President & CEO encouraged the participants to scale up their sustainability portfolios and said, "The private and public entities are the leaders, who can prioritise and bring effective implementations with their knowledge, skills and resources. The public private partnerships (PPP) have become more important to help the world recover faster and stronger to withstand the current crisis and any unforeseeable challenges".

The Network has also developed the training calendar for the year 2021, which includes trainings and workshops on CSR and sustainability, stakeholder engagement, materiality mapping and gap analysis developed and certified by the ACSRN itself.

CEBC Members Virtual Networking

ACSRN President & CEO attended the first ever CEBC Members Virtual Networking event on **4th November**. Bridging the gap of social distancing, the event was a great platform for the exchange of ideas and suggestions among the members of elaborate expertise. The event started with the achievements of the Clean Energy Business Council (CEBC) during the past few months and highlights of the current and progressing activities. Members were able to interact in the thematic networking breakout rooms in detail that resulted in rich discussions amongst the attendees.

The Matrix Green Pill Podcast

ACSRN President & CEO was invited to feature on the latest podcast series of Matrix PR Dubai titled 'The Matrix Green Pill' on **25th November**. She shared the captivating journey of Arabia CSR Network from its inception in 2004 and being the premiere organisation to drive CSR and sustainability in the Arab Region. She talked about the challenges that the Network has overcome and milestones that it has achieved from being the 1st certified training partner of Global Reporting Initiative in the Middle East and the only one to provide trainings in Arabic language, to organising the Arabia CSR Awards every year gaining the prestige of 'Green Oscars of Middle East' to a cluster of other specialised programmes. Click to listen to the podcast, <https://thematrixgreenpill.com/2020/11/24/episode-10/>

Member News

Setting Industry-Leading Net-Zero, Waste and Water Goals

Accenture, a corporate member of ACSRN has recently announced its new commitments to sustainability. It has also created a new leadership role of Chief Responsibility Officer and Global Sustainability Services Lead to embed responsible business practices in all of its services and across every area of the company.

The three industry-leading goals set by Accenture includes,

- **Achieve net-zero emissions by 2025** - Accenture will make actual reductions in emissions by powering offices with 100% renewable energy, and invest in nature-based carbon removal solutions, such as large-scale tree planting to directly remove emissions from the atmosphere.
- **Move to zero waste. By 2025**, Accenture will reuse or recycle 100% of e-waste, such as computers and servers, as well as all office furniture; and will eliminate single-use plastics in all locations at the conclusion of the COVID-19 pandemic.
- **Plan for water risk.** Accenture will develop plans for their facilities to reduce the impact of flooding, drought and water scarcity in high-risk areas by 2025; and will measure and reduce water use in these locations.

Please click to read more,

https://newsroom.accenture.com/news/accenture-sets-industry-leading-net-zero-waste-and-water-goals.htm?_ga=2.153936383.676596921.1606108132-1358696946.1599052998





Member News

McDonald's UAE co-sponsors Clean Up UAE 2020

McDonald's UAE, a corporate member of ACSRN puts socio-environmental responsibility as one of its top priorities. In its ever growing surge to have positive and sustainable impact on the environment, it is much appreciated that it has become a co-sponsor for the upcoming and one of the Grand National campaigns – the "Cleanup UAE", scheduled for **12th December, 2020**. This action packed programme is organised by ACSRN's sister organisation the Emirates Environmental Group. This annual campaign will be organised under the patronage of the Ministry of Climate Change and Environment at Al Qudra Lakes – Saih Al Salam protected area from 8.30 am to 11.30 am. ACSRN encourages all sectors of the society to participate in this campaign and be a part of a greater change for the environment. Please click to know more, <https://newzbusiness.com/amp/eeg-launches-the-19th-cycle-of-the-annual-uae-clean-up/>

National News

AED 6.6 billion in environmental and sustainability projects

Dubai will be directing AED 6.6 billion in environmental and sustainability projects, which includes Dubai Centre for Waste Processing plant in the Al Warsan area of the emirate. This will be one of the largest plants in the world with waste processing capacity of 5,666 tonnes of municipal solid waste per day and 1.9 million tonnes of municipal solid waste per year, as per Dubai Municipality. Phase one of the project will be completed in 2023 and the entire project will be completed in 2024. "The UAE is committed to implementing innovative projects that optimise use of resources and solve critical challenges as part of the country's strategy to ensure environmental sustainability", said HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai after the project's review. Please click to read more, http://www.tradearabia.com/news/CONS_374612.html

UAE in the Final Meeting of G20 Finance Ministers

The UAE Minister of State for Financial Affairs participated in the G20 meeting that was held on **20th November** virtually under the Saudi Presidency. The G20 members discussed the latest developments related to the financial recovery plans post COVID-19 pandemic. The UAE Minister shared the approach towards resilient recovery and explained the crucial role that infrastructure finance and investments can play towards restoring sustainable global economic growth. He said, "We also believe that our joint path of recovery will require embracing new financing methods to build resilient infrastructure, while also working with the private sector on new investment models to accelerate the development process." Please click to read more, <https://emirati.news/uae-participates-in-final-meeting-for-g20-finance-ministers/>

International News

GRI-Enel Forum Regional Roundtables

Further to the launch of its new brand, Global Reporting Initiative (GRI) is inviting organisations around the world to participate in the phase 2 survey initiated in collaboration with integrated global power company Enel. The survey covers key questions such as, how is a COVID-19 impacting effort by companies and stakeholders to support the Sustainable Development Goals (SDGs)? And how can a sustainable and inclusive recovery phase to the pandemic mobilise the partnerships and transparency needed to achieve these Global Goals? The survey is aimed at gathering feedback from different stakeholders on their SDGs actions and partnerships, in the context of the COVID-19 crisis. The results of the survey will be shared and discussed at the closing event in 2021, which will take place virtually. The outcomes of the survey will also shape the discussions in the upcoming online regional roundtables of GRI. Please click to read more, <https://globalreportingnews.org/4J5-74PIU-85553FACD4728172V267N7561C581A909FFD0B/cr.aspx>

Global Treaty to tackle Plastic Pollution

In the month of November, a working group of United Nations on marine litter and micro plastics gathered virtually to discuss the growing issues of plastic waste.

As a result of which, more than two-thirds of UN members called for a new agreement to curb plastic pollution. This would be similar to the Paris Climate Agreement or the Montreal protocol for the prevention of ozone depletion.

Further, many NGOs highlighted the need for international agreement to tackle plastic waste. One model for such a treaty, drawn by the Environmental Investigations Agency (EIA), in-

volves four key pillars: monitoring and reporting, to examine the extent of the problem; prevention; coordination; and technical and financial support.

The plastic pollution in oceans is predicted to triple by 2040 if the world doesn't take required measures to combat this issue.

Therefore, a resolution calling for the world community to agree to a binding global agreement was adopted by International Union for the Conservation of Nature members, and 2 million people have already signed a petition.

Please click for the pledge : <https://bit.ly/39JLsl>

Please click to read more : <https://bit.ly/2HIA8Zk>





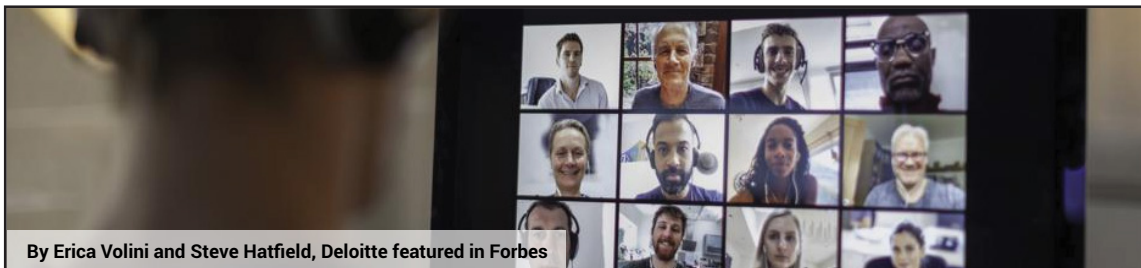
Upcoming Event

En-route to the Arabia CSR Awards 2021

The distinctive 13th cycle of Arabia CSR Awards was celebrated as the Awards Gala on the **6th October** at J W Marriott Marquis Hotel Dubai. The hybrid event that was live streamed on Arabia CSR Network's YouTube channel was joined by a global audience, whereas the winners from outside the UAE Region joined virtually. ACSRN President & CEO shared the unique journey of the 2020 Awards amid the unprecedented crisis of COVID-19 in interviews with 88.4 City FM, Mazaj FM, Radio Dahab, Al Dhafra TV, Fujairah TV and many more from the UAE, Sudan, Jordan and other Arab countries. Arabia CSR Network is also glad to announce that the 14th Cycle of Arabia CSR Awards will be launched on **11th January** 2021. The launch will welcome the winners of the 13th Cycle to share their experience in the application process, feedback and Awards Gala. With the COVID-19 pandemic, the challenges that the applicants of 2020 Awards faced were certainly different. The press launch will therefore, be a great learning platform for the various sectors across the Arab Region to know about the credibility, prestige and strength of Arabia CSR Awards, also known as Green Oscars of the Middle East. The recorded Awards Gala is available on the Network's channel. Please click to watch, <https://www.youtube.com/watch?v=F8HQY91qYF0>

FEATURE ARTICLE

Five Lessons from the Pandemic Light a Path Forward To the Future of Work



Please click to read more



Finally, we are nearing the end of the 2020 tunnel and seeing encouraging glimmers of light. The lessons learned over the past months reinforce the overarching need to build the human element into everything an organisation does in order to create lasting value for workers, organisations, and society at large. The months of operating in survival mode have provided valuable insights into how organisations and people can truly move forward from this disruption and position themselves to navigate the future disruptions that are bound to occur. In short, we see a path toward thriving, not merely surviving. The valuable insights are as follows,

1. Human potential is our greatest untapped asset.

None of us really knows what we're capable of and what our limits are until we're tested and pushed to those limits. The past months have taught us that people can operate differently. We must now challenge how we think about the workforce and use technology to help identify and unleash human potential within and beyond the organisation.

2. True top-of-the house leadership looks like nothing we've seen before.

For years we've talked about "tone at the top" and the importance of top-down leadership. Senior leaders now have the opportunity to embody the organisation's purpose - its set of values supporting economic, social, and human interests - to infuse meaning into work that mobilises employees around common, meaningful goals.

3. Leadership and culture are about connection and empowerment.

As people are isolated at home, team leaders became the organisation's lifeline. Going forward, leaders and teams at all levels (not just higher levels) must develop capabilities that enable them to work and lead effectively while supporting the human needs of their teams and representing the organisation's culture.

4. Work is the most underutilised source of value.

Organisations now have the opportunity to re-architect work for the future, not as a mechanised process, but as a flow that aligns with ways humans think and engage, and that continues to evolve. By its handling of COVID-19 challenges, HR has earned the right to spearhead this effort on behalf of the organisation.

5. Ecosystems are essential to extend organisational capabilities.

The sheer enormity of the year's challenges proved the value of being able to leverage external partners and resources to accomplish what organisations couldn't do on their own. Going forward, organisations should deliberately cultivate an ecosystem of partners, vendors, alternative workers, and professional networks, realising it's the new reality of how work gets done.





Best Practices 2019 From The Archives Emirates Integrated Telecommunications Company PJSC (du) Arabia CSR Awards 2019 - Winner - Large Business Category

Emirates Integrated Telecommunications Company is based in the UAE with a wide range of services, jointly owned by the public and private sector. In 2007, it launched its commercial brand du, and today the brand serves more than 9 million individual customers with its mobile, fixed-line, broadband internet, and home services through its 4G LTE network, and caters to over 100,000 UAE businesses with its vast range of ICT managed services.

According to its 2018 annual report, du achieved AED 13.41 billion in revenues through its efficient operations, digital transformation, networking solutions, rollout of 5G and expanding its Internet of Things. du positions itself as an ambitious, innovative and the technological driver to transform Dubai to a smart city enabling it to achieve UAE vision 2021.



Summary

du has defined the three sustainability pillars that pave the way to achieve its purpose “Adding life to life”,

1. **Deliver benefits of ICT to everyone to enhance people’s lives through the products and services offered**
2. **Make people and communities happier**
3. **Operate ethically and responsibly**

Their alignment with the core challenges of the UAE is a heavy responsibility, however it is the energy that empowers the company’s innovations to reside with its stakeholders’ desire for better existence through telecommunication. The forward-thinking approach prompted it to produce “Government in 2071 experience’ in partnership with the World Government Summit and the Ministry of State for Artificial Intelligence. It also rolled out “EITC’s Idea Hub” at the company’s Headquarter to support the UAE Artificial Intelligence Strategy 2031. The Board of Directors and Top Management have set the brand on a “stakeholder-centric” trajectory, and the effort was amplified by adopting the GRI reporting in 2012. The purpose of du is strongly set on the following,

1. **Innovation through its Idea Hub to support UAE Artificial Intelligence Strategy 2031**
2. **Operating the first smart district in the UAE and becoming the heart of Dubai digital transformation**
3. **Preparing for the future with its participation in “Government in 2071 experience’**
4. **Consideration for the planet and community through its energy efficiency innovations, social responsibility initiatives and partnerships with the civil sector**

Moving forward, du will attract more investments as it is aligned with the new wave of investors who look into sustainability with positive prospects to take more prominent role in the UAE future vision, and becoming a power house for innovative solution to sustainability challenges.

