



TAKING PACKAGING: FULL CIRCLE

الدورة المتكاملة لقطاع التعبئة و التغليف

4th Panel Discussion
الجلسة الحوارية الرابعة

22.8.22

Organised by تنظم



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Upcoming Trainings

Sustainability Reporting Training

Date: 1st - 2nd August, 2022



MATERIALITY MAPPING WORKSHOP

4th AUGUST 2022 | DUBAI, UAE



Online Stakeholder Engagement Workshop

Date: 15th September 2022

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Note from the President & CEO Habiba Al Mar'ashi

Greetings Arabia CSR Network members, readers and followers!

We hope all of you are having productive and healthy summer months.

At the Arabia CSR Network, we focus most of our time during these 'quieter' months by evaluating the applications for the Arabia CSR Awards and preparing for the awarding ceremony. This year's award cycle has been very impressive, and we have been reading applications by some very strong contenders for the sustainability leader position for the awards programme.

One of the most interesting events I participated in this month was the inauguration of "Sustainability & U" initiative by Century Financial. Century Financial is a leading financial consultancy firm that offers investment solutions. It has recently included more than 5,000+ ESG-focused instruments in its diverse product offering to complement the shift towards socially responsible investing.

"Sustainability & U" is an initiative which calls for real action through collaborations - from preparing stakeholders with sustainable practices that impact the economic, environmental, and social conditions to embracing governance that support a well-functioning global economy. At this event, Century Finance inaugurated the collaboration with Dubai Chamber Sustainability Network, Emirates Environmental Group (EEG) and others to drive forward investment opportunities, with a good return - measured both in terms of financial and sustainable impact.

I was also fortunate to be part of the National Dialogue for Climate Ambition (NDCA) launched by the Ministry of Climate Change and Environment (MOCCA). The NDCA is a platform that aims to define and raise sectoral climate ambition and advance all-inclusive participation in the UAE Net Zero by 2050 Strategic Initiative to meet the country's international climate commitments, particularly the Paris Agreement.

The MOCCA has launched a very useful monthly stakeholder assembly to engage stakeholders in UAE's priority sectors, including manufacturing, cement, waste, transport and energy. This will explore sectoral requirements, priorities, and future direction to scale up their contributions to reducing carbon emissions.

The NDCA I attended was held under the theme "Financing the transition of UAE to Net Zero by 2050" which shone light on the global perspective of the level of Sustainable Financing required to help achieve net zero globally. It was alarming to note that in order to avert a catastrophic climate disaster, global clean energy investments of approximately \$4-5 trillion are required

annually by 2030 - a more than threefold increase from existing investment levels.

We conducted a couple of in-house trainings and have in the pipeline two very valuable and popular training and workshop coming up in the month of August:

1. Sustainability Reporting Training
2. Materiality Mapping Workshop

These courses will help the participants to understand how they establish the sustainability and CSR strategies for their organisations and set the tone from the top to cascade below. The training will also touch upon useful processes and practices that are essential for any organisation looking to enhance its sustainability performance. The training will also facilitate a thorough understanding of sustainability issues including strategy, stakeholders, material topics, implementation and monitoring, results and outcomes, gap analysis and reporting, acquire know-how based on various ESG and social impact related standards, frameworks and benchmarks and apply the same within respective organisations. Develop skills for effective communication with Board, Leadership team and key stakeholders regarding non-financial performance and the Triple Bottom Line, etc. We highly recommend that you sign yourself and your colleagues for this upcoming training and the workshop and let's make the most of these summer months!

I also encourage you to join us on 22nd August as we partner with Emirates Environmental Group in conducting the 4th Panel Discussion of the year to be held in a HYBRID format under the theme "Taking Packaging, Full Circle". This commitment to UN SDG 12 and the Circular Economy is fully aligned and an important contributing factor in the UAE's Vision 2021 and the UAE's Green Agenda 2030. Send your email enquiry to eeg@emirates.net.ae to register and learn more details.

Please also mark your calendars for the much-awaited Arabia CSR Awards Gala on 5th October 2022. This event, taking place in Dubai, UAE, will showcase the organisations recognised this year for the Arabia CSR Awards' 15th cycle. The Gala will be a celebration of the sustainability leaders of the region, and aims to inspire governments and businesses across the world to play a stronger role for a better and more sustainable future. We really look forward to seeing you all there!

Thank you again for always supporting us. We look forward to working with companies of all sizes, from various industries, to help them in their sustainability journey. Please reach out to us at admin@arabiacsnetwork.com and we will be there for your CSR needs.

Let us all work together to ensure that we are building effective partnerships for a sustainable future.





ACSRN News

Century Financial on CSR and Sustainability

In the field of Sustainable Financing, Century Financial has been a pioneer in the UAE's investment sector understanding investors evolving demands and harnessing this allegiance towards impact investing. Boosting the Millennial and Gen Z's inclination to value and proactively investing in companies that support SDGs; Century Financial has recently included more than 5,000+ ESG-focused instruments in its diverse product offering to complement the shift towards socially responsible investing.

On **6th July**, ACSRN Founder, President & CEO inaugurated the newly launched "Sustainability & U" initiative as its Chief Guest. The initiative calls for real action through collaborations, from preparing stakeholders with sustainable practices that impact the economic, environmental, and social conditions to embracing governance that support a well-functioning global economy. The collaboration with Dubai Chamber Sustainability Network, Emirates Environmental Group (EEG) and others make for Sustainability Leadership to drive forward investment opportunities, with a good return – measured both in terms of financial and sustainable impact.

The company has taken sustainability to a new level by incorporating various dimensions of sustainability leadership – for the planet, the business and the customers. The organisation has also chalked out an incentive programme to drive employee participation in the sustainability programmes and goals. Every employee participating in any community event related to sustainability will earn reward points on the internal staff rewards programme called Century Coins. Employees will be able to redeem these coins for vouchers to purchase food, grocery, electronics and fashion from across a selection of brands and outlets.

3rd National Dialogue for Climate Ambition

On 17th May 2022, the Ministry of Climate Change and Environment (MOCCA) launched the National Dialogue for Climate Ambition (NDCA) as a platform to define and raise sectoral climate ambition and advance all-inclusive participation in the UAE Net Zero by 2050 Strategic Initiative to meet the country's international climate commitments, particularly the Paris Agreement.

In order to meet this target, MOCCA raised their ambitions in key sectors and launched a monthly stakeholder assembly from May to October 2022 to engage stakeholders in UAE priority sectors, including manufacturing, cement, waste, transport and energy. These assemblies are dedicated to a different sector every month to explore sectoral requirements, priorities, and future direction to scale up their contributions to reducing carbon emissions.

The 3rd NDCA took place on **28th July** under the theme "Financing the transition of UAE to Net Zero by 2050" which EEG Co-Founder & Chairperson physically attended at Emirates Towers, Dubai Future Accelerators.

In order to avert a catastrophic climate disaster, global clean energy investments of approximately \$4-5 trillion are required annually by 2030 – a more than threefold increase from existing investment levels. Halving the world's carbon emissions by 2030 and reaching net zero by 2050 calls for major investment and a realignment of finance to a more sustainable future - a concept known as sustainable finance. By definition, sustainable finance includes any form of financial service that integrates environmental, social and governance (ESG) considerations into investment and lending decisions.

The assembly was opened by MOCCA Climate Advisor with a presentation on Global perspective on the level of Sustainable Financing required to help achieve net zero globally.

Different sessions took place at the assembly covering global perspectives on Financing for Sustainable Development, the challenges and lessons learnt to achieve Net Zero, the policies and enablers needed between the governments and private entities, etc.

Her Excellency Mariam Almheiri, MOCCA Minister, also graced the event and gave a very important speech on the topic. The assembly wrapped up mentioning "How committed are you to finance green projects?"





Member News

DEWA Raises Clean Energy Share

Dubai Electricity and Water Authority (DEWA), ACSRN's Platinum Member, announced that the total production capacity of energy has reached 14,117 megawatts (MW) after adding 700MW. This includes 600MW from the Hassyan Power Complex, which runs on natural gas, and 100 MW from photovoltaic (PV) solar panels at the fifth phase of the Mohammed bin Rashid Al Maktoum Solar Park, which DEWA is implementing. It is the largest single-site solar park in the world using the independent power producer (IPP) model, with a planned capacity of 5,000MW by 2030.

By adding 100MW from the 900MW fifth phase, the current production capacity of the Mohammed bin Rashid Al Maktoum Solar Park has reached 1,627MW using PV panels.

"DEWA has outlined expansion plans for the energy and water infrastructure based on demand forecasts until 2031. We will continue to implement pioneering projects to diversify Dubai's clean and renewable energy sources to include all available technologies in Dubai to achieve the wise leadership's vision for a brighter and more sustainable future for generations to come," said Saeed Mohammed Al Tayer, MD & CEO of DEWA.

H.E Al Tayer noted that the clean energy share in Dubai's energy mix has reached 11.5 % and is expected to reach 14% by the end of 2022. This supports 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.

Kudos McDonald's UAE Team!

While the famous golden arches may be known for its Nuggets, Big Macs and fries, what is less known is McDonald's UAE's high level of employee satisfaction.

From a sense of inclusion and numerous stories of career progression to an enjoyment of work events, training and the camaraderie between colleagues, staff at McDonald's UAE have shared insights into why it's a great place to work.

In addition to employee endorsements, McDonald's UAE has also received independent recognition for its attributes as a workplace. Following analysis by Great Place to Work Middle East, McDonald's UAE was certified as a Great Place to Work for 2021. McDonald's UAE was also recently recognised as the 5th best place to work in the UAE out of 50 prestigious companies by the same organisation.

Walid Fakih, CEO at McDonald's UAE, commented on the certification, saying, " We strive to create the best possible environment for our employees as we recognise the immense value they bring to our business.

By empowering our teams and providing them with growth opportunities, we have been driving equality and inclusion in our business over the past year and are delighted to receive this recognition. We will continue to foster trust, pride, joy and solidarity among our employees and build on our foundation as a great place to work."





FEATURE ARTICLE

Sustainable Finance: Business Can Be Part Of 'Radical Ecological' Change

Excerpts from Mr. Pierre-André de Chalendar, Chairman and CEO of Saint-Gobain (Special Article for Financial Times)

History is made by turning points and we are in the midst of one such moment today. A major shift is about to happen: confronted with the ecological challenge, the planet — here, the interests of citizens, consumers, companies and finance — look set to align in an unprecedented manner.

Can finance be an ally of sustainable development? It would seem counterintuitive as finance is often associated with short-term bank lending while sustainable development issues are, by definition, tackled from a longer-term perspective.

Despite that, many signals are pointing towards something of an evolution in the financial sector. It has not given up on profit, but more and longer-term finance is available from pension funds and insurance companies. This conversion to corporate social responsibility has come about because financial stakeholders now recognise that companies putting sustainable issues at the heart of their business models tend to be healthier economically.

The calculation is a simple one. Companies that act responsibly and ensure good governance minimise their risks.

Those that have ecological and human challenges in their sights will in the years to come be in pole position to provide the most relevant solutions to the major challenges facing us all. It is in particular for these reasons that some funds are spectacularly switching entirely to socially responsible investment assets. It is also why green bonds have been experiencing such extraordinary growth.

Finance has, in fact, taken note of three findings.

The first concerns the fact that ecological imperatives are adding conditions to industries' license to operate.

The second finding is that companies committed to providing sustainable products and solutions — produced, in addition, in a responsible way — improve their competitiveness, generate more profits, and create long-term value.

The third finding highlights a shift in today's labour market.



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Best Practices 2021 From The Archives

Dubai Police

Arabia CSR Awards Winner - Public Sector Category

Profile

Dubai Police Force was established on June 01, 1956 and is an integral part of the United Arab Emirates Police Force. Its mission is to improve the quality of life, in the Country, by operating in accordance with the constitutional rights to enforce the law and maintain security and safety of the community and of everyone living in the Country.

Dubai Police Force is chaired by His Highness, Sheikh Mohammad Bin Rashid Al-Maktoum; Vice-President, Prime Minister and Ruler of Dubai. Dubai Police uses the highest and most precise measures of operation in performing its duties, functions and powers. Through the institutional performance indicators and the practice of strategic planning, it efficiently manages its human and financial resources, and through simplifying procedures, it strengthens community partnership, innovative initiatives, respect of personal excellence and teamwork.



Summary

The Dubai Police, with 63 years of experience in the service, has well evolved from a traditional policing system of providing regulatory services, to being a global leader, having efficiently amalgamated the provision of safety and security with that of providing for the community's well-being and happiness. Its commitment to ensuring people's protection is reinforced through its mission statement "ultimately sustaining the safest city for the happiest society" which is based on its focus on three strong pillars –

- 1) Safe and Resilient City
- 2) Happy Society
- 3) Innovation in the Organisation's Capabilities

The Dubai Police has evolved into a world class organisation supporting not just its traditional services of ensuring maintenance of law and order, but also imbibing internationally recognised best practices in sustainability standards and adopting new age technology to serve the requirements of users and the people of Dubai, thereby amply contributing to safety, security and happiness of over 2.5+ million citizens and residents.

Dubai Police has put high focus on achieving results, and has been collecting and effectively using information relating to community and city requirements as a basis to formulate and implement its strategies. It has endeavoured to attain the highest care, security and welfare of the people of Dubai and seeks to improve response-rate to emergencies, and create a community of trust through several successful projects, programmes, promotions and events.

Lessons Learnt

From its humble beginning of running its operations in one building, the Dubai Police Force today boasts of having more than 400 buildings and 3,000+ vehicles to support its operations. However, the expansion of its operations has been done with due consideration being given to environmental protection and reducing carbon footprints. It emphasises on Green Buildings and the use of hybrid vehicles. One of its KPIs and success indicators include Community Happiness for which it has attained remarkable results of 93.4%, while also having attained 100% survey results in people feeling safe in a specific time frame.

Dubai Police has constantly improved and consequently decreased the time taken to respond to emergencies by over 3 minutes from the baseline. This was evident from the fact that the percentage of individuals who have confidence in the police has increased to 98%. Dubai Police has attributed its success to its senior leadership and the resultant commitment and resolve of the entire organisation for excelling in environmental, social and governance domains, protection of human rights, promoting awareness and eliminating corruption.

