



الشبكة العربية للمسؤولية
الاجتماعية للمؤسسات
Arabia CSR Network®

NEWSLETTER

February 2024 Volume 13 Issue 150



الشبكة العربية للمسؤولية
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Arabia CSR Network®

الجائزة العربية
للمسؤولية الاجتماعية
والاستدامة



ARABIA CSR &
SUSTAINABILITY
AWARDS

Press Launch of the Arabic CSR & Sustainability Awards 2024




Upcoming Trainings



الشبكة العربية للمسؤولية
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Certified Training on Fundamentals of CSR & Sustainability

Date: 6th – 8th February 2024





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CSR Advanced Certified Training Course

21st - 23rd February 2024





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Sustainability Reporting Training

Date: 6th – 7th March 2024



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Note from the President & CEO Habiba Al Mar'ashi

Greetings, esteemed members and valued readers!

I trust that January has unfolded as a prosperous month, setting the stage for an exciting year filled with significant achievements. May this leap year be adorned with remarkable milestones for each one of you.

I am thrilled to report that the Arabia CSR Network embarked on the new year with unwavering optimism, promising a bright start and anticipating an even more brilliant finish. January holds a special place in our hearts at the Network, as it marked the eagerly awaited press launch for the renowned and rebranded “Arabia CSR & Sustainability Awards” – often referred to as the “Green Oscars of the Middle East.”

Since its inception in 2008, these prestigious awards have spotlighted exceptional private and public entities in the Arab region. These organisations have demonstrated outstanding commitment to sustainability and corporate social responsibility (CSR), transparency, impeccable business records, and a dedication to conducting commerce in an environmentally sustainable manner.

My commitment to sharing the application process details and offering tips is driven by the desire to ensure a seamless and fair experience for all participants. We guide entities step by step, providing comprehensive information to facilitate an easy application process. Over 16 cycles, of this prestigious Award, it has seen 1,585 registrations from 1,350 organisations across 14 MENA countries and 44+ industries.

As we embark this year on the 17th cycle, I encourage both past participants and new aspirants to showcase their firms' sustainable practices in their applications. Registrations opened on January 22nd and will continue until June 30th. While this timeframe allows ample preparation, I urge you not to procrastinate; initiate the process, gather information, and submit your evidence promptly, as the application is thorough.

For further details on this prestigious award, including the registration process, please visit www.arabiacsrawards.com. I extend my gratitude to the dedicated guests who attended the launch, motivating the ACSRN team to make this cycle

the most remarkable one yet. The insights shared by previous winners during the event added an exciting dimension to the launch, emphasising that the true essence of these awards lies in mutual learning and progress.

I am pleased to share that I joined a fire-chat organised by the Women's Network at Emirates Green Building Council (Emirates GBC), contributing my views on organisational expectations and ensuring equal empowerment for everyone.

Additionally, I had the honour of being featured in the latest episode of “The Road to Sustainability” Podcast by ARA-MEX. We discussed challenges in green building principles and the promising progress in incorporating sustainability and green building principles into organisational frameworks. The critical role of green buildings and relevant standards in developing sustainable cities of the future was a key focus.

I am delighted to announce that ACSRN has once again joined Emirates Environmental Group's Can Collection Day as a CSR partner. This nationwide event aims to build a circular economy by bringing sectors together in an impactful campaign. Organisations can enhance their CSR standing by participating in this programme that has been making a strong impact for over three decades. Feel free to reach out to explore how your organisation can be part of this meaningful initiative.

With COP 28 concluded, it is crucial for organisations to honour the pledges and commitments made last year and commence or strengthen their sustainability and CSR journey. As we navigate the evolving landscape of sustainability, consider joining our upcoming webinars and workshops designed to provide practical insights and tools for integrating eco-friendly practices into your business strategy. If your organisation seeks knowledge support for implementing sustainable practices, please reach out to us at admin@arabiacsrn.com.

During these critical times, collaboration is more crucial than ever to achieve the goals and pledges set by governments and stakeholders. Let's capitalise on the leap year and ensure that February is as productive as January for all.

Your active participation can contribute significantly to the collective efforts toward a more sustainable and responsible future. Together, let's make a lasting impact.





ACSRN News

Insights from ARAMEX's Podcast

In the most recent episode of ARAMEX's "The Road to Sustainability Podcast," the Founder, President and CEO of ACSRN took center stage, delving into the multifaceted landscape of challenges and the triumphant strides—both environmental and socio-economic—achieved through the incorporation of green building principles into organisational frameworks. The podcast dissected the nuanced ways in which such initiatives contribute to the holistic health of organisations, underscoring the importance of striking a delicate balance between numerical targets and robust coordination systems of the highest quality.

During the episode, she illuminated a captivating journey, tracing the evolution of green building concepts within the local context, notably through the establishment of the Emirates Green Building Council. The narrative extended to the development of green building standards and codes within each emirate. The conversation highlighted the pivotal role of green buildings in nurturing sustainable cities and their impact on mitigating the carbon footprint of the built environment. Key themes included insights into internationally recognised standards, encountered challenges, and a forward-looking exploration of the landscape's future, showcasing how it can serve as a paradigm for the creation of sustainable cities and communities.



Elevating Voices and Shaping Vision at EmiratesGBC Women's Network

The Women's Network at Emirates Green Building Council (EmiratesGBC) recently spearheaded a collaborative workshop, strategically designed to articulate their expectations from the organisation. In this dynamic session, members actively participated in expressive exercises, sharing individual thoughts that were later thoughtfully categorised into key themes. These visual representations became the focal point for vibrant group discussions, ensuring a thorough exploration of specific needs and preferences.

A noteworthy highlight of the event was the engaging Fireside Chat, featuring Ms. Farah Yassine, Senior Manager – Sustainability at PwC and Chairwoman of the Emirates GBC Women's Network, in conversation with Ms. Habiba Al Mar'ashi, in her capacity as the Co-Founder, Vice-Chair, and Treasurer of EmiratesGBC. This fireside chat provided attendees with valuable insights from Mrs. Habiba, shedding light on the purpose and vision behind establishing the Women's Network, thereby adding depth to the collective empowerment journey.

The interactive session culminated with a reflection period, allowing the Women's Network to distill their insights into a comprehensive action plan. This ensures that their expectations are not only acknowledged but also translated into tangible, empowering initiatives that will shape the future trajectory of the Women's Network at EmiratesGBC.



Press Launch for 17th Cycle of the "Arabia CSR Awards"

Arabia CSR Network proudly unveiled the 17th cycle of the prestigious 'Arabia CSR & Sustainability Awards' during an impactful press launch. Held at Atlantis Palm Jumeirah on January 22nd Mrs. Habiba Al Mar'ashi, the Founder, President & CEO of Arabia CSR Network, delivered a compelling opening address that set the stage for a transformative journey. She introduced a new era for the awards, emphasising sustainability beyond conventional corporate social responsibility (CSR) and leading to the rebranding as the 'Arabia CSR & Sustainability Awards.'

In her address, Mrs. Al Mar'ashi highlighted significant milestones, with the awards earning the illustrious moniker of the 'Green Oscars' of the Middle East. This edition holds particular significance as it marks the celebration of the Arabia CSR Network's 20 years of operation. Renowned for steering corporate giants toward impactful CSR initiatives, the awards now feature 16 categories, catering to various sectors. These categories include the Public Sector, with distinctions for Small, Medium, and Large Organisations, the New Business Category, and the





ACSRN News

Business Sector, which is further divided into Large, Medium, and Small enterprises. Industry-specific categories encompass Energy, Financial Services, Social Enterprise, Construction, Hospitality, Healthcare, Automotive Industry, Partnerships & Collaborations, and the newly added Education Sector. The inclusion of the Education Sector category underscores the critical role educational institutions play in shaping sustainable practices, building capacity, and fostering a culture of responsibility in the educational sector. Mrs. Al Mar'ashi, sharing her vision, emphasised the holistic integration of sustainability practices. The addition of the Education Sector category aligns with the broader commitment to advancing responsible corporate and sustainable practices in the Arab world.

Several winners from last year joined a panel and shared with the attendees their journey and what it took to submit a winning application and how did they translate their winning into tangible actions. All entities within the Arab world are strongly encouraged to apply for the 17th cycle of the Arabia CSR & Sustainability Awards, showcasing their unwavering dedication to sustainability. For inquiries regarding the registration process, please contact admin@arabiacsrnnetwork.com and awards@arabiacsrnnetwork.com

Let this edition be a platform for organisations to showcase their commitment to sustainability and contribute to the broader landscape of responsible corporate practices in the Arab world.

1st Panel Discussion of 2024: "Climate Fund Transparency: Outlining Implementation & Execution."

In a noteworthy accomplishment, the ACSRN joined EEG as a CSR Partner to roll out the 1st panel discussion of 2024, delving into the pivotal theme, "Climate Fund Transparency: Outlining Implementation & Execution." Hosted on **29th January** at Five Palm Jumeirah, the event was a collaborative effort with key partners. This strategic alliance was forged to confront the challenges associated with transparently allocating funds for impactful climate action, underscoring our mutual dedication to the principles of Corporate Social Responsibility (CSR).

During the event, ACSRN's President & CEO underscored the critical role of transparency in climate finance for effective global sustainability. The esteemed panel of speakers included Ms. Jessica Robinson (EY-Parthenon), Ms. Sameera Fernandes (Century Financial), and Mr. Jonathan Keyes (HSBC). Together, they shared valuable insights on evolving climate finance trends, innovative tools, and the integration of climate finance into business strategies.

The interactive session provided a platform for meaningful discussions, aligning seamlessly with both entities' dedication to the United Nations Sustainable Development Goals. Critical questions were addressed, covering a spectrum of subjects ranging from the availability of necessary tools, policies, and frameworks, to optimising financial strategies, and how to encourage and incentivise the private sector's involvement in climate finance, among others. ACSRN, as the CSR partner of EEG, is proud to have played a role in supporting and contributing to this insightful panel discussion. This collaborative effort echoes our shared commitment to advancing sustainability, transparency, and responsible financial practices. We look forward to continuing our partnership with EEG on such impactful initiatives that contribute to the broader goals of a sustainable and resilient future.



Launch of 'Zero Government Bureaucracy' Programme

ACSRN Founder, President & CEO, Ms. Habiba Al Mar'ashi, had the privilege of participating in the official launch event of the "Zero Government Bureaucracy" (ZGB) programme organised by the Ministry of Cabinet Affairs on January 30th at the Emirates Towers, Godolphin Ballroom in Dubai. This noteworthy event unveiled the ZGB programme, a strategic initiative aimed at optimising government processes.

The ZGB programme centers on the simplification and streamlining of government procedures, with a primary focus on eliminating redundant processes and requirements. Ministries and government entities are actively engaged in implementing the programme's directives, demonstrating a commitment to cancelling a minimum of 2,000 government measures. The overarching goals include reducing the time required for procedures and eliminating unnecessary bureaucracy by the end of 2024.

This event stands as a significant stride towards fostering efficiency and transparency in government operations. Embracing a Corporate Social Responsibility (CSR) perspective, the ZGB programme underscores a commitment to responsible governance, aligning with principles that advocate for streamlined processes, reduced environmental impact, and an overall positive contribution to societal well-being.

Ms. Habiba Al Mar'ashi's presence at the launch event reflects ACSRN's dedication to supporting initiatives that align with CSR values, emphasising the importance of collaborative efforts in enhancing the effectiveness and transparency of government operations for the benefit of the wider community.





ACSRN News

Can Collection Campaign 2024

ACSRN recognises the profound impact of events that champion sustainability and provide entities with opportunities to enhance their CSR efforts. In alignment with this commitment, ACSRN is proud to announce its partnership once again with Emirates Environmental Group (EEG) to roll out the new cycle of the Can Collection Day Campaign as a dedicated CSR partner.

The Can Collection Campaign, initiated by EEG in 1997, stands as the pioneering nationwide initiative in environmental conservation. This enduring campaign continues to garner widespread participation from diverse industry sectors and members of society alike. The eagerly anticipated 'Can Collection Day' is just around the corner, scheduled for the memorable date of **24.2.24**. This unique campaign transcends age and industry, attracting participants from all walks of life.

In 2023, EEG managed to meet and exceed its annual target by collecting **28,900** kg of aluminium cans for recycling, surpassing the set goal of **27,500** kg. This year, the objective is to further expand the sustainability network by involving more entities, aiming for a 10% increase over the previous year's remarkable achievement.

As the UAE continues to lead the world in environmental consciousness, let us collaborate to disseminate awareness and best practices related to recycling and adopting a circular economy. As the CSR partner, ACSRN calls on the unwavering support of our committed participants to assist EEG in achieving their ambitious goal in 2024. You can contribute by actively participating in the campaign or by supporting it in various capacities.

Every entity's involvement is crucial in reducing the volume of aluminium cans destined for landfills, mitigating greenhouse gas emissions, and contributing to the realisation of climate goals established by the United Nations and governments worldwide. The imperative outcomes of COP28 emphasise the urgency for immediate action. Join the Can Collection Day to recycle aluminium cans and make a positive impact on the world. Your engagement is a meaningful step towards creating a sustainable and environmentally conscious future.

To participate in the campaign, please register through the following link: [CLICK FOR MORE](#)



Trainings & Workshops in February

In our ongoing commitment to empower and engage businesses of all sizes, encompassing small, medium and large enterprises as well as the public sector, we prioritise conducting training programmes built on robust foundations. These programmes aim to benefit both employees and organisations by fostering sustainable development practices.

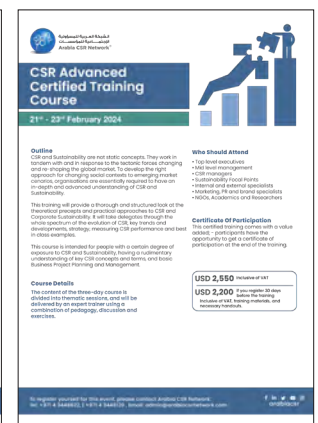
In the month of February, we will be rolling out two distinct training courses:

1. CSR Fundamentals Training

Date: Tuesday, 6th to Thursday, 8th February 2024

2. CSR Advanced Training

Date: Wednesday, 21st to Friday, 23rd February 2024



The **CSR Fundamentals Training** is designed to provide participants with a comprehensive understanding of how Corporate Social Responsibility (CSR) can strategically contribute to an organisation's overall performance. It delves into the myriad opportunities and benefits that CSR presents. This course is ideal for those seeking to comprehend CSR and sustainability and enhance their knowledge in these areas.

On the other hand, the **CSR Advanced Training** offers a thorough and structured examination of the theoretical foundations and practical approaches to CSR and corporate sustainability. This course is particularly valuable for entities with a basic understanding of CSR that are eager to expand their skills and strategies in this domain.

Both training courses embody ACSRN's dedication to equipping individuals and organisations with the tools and insights needed to make meaningful contributions to sustainable development. We invite those interested to partake in these courses and seize the opportunity for professional growth and enhanced sustainability practices. For further details and registration, please visit our website or contact us at trainings@arabiaccsrnetwork.com





Member News

DEWA's Clean Energy Storage Technologies Enhances Energy Security in Dubai

Reliance on clean and renewable energy sources, especially solar power, is increasing. This is driven by the low cost, in light of the global direction to combat the effects of climate change by reducing gas emissions that cause global warming. The main challenge is the efficient storage of this energy to ensure it is available when there is no sunlight or in different weather conditions, emphasising the importance of energy storage technologies. Dubai Electricity and Water Authority (DEWA) is one of the leading organisations in adopting the latest and best technologies for storing clean energy, and several of its energy storage projects are among the largest regionally and globally.



In December 2023, HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, inaugurated the 950MW fourth phase of the Mohammed bin Rashid Al Maktoum Solar Park. This project will provide approximately 320,000 residences with clean energy, and it will reduce carbon emissions by about 1.6 million tonnes annually. The fourth phase of the Solar Park, the largest single-site solar park in the world, uses three hybrid technologies to produce clean energy: 600MW from a parabolic basin complex, 100MW from the solar power tower, and 250MW from photovoltaic solar panels. Built at an investment of AED15.78 billion, using the independent power producer (IPP) model, the project features the tallest solar tower in the world, at 263.126 metres, and the largest thermal energy storage capacity with a capacity of 5,907 megawatt hours (MWh), according to the Guinness World Records.

To read the full story, follow the link: [CLICK FOR MORE](#)

Feature Article

ADNOC Commits \$23 Billion for Decarbonisation Projects and Lower-Carbon Solutions

Excerpts of an Article published by ESG News in January 2024.

- UAE President directs ADNOC to grow its diversified portfolio and ensure a secure, reliable, and responsible supply of energy to support a just, orderly and equitable global energy transition
- Board increases allocation for landmark decarbonisation projects, technologies and lower-carbon solutions to \$23 billion (AED84.4 billion)
- Board directs ADNOC to deploy leading edge technologies to accelerate decarbonisation, renewables growth and lower-carbon solutions in support of industry-leading Net Zero by 2045 target
- Board mandates company to prioritise transformational growth, partnerships, and international opportunities to future-proof ADNOC and drive value for Abu Dhabi and the UAE
- Board endorses goal to drive AED178 billion into the UAE economy over the next 5 years, building on AED41 billion generated through its In-Country Value program in 2023

UAE President His Highness Sheikh Mohamed bin Zayed Al Nahyan has presided over the annual meeting of the ADNOC Board of Directors in his capacity as its Chairman.

The board was updated on ADNOC's record-breaking initial public offerings (IPOs) and the company's first investments outside the UAE in 2023. The board mandated ADNOC to prioritise transformational growth, partnerships and international opportunities to future-proof and drive value for Abu Dhabi and the UAE. In December, ADNOC announced that it has entered into a sale and purchase agreement for the acquisition of OCI's entire majority shareholding in Fertiglobe plc. This supports its ambitious chemicals strategy and its plans to establish a global growth platform for low-carbon ammonia, a key lower-carbon fuel and hydrogen carrier that is expected to play an important role in the energy transition.

The board was briefed on the steps that ADNOC has taken in support of its industry-leading Net Zero by 2045 target and directed the company to deploy leading edge technologies to accelerate decarbonisation, renewables growth, and lower-carbon solutions in support of the target. The increased allocation will include investments to grow the company's domestic and international carbon management platforms, supporting the decarbonisation journeys of both ADNOC and its customers.

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Best Practices 2022 From The Archives Saudi Telecommunication Company (STC) 2nd Runner Up - Large Business Category

A Brief About the Organisation

Saudi Telecommunication Company, commonly known as STC, is one of the leading Middle East operators and the Saudi digital enabler of telecommunications services.

The company provides fixed infrastructure, data and mobile services as well as landline services. Cloud computing, mobile, and broadband services are all provided by STC.

The business made an investment in packet-based next-generation networks (NGNs), which allows for the transport of media, services and data over the network.

Conclusion & Lessons Learnt

- In 2020, STC started a more thorough alignment of the company's business plan with UN-SDGs by determining the global indicators that are of the utmost importance to them and the means by which they may contribute to their accomplishment in accordance with broad-GRI advice.
- As a result they determined 10 SDGs that are of utmost importance, are locally pertinent to the main operations and regions and fit their corporate strategy.
- They started their annual "strategy review" process in 2021 to create DARE 2.0. The core tenets of STC's strategy remained constant, but its themes and goals changed to reflect adjustments made to the worldwide market and the broader telecom industry.
- The 2nd iteration of STC's DARE programme explicitly integrates sustainability throughout the organisation and correlates with various UN SDGs, including objectives #8 through #13, as well as the Kingdom's Vision 2030.
- Each letter in 'DARE' represents one of the 4 strategy pillars
- D-Digitise,
- A-Accelerate Performance,
- R-Reinvent Experiences, and
- E-Expand in Scale & Scope

In 2022, STC expanded the strategy themes to further embed sustainability with 9 strategic objectives within the DARE framework. In order to serve the interests of its stakeholders and reinvent how corporations view business value by having a positive impact on society and conserving the environment. STC worked on integrating sustainability/ social responsibility practices and culture into the company's DNA. It acknowledges its obligation to address regional and international issues connected to governance, the environment, and social issues.

Through various training programmes and awareness campaigns, STC is investing in human capital to develop the next generation of sustainability leaders among its workforce. In order to fulfil the company's mission of creating and bringing more dimension and richness to people's personal and professional lives, they collaborate with local and international partners to extend their contribution to address issues like the environmental footprint, digital divide, poverty, human rights, and access to education.

A crucial component of STC's digital transformation strategy is the on-going innovation. In order to test the newest technologies before releasing them to the public, they conduct research and development (R&D) as well as "experiment by doing" technique. For internal innovation, STC uses design thinking, encourages agile delivery, and holds internal contests to gather staff ideas, such as the Fekrtak program. STC also actively engages with its stakeholders to be able to understand and respond to their needs. The viewpoints and insights of the stakeholders are crucial for the company's improvement and in formulating its strategies. The GRI Standards and the AA1000 Stakeholder Engagement Standard serves as the foundation for the stakeholder engagement framework and established high-quality engagement. Key stakeholder groups, purposes, levels, modes, and frequencies of participation have all been defined by STC.

