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Arabia CSR Network®

NEWSLETTER

June 2023 Volume 12 Issue 142

ASSEMBLING A NEW THEORY OF CHANGE

DETERMINING THE INTERLINK BETWEEN POVERTY, HUNGER & HEALTH

2nd Panel Discussion

Date: 23rd June, 2023

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Date: 20th - 21st June 2023



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ONLINE TRAINING ON CSR STRATEGY AND LEADERSHIP

25th - 27th July 2023



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ARABIA CSR AWARDS 2023 16th Cycle

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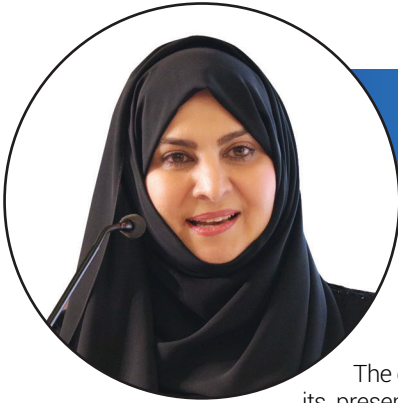
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Building Partnerships for a
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P.O. Box 112101, Villa No. 117a, JMR 68, Jumeirah 1, Dubai - UAE
☎: +971 4 344 8120, +971 4 344 8622 Fax: +971 4 344 8677
✉ admin@arabiaccsrnetwork.com www.arabiaccsrnetwork.com

Editorial Team: Habiba Al Mar'ashi,
Iqtedar Ali

Design by: Harris Lalan



Note from the President & CEO Habiba Al Mar'ashi

Marhaba, Dear members, friends and followers!

The onset of summer has made its presence felt to everyone in our part of the world. Time ticks away so fast, it seems as if we entered the new-year just yesterday. I hope that your ambition to make 2023 a fulfilling year has also been augmenting in parallel.

I am glad to share that our team at the Arabia CSR Network has been striving for excellence each month and May was no exception. From a panel discussion to training & a workshop to CSR Awards registrations to 3rd party assurance to CSR Forum planning, the whole team is immersed passionately in delivering the required outputs par excellence and setting new benchmarks.

The month commenced with the year's 1st panel discussion organised in collaboration with our Environmental Partner the Emirates Environmental Group. The discourse established the indispensable need to transition from a linear to a circular approach of resource consumption and production. Professionals from public and private domains assembled to hear the experienced panellists unravel multiple facets of a circular economy.

After deriving energy from the superb aura of our 1st panel discussion, I am looking forward to witness another enriching round of fruitful discussion at our 2nd panel discussion on **23rd June** on the topic **"Assembling a New Theory of Change: Determining the Interlink between Poverty, Hunger & Health"**. I look forward to welcome you on board as speakers and participants, kindly connect with us at admin@arabiaccsrnetwork.com to get more details.

I would also like to update all our members and followers that June is the last month to register for the coveted 16th Cycle of the Arabia CSR Awards, acclaimed as the "Green Oscars". Applications will close on **30th June**, so I highly encourage you to register at the earliest and start filling out the online application to ensure it is fully completed and submitted in due time.

Let me take this opportunity to refresh our followers about the Arabia CSR Awards, which started in 2008. The awards are the 1st and most recognised CSR and sustainability accolades in the Arab region. They have evolved over 15 years with influences from leading international frameworks like the EFQM, GRI Standards, 10 Principles of the UN Global Compact and the 17 UN SDGs. We annually invite entities from the public and private sectors across the Arab world to apply for the awards.

There are 15 categories this year that we are inviting applicants to register for and the doors will close on 30th June. Submissions are filtered by an independent expert jury team in the months of July & August, with the winning entities being finally felicitated in a grand Awards Gala Event in Dubai in early October.

The previous 15 cycles of the prestigious awards have attracted 1300+ registrations from 1200+ institutions spanning across 14 Arab countries and 40+ industries. All the relevant details related to the enrollment process for the Awards may be found at www.arabiaccsrnetwork.com/register.

I encourage the old and new aspirants to step up and put their best foot forward in showcasing their sustainable practices in the well-structured application. The month of May also successfully witnessed sessions of 'Sustainability Reporting Training' and 'Gap Analysis Workshop' on **15th & 16th May** and **18th May** respectively.

The sessions equipped participants with the state-of-the-art knowledge and skill-set required to magnify the scope and intensity of positive impact they can deliver for the collective benefit of their organisations, the society and the planet. I feel proud to mention that the Network will empower many more professionals in the forthcoming months through a series of focused training and workshop programmes, the details of which can be sought by sending an email to trainings@arabiaccsrnetwork.com.

It was also my pleasure to lead my team to conduct a thorough process and provide a 3rd party assurance to the 2022 Sustainability Report of Tristar Group, an organisation that makes me proud as I witness the commitment and drive to sustainability from the top management cascading all the way to different departments across all areas of operation in the UAE and beyond.

I would like to draw the attention to the highly awaited and largest two-day CSR & sustainability congregation of the Arab world, the "Arabia CSR Forum" planned on **3rd & 4th October**. Our team has been endeavouring to escalate the level of discussions at the forum and expand its outreach manifold. You can learn more by visiting www.arabiaccsrnetwork.com/forum.

In concluding, it is my pleasure to remind our members that if your organisation is looking for knowledge support to design effective sustainability and CSR strategies or manage environmental footprint or validate existing CSR policies, we are just an email away (admin@arabiaccsrnetwork.com).

Unequivocally, effective partnerships today hold the key to our prosperous future!





ACSRN News

1st Panel Discussion - Corporealising the Circular Path: A Sustainable Necessity

ACSRN joined EEG in conducting the 1st Panel Discussion of the year on **10th May**. The content-rich hybrid discourse was held under the theme **"Corporealising the Circular Path: A Sustainable Necessity"**. The entire session revolved around the concept, needs, challenges, opportunities and prevalent practices of circularising the local, regional and global economy. President & CEO of ACSRN in her opening address presented alarming statistics from the Global Circularity Gap Report of 2023 and earnestly stressed the essentiality of transitioning from a linear to a circular approach of resource consumption and production. Simultaneously, she also shed light on the incredible contribution that EEG has been making over decades towards the looping of resources through its material collection and recycling programmes in the UAE.



The discussion brought 6 distinguished and experientially-diverse panellists namely:

- **Mr. Tim Hilger**, Economic Affairs Officer, United Nations Department of Economic & Social Affairs (UNDESA)
- **Ms. Loubna Zaitouni**, Senior Specialist Co-operatives & Strategic Reserve Department, Ministry of Economy-UAE
- **Dr. Salam Al Sharif**, Founding Chairman, Recycling Association of Africa (RAA)
- **Dr. Nika Salvetti**, Adjunct Professor, Heriot-Watt University Dubai
- **Dr. Hassan Ali**, Subject Lead Engineering, De Montfort University Dubai
- **Mr. David Shepley**, Director of Sustainability, FIVE Hotels & Resorts

Through the medium of their well-crafted presentations and interaction with the audience, the panellists were able to draw an explicit picture of circularity, its projected positive impact on our planetary boundaries, its relationship with different sustainable development goals, short-term and long-term approaches to maximise it. In addition to the UN's plan and the UAE government's policies to drive the change in the society, emerging break-through technologies in the domain of material recovery, the importance of public awareness & multi-stakeholder engagement in the quick adoption of fundamental principles like refuse - rethink - reduce - reuse - recycle. ACSRN is grateful to the venue host FIVE Palm Jumeirah Hotel and the superb audience comprising government dignitaries, private sector professionals, curious students and supportive media personnel for adding another accomplished milestone to its journey of building partnerships for a sustainable future.

Training in May

Arabia CSR Network believes in revolutionising sustainability reporting through its impactful training programmes. By addressing the gap in skills required for effective reporting, the network equips professionals with the necessary expertise to align with Sustainable Development Goals. The recent **Sustainability Reporting Training** held on **15th & 16th May** utilised an open discussion format, allowing participants to go through best practices and engage in practical exercises. The training session fostered hands-on learning, empowering attendees to excel in reporting and strategy.

Participants gained comprehensive knowledge, misconceptions were debunked and organisational benefits of sustainable practices were highlighted. The course covered essential components such as strategy, stakeholders, monitoring and reporting, emphasising the linkages with the UN Sustainable Development Goals. The training aimed to enhance job-related knowledge by identifying ESG risks and opportunities, measuring company impact using appropriate metrics, and applying global standards and frameworks. Arabia CSR Network's Sustainability Reporting Training establishes a strong foundation for attendees, enabling them to demonstrate competence and pursue continuous education. With these newfound skills, professionals drive positive change by planning, measuring, and displaying non-financial performance in their organisations.

Workshop in May

Arabia CSR Network also held a Gap Analysis Workshop on **18th May**. Participants gained a deep understanding of successful sustainability practices, including linking business strategy to the sustainability context. The workshop focused on key elements of sustainability gap analysis and SWOT exercises, demonstrating their role in refining sustainability strategies





for desired outcomes. The objective was also to equip participants in defining materials, methods, people, methods, objectives, targets and performance indicators throughout the value chain. The workshop empowered participants to bridge gaps and elevate performance, fostering a more sustainable future.

Through its commitment to value-driven training and workshop programmes, Arabia CSR Network is nurturing a workforce equipped to make a lasting impact on society, the environment and corporate governance.

Showcase Excellence in CSR and Sustainability: Apply for Arabia CSR Awards TODAY!

Recognised as the Arab World's foremost accolade in CSR and Sustainability, Arabia CSR Awards celebrate the best practices and accomplishments of public and private establishments in these domains. Blending international standards with local expertise, these awards epitomise the pinnacle of sustainability, earning the reputation of the "Sustainability Benchmark of the Region."

For 15 years, this illustrious platform has mobilised numerous entities across a myriad of sectors, leaving an indelible mark on the region's sustainable development landscape. Every year, we encourage and invite applicants from all Arab countries. Applications close on 30th June where submissions undergo scrutiny by an independent jury in July & August and winners are announced and celebrated at an elegant Awards Gala Event in October in Dubai.

The original intent to launch a unique initiative like the "Arabia CSR Awards" in 2008 was to strengthen the roots of social responsibility in the Arab region, and foster an environment of intra and transnational knowledge-sharing to propagate best-case practices. It gives us immense pleasure to witness how participating entities in the Awards over the years have, in addition to solidifying their sustainability strategies, also successfully magnified their green brand image, thereby enhancing their visibility and reputation manifolds.

Are you looking to be the next sustainability champion? The last date to submit applications for the 16 cycle of Arabia CSR Awards is **30th June 2023**. We encourage you to register now and start filling out your winning application. For queries, kindly write to admin@arabicsrnetwork.com.

To Register: [Click Here](#) 

Arabia CSR Forum 10th Cycle – Inviting your Invaluable Registration Now

Discover the power of knowledge-sharing at the acclaimed Arabia CSR Forum, a biennial event that has been shaping the path of corporate social responsibility and sustainability in the Arab region since 2010. With each edition, this remarkable platform brings together renowned intelligentsia from a variety of domains facilitating insightful conversations on pressing issues of the region and the whole planet.

Taking place on the **3rd & 4th October**, this year's forum is titled **"Unlocking Sustainable Transformation: Breaking Barriers, Creating Solutions"**. It promises to dig into various dimensions of sustainable development - finance, technology, entrepreneurship, environment, society, community behaviour and partnerships. Venerable speakers will lead discussions on specific sub-themes, ensuring comprehensive coverage of the broader topic. The insights gained from these sessions will empower professionals to drive positive change within their organisations and beyond, contributing to the effective achievement of the Sustainable Development Goals and mainstreaming the circular economy concept.

Arabia CSR Forum isn't just a meeting of minds — it's an unparalleled networking opportunity to connect with like-minded individuals, both from the private and public sectors. With the United Nations Climate Change Conference COP28 just around the corner in Dubai, the forum serves as a vital platform for sustainability-oriented entities to assemble together, share ideas and have a significant impact on the global climate agenda.

As the "Year of Sustainability - 2023" is sure to bring extraordinary opportunities, Arabia CSR Forum is a must-attend for those committed to making a difference. Mark your calendars, save the date, and be part of this transformative gathering.

To register or learn more, kindly visit our website: [Click Here](#) 





Member News

Food Tech Valley Project to Triple Dubai's Food Production

Ministry of Climate Change and Environment, and Arabia CSR Network's corporate members; DEWA and Wasl Properties conducted a meeting to discuss their collaboration for the Food Tech Valley project launched by the Prime Minister of the UAE with an aim to triple Dubai's food production. It was attended by high-ranking officials of the three parties. The project aims to create a modern city that includes integrated food management systems within its activities. It seeks to attract creative and young minds to shape the future of food. The city's vision for this project is to become the trademark for sustainable food management systems regionally and globally.

The project will be a crucial platform for research and development. This will serve food farmers and producers in the UAE and around the world. It will support the entire food value chain and be a benchmark for keeping pace with futuristic food patterns by setting future food standards empowered with modern technology.

The first phase of the Food Tech Valley project was launched in 2021 in partnership with the Ministry of Food and Water Security and Wasl Properties. This phase explored optimal planning for future smart and food-independent cities.

[Read More](#)

FEATURE ARTICLE

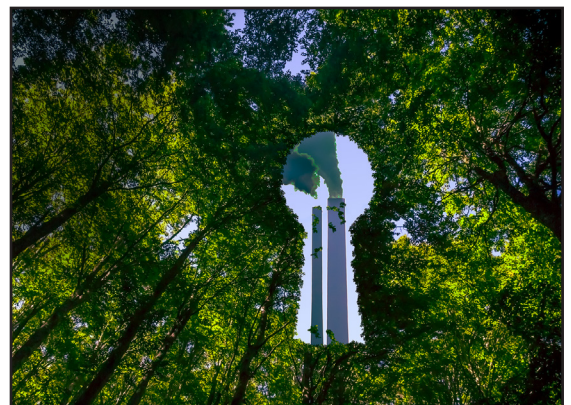
The End of Greenwashing? How Blockchain is Driving Certification of Sustainable Practices

Excerpt from Sabrina Goerlich and Soraia Carmo

In an era where information is abundant and easily accessible, distinguishing fact from fiction has become an increasingly complex challenge. Blockchain technology has the potential to revolutionise transparency and trust in Carbon Credits and B-Corp Certifications, addressing challenges in sustainable business practices.

Carbon Credits represent greenhouse gas emission reductions or removals, but their lack of standardisation, verification trust and uncertain regulations hinder their effectiveness. Blockchain can provide solutions. Blockchain enhances transparency and traceability in the Carbon Credit market. Each transaction is recorded on the Blockchain, creating an immutable ledger that tracks the credit lifecycle from issuance to retirement. This transparency reduces fraud and double-counting risks, improving trust and accountability.

Smart contracts based on Blockchain automate and streamline carbon credit trading, reducing costs and ensuring compliance. They enforce regulations and standards, ensuring that credits are only issued for verified emissions reductions. It also increases accessibility and liquidity. Blockchain also transforms B-Corp Certification processes by facilitating the storage and sharing of evidence supporting certifications and promoting transparency. Companies seeking certification complete the B Impact Assessment, covering governance, community impact, environmental practices, worker conditions and customer relations. In conclusion, leveraging Blockchain capabilities promotes sustainability, accountability and trust in sustainable business practices. In a future not too far, technology will keep evolving to match a world that expects more privacy and transparency.



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Best Practices 2021 From The Archives

Mediclinic Middle East

1st Runner Up - Healthcare Sector Category

Profile

Mediclinic Middle East operates seven hospitals in the UAE with over 900 inpatient beds, including the newly-opened Mediclinic Parkview Hospital, as well as more than 19 clinics in Dubai, Abu Dhabi, Al Ain and Al Dhafra.

It is a part of Mediclinic International plc. A London Stock Exchange (LSE)- listed private healthcare group with 3 operating divisions in Switzerland, Southern Africa (South Africa and Namibia) and the United Arab Emirates. Mediclinic International also holds a 29.9% interest in Spire Healthcare Group plc. An LSE-listed and UK-based private healthcare group. The foundation of Mediclinic International lies in the application of rigorous science to improve the lives of patients, through the use of state-of-the-art treatments and technologies to care for patients in an evidence-based environment.



Mediclinic, being a healthcare provider, has aptly showcased its commitment and resolve to provide quality healthcare to its patients, while also acknowledging the impacts that, as a business, they will be having on the environmental, social and governance aspects, thereby giving due importance to addressing these concerns as well.

Mediclinic's pursuits are driven by its steadfast dedication to prevent, treat, care and protect', and to this end, it has devoted its resources towards attaining them.

In the year 2021 during COVID-19 pandemic, the company was able to adopt in the UAE swift actions for a speedy implementation of telemedicine services, provide home delivery of medicines and facilitate remote patient monitoring for at-risk patients. This has demonstrated Mediclinic Middle East's readiness to be able to cope with various healthcare stressors and challenges.

Lessons Learnt

The healthcare industry has been heavily impacted from large-scale pandemics, climate change, and shortage of natural resources, social inequity and the advancements in technology thereby making these material issues relevant to the sector.

Mediclinic has shown that it is devoted to ensuring the safety and well-being of its caregivers, patients and visitors, especially during the COVID-19 pandemic. Several communication channels have been used to promote information and awareness for the safety and wellbeing of these stakeholders within the hospitals and clinics. The company created a Group "Waste Management Policy" and focused its attention on proper utilisation of resources like water and energy; and the effective disposal of healthcare-risk waste and healthcare general waste.

Mediclinic has been consistently working with ESG standard setting organisations, encouraging good governance initiatives, and engaging with investors and stakeholders to appreciate their expectations and thereafter showcase them in the company's strategies, activities, and reports.

