



ARABIA CSR AWARDS 2023 16th Cycle

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Upcoming Trainings



CORPorealising THE CIRCULAR PATH: A SUSTAINABLE NECESSITY
 1st Panel Discussion - 2023
 10th May

Organised by  EEG
 In Association with 



Sustainability Reporting Training
 Date: 15th - 16th May 2023



ONLINE GAP ANALYSIS WORKSHOP
 18th May 2023

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Note from the President & CEO Habiba Al Mar'ashi

Eid Mubarak and hello to all our Arabia CSR Network newsletter readers!

Over the past decade, we have witnessed a growing awareness among organisations of their social and environmental responsibilities. At the Arabia CSR Network, we firmly believe that businesses have an important role to play in creating a sustainable future for our region and the world.

It is, therefore, my pleasure to invite you to participate in our 2023 Arabia CSR Awards – a programme designed to recognise and reward entities public and private in the Arab region that have demonstrated outstanding commitment and achievements in the field of Corporate Social Responsibility and Sustainability.

To facilitate this year's applicants of the Arabia CSR Awards Programme, we organised a very useful virtual clinic earlier in the month of April with our experts going through the application form in full detail. The clinic is an ideal platform to gain insights into the modifications and additions to the awards which undergoes a thorough review each year to cement its reputation in setting a benchmark for sustainability practices across the region.

The Arabia CSR Awards Programme is an opportunity for organisations to showcase their CSR initiatives, raise awareness of their social and environmental impact, and share best practices with their peers. The programme is open to all corporations, government entities, non-governmental organisations, academia and small and medium-sized enterprises.

Over the past 15 years, the programme has awarded 268 organisations from 14 Arab countries in 44 industry sectors. No wonder that it is referred to as the 'Green Oscars of the Middle East'.

The Arabia CSR Awards Programme is divided into different categories to ensure that all types of organisations can participate and be recognised for their unique contributions. Our panel of judges comprise renowned experts in the field of CSR and sustainability from different parts of the world, ensuring that

the evaluation process is rigorous, transparent and impartial. I am also excited to announce that the Arabia CSR Network has recently published the 'Arabia CSR Best Practices' book. This publication features the most innovative and effective CSR initiatives from winning entities in the Arab region, as well as insights from leading experts in the field. It is an invaluable resource for organisations looking to improve their CSR performance and make a positive impact on the society and the environment.

The Arabia CSR Best Practices have been published since 2010 on an annual basis. It is widely recognised as a valuable tool to learn from and use to increase knowledge and know-how about CSR and Sustainability. While, the featured organisations can leverage their cases to gain differentiation and competitive advantage, we believe that these case studies will inspire the organisations that are seeking to grow their businesses by mitigating negative environmental impacts and aligning to the 17 UN Sustainable Development Goals. Please get in touch with us if you would like to receive your copy of this very insightful publication.

I encourage all organisations in the Arab region to participate in the Arabia CSR Awards Programme and showcase their CSR initiatives. By doing so, you can demonstrate your commitment to creating a sustainable future for all, and contribute to the development of the Arab region. For further information, please contact us via awards@arabiacsnetwork.com, admin@arabiacsnetwork.com, or +97143448622.

Please also keep an eye for our upcoming newsletter and communication on our exciting Arabia CSR Forum planned for later this year. The theme is an extremely interesting one, and I would not want you to miss out on it "Unlocking sustainable Transformation: Breaking Barriers, Creating Solutions". We will have a number of expert speakers from around the world discussing a range of sustainability issues such as sustainable finance, technology's role in the future and achieving net-zero and much more!

Thank you for your continued support of the Arabia CSR Network, and we look forward to receiving your applications, and see you at the Arabia CSR Forum.





ACSRN News

Arabia CSR Awards Clinic

An online clinic was organised by Arabia CSR Network on 6th April with the objective of making the enthusiastic candidates walk through the entire application process for the acclaimed Arabia CSR Awards. Arabia CSR Network annually invites entities from both the public and the private sectors across the Arab Region to apply for these awards. The submissions are filtered by an independent expert jury team in July & August, the shortlisted entities are informed in September and the winning entities are finally felicitated in a formal Awards Gala Event on 4th October.

The application for the 16th cycle will close on 30th June covering 15 categories, ACSRN team elaborated during the session on how the awards system is kept unprejudiced, transparent and unambiguous. Simultaneously, the international significance and repute that these accolades have gained over the years was underscored. With regard to the content of the application, contestants were advised to provide evidence-backed responses, avoid duplications, and focus on disruptive innovations, state worthwhile collaborations and display alignment with sustainable development goals. The session was concluded with vital pieces of information like selection criteria, application draft methodology, available submission methods, and useful tips to strengthen the application.

ACSRN encourages all institutions and corporations in the Arab World to apply for the Arabia CSR Awards, popularly known as the "Green Oscars of the Middle East". The awards is also verified by an independent 3rd party; DNV a leading global certification body. Please click the link to have a look at the winners of last year; [Winner Booklet of 2022](#).

Arabia CSR Forum 10th Cycle – Open for Registrations NOW

Established in 2010, Arabia CSR Forum serves as a prestigious biennial platform that convenes outstanding experts, thought leaders and policymakers from the Arab region and beyond to engage in conversations about critical global issues through the medium of keynote speeches, panel discussions and Q&A sessions. It has evolved as the largest congregation in the Arab world fostering opportunities for networking and learning in the sphere of CSR and sustainability.

This year marks the 10th Cycle of the Forum under the theme:

"Unlocking Sustainable Transformation: Breaking Barriers, Creating Solutions"

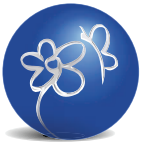
The two-day forum on **3rd and 4th October** will explore a thought-provoking agenda, encapsulating different dimensions of sustainable development including finance, technology, entrepreneurship, environment, society and behaviour. The gathering will be graced by the presence of distinguished speakers to meticulously cover the broad theme by dividing it into interactive sub-themes over the span of two days.

The intent of such rich discussions is to empower professionals in rapidly driving those changes within and outside their entities that can plunge our off-track world into a flourishing future. It will present an ideal occasion for both private and public sector institutions to engage in profound dialogues. The United Nations Climate Change Conference COP28 is scheduled for November-December 2023 in Dubai. Arabia CSR Forum will enable sustainability-oriented entities to connect with one another and have a significant impact on the development of the worldwide sustainability agenda.

Mark your calendars and secure your seats early by registering for the eagerly anticipated event, taking place in the UAE during the exceptional "Year of Sustainability."

[Register Here](#)





Panel Discussion

The traditional linear economy, which follows a take-make-dispose model, has resulted in significant environmental degradation and resource depletion. However, the circular economy is gaining momentum as a sustainable alternative. To explore the benefits of the circular economy and how it can contribute to the overall health of ecosystems and benefit people economically, join the 1st panel discussion for the year 2023 that ACSRN is co-organising with EEG.

The panel is titled 'Corporealising the Circular Path: A Sustainable Necessity' on **10th May** at Holiday Inn & Suites Dubai Science Park. We will be joined by expert panelists from diverse sectors who will share their perspectives on the progress made so far, challenges faced and the economic outcomes of implementing a circular economy.

The event promises to be a thought-provoking and insightful discussion that will shed light on the many benefits of a circular economy for environmental sustainability and economic growth. Don't miss out on the opportunity to learn from the expert panelists and gain a deeper understanding of this sustainable economic model.

Register now at [Click Here](#) and be a part of this important conversation.

Together, we can move towards a more sustainable and circular future.

Member News

Chalhoub Group

ACSR Network's corporate member, Chalhoub updated its flexible working policy in its offices in the GCC to support employees with more workplace autonomy through its Flexitime, Working from Home, and Working from Abroad guidelines.

Chalhoub Group first launched its Flexible Working policy in 2020 as an agile response to the impact of the recent COVID-19 pandemic. Following an internal survey, which conveyed a general consensus for the need of maintaining a flexible working environment, the policy was revised with its 2023 guidelines and structure to standardise its implementation across the Group. Built on three main pillars, the new policy is designed to serve employees through Flexitime, Working from Home, and Working from Abroad.

Based on employee-employer trust and put in place to ensure equity while enhancing efficiency across the Group, the workplace policy provides colleagues with the opportunity to maintain and enjoy a work-life balance that nurtures their wellbeing. Recognised as a "Great Place to Work®" across 7 GCC countries; UAE, KSA, Kuwait, Bahrain, India, Egypt and Qatar, Chalhoub Group has stepped up its pledge to embed corporate wellness as an integral part of its company culture through the roll-out of a series of wellbeing initiatives.

To read more about Chalhoub Group's Flexible Working policy visit the following link: [Click Here](#)





FEATURE ARTICLE

How AI Is Helping to Build a Sustainable Future

Excerpt from Deepak Juneja

In the contemporary world, the idea of a sustainable future is gaining importance. AI has become super popular for solving problems, and no doubt it can totally be used to build a sustainable future. The trend is expected to continue without any interruption, with a projected growth rate of 38.1% from 2022 to 2030. It will be used to transform virtually all sectors.

Artificial intelligence (AI) has the potential to improve efficiency and reduce dependence on human labor, leading to more judicious use of resources and a reduced environmental footprint. In this blog article, we will examine the various ways in which AI is being utilised to construct a more sustainable future.

What is AI?

Artificial intelligence (AI) is the use of technology to replicate human intelligence and decision-making processes. It involves applying algorithms and computer programs to continuously learn from data and enhance performance. AI enables the automation of repetitive tasks, the analysis of enormous amounts of data, and prediction-based forecasting.

Energy Conservation and Diversification of Energy Sources

Real-time data analysis by AI makes it possible to spot energy waste and recommend ways to increase productivity. AI, for instance, can analyse a building's energy usage patterns and recommend when to change the lighting and temperature settings in order to save energy. This not only lowers energy use but also lowers costs for both businesses and homeowners. AI in the energy sector aids in the real-time monitoring of power networks, more precise forecasting of power variations, and the creation of novel geothermal energy-related techniques. With an estimated growth rate of 50% in the energy sector by 2024, AI proves to be invaluable to the energy industry.

It helps businesses reduce their energy costs while also helping the environment. Some key areas of AI application in energy conservation include: Data digitisation, Failure prevention, Smart forecasting & Resource management

By analysing data to find areas where renewable energy sources can be used more effectively, AI can assist in this area. AI, for instance, can examine wind patterns to recommend the best location for wind turbines.



[Read More](#)





Best Practices 2021 From The Archives

Masdar

Winner - Energy Sector Category

Profile

Established in 2006, Masdar, Abu Dhabi Future Energy Company, works in renewable energy and sustainable urban development. Wholly owned by the Abu Dhabi government's Mubadala Investment Company, Masdar is supporting the UAE's transition towards a knowledge-based economy. Masdar develops commercially viable renewable energy projects in the Middle East & North Africa (MENA) and international markets. It advances innovation in clean technologies and builds sustainable cities.

It also delivers knowledge and industry platforms to stimulate further growth in the wider renewable energy and clean-tech industry, creating new revenue streams for the UAE over the long term.



Masdar was set up by the Mubadala Investment Company in 2006; it has been investing in and advancing the growth of sustainability solutions globally. Masdar city has its distinctive network of education, R&D, technology start-ups, incubators, and corporates

Masdar credits its success to the experiences it has gained of having invested in renewable energy for the past 15 years, at a time when these technologies were much more expensive and lesser known.

By putting its prime focus on clean energy and sustainable urban development, the company is showing the world that these are some of the important pathways to overcome the challenges of climate change and promote sustainability at the local, regional and global level.

Lessons Learnt

Masdar has been expanding its horizons to cover investments in the full energy continuum and has taken up projects in solar energy, wind energy, waste-to-energy, infrastructure planning, creating awareness and much more. In addition to its energy transition projects, it has been giving a lot of importance to creating awareness and engaging and mobilising stakeholders from across the globe for a common cause of sustainability. This is clearly evidenced from the success of the ADSW platform and the Zayed Sustainability Prize.

Health and safety has been a priority area for the company and it has adopted internationally recognised standards; it also ensures that the suppliers it partners with are environmentally conscious.

Masdar used partnerships and collaborations effectively to fuel innovation and advance the spread of sustainable resources globally.

