



Upcoming Trainings

الشبكة العربية للمسؤولية
الاجتماعية للمؤسسات
Arabia CSR Network®

**ONLINE TRAINING ON
CSR STRATEGY
AND LEADERSHIP**

19th - 21st July 2022

الشبكة العربية للمسؤولية
الاجتماعية للمؤسسات
Arabia CSR Network®

**Sustainability Reporting
Training**

Date: 1st - 2nd August, 2022

TAKING PACKAGING: FULL CIRCLE
الدورة المتكاملة لقطاع التعبئة والتغليف

4th Panel Discussion
الجلسة الحوارية الرابعة
22.8.22

Main Sponsors: الزعامة الرئيسيون
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Venue Host: MAJID AL FUTTAIM

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Note from the President & CEO Habiba Al Mar'ashi

Greetings Arabia CSR
Network members and
Readers!

We hope all of you are
keeping safe and healthy.

The Arabia CSR Network has been buzzing with sustainability focused activities despite the summer heat. I was invited to Tristar Groups' "Leadership Summit 2022" as its Chief Guest. At the Summit, I spoke on the subject "Sustainability & Environment" and gave insights to the participants about the critical value for businesses to have NetZero strategies. Read more on page 3.

During the month, I was featured by Gulf Intelligence for their interview series called "The Two Minute Warning International Feature Interview Series". This series aimed to take a deep dive into what is the biggest overhaul in global energy markets in a century with exclusive interviews from leading personalities in the field of Sustainability and Energy. Read more in page 4.

We also conducted the 3rd Panel Discussion (virtually) in partnership with our sister organisation the Emirates Environmental Group under the theme "The Battle Against Climate Change: The True Reality". A critical topic for our times; I had the pleasure of moderating a wonderful panel of expert subject speakers. I raised during the discussions the point that societal choices and actions implemented in the next decade will determine the extent to which medium and long-term pathways will deliver higher or lower climate resilient development. Read more in page 4.

In my capacity as one of the Members of UN's Global Investors for Sustainable Development Alliance (GISD), I attended the GISD engagements on 21st & 22nd June in London. Amongst the many important issues discussed was the new GISD Work-stream on SDG-related reporting metrics. These metrics will help companies better measure their contributions to the Sustainable Development Goals (SDGs). In addition, the GISD,

launched a very important special Model Mandate in partnership with the International Corporate Governance Network (ICGN). Read more in page 3.

On 30th June, we closed the submissions for this year's cycle of the Arabia CSR Awards (the 15th cycle). We hope most of you utilised this opportunity to get expert assessment of your sustainability performance by applying to the Awards. The independent jury panel will start the scoring shortly and the short listed entities will be informed accordingly in the 1st week of September. I look forward to celebrate the CSR and Sustainability Champions in the Arab Region.

I hope you are also aware of our amazing sustainability trainings. In July, we will be organising a very valuable CSR Strategy and Leadership training. I encourage you all to make the most of this opportunity and allocate 3 days (19-21 July) to gain a deeper understanding of this sphere. On 1st & 2nd of August we also have the Sustainability Reporting Training. I am certain that both these trainings will have a big impact on the sustainability performance of your organisation.

In conclusion, I would like to share a proud moment for myself and the Arabia CSR Network, as well as the Emirates Environmental Group. I was selected as one of the recipients of the Mother Teresa Memorial Award for Social Justice for the year 2021. The Award this year was conducted in Abu Dhabi on 30th June. It was hosted by Harmony Foundation in partnership with the Supreme Council of Motherhood and Child, UAE under the Chief Patron ship of Her Highness Sheikhha Fatima bint Mubarak (Mother of the Nation). It is an annual event that celebrates and commemorates the legacy of Mother Teresa. The theme for the Awards was "Environmental Sustainability".

Thank you again for your support to the Arabia CSR Network. You can always reach out to us at admin@arabiacsrnw.com for any of your sustainability needs.

Stay safe and enjoy the summer season!





ACSRN News

1) GISD Work-stream on SDG-related Reporting/Metrics

ACSRN Founder, President & CEO, in her capacity as a member of UN's Global Investors for Sustainable Development Alliance (GISD), attended a meeting on **1st June** to discuss the new GISD Work-stream on SDG-related Reporting/Metrics. The UN GISD Alliance had concluded on October 2021, a report to advance sector-specific, SDG-related metrics. These metrics are key to enable a better measurement of contributions to the Sustainable Development Goals (SDGs) by companies active in a particular sector. Investors can subsequently rely on this disclosure to make capital allocation decisions between companies in a given sector.

The report first considers the main contribution channels of the eight sectors chosen for the deep dives – automobiles, consumer staples, financials, healthcare, IT, real estate, telecom, and utilities – to the achievement of the SDGs. Under each of these contributions, the report recommends a set of 5 core metrics that it urges companies to adopt if they have yet to, complemented with expanded metrics that are considered voluntary. Most of these metrics already exist, either in existing standards or sustainable reports of companies, easing their adoption.

Now, the GISD Alliance and the CFO Coalition for the SDGs "CFO Coalition" have sought to help companies and investors better align their businesses with the SDGs. Incorporating the SDGs in business strategies and investment decisions is necessary to both manage risks and unlock opportunities. During the meeting, the members discussed the existing collaboration with partners to tailor the presentation of the metrics, the CFO Coalition-GISD collaboration. The members have also shared relevant learnings related to the sector-specific metrics.

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2) GISD Strategy Meeting



Of the US\$3 trillion needed to finance the SDGs, the average annual financing gap for emerging markets is US\$2.5 trillion (GISD, 2022). This will have grown as a result of the COVID-19 pandemic, which also wiped out decades of progress. How can we align the incentives of governments, multilaterals and the private sector to scale investment into sustainable development, to bring about a fairer, safer, more resilient and more prosperous world?

The UN Secretary-General has issued an urgent call to rescue the SDGs and avoid a downward spiral with devastating consequences for people, planet, and prosperity. Effective and actionable solutions to (a) scale up long-term investments and (b) strengthen alignment of private business and finance with sustainable development are urgently needed.

On **21st – 22nd June**, the UN SDG Alliance convened in London for the GISD Strategy Group meeting which ACSRN Founder, President & CEO attended. The objective of the meeting was to identify how GISD Members are planning to adjust to a rapidly changing global context and what contributions the Alliance can make to turn the tide on the implementation of the SDGs. The ICGN - GISD Model Mandate was also launched during the event. The revised Model Mandate is addressed to all asset owners and managers, as well as to those who advise them and set the regulatory and reporting frameworks in which they operate. The primary purpose of the Model Mandate is to provide guidance to asset owners to ensure that their investment strategy and their own fiduciary obligations to clients and beneficiaries are properly reflected in the Investment Management Account (IMA) terms with asset managers, and that they can monitor whether their objectives and interests are being met.

Read this fundamental mandate at <https://www.icgn.org/sites/default/files/2022-06/ICGN%20GISD%20Model%20Mandate%202022.pdf>

Tristar Leadership Summit 2022



ACSRN Founder, President & CEO, attended on **10th June** Tristar Group's Leadership Summit 2022 as its Chief Guest. During the occasion, Group CEO, Mr. Eugene Mayne reiterated that the "customers and people will continue to be at the center of the company's growth strategy".

He attributed the success of Tristar to the dedication and commitment of the staff and the risks the Group has taken. Mrs. Habiba, along with Mayne, launched the 10th Tristar Sustainability Report for 2021 at the Summit. In addition, Mrs. Habiba gave a special presentation on the subject "Sustainability & Environment" wherein she gave deep insights about the aforementioned subject that focused on NetZero.

Tristar was founded in 1998 with road transportation for the petroleum industry in the UAE. Today, the Group is end-to-end fuel logistics solutions provider to blue-chip clients including international and national oil companies and intergovernmental organisations. It is present in 21 countries and territories offering road and maritime transportation, specialised warehousing, fuel and chemical terminal management, lubricants distribution, commercial aviation refueling and fuel supply operations.





Two Minute Interview Series

Mrs. Habiba Al Mar'ashi, ACSRN Founder, President & CEO was featured by the Gulf Intelligence on their interview series called "The Two Minute Warning International Feature Interview Series" on **15th June** via its social media pages. "The Two Minute Warning International Feature Interview Series" takes a deeper dive into what is the biggest overhaul in global energy markets in a century with exclusive interviews from leading personalities in the field of Sustainability and Energy.

Mrs. Habiba spoke on the topic "Playing Environmental, Social, and Governance (ESG) Correctly Enabled Companies to Thrive During Crisis". During the interview, she shared her thoughts on CSR and the entities' responsiveness in implementing their ESGs, the key challenges often companies raise or the obstacles that impede their adoption of ESG frameworks, etc.

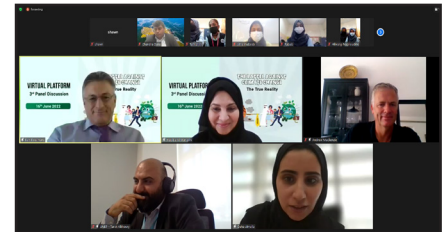
During her interview, she shared a very important point: "The level of awareness has grown steadily and consistently, in tandem with the growing expectations of different stakeholders and the urgency of global trends like Climate Change, water scarcity and many more. I am happy to conclude that we have been a part of this movement and we take a lot of pride in having played a strong role in catalysing responsible actions among individuals, companies, governmental organisations and academic institutions."

[Watch Here](#)

3rd Panel Discussion

Arabia CSR Network joined its sister organisation, the Emirates Environmental Group to conduct the 3rd Panel Discussion of the year 2022 virtually on **16th June 2022** under the theme "**The Battle Against Climate Change: The True Reality**".

Mrs. Habiba Al Mar'ashi, Founder, President & CEO of ACSRN mentioned in her opening speech: "It is a fact that climate change has already disrupted human and natural systems. Past and current development trends (past emissions, development and climate change) have not advanced global climate resilient development. Societal choices and actions implemented in the next decade will determine the extent to which medium and long-term pathways will deliver higher or lower climate resilient development. The United Nations has projected that global population will increase to nearly 10 billion in 2050. To meet the needs of the growing population while simultaneously ushering in a lower-carbon future is massive, intertwined and fundamental."



The distinguished plenary session speakers who contributed their expert views were:

1. Mr. Bart Boesmans, Chief Technology Officer, ACWA Power
2. Mr. Tarek Alkhoury, Regional Coordinator, Resource Efficiency and Sustainable Consumption and Production, UN Environment Programme (UNEP)
3. Ms. Duha Al Mulla, Head of Environmental Affairs Section – Green Development and Environmental Affairs Department, Ministry of Climate Change and Environment
4. Mr. Andrew Mackenzie, Senior Lecturer, Business School, and Head of Institute of Sustainable Development, Middlesex University Dubai

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Mother Teresa Memorial Award for Social Justice

The Harmony Foundation in partnership with the Supreme Council of Motherhood and Child, UAE under the Chief Patron ship of Her Highness Sheikhha Fatima bint Mubarak, hosted the Mother Teresa Memorial Awards for Social Justice on **30th June 2022** at Manarat Al Saadiyat - Abu Dhabi.

The Network is proud to share that its Founder, President & CEO, Mrs. Habiba Al Mar'ashi was one of nine recipients of the Mother Teresa Memorial Award for Social Justice 2021.

Mrs. Habiba won the award for her philanthropic efforts, relentless work in the realm of augmenting Environmental Sustainability, and her vocation towards Environmental planning and long-term strategy on Sustainability in the UAE and the Arab Region.

The foundation's past awardees include luminaries like Dr. Oby Esekwesili (Nigerian Presidential Candidate - 2019 & Founder - Bring Back Our Girls), Nobel Laureates like H.H. Dalai Lama, Nation Premiers like Ghanaian President H.E. Nana Akufo-Addo, and Prime Minister of Malaysia H.E. Dr. Mahathir Mohamad, H.H. Abdullah Bin Zayed Al Nahyan (UAE Minister of Foreign Affairs & Intl Cooperation), Baroness Caroline Cox (former Deputy Speaker of the United Kingdom's House of Lords), Prominent Priyanka Chopra (UNICEF Goodwill Ambassador) among others.





Member News

DEWA's Sustainable Initiatives

ACSRN Member, Dubai Electricity and Water Authority (DEWA)'s awareness initiatives and programmes continue to support energy and water conservation and educating society about the importance of protecting natural resources and reducing our carbon footprint.

H.E Saeed Mohammed Al Tayer, MD & CEO of DEWA, praised DEWA's commitment to achieving a balance between development and environment to protect the rights of the future generations in living in a clean, healthy, and safe environment. This is in accordance with the UN Sustainable Development Goals (SDGs) 2030 and the Dubai Clean Energy Strategy 2050 and the Dubai Net Zero Carbon Emissions Strategy 2050 to provide 100 % of Dubai's total power capacity from clean energy sources by 2050.

DEWA's conservation programmes and initiatives have resulted in cumulative savings between 2012 and 2021 up to 2.2 TWh of electricity and 5.6 billion gallons of water. This is equal to saving AED1.2 billion and reducing 1.1 million tonnes of carbon emissions.

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FEATURE ARTICLE

Why Corporate Social Responsibility Matters

By: Mo Ghoneim, Forbes Council Member

We see corporate social responsibility (CSR) everywhere. We see food giants sponsoring marathons, tech companies that make their software open-source, banks that offer scholarships and manufacturing firms that donate to green causes.

There's no one-size-fits-all model of corporate social responsibility. Any action that a company takes to give back to society can fall under the CSR umbrella. Harvard Business Review identified four main motivations (subscription required) for companies to create a CSR programme: moral obligation, sustainability, license to operate and reputation.

In today's climate, while moral obligation may still be a contributing factor, I believe companies need to engage in a corporate social responsibility strategy just to keep up. In 2018, analysis by the Governance & Accountability Institute found that 86% of companies in the S&P 500 Index published a sustainability or corporate responsibility report.

If you don't already have a CSR strategy, you should get started on building one. CSR Benefits All. First of all, you don't need to be a Fortune 500 company to start giving back to society and benefiting from the marketing and branding boons a good CSR strategy can provide. McKinsey's research has shown that companies both big and small are well-served by a thoughtful CSR strategy.

Benefits for companies and organisations engaging in CSR fall into two camps: 1) direct, such as increased sales, and 2) indirect, such as name recognition, increased goodwill and risk avoidance. Both types of benefits are worth pursuing.

The basic approach is simple: Figure out what you do best. Listen to your customers or clients. Engage your team. Measure and publish results.

As you build your CSR strategy, keep the above four guiding principles in mind. It doesn't matter the size of your team, the amount of money you have to work with or the industry you're in. Find the corporate social responsibility plan that works for you and your team; execute it, and enjoy the benefits.

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Best Practices 2020 From The Archives

AVIS UAE Rent A Car LLC

Arabia CSR Awards Special Recognition - Automotive Industry Category

Profile

Established in the UAE in 1977, AVIS UAE Rent a Car offers a range of automotive services such as rental, repair and maintenance; distribution of used cars and buses; and driver training services. The Company operates in 15 locations across the country. These are all in close proximity to major tourist destinations, downtown, metro access with presence in all major airports in the UAE and multiple branches in most Emirates to facilitate the Eastern and Western Regions of the UAE with ease.

As one of the top 3 market players in the automotive sector, AVIS UAE holds a key role in supporting tourism, e-commerce and various other related sectors in the UAE by facilitating on demand, efficient and affordable transportation solutions.



Summary

AVIS UAE has been operating for more than 40 years and has built a brand around affordability, accessibility and reliability. Over the years, it has also improved its sustainability performance by focusing on its environmental impact, and the engagement it has with its people, i.e. its employees and its customers. AVIS UAE's sustainability strategy is based on a genuine concern that the automotive sector has on issues around emissions, fuel consumption, waste, and health & safety. Therefore, while there may not be one flagship sustainability programme, there are many commendable initiatives that AVIS UAE should be proud of. Over the years, AVIS UAE ESG strategic plans has helped it align itself with the national agenda for sustainability and the global Sustainable Development Goals to ensure that it focuses on tackling issues that are globally and regionally relevant and significant.

AVIS UAE has introduced a number of ways to manage its environmental impact and create positive social value by reducing its waste, improving the quality of its services and prioritising employee welfare. Their quality management system ensures that their sustainable performance is fully integrated across their operations, striking a balance between economic, social and environmental values. In the 2020 cycle of the Arabia CSR Awards, AVIS UAE Rent a Car was awarded a special recognition in the automotive category for its efforts to champion sustainability in this sector in the Arab Region. In summary, AVIS UAE has displayed very good understanding of the impact its business has on the environment and on society, and has done well to address most of them.

Lessons Learnt

At AVIS UAE, material environmental and social aspects are considered for the overall Company strategy at the top level. This allows the mid management to play a more proactive role towards working to improve performance for sustainability goals and targets. Risk assessment has a scoring system for all issues including those related to sustainability. As a result, this incentivises the Company to prioritise its business decisions based on its potential sustainability impact.

For its environmental issues, AVIS UAE has developed a keen understanding of its impact areas. Therefore, it has been able to make tweaks to its business model that have greatly improved its sustainability performance. This is evident in the initiatives taken towards adopting electric cars, using eco-friendly cleaning products, planting trees to offset some of its carbon emissions, recycling vehicle oil waste and more.

