



الشبكة العربية للمسؤولية  
الاجتماعية للمؤسسات  
Arabia CSR Network®

# NEWSLETTER

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الجائزة  
العربية  
للمسؤولية  
الاجتماعية  
للمؤسسات



ARABIA  
CORPORATE  
SOCIAL  
RESPONSIBILITY  
AWARDS



## Arabia CSR Awards Gala Event 5<sup>th</sup> October 2022

### Upcoming Trainings

#### Sustainability Reporting Training

Date: 12<sup>th</sup> - 13<sup>th</sup> September, 2022



#### Online Stakeholder Engagement Workshop

Date: 15<sup>th</sup> September 2022



#### ACHIEVING NET ZERO: SPOTLIGHTING URBAN SPRAWLS

5<sup>th</sup> Panel Discussion  
20<sup>th</sup> October 2022

Organised by



In Association with



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Venue Host



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

The famous writer Mark Twain once said, "Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you

did do."

Standing on the other side of the year 2022, I can't but contemplate about the significance of the past two years and how it has impacted our foundational beliefs and opinions. Has it changed our understanding of progress and influenced our outlook for the future? What were the signs? What were the lessons, and have we learnt from our experience?

Global agencies have unanimously described the COVID-19 pandemic as much more than a health crisis, calling it the Crisis of the Century; - a human, economic and social crisis, all combined into one. Shocking statistics show the impacts of the pandemic; - more than 6 million deaths globally, a first time rise in global poverty in the 21st century with tens of millions of people being at risk of falling into extreme poverty, 161 million more people going hungry and 132 million more undernourished people, close to half of the world's 3.3 billion global workforce being at risk of losing their livelihoods and millions of enterprises facing closure, over 1.3 billion children being shut out of their schools during the pandemic, etc.

Although 2021 saw the fastest economic growth over the past fifty years, developing countries did not match the speed or resilience as that of the developed, a phenomenon defined as a "two-speed recovery path" by UNCTAD. The UN body also expects the uneven growth to continue and foresees a move away from the Paris Agreement on Climate Change.

At this critical juncture, we do need to remind ourselves about what the great philosopher Aristotle said, "It is during our darkest moments that we must focus to see the light".

The urge to continue and the passion for sustainability have driven many organisations across the world to look beyond the failed

harvests of today and focus instead on planting the seeds for tomorrow.

These distinctive traits can be found amongst the Sustainability Champions in the Arab region, who have affirmed the value of ethics, responsibility and sustainability for their business.

Amazingly, the 2022 cycle of the prestigious Arabia CSR Awards turned out to be among the most successful in its 15 year history. So many governmental, public and private organisations vied for the "Green Oscars of the Arab Region" and we have seen an increase across all the parameters, from the number of applicants to the number of countries and representative sectors participating to the increase in the scores in the Awards in this year.

The cycle will conclude with a Gala Ceremony on 5<sup>th</sup> October, where the winners will be announced and recognised. Attending the event will be a galaxy of diplomats, government and corporate leaders along with all the participants, and thus it presents a wonderful opportunity for gaining knowledge, networking and sharing with like-minded entities around the region.

To commemorate the 7<sup>th</sup> EWD, Century Financial hosted a virtual panel discussion, where I was delighted to join Aarefa Al Falahi and Maitha Alblooshi. We spoke against gender stereotyping and on the role of women in shaping the future. Read more on page 3.

Finally, I would like to say a few words about the annual Emirati Women's Day which was observed on August 28<sup>th</sup>. It was launched by Her Highness Sheikha Fatima bint Mubarak Al Ketbi seven years back, and this year's theme was "Inspiring Reality.. Sustainable Future."

Marking the occasion, UAE's President His Highness Sheikh Mohammed Bin Zayed Al Nahyan said, "Women in the UAE have always played a crucial role in our nation's journey.

On Emirati Women's Day, we extend our gratitude to the women of the UAE for their exceptional achievements in a wide range of fields and unflinching dedication to the progress of our society and country."





## ACSRN News

### 4<sup>th</sup> Panel Discussion

The Emirates Environmental Group (EEG) held the fourth panel discussion of 2022 on the topic of **"Taking Packaging, Full Circle"** in a hybrid manner on **22<sup>nd</sup> August**. The session was conducted in association with EEG and supported by EGBC, WPO, CEBC and the Swiss Business Council. **Al Bayader International** and **McDonald's UAE** were the **main sponsors** of this event while **Jotun** and **Taghleef Industries** were the co-sponsors. Majid Al Futtaim hosted the session at Sheraton Hotel - Mall of the Emirates.

The expert panelists included Ms. Nerida Kelton (Vice President - Sustainability & Save Food – World Packaging Organisation), Ms. Samah Mohamed Al Hajeri (Director of Co-operatives & Strategic Reserve Department, Ministry of Economy UAE), Mr. Jamil Haddad (Head of sustainability and Business Development - Al Bayader International), Mr. Abdul Rasheed (Regional Sales Manager - Taghleef Industries), and Mr. Santosh Kumar, Manager (Quality Control and R&D – Falcon Pack) they represented their entities and shared their expertise and knowledge on the subject matter.

The panel discussion was moderated by Mrs. Habiba Al Mar'ashi, Founder, President & CEO of ACSRN and Co-founder & Chairperson of EEG, she opened the panel by saying "In the current anthropospheric world of accelerated economy and amidst the exceptionally rapid production–disposal cycle in a supply chain, the volume of plastic waste on the planet has surpassed the measure of any known material waste. To illustrate the growth of what we're talking about, have a look at these staggering statistics: (1) UNEP study shows that global plastic production now averages more than 400 million metric tons per year, which is an astounding increase compared to the 1.5 million metric tons produced in 1950. (2) Currently it is estimated that 8-12 million tonnes of plastic leak into seas, oceans and other water ways. (3) Plastic waste is found in the guts of more than 90% of the world's sea birds, in the stomach of more than half of the world's sea turtles and is also choking the whales. (National Geographic)"

She added "Developing a circular plastic economy and limiting plastic pollution requires multilevel actions by different stakeholders. Building a concerted and collaborative initiative including all relevant stakeholders (packaging producers, food companies, retailers, and consumers) is the need of the hour. Our hope is that together, we can support policies that provide a foundation for evidence-based action to stimulate innovative, circular solutions across the life cycle of packaging products from source to sea."

The meaningful panel discussed the leadership role of the UAE, the implementation of technologies and innovation in the packaging industry and others. The presentations were followed by a lively interactive Q&A where the experts and audience members shared information, discussed queries, pondered on the challenges, opportunities in hand and uncovered the truths and complexities of the future of the planet. In ACSRN's continuous effort to minimise the environmental impact of its activities, 2.50 MTCO<sub>2</sub>e produced as a result of this event were offset, by making a sustainable contribution to voluntary climate protection, courtesy of Farnek.



### Century Financials Emirati Women's Day

It's that time of the year when we step up to honour the triumphs, support the contribution, and celebrate the various roles that the Emirati woman plays not only as a mother, a wife, a daughter, a sister but also as a professional and as an achiever. On the occasion of Emirati Women's Day 2022, UAE's pioneering investment consultancy provider, Century Financial, honours the women of UAE for their achievements and role in contributing to the growth and progress of the nation. Commemorated every year on **August 28**, the theme this year is "Inspiring Reality.. Sustainable Future". The initiative launched by Her Highness Sheikhha Fatima bint Mubarak Al Ketbi marked its 7<sup>th</sup> year celebration this year. The investment company hosted three incredible women leaders who have set an example for young girls in the region to dream big, overcome obstacles and achieve their goals whilst maintaining a healthy balance between their personal life and successful careers.

Century Financial hosted the virtual panel discussion which included Mrs. Habiba Al Marashi – Founder, President & CEO, ACSRN, Aarefa Al Falahi - Member Board of Directors at Emirates Sport Club, and Eng. Maitha Alblooshi - CTO - Scrum Master at Emirates NBD and Young leadership award winner 2022. The event was hosted by Ms. Sameera Fernandes, Director Corporate Affairs at Century Financial. Ms. Aarefa Al Falahi, the first Emirati lady banker in Ras Al Khaimah addressed the occasion saying, "It is time that we break the stereotype of the society. Times have changed and today, in the corporate world, women are gaining respect and equal opportunities to men. In the finance industry too, we are at a pivotal point where women are now at the forefront and actively involved





in the decision-making processes." Mrs. Habiba Al Marashi, advising the women of today said: "Dig deep and discover your true-self which will help you to believe in yourself and take confident strides on the road of changing the world to a better place. Women are multitaskers and this is in our DNA, so head on with determination, perseverance and commitment - success is sure to follow."

'I have always wanted to break through the gender bias and the glass ceiling of set social norms. Therefore, for me as an Emirati woman, today's celebration is all about my aspirations to scale to greater heights. I want to send out a strong message to today's youth that nothing is impossible! Hard work and a creative mindset backed with the right attitude will lead to success," commented Engr. Maitha Al Blooshi. Watch the full panel now at <https://youtu.be/iltXKR9u74A>

## 4<sup>th</sup> NDCA

On 17<sup>th</sup> May, it was announced to the public that the Ministry of Climate Change and Environment (MOCCA) UAE had 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. Running from May to September 2022, NDCA will host monthly stakeholder assemblies dedicated to a different sector every month, focusing on the UAE's priority sectors such as manufacturing, cement, waste, transport and energy, to explore sectoral requirements, priorities, and future direction to scale up their contributions to reducing carbon emissions. ACSRN has been attending these sessions since May and ACSRN President, Founder & CEO, Mrs. Habiba Al Mar'ashi attended the 4<sup>th</sup> NDCA session under the theme "Roadmap to achieve net zero in hospitality sector". During the session, a pledge to achieve NET ZERO was drafted and finalised. It was endorsed by more than 20 companies operating in the fields of Energy, Aluminium & Steel, Financial, Hospitality, Construction & Real Estate and Manufacturing.

The pledge involved:

- Measure and report on greenhouse gas emissions and produce an annual "Sustainability Report"
- Implement real sustainable business transformation throughout the supply chain and share experience and knowledge
- Neutralize any remaining emissions with additional, quantifiable, real, permanent, and socially beneficial offsets
- Mentor other small firms in the UAE (ideally part of own eco system and/or growth startups).

The session also witnessed the launch of the UAE Climate Change Action Alliance that was aimed to shed light on the private sector companies and establishments sustainable practices to achieve carbon neutral operation.

## Trainings in August

Arabia CSR Network organised a virtual back to back training and a workshop from the 1<sup>st</sup> – 4<sup>th</sup> August 2022. The training registered participants from the UAE and the other GCC countries. The 2-day training on Sustainability Reporting was delivered through 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. 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 Sustainability Reporting training is a very efficient mode of gaining comprehensive knowledge about sustainability and reporting. It helps to clear up misconceptions about what Sustainability means and how sustainable practices benefit an organisation. The one-day event focused on identifying the most value added CSR / sustainability initiatives, and understand the linkages between material issues and long term value creation. In the sustainability world, materiality mapping forms the backbone of reporting as it helps identify an organisation's most material issues and determine what should be reported on. Over the years, the Network has engaged with businesses in various sectors to strengthen their CSR and Sustainability practices across the Arab Region and has managed to successfully conduct more hundreds of training and workshop sessions, both open and in-house, covering more than 1,000 sustainability professionals.

## Member News

### Al Bayader International on New e-Commerce Platform

Al Bayader International, ACSRN's Corporate Member and the UAE's sustainable and innovative manufacturer and supplier of packaging and cleaning solutions, has further strengthened its omnichannel retail offering with the launch of a dedicated e-Commerce portal and the opening of its ninth retail outlet in the region. The new e-Commerce platform, [shop.albayader.com](http://shop.albayader.com) serves as a one-stop-shop showcasing the diverse products from the different divisions of the company, including Food Packaging, Cleaning & Detergent and Foodstuff & Water. It also marks the region's leading food packaging solutions provider's commitment to drive end-to-end digital transformation and enhance the omnichannel retail experience for its customers. The new B2C online channel is also one of the first fully integrated food packaging solutions portal in the region. Adding to its retail presence that delivers an enhanced in-person customer experience, Al Bayader International opened its ninth outlet in Nad Al Hammar in Dubai. This is the second in the Dubai, following the success of its flagship store on Sheikh Zayed Road and the seventh in the country.







Nidal Haddad, Founder & CEO of Al Bayader International, said: "As the pioneer in advanced, sustainable and innovative food packaging solutions in the region, we are committed to enhancing the customer experience both online and in-person. As our economy opens fully and customers seek meaningful engagement with businesses, we believe it is important to have a compelling omnichannel strategy. This is reflected in the launch of our e-Commerce platform shop.albayader.com and the expansion of our retail presence. Delivering the full bouquet of our solutions across all channels, we are highlighting the long-term value of adopting sustainable packaging solutions that support the nation's focus on cutting carbon emissions as well as promoting food security. It also builds on our corporate strategy of organisation-wide digital transformation to unlock the true value of our business."

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## DEWA Saves over AED 1.6 Million

On 19<sup>th</sup> August, ACSRN's Corporate Member, Dubai Electricity and Water Authority (DEWA), proudly shared that its efforts have reduced the losses in water transmission and distribution networks. DEWA's Asset Health Centre consolidates preventive and proactive maintenance in the water network. This is through gathering and analysing data and providing needed recommendations to enhance the health and life cycle of assets (pumps, engines, pipes, water reservoirs and others). It also forecasts defects using Artificial Intelligence and machine learning algorithms. DEWA uses a wireless vibration and temperature monitoring system to measure the vibration and temperature to assess the equipment condition. This system has helped DEWA save AED 1.617 million from 2019 until 2021. DEWA also uses Online Real-Time Condition Monitoring to monitor assets round the clock and ensure the provision of supplies according to the highest standards of availability, reliability, accountability and quality.

"The total production capacity of DEWA's desalinated water has reached 490 million imperial gallons per day (MIGD). We are keen to apply the best international practices in all our projects and adopt the latest technologies in the generation, transmission, distribution and control of electricity and water networks to raise production and operational efficiency. We have made significant achievements in developing the water network to enhance its efficiency and reliability as well as raise water flow and volume of water reserves. DEWA's efforts have reduced the losses in water transmission and distribution networks from 42% in 1988 to 5.3% in 2021. This is one of the lowest scores in the world and compares favourably to North America, where water losses are around 15%," said HE Saeed Mohammed Al Tayer, MD & CEO of DEWA.

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## FEATURE ARTICLE

### The Truth about CSR

Excerpts from: V. Kasturi Rangan, Lisa Chase, and Sohail Karim Harvard Business Review

Most companies have long practiced some form of corporate social and environmental responsibility with the broad goal, simply, of contributing to the well-being of the communities and societies they affect and on which they depend. But there is increasing pressure to dress up CSR as a business discipline and demand that every initiative deliver business results. That is asking too much of CSR and distracts from what must be its main goal: to align a company's social and environmental activities with its business purpose and values. If in doing so CSR activities mitigate risks, enhance reputation, and contribute to business results, that is all to the good. But for many CSR programmes, those outcomes should be a spillover, not their reason for being.

Most companies practice a multifaceted version of CSR that runs the gamut from pure philanthropy to environmental sustainability to the active pursuit of shared value. Moreover, well-managed companies seem less interested in totally integrating CSR with their business strategies and goals than in devising a cogent CSR programme aligned with the company's purpose and values.

But although many companies embrace this broad vision of CSR, they are hampered by poor coordination and a lack of logic connecting their various programmes. Although numerous surveys have touted the increased involvement of CEOs in CSR, it was found that CSR programmes are often initiated and run in an uncoordinated way by a variety of internal managers, frequently without the active engagement of the CEO.



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## Best Practices 2021 From The Archives

### Community Development Authority

#### Arabia CSR Awards Winner - Public Sector Category

### Profile

The Community Development Authority (CDA) was founded by a decree of H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai in July 2008. CDA is responsible for setting up and developing a framework for social development and aims to achieve the goals outlined in the Dubai Strategic Plans.

CDA is in charge of the overall supervision to achieve social sector outputs and provide the provisions of social services in order to create an integrated and efficient management system for the development of social services in the Emirate of Dubai. This includes the preparation, execution and supervision of comprehensive strategic plans, and proposing legislation related to social services to improve the outputs of the social development sector.



### Summary

Community Development Authority's vision is to usher in a "pioneering social sector that drives sustainable development." Its mission statement is, "We invest our energies and resources to build effective partnerships with the private sector as well as the non-profit sector, with the aim of developing a social sector that keeps pace with the aspirations of the Dubai Government to achieve sustainable development for a happy, cohesive society that enhances national identity and provides opportunities for empowerment and community participation."

The Community Development Authority is the arm of the Government that promotes and supports social welfare and community initiatives and contributes towards the enhancement of lives of the marginalised and underprivileged children, senior citizens, people of determination etc. It has done so by deeply aligning its projects and programmes with the priorities of the region, as well as those which are internationally important – like the 17 UN Sustainable Development Goals.

CDA has imbibed operational efficiencies in its organisational structure by adopting the 'fourth generation system for excellence in government performance' model in its everyday functioning and has incorporated several policies and procedures that enable the smooth functioning and coordination of different departments and segments within CDA.

### Lessons Learnt

ESG performance indicators chalked out by the CDA has helped the Authority keep track and measure progress of its movement towards the desired goals. These alignments have ensured that the work of the department remains up to date and relevant to the local, national and international concerns. Its community initiatives like Akram Al- Amel Programme and Ramadan Suhoor have been very well received and have secured the engagement of numerous volunteers, thereby reaching out to a large number of beneficiaries.

CDA has emphasised on measuring the impact of its work on the society by using various indicators, one of them being the number of volunteer hours invested annually. It has highlighted that during the year 2018, it achieved 127,959 volunteering hours, and 2020 achieved 289,504 hours of volunteering hours. Its "Customer Happiness Ratio at the level of the social sector" has also been high. Its social initiatives have included programmes for awareness building, training, and empowerment sessions for its employees, as well as representatives from the private sector to support them in their community and social responsibility initiatives.

