



الشبكة العربية للمسؤولية  
الاجتماعية للمؤسسات  
Arabia CSR Network®

# NEWSLETTER

October 2022 Volume 11 Issue 134



## ACHIEVING NET ZERO: SPOTLIGHTING URBAN SPRAWLS

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

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## Upcoming Trainings

الخاتمة  
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ARABIA CORPORATE SOCIAL RESPONSIBILITY AWARDS

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

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**ONLINE TRAINING ON  
CSR STRATEGY  
AND LEADERSHIP**

25<sup>th</sup> - 27<sup>th</sup> October 2022

Diagram illustrating CSR components: ENGAGEMENT, SUSTAINABILITY, STRATEGIC PHILANTHROPY, LONG-TERM GROWTH, and REPUTATION.

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**ONLINE  
GAP ANALYSIS  
WORKSHOP**

28<sup>th</sup> October 2022

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

Greetings Arabia CSR Network members and supporters!

I hope you are all in good health. As we gear up for the last quarter of 2022, we are doing a lot to work with different organisations to help with their sustainability performance.

During the month of September, we joined the ICC UAE & Business Councils Meeting to discuss how ICC UAE can support business councils in bridging gaps within the trade and business industry at large.

Trading activities in the UAE - especially in the context of freight, logistics, and customs - have witnessed remarkable growth and thus, earned the nation a spot as one of the fastest growing trade hubs in the world. Therefore, there is a strong need for the business community to come together to break barriers and develop new standards in the trade and business industry.

Assessing organisations for their impact is something we do very well at the Arabia CSR Network. During the month, I served as a jury member at the internationally-recognised ICGN Global Stewardship Awards 2022, a platform that assesses and honours Asset Managers that follow first-rate protocols in maintaining transparency of the impact and implementation of their policies. Six nominees had made it to top of the list, and the winners will be disclosed at the ICGN Awards Ceremony and Webinar on 1<sup>st</sup> December 2022.

This also brings us to our own Arabia CSR Awards, the most prestigious sustainability awards of the region and one of the best on the global level as well. We will be celebrating the Awards Gala on 5<sup>th</sup> October 2022, and we are very excited to unravel the winners of this year's awards cycle. I encourage you all to join us as we recognise these high-achieving organisations from the UAE and

other Arab countries, not only to celebrate their achievements, but also to learn from their practices and their way of conducting their businesses in a responsible and sustainable manner.

September was also a very busy month for us with a string of meetings with different stakeholders both physically and virtually and our series of trainings and workshops. We conducted a virtual workshop on Stakeholder Engagement which shed light on the most important characteristics of stakeholder engagement, how to map stakeholders to the circles of interest and influence, and what kind of factors influence effective consultation. Participants learned how to manage a successful dialogue with different stakeholders and how to use stakeholder engagement as a tool for long term collaboration.

Another virtual capacity building exercise took place in the following week as we organised a training on Sustainability Reporting. This course was conducted through a series of lectures, discussions, exercises and case studies over the course of 2 days. We have been training sustainability professionals on sustainability reporting since 2011, we believe that it is a very efficient course to gain comprehensive knowledge about sustainability and reporting. Given that transparency and reporting are amongst the key requirements for a sustainable business, this is a very essential course for those interested in improving their organisations sustainability performance.

As always, if you are looking for a partner to guide you in your sustainability journey, please reach out to us. Our expertise in a wide range of areas (strategy development, training your team, research & reporting, project implementation, volunteering etc.) can greatly benefit your organisations.

Please reach out to us at [admin@arabiacsrnetwork.com](mailto:admin@arabiacsrnetwork.com) and we will be there for your CSR needs.

Stay happy and healthy everyone!





## ACSRN News

### ICGN Global Stewardship Awards 2022

ACSRN Founder, President and CEO Mrs. Habiba Al Mar'ashi, took part in the prestigious and internationally recognised ICGN Global Stewardship Awards 2022 as one of their esteemed judges amongst a panel of five other dignitaries from around the globe.

The Stewardship Disclosure Award is to honour Asset Managers that follow a full-fledged protocol in maintaining transparency of the impact and implementation of their policies with over 60 billion assets under management. The criteria were simply to award the best disclosure model which could further be followed by others in the future.

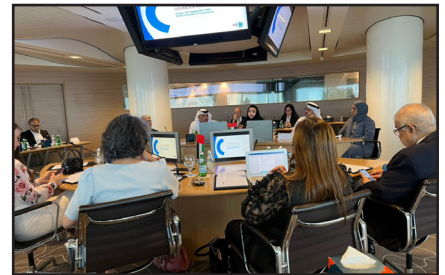
Two Awards are categorised for Asset Managers. Both of them measure the execution of stewardship by the investor and asset owners backed by clear documentation, as well as the policies highlighting their corporate social responsibilities and the practices used to implement them.

6 nominees made it to the top of the list. The award recipients will be confirmed by the ICGN Awards Committee and the winners will be disclosed at the ICGN Awards Ceremony and Webinar on 1<sup>st</sup> December 2022.

### The ICC UAE & Business Councils Meeting

Founder, President and CEO of the Arabia CSR Network, Ms. Habiba Al Mar'ashi attended the ICC UAE & Business Councils Meeting held at the Dubai Chambers on **16<sup>th</sup> September 2022**, with the aim of proposing how ICC UAE can support business councils in bridging gaps within the trade and business industry at large.

The accelerated objectives to equip businesses with the right practices and resources to enhance their trading activities especially in the context of freight, logistics, and customs, have witnessed remarkable growth and thus, earned the nation a spot as one of the fastest growing trade hubs in the world.



The Commission on Customs and Trade Facilitation plays a pivotal part in pushing the boundaries of global trade in the UAE to its optimum. Seeing the success of the operations at the base level has encouraged the business community to come together to break new barriers and to develop new standards in the trade and business industry.

### September Workshops & Trainings

With each passing year, sustainable development is becoming more and more important for all major players; governments, corporate entities, academia, NGOs and other sectors of societies. What started as a fringe movement has now become a widespread phenomenon. In a welcoming development, attention to environmental, social, and governance (ESG) issues now top the agenda of business planners, with major stakeholders swearing by the need for greater sustainability.





It has become increasingly evident for organisations and companies to make CSR and Sustainability a higher priority for a healthier and resilient tomorrow. Arabia CSR Network has been at the fore-front to deliver capacity building trainings on these critical areas.

It has been conducting trainings and workshops on CSR and on Sustainability Reporting virtually since the beginning of 2020 because of the outbreak of the COVID-19 pandemic.

On **15<sup>th</sup> September** ACSRN conducted a one-day virtual workshop on Stakeholder Engagement. The workshop shed light on the most important characteristics of stakeholder engagement, how to map stakeholders to the circles of interest and influence, and what kind of factors influence effective consultation. Participants learned how to manage a successful dialogue with different stakeholders and how to use stakeholder engagement as a tool for long term collaboration.

Another virtual capacity building exercise took place on the **19<sup>th</sup> & 20<sup>th</sup> September**; a training on Sustainability Reporting, this was done through a series of lectures, discussions, exercises and case studies, the Network has been engaging with entities and individuals from various sectors across the Arab Region.

Trainings are 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.

Delegates intensified their understanding about how best to use sustainability reporting for strategic purposes. Given that transparency and reporting are almost the minimum requirements for a sustainable business.

The network provided a well-structured process to mainstream it into business activities. Over the years, the Network has managed to successfully conduct hundreds of training and workshop sessions, both open and in-house, covering more than 1,000 sustainability professionals.

## Member News

### Wasl Properties

ACSRN Member wasl properties, one of the largest real estate development and management companies in Dubai, has announced the launch of its latest development, 'wasl green park', a residential and retail oasis in the heart of Ras Al Khor. The huge project consists of 41 buildings comprising 2,527 housing units, ranging from one, two and three bedroom apartments.

This unique project is characterised by the spread of sustainable green spaces throughout. It also provides residents with several facilities and is a very family friendly place catering to both adults and children alike.

The unique project is characterised by the spread of green spaces throughout, in addition to the easy access to Sheikh Mohammed Bin Zayed Road and Al Khail Road. It also provides residents with several facilities, including a kids' play area, a gym, badminton and tennis courts, a community centre as well as a swimming pool.



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## FEATURE ARTICLE

# The Business Benefits of Corporate Social Responsibility Impact Assessments

Excerpts from: Jason Stern, Forbes Technology Council

In the past decade, corporate social responsibility (CSR) initiatives have become more visible within most large companies.

Many businesses have established new policies and practices to improve their impact on environmental, social and governance (ESG) externalities. Some businesses have announced plans to become carbon neutral in the near future and have already published reports about progress and future goals, whereas others are just beginning to conduct environmental impact assessments by implementing a structured measurement of the effects of their business activities.

Fewer organisations have announced plans to provide social impact assessments, which measure the "net effect of an activity on a community and the well-being of individuals and families." But over the past 18 months, world events have caused many business leaders to rethink their current policies and define a clearer strategy to support diversity, equity and inclusion (DEI).

One way to do this is through supply chain assessments that measure supplier diversity and establish key performance indicators (KPIs) for projected spending with minority-owned, female-owned and small businesses.

These kinds of KPIs are easy to manage internally and they send a clear message regarding corporate values. They are, however, more challenging to reinforce throughout the supply chain on a global scale. For most organisations, the supply chain accounts for as much as 90% of the business's environmental impact. That's why, in order to truly understand the impact of an organisation's spending habits, it's critical to achieve a solid understanding of the business practices of suppliers and make sure that they reflect your organisational values.

Impact assessment typically begins by surveying vendors to determine whether they're meeting your standards for environmental sustainability, diversity and other important metrics. A first glance, this may seem like a daunting task to undertake, but it's well worth it because there's a clear trend emerging toward increased shareholder value and other business benefits at organizations that have established good CSR practices throughout their supply chain.



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## Best Practices 2021 From The Archives

### Tristar

#### Arabia CSR Awards 1<sup>st</sup> Runner Up - Large Business Category

### Profile

Tristar is a global integrated logistics business, head-quartered in Dubai, which offers end to end fuel logistics solutions to blue-chip clients including international and national oil companies and international NGOs.

Tristar's integrated energy logistics platform spans road and maritime transportation, specialised warehousing, fuel farms, commercial aviation refueling and remote fuel supply operations. Tristar operates in more than 25 countries across 3 continents and has a 21-year proven legacy of operational quality making it a partner of choice to its customers, with a track record of profitable growth. The company operates to the highest international health, safety, environmental and compliance standards and has received awards for its exemplary record of operational and safety excellence.



### Summary

The true mark of excellence can only be found in consistent and untrammelled performance milestones, and Tristar has many such. Throughout the years Tristar's dogged persistence and pursuance of sustainable development has helped in business growth without exacting a toll on the environment or compromising the lives of people. The nature of the industry is not free of negative elements or controversial issues. But what stands out in the case of Tristar is their enduring effort to minimise and mitigate where ever possible, any negative impact of their business, appearing upstream or downstream.

These efforts have earned Tristar regional and international renown as a true campaigner of sustainability values and an advocate of giving a human face to business, what Tristar calls a "Business for Purpose". This social purpose that Tristar has appended to is that its business has been in full view during the last two fateful years, and has proved to all and sundry that every business that is anchored in society and depends on interactions along societal lines to endure will succeed in the longest term. The fact that Tristar is able to celebrate success in the dismal years of 2020 and 2021 is attributable to a robust plinth of ethics, values and long drawn commitments to the economy, the society and the environment. It has earned its social license to operate and thus secured long term prospects.

### Lessons Learnt

Tristar is a shining example of a thriving and sustainable business. Spanning nearly two decades of operation, Tristar's business has gone from strength to strength. Tristar has embedded principles and practices that further sustainable development. Tristar became a signatory of the UN Global Compact in 2011 and adopted the practice of implementing and reporting on the 10 Principles of Human Rights, Environment, Labour and Anti-corruption. Tristar actively advocates the 17 UN Sustainable Development Goals (SDGs). Its vision, mission and values (VMVs) are publicly communicated through their website, newsletters and Sustainability Reports. The company developed a 5 year ESG/Sustainability Strategy which they systematically pursue. Tristar also follows an integrated ESG policy that covers environmental sustainability, social responsibility and corporate governance.

The Strategic Plan, budget and steering committee dedicated to ESG issues has sustained Tristar's mission of being a Business for Purpose. Effective COVID-19 Management proved to be the timely intervention required to preserve lives, employees and customers alike. Sustained annual reporting system has been effectual in understanding strengths, weaknesses, threats and pinpoint opportunities. Top level commitment, led by the Group CEO has been crucial and his involvement as Board Member in UN Global Compact UAE Chapter since 2019 has been a shot in the arm. Effective utilisation of CSR budget has produced consistent improvement in Beneficiaries/USD of Investment.

