



الشبكة العربية للمسؤولية  
الاجتماعية للمؤسسات  
Arabia CSR Network®

# NEWSLETTER

January 2022 Volume 11 Issue 125



الجانزة  
الغربية  
للمسؤولية  
الاجتماعية  
للمؤسسات



ARABIA  
CORPORATE  
SOCIAL  
RESPONSIBILITY  
AWARDS

## Press Launch of the Arabia CSR Awards 2022



### Upcoming Trainings

**Online Training  
GRI Standards for  
Sustainability Reporting**

Date: 18<sup>th</sup> - 20<sup>th</sup> January, 2022

ARABIA CSR NETWORK 2022

**MATERIALITY MAPPING  
WORKSHOP**

24<sup>th</sup> JANUARY 2022 | DUBAI, UAE

**Online Certified Training  
on Fundamentals  
of CSR & Sustainability**

Date: 8<sup>th</sup> - 10<sup>th</sup> February 2022

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## Note from the President & CEO Habiba Al Mar'ashi

Hello Arabia CSR Network members and followers,

We are closing a busy and very productive 2021 and I look forward to a new year with renewed zest and focused ambition.

We conclude the year with reflection and gratefulness. All the programmes and projects that we and our partners implemented this year, have had a strong sustainability impact and we are confident that we will continue to serve as a catalyst of change in our country and region.

In December, I attended the WorldGBC's Finance & Membership Committee meeting in my capacity as the WorldGBC's Board Member. During this meeting, many operational issues were discussed such as the priorities for 2022.

During the month, I also attended the Organisation for Economic Co-operation and Development (OECD) Private Finance for Sustainable Development (PF4SD) Live Talk on 'Blended Finance to Mobilise Private Investment at Scale to the SDGs and Climate'.

This talk was organised by OECD in collaboration with USAID, the UK's Foreign Commonwealth & Development Office and Convergence. The OECD is an intergovernmental economic organisation with 38 member countries that work to stimulate economic progress and world trade.

Since January 2021, the UK FCD, USAID and Convergence have engaged in these projects to increase investment in developing countries that contribute to the implementation of SDGs. The projects have included a Donor Working Group of 20+ donors focused on scale and climate investment.

Finally, in the month of December, we conducted a virtual 3 days training on GRI Standards for sustainability reporting. This was the last online training of GRI Standards for the year 2021, and received active participation from sustainability professionals, report writing teams and other participants. The 3-day training delivered a series of lectures, discussions, exercises and case studies.

A transparent and open discussion also helped the participants to share and learn some effective practices on CSR and Sustainability among themselves. Upon the completion of the training, all the participants were also issued certificates from the GRI Headquarters in Netherlands.

If you are an organisation that aims to enhance its sustainability reporting and communication, we highly recommend you to consider signing up your CSR and/or related team members for our GRI Standards and other CSR specialised training courses.

As we bid adieu to 2021 and look forward to a new year full of promises and opportunities, one of the most important initiative being the launch next month of the 15<sup>th</sup> cycle of the prestigious Arabia CSR Awards (12<sup>th</sup> January 2022). This is the leading CSR & Sustainability awards programme in the Arab World.

We strongly recommend companies (of all sizes and industries) to apply. It's not as much about the winning as it is about the comprehensive self-assessment and feedback that you will receive from our panel of expert judges. For more details, please visit <https://arabiacsrnetwork.com/awards/>.

We have planned a very rich programme of certified trainings as well, the first training of the year will be on GRI Standards which will be conducted from 18<sup>th</sup> to the 20<sup>th</sup> of January.

The month of February will feature 2 CSR trainings:

- 1) CSR Fundamentals training from 8<sup>th</sup> – 10<sup>th</sup> February;
- 2) CSR Advanced Training from 15<sup>th</sup> – 17<sup>th</sup> February.

The month of March promises multiple opportunities for practitioners of sustainability through multiple trainings and workshops. These include Stakeholder Engagement Workshop and a 3-day GRI Standards training in Arabic.

I would like to close this month's newsletter by wishing you all a happy, healthy and blessed 2022. We have a lot to do to improve our business practices to achieve a sustainable future.

Let's not lose sight of that goal, and let's keep working harder together for a better, safer and more equitable tomorrow through building effective partnerships.





## ACSRN News

### WorldGBC Finance & Membership Committee Meeting

ACSRN President & CEO and WorldGBC's Director and Board Member, Mrs. Habiba Al Marashi, attended on **1<sup>st</sup> December** the WorldGBC's Finance & Membership Committee meeting.

The meeting started with the discussion of the minutes of the meeting held on 29<sup>th</sup> July 2021. The meeting then moved on to discuss the detailed 2021 Year-end Forecast. The committee also discussed the 2022 Budget & Priorities which look into the detailed 2022 Changes within the budget for targeted areas.

WorldGBC has a good record of retaining staff across the years, many who started their tenure as contractors were converted to full time staff. This ensures continuity and consistency in the services and helps WGBC to retain institutional knowledge. This also ensures that the organisation can maintain flexibility in expenses, particularly in areas where fundraising can be challenging and in the types of skills that WGBC can engage as needed. The risk assessment was touched upon in the meeting. This assessment supports the management to propose a budget and an annual plan for the organisation.

### OECD Talk on Blended Finance to Mobilise Private Investment for the SDGs and Climate

ACSRN President & CEO attended the OECD Private Finance for Sustainable Development (PF4SD) Live Talk on Blended Finance to Mobilise Private Investment at Scale to the SDGs and Climate on **7<sup>th</sup> December** which was organised by OECD in collaboration with USAID, the UK's Foreign Commonwealth & Development Office and Convergence.

The Organisation for Economic Co-operation and Development (OECD) is an intergovernmental economic organisation with 38 member countries, founded in 1961 to stimulate economic progress and world trade. It is a forum of countries describing themselves as committed to democracy and the market economy, providing a platform to compare policy experiences, seek answers to common problems, identify good practices and coordinate domestic and international policies of its members.

The PF4SD Live Talk provided a platform to present these projects, including (i) a summary of COP26 activities to boost climate investment, (ii) the most effective blended finance structures for mobilising investment at scale, (iii) the core recommendations from the Donor Working Group, Global Investors for Sustainable Development Alliance and Net-Zero Owners Alliance to increase SDG and climate investment and (iv) the progress in donor collaboration to achieve scale mobilisation.

Since January 2021, the UK FCDO, USAID and Convergence have been engaging in these projects to increase investment in developing countries that contribute to the SDGs. The projects have included a Donor Working Group of 20+ donors focused on scale and climate investment.

### 63<sup>rd</sup> GRI Standards Training

As the world's leading sustainability reporting framework, GRI has constantly raised the bar when it comes to governance and standard setting.

As the 1<sup>st</sup> Certified Training Partner in the Arab Region, Arabia CSR Network conducted a virtual 3 days training on GRI Standards from 13<sup>th</sup> – 15<sup>th</sup> December, which was the last GRI Standards training for the year 2021. It received active participation from sustainability professionals, report writing teams and individuals. The extensive 3 days training is accredited by the Global Sustainability Standards Board (GSSB), GRI's dedicated standard-setting body. The GRI Standards are of immense value to organisations currently using these guidelines to report non-financial performance or those that are preparing their sustainability reports.

Extensive discussions took place on several sustainability reports that have been issued by entities from the region. The training helped the participants to explore the scope of improvements and new opportunities for the implementation of sustainability related strategies and activities. The 3-day training delivered a series of lectures, discussions, exercises and case studies. A transparent and open discussion also helped the participants to share and learn some effective practices on CSR and Sustainability among themselves. Upon the completion of the training, all the participants were also issued certificates from GRI Headquarters in Netherlands.





## Launch of Arabia CSR Awards 15<sup>th</sup> Cycle

Save the date! Arabia CSR Network is starting the New Year with zeal and commitment to contribute towards a sustainable and inclusive recovery post COVID-19 pandemic.

Its flagship programme, the "Arabia CSR Awards" that was instituted in 2008, is widely acknowledged for applying the most stringent and comprehensive international standards such as the Ten principles of the UN Global Compact, the Global Reporting Initiative and the European Model for Quality Management (EFQM) and the 17 UN SDGs in its application criteria. Coupled with the support of UNGC, the UNEP and the League of Arab States in its formation years which has helped earn it the prestige of the 'Green Oscars of the Middle East'. This is indicative of the strength and reach of the Arabia CSR Awards in the Arab Region.

The launch of the 15<sup>th</sup> cycle of Arabia CSR Awards will be held on **Wednesday - 12<sup>th</sup> January, at the Stella Di Mare Hotel – Dubai Marina at 10:00.**

To ensure a seat at the event, please confirm your attendance by sending us an email on [admin@arabiacsnetwork.com](mailto:admin@arabiacsnetwork.com) or [awards@arabiacsnetwork.com](mailto:awards@arabiacsnetwork.com)



## Member News

### DEWA achieves Guinness World Record for world's first 3D-printed laboratory

Dubai Electricity and Water Authority (ACSRN Corporate Member), has marked another breakthrough by achieving the Guinness World Records title for the first 3D-printed laboratory in the world. The record was awarded for DEWA's Robotics & Drone laboratory, housed within the Research & Development (R&D) Centre at the Mohammed bin Rashid Al Maktoum Solar Park.

H.E. Saeed Mohammed Al Tayer, MD & CEO of DEWA received the certificate from representatives of Guinness World Records.

H.E. Al Tayer emphasised that Dubai provides a motivational environment to encourage construction in 3D printing and attract leading companies in this field. He noted that 3D printing in construction reduces time and cost, thus advancing the economy and protecting the environment by reducing conventional construction waste.

Saeed Mohammed Al Tayer noted: "DEWA's Robotics and Drone laboratory is the first building in the UAE to be fully printed onsite, and the first such 3D-printed lab in the world."

### Vigeo Eiris on Financing Framework SPO

Vigeo Eiris, ACSRN's Corporate Member, has provided a Second Party Opinion (SPO) on Merck & Co., Inc.'s Sustainability Financing Framework. The framework has been designed to govern the issuance of Sustainability Bonds to achieve Merck's overarching sustainability goals.

The framework covers two social categories and five green categories. Within the social category are projects that aim to enhance access to essential healthcare services for underserved populations. These projects will assist those in need of maternal care, emergency relief, and quality care for those living with non-communicable diseases and HIV. The Framework's objectives contribute to nine of the U.N. Sustainable Development Goals and it is coherent with Merck's sustainability priorities.

V.E has produced more than 300 second-party opinions on sustainable financing operations in Europe, Africa, Americas and Asia. We are a Climate Bonds Standard Approved Verifier.





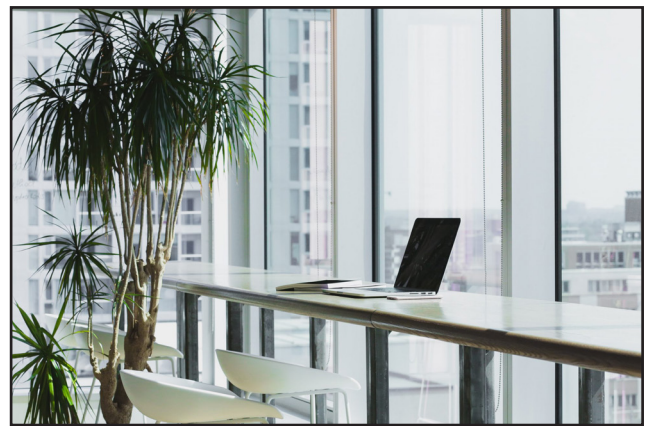
## FEATURE ARTICLE

### COP26: What really is a sustainable business?

By Fay Austen - Ambition PR

Sustainability clearly refers to more than just emissions, climate change or reusable coffee cups. Organisations need to take a much more holistic approach, sustainability runs deeper than green labels and marketing. Indeed, alongside limiting energy usage and making more conscious choices about consumption, sustainability also concerns the decisions we make within financial markets, organisations' wider impact on society and the treatment of their employees. To make practical sense of the sometimes complex messaging, experts weigh in on what really makes a sustainable business.

**Prioritises investing in green buildings and environments.** "Any investment in technology or plant that does not align with the need to decarbonise will lead to the risk of being left with stranded assets. Early movers will benefit from learning, better availability and reputational enhancements creating a competitive advantage that will build stronger, more resilient and more profitable businesses," Tim Room, Chief Markets Officer at Clade Engineering.



**Focuses less on profits.** David Ko and Richard Busellato, authors of The Unsustainable Truth (Panoma Press), state that turnover is usually prioritised over sustainability. Businesses should re-evaluate their need for profit and focus on doing everything they can to save resources and preserve the carbon budget. They recommend a more hard-line approach for larger businesses. "You cannot have a business model based on volume sales growth", they state.

**Embeds a sustainable internal culture.** Truly sustainable businesses are ones that embed sustainable working behaviours within their organisational culture, argue Karen Meager and John McLachlan, organisational psychologists and co-founders of Monkey Puzzle Training and Consultancy. To create sustainable behaviours in an organisation, Karen and John recommend leaders and HR teams reward people for developing collaborative behaviours, recruit for values and cultural fit rather than solely based on the job specification, integrate sustainability into L&D programs and that leaders should walk the talk.

**Goes 'all in' to address the four key pillars of sustainability (economic, societal, human and environmental).** When it comes to climate change, the heat has been turned right up (literally) and both the public and businesses alike are expecting answers from those with the power to start making the changes that are not only necessary but long overdue. "Making fluffy purpose declarations had added nothing. What is needed now is a complete change of mindset," explains Neil Gaught, sustainability expert, author of CORE and conceiver of Single Organising Idea,

**Weaves DEI&B (diversity, equity, inclusion, and belonging) into all aspects of the organisation.** Teresa Boughey, Founder of Inclusion 247, argues the most sustainable businesses are ones that move from tick box to transformation when it comes to DEI&B. They move beyond the boundaries of HR and recognise that DEI&B should be woven into every aspect of their organisation, examples include integrating with their local communities as well as holding their delivery partners, i.e. supply chains, to account on DEI&B issues.

**Is impact driven at the core.** Mission driven businesses build impact into all aspects of their business at the grassroots, reminds Kajal Sanghrajka, an expert in inclusive entrepreneurship and Director of Growth Hub Global. "ESG principles and wider stakeholder impact are not nice-to-haves. More and more early stage entrepreneurs are solving some of our most pressing global challenges and they are fundamentally designing businesses differently to have a net positive impact on society" Kajal highlights.

**Remains committed to change, even though it may impact short-term profits.** At the moment there are not enough repercussions for businesses whose practices are damaging to the environment, nor are there incentives for those who wish to transition to – or beyond – net zero. A priority must be to create a playing field where doing the right thing for the environment is the easy choice, not one that makes you stand out.







## Best Practices 2020 From The Archives ALSAYER Group Holding Co. Arabia CSR Awards 1<sup>st</sup> Runner Up - Large Business Category

### Profile

ALSAYER holdings were established in 1954 with acquiring distribution rights of Toyota automobile in Kuwait. Over the years ALSAYER has grown to represent some of the best brands in the world, including being market leaders in the automotive and heavy equipment supply industries. ALSAYER's mission is to be a strong prospering conglomerate economically with local expertise, customer satisfaction, honesty, trust and integrity as key value drivers.

ALSAYER has aligned its sustainability strategy along with Kuwait National Development Plan 2035 (KNDP) and United Nations Sustainable Development Goals 2030 (UN SDG).



### Summary

ALSAYER Group has identified and works on four sustainability pillars – Society, Economy, Nature and Wellbeing. Via the four pillars, the organisation has derived 9 strategic goals, which are –

1

Build capacity and enforce environmental, health and safety (EHS) standards for suppliers

2

Increase customer satisfaction and invest in customer delight

3

Mitigate environmental impact and increase EHS standards

4

Optimise Energy Consumption & Increase Renewable Energy

5

Enhance employee satisfaction index and develop consistently

6

Commit to transparency in all business activities and be compliant with local and international regulations

7

Enhance community prosperity and build partnerships

8

Transform Urban Mobility in Kuwait City

9

Concentrate on Volunteering work

Out of KNDP & UN SDGs, ALSAYER has prioritised the below goals and is actively working towards achieving the goals as a group and help the nation achieve the goals as well –

- Sustainable Living Environment goal of KNDP
- Affordable & Clean Energy goal of UNSDG #7

Since 2014, ALSAYER Holdings driven Sustainability Steering Committee has focused on transforming the organisation towards a long-term sustainable unit. It has deep top management commitment and drive, its committed employees and stakeholders embrace sustainability in day-to-day lives to drive positive change in their lives. ALSAYER's Vision aligns with Kuwait National Development Plan and 17 UNSDGs through their vision, mission, values which make it a national organisation working on the stability of its triple-bottom-line.

Furthermore, as part of their strategic goals, ALSAYER encourages innovative ideas from its stakeholders. Employees are encouraged to express their ideas (i.e. Share your ideas initiative) related to workplace safety, productivity, quality and cost. Meanwhile ALSAYER has supported national programmes to empower people to encourage creativity and develop innovative skills such as FIKRA, TMKEEN, Dream Car Contest, and Ambition Programmes. Through Share your Ideas employee engagement programme, ALSAYER has successfully implemented Quality Assurance Website Project which has reduced the usage of paper & time consumed, supported the employee to quickly access the data, increased self-study and learning and faster diagnosis of vehicles problems & troubles, leading to customer & operational excellence and increase in aftersales business & satisfaction.

