



الشبكة العربية للمسؤولية  
الاجتماعية للمؤسسات  
Arabia CSR Network®

# NEWSLETTER

March 2024 Volume 13 Issue 151

الجائزة العربية  
للمسؤولية الاجتماعية  
والاستدامة



ARABIA CSR &  
SUSTAINABILITY  
AWARDS



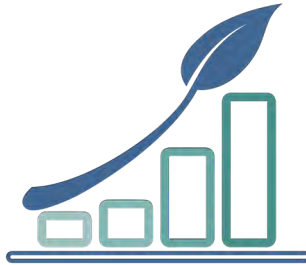
## Upcoming Trainings



الشبكة العربية للمسؤولية  
الاجتماعية للمؤسسات  
Arabia CSR Network®

### Sustainability Reporting Training

Date: 6<sup>th</sup> – 7<sup>th</sup> March 2024



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### Stakeholder Engagement Workshop

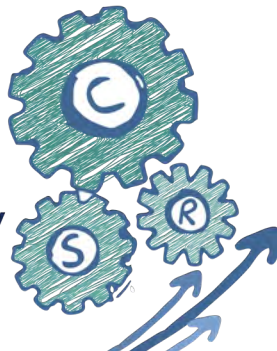
13<sup>th</sup> March 2024



الشبكة العربية للمسؤولية  
الاجتماعية للمؤسسات  
Arabia CSR Network®

### Certified Training on Fundamentals of CSR & Sustainability

Date: 17<sup>th</sup> - 18<sup>th</sup> April 2024



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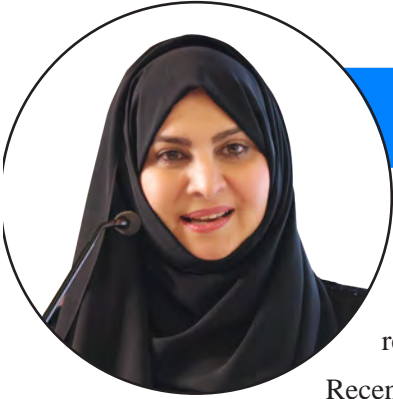
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## Note from the President & CEO Habiba Al Mar'ashi

Hello to all our Arabia CSR Network newsletter readers!

Recently, I came across a very interesting opinion piece titled "2024 Sustainability Trends to Watch" by Chandra Dake (Executive Chairperson and Group CEO of the Dake Group). As the title suggests, this article shed a spotlight on key sustainability trends for 2024, a critical year for integrating corporate responsibility into the core of our business strategies.

According to the article, the GCC region is expected to witness significant economic growth, despite challenges in the oil sector, with sustainability playing a pivotal role in this development. The emphasis will be on diversifying economic activities, where both government and private sectors are encouraged to adopt sustainable practices and innovations.

The article, which I thought was very thought-provoking, also mentioned that this year, we are looking at increased regulatory pressures aimed at enhancing sustainability across all sectors, a heightened focus on climate change mitigation, and the adoption of technology-driven solutions to address environmental challenges.

This means that businesses will need to navigate the complexities of enhanced ESG reporting standards and embrace collaborative efforts to drive sustainability. For a more comprehensive understanding, I encourage you to read the full article on MEConstructionNews.

At the Arabia CSR Network, we offer our services to ensure that business in the MENA region have the tools and the understanding to utilise sustainability trends and opportunities to better serve their customers and enhance their business performance.

We have a very useful training coming up for those who are interested in a thorough understanding of sustainability and sustainability reporting. In this Sustainability Reporting Training planned to take place on (6-7 March 2024), participants can gain comprehensive insights into ESG reporting standards and the creation of impactful sustainability reports.

The sessions are structured to cover key aspects of sustainability reporting, from the importance and benefits of sustainability reports to strategic approaches and stakeholder roles. This initiative aims to educate and empower professionals in the Arab Region with the skills necessary to advance sustainability efforts in their organisations.

We are also organising a one-day workshop on Stakeholder Engagement (13 March 2024), to address the growing importance of engaging with stakeholders in today's market trends. The workshop will cover topics such as stakeholder mapping and engagement, and is aimed at professionals in CSR & Sustainability, ESG and communications.

This training is an excellent opportunity for those looking to enhance their understanding and application of stakeholder engagement within their organisations. For registration in either of the Sustainability Reporting Training or the Stakeholder Engagement workshop, please get in touch with us.

On other news, our sister organisation - the Emirates Environmental Group (EEG) - recently celebrated the notable success of its 27th annual Can Collection Day on 24.2.24, where we were the CSR partners. This day amassed over 7,000 kg of Aluminum Cans - a major achievement of various partners, volunteers and participants especially the hospitality sector.

The event not only highlighted the importance of community engagement in environmental protection and resources conservation but also showcased the impactful reduction of CO2 emissions, reaffirming EEG's commitment to combating climate change and achieving Net-Zero through proactive recycling efforts.

Finally, I invite you all to participate in our 2024 Arabia CSR Awards. This Awards programme is an ideal platform for organisations across the Arab region to demonstrate their CSR and sustainability excellence. It is an awards programme that highlights those leading the way in social and environmental stewardship.

For interested participants, a virtual clinic will soon be organised to offer deep dives into the application process, providing key insights into the award's evolving criteria. I urge entities of all sizes and sectors to join this very competitive awards, share their impactful stories, and help shape a sustainable future for our region.

For further information, please contact us via [awards@arabiacsrnetwork.com](mailto:awards@arabiacsrnetwork.com), [admin@arabiacsrnetwork.com](mailto:admin@arabiacsrnetwork.com), or +97143448622.

As always, thank you for your continued support of the Arabia CSR Network!

Sincerely,

Habiba Al Marashi





## ACSRN News

### UN Inter-Agency Task Force on Global Economic Context

On **6<sup>th</sup> February**, ACSRN participated virtually in the Inter-Agency Task Force on Financing for Development's public briefing on the global economic context. The session featured presentations and discussions led by experts from renowned organisations such as the World Bank, IMF and UNCTAD. The briefing facilitated collaboration and understanding among Member States and stakeholders, highlighting the importance of collective action in addressing global economic challenges for sustainable development.

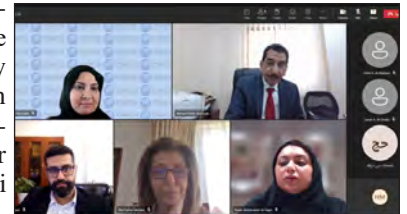
### How to report on education and lifelong learning

ACSRN Founder & President attended an online webinar on **8<sup>th</sup> February**, dedicated to reporting on Education and Lifelong learning as part of the Government of Ajman's initiatives. As an Emirati lady who has dedicated her life to building capacity and spread environmental literacy amongst the different sectors of society in the UAE and beyond, she was invited by the General Secretariate of the Executive Council of the Emirate of Ajman to join the session and to contribute in Ajman's new educational goals.

She readily joined this online discussion and contributed effectively by providing her insights on several educational related questions. The discussions revolved around steps needed to be undertaken to support the vision of lifelong learning and address associated challenges.

### Joining the Sharjah Excellence Award as a Jury Member

In continuation of the long standing relationship between ACSRN and Sharjah Chamber of Commerce and Industry, ACSRN Founder & President, Mrs. Habiba Al Mar'ashi, was invited to be part of Sharjah Excellence Awards as a member of the Jury Panel on **21<sup>st</sup> February**. The highly acclaimed Sharjah Awards programme began its new cycle in May 2023 and concluded work in January 2024. The awards received much support from His Highness Sheikh Dr. Sultan bin Mohammed Al Qassimi Member of the Supreme Council and Ruler of Sharjah to the private sector and the prestigious patronage of His Highness Sheikh Sultan bin Mohammed bin Sultan Al Qassimi the Crown Prince and Deputy Ruler of Sharjah.



The programme consists of 9 awards and aims to boost Sharjah's economy in all sectors by promoting sustainable economic growth and giving due recognition to businesses that contribute towards the sustainable growth of the nation.

### "Beyond Fast Fashion"

On **21<sup>st</sup> February**, Arabia CSR Network attended the United Nations Environment Assembly (UNEA) side event titled "Beyond Fast Fashion," hosted by The Circular Fashion Initiative. This event served as a platform to delve into the transformative potential of sustainable fashion and its implications for the global fashion industry.

During the forum, we had the privilege of witnessing the premiering of a short film titled "Beyond Fast Fashion," produced by the Arizona State University Sustainable Earth project, which shed light on the importance of embracing sustainable fashion principles. The film underscored the need for a collective effort to address environmental and social challenges associated with fast fashion and highlighted the role of stakeholders in driving sustainable solutions.



Our participation didn't end with the film premiere. We attended panel discussions, the insights and perspectives on key issues such as sustainability standards, corporate reporting requirements, and the challenges faced by fashion enterprises in the global South.

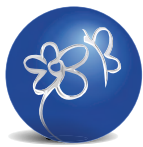
ACSRN remains steadfast in promoting sustainability across all sectors, including fashion. Our participation in events like "Beyond Fast Fashion" reflects our commitment to driving positive change and fostering a more sustainable future for generations to come.

### Can Collection Campaign 2024

Arabia CSR Network was delighted to join the Emirates Environmental Group's (EEG), Can Collection Day as a CSR Partner. EEG conducted its 1<sup>st</sup> major recycling campaign for the year 2024; the "Can Collection Day" on **24<sup>th</sup> February** under the theme "With a #CAN-DO Attitude the Future is in our Hands". Due to the popular demand, EEG opened a site in Ajman as well in this cycle bringing the total to 6 designated locations; 3 in Dubai namely Zabeel Park, Al Barsha Pond Park, Al Mamzar Park, in Ras Al Khaimah at RAK Ceramics Factory, in Abu Dhabi at American International School and in Ajman at Ajman Museum!







## ACSRN News

The collective contributions of private organisations, academic institutions, government entities and families resulted in the collection of **7,002 kg** of Aluminium Cans for recycling. Since its inception, EEG has managed to collect **415,028 kg** of Aluminium Cans for recycling, which has resulted in the mitigation of **6,230 MTCO<sub>2</sub>e**, saving of **10,075 m<sup>3</sup>** of landfill space and the conservation of **94,454 million BTU of energy**.

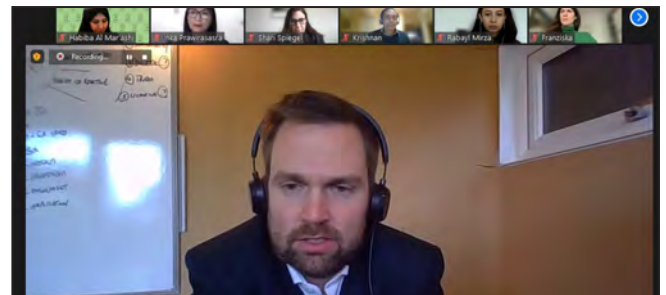
A successful development agenda requires inclusive partnerships — built upon principles and values, a shared vision and goals that place people and the planet at the centre. With this thought in mind, EEG was delighted bring on board several partners and supporters for this campaign in addition to ACSRN namely, Dubai Municipality, American International School (AUH), RAK Ceramics Factory and Ajman Museum for providing the venue support; Department of Economy & Tourism in Dubai for mobilising and encouraging the hospitality sector to come on board and actively participate. Abela & Co., ISS Relocations, Berkely, Sharjah National Lube Oil Co LLC, Globelink West Star Shipping, Labotel and Tristar for providing logistical support and McDonald's UAE for providing volunteers, Gulf News and Al Murad Group who came on board as media partners. In addition, EEG is also delighted to have Lucky Recycling support the campaign as the recycling partner.



## GISD Strategy Meeting

Towards the end of 2023, the Global Investors for Sustainable Development (GISD) Alliance had decided to convene the 4th International Conference on Financing for Development in 2025. The planning and preparation for this conference have already started to ensure that the current unfavourable global economic environment is changed to roll out the urgently needed sustainable investment.

As a board member of GISD that was launched by the UN Secretary General in 2019, ACSRN Founder & President attended virtually a strategy Group meeting on **26<sup>th</sup> February**, where the attendees discussed the overview of the conference workstream, the focus areas and the status of the same.



The meeting brought together the board members, Co-Chairs and UN representatives including Director of Financing for Sustainable Development Office of UN DESA, representatives from Bank of America, Johannesburg Stock Exchange and other key private stakeholders. With critical actions to be undertaken, the planned conference will help shift the finance narrative and help the world tackle climate change issues faster.

## ACSRN Participates in Khalifa International Date Palm Awarding Ceremony

On **26<sup>th</sup> February**, ACSRN Founder & President attended the 16th session of the Khalifa International Date Palm & Agricultural Innovation Awards. The President of the awards Board of trustees addressed the attendees and announced the names of the new board of trustees. This global event highlighted the significance of date palm cultivation in sustainable development. ACSRN's presence underscores its commitment to promoting environmental sustainability and agricultural innovation. We are honoured to participate in initiatives that contribute to the UAE's leadership in global partnerships for sector development.





## ACSRN News

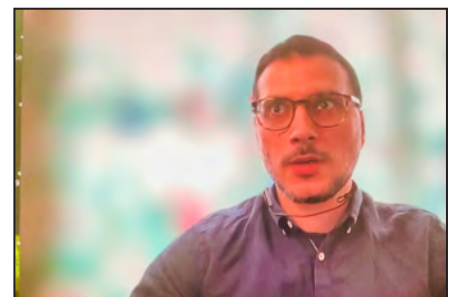
### One Planet Network – Webinar on Sustainable Chem Talk

On **27<sup>th</sup> February**, ACSRN attended a webinar conducted by the One Planet Network, UNEP and Sida under the theme “Sustainable ChemTalk: Decoding Green Practices in Product Communication”. The webinar brought together various industry experts to discuss the importance of making chemicals sustainable and environmentally friendly.

The webinar started with a reveal and discussion of a guidance publication of UNEP and One Planet Network titled Communicating Chemical in Products – which details the importance of disclosing harmful chemicals by manufactures and to consumers, role of chemicals in sustainable consumption and production, fundamental principles to follow, aspirations, best practices and more.

A panel discussion followed consisting of three speakers representing environmental justice, fashion industry and private chemical manufacturers, they brought their perspectives to the table to address chemicals and sustainability.

Some of the key discussion points included transparency to consumers, impact of chemicals in the entire life cycle of and not only the end product, and also the value added in investing in sustainable chemicals, global laws, ecolabels and more.



### Trainings & Workshops in March

In our continued commitment to empower and engage businesses of all sizes and the public sector, we conduct essential training programmes built on robust foundations every month. These programmes aim to benefit both employees and organisations by fostering sustainable development practices.

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

- Sustainability Reporting Training**  
Date: **Wednesday, 6<sup>th</sup> to Thursday, 7<sup>th</sup> March 2024**
- Stakeholder Engagement Workshop**  
Date: **Wednesday, 13<sup>th</sup> March 2024**

The **Sustainability Reporting Training** offers trainees to of gain comprehensive knowledge about sustainability and reporting in an efficient manner.

It helps to clear up common misconceptions about the meaning of Sustainability in addition to understanding how sustainable practices benefit an organisation. The Sustainability Reporting course covered linkages with the UN Sustainable Development Goals and focused on the essential components of the sustainability reporting process from start to finish.

On the other hand, the **Stakeholder Engagement Workshop** aims to explore the increasing organisations - stakeholders responsiveness and collaboration. The complex web of stakeholders that most organisations work with makes stakeholder engagement an imperative and one that offers tremendous benefits. In the workshop, delegates will be coached on the most important characteristics of stakeholder engagement, how to map stakeholders to the circles of interest and influence, what kind of factors influence effective consultation, how to manage a successful dialogue with different stakeholders and how to use stakeholder engagement as a tool for long term collaboration.

Both 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 to contact us at [trainings@arabia-csrnetwork.com](mailto:trainings@arabia-csrnetwork.com) to enrol for the same.

### Sustainability Reporting Training

Date: 06<sup>th</sup> – 07<sup>th</sup> March 2024

Improve the quality of your organisation's report annually to disclose their performance in environmental, social and governance (ESG) areas, and demonstrate the value created by these activities. There are various standards and frameworks that guide organisations towards creating an impactful report describing their non-financial value creation efforts and its results and outcomes.

ACSRN's customer training and advisory services provider with 20 years of expertise in developing and implementing hundreds of sustainable CSR and Sustainability training sessions is conducting a 2-Day Training Course on Sustainability Reporting.

The training module, developed jointly by ACSRN, will be delivered through lectures, slides, video presentations, discussions, group exercises and case studies.

**Training Outline**  
4 one-day training module with 5 sessions on each day  
Two meals per day  
Certificate at end of course on day 2 of the training

**Course/Programme**  
Day 1  
- Session 1 Why is Sustainability Important?  
- Session 2 What is a Sustainability Report?  
- Session 3 Sustainability Reporting Cycle  
- Session 4 Strategic Approach to Sustainability Reporting  
- Session 5 Role of Stakeholders  
Day 2  
- Session 6 Prioritising Sustainability Topics  
- Session 7 Performance Indicators  
- Session 8 Report Checklist  
- Session 9 The Standardised Steps  
- Session 10 End of Course Report Evaluation Exercise

1000+ High-level executives to date  
1000+ Sustainability Reports from the Arab Region

To register (capped for this event), please contact Arabia CSR Network.  
Tel: +966 11 4343333 | +966 11 4343332 | Email: [trainings@arabia-csrnetwork.com](mailto:trainings@arabia-csrnetwork.com)

**Fees**  
USD 2,200 (includes airfare)  
USD 1,780 (local travel)  
20% discount (5 days before the training)

For more details or to register, please contact [trainings@arabia-csrnetwork.com](mailto:trainings@arabia-csrnetwork.com) or call us on +966 11 4343333 | +966 11 4343332

### Stakeholder Engagement Workshop

13<sup>th</sup> March 2024

Current market trends show that organisations are becoming increasingly responsive to the role of stakeholders and not just shareholders. The complex web of stakeholders that most organisations work with makes stakeholder engagement an imperative and one that offers tremendous benefits.

These issues will be addressed during a one-day workshop being organised by Arabia CSR Network, the leading training services provider and think tank. In the workshop, delegates will be coached on the most important characteristics of stakeholder engagement, how to map stakeholders to the circles of interest and influence, what kind of factors influence effective consultation, how to manage a successful dialogue with different stakeholders and how to use stakeholder engagement as a tool for long term collaboration.

**The workshop will focus on the following:**  
- Stakeholder Mapping  
- Stakeholder Theory  
- Stakeholder Identification and Engagement  
- Stakeholder Analysis  
- Stakeholder Dialogue  
- Basic principles of Collaboration  
- Prioritising CSR Issues

**Who Will This Workshop Be For?**  
All professionals working in the field of CSR, sustainability, communications, marketing or public relations, who are responsible for managing stakeholder engagement and stakeholder communication.

**Workshop Fee per Participant**  
USD 600 +5% (VAT)

**Early Bird discount**  
If you register one month prior to the training

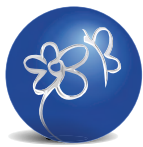
**Group discount**  
If you register more than three participants from the same organisation  
Note: Participants can only attend one of the above offers.

To register for this event, please fill in the registration form and contact Arabia CSR Network.  
Tel: +966 11 4343333 | +966 11 4343332 | Email: [trainings@arabia-csrnetwork.com](mailto:trainings@arabia-csrnetwork.com)

**Fees**  
USD 600 +5% (VAT)







## Member News

### Tristar CEO Receives NSTI Appreciation



Tristar Group CEO, Mr. Eugene Mayne, pose with UAE Minister of Education, H.E. Ahmad Belhoual Al Falasi, with the Memento of Appreciation for the company's support to the recent National Science Technology and Innovation (NSTI) Festival held at Dubai Festival City last February. Tristar was invited to set up its 'Kids Traffic Arena' which educates school children of various ages on the importance of wearing seat belts and on following traffic rules like not using mobile phone while driving. The children will remind their parents or any driver on what they have learned. They, too, will be driving vehicles when they reach the legal age to acquire a driving license.

## Feature Article

### Dubai's Pioneering Shift: Blending Luxury with Sustainability in Iconic Hotels

*Written by: Rizwan Shah, Published in BNN on February 26, 2024*

Imagine stepping into the grandeur of Dubai's most iconic hotels, where luxury meets sustainability in an unprecedented fusion. This isn't the future; it's happening right now. In a city known for its architectural marvels and opulent experiences, a new trend is taking hold. Dubai is redefining luxury tourism with a strong emphasis on eco-conscious practices, setting a new benchmark for destinations worldwide. At the heart of this movement are renowned establishments like the Burj Al Arab, Atlantis The Palm and The Palazzo Versace, which are leading the charge in marrying lavish amenities with green initiatives. But what does this mean for the discerning traveler seeking both indulgence and environmental stewardship?

#### The Green Evolution of Luxury

Dubai's luxury hotels are not just architectural wonders; they are now beacons of sustainability. These establishments have integrated various green initiatives without compromising on the lavish experience they offer. From energy conservation measures and water recycling programmes to the use of sustainable building materials, the effort to reduce environmental impact is comprehensive. The commitment extends to the guest experience, with organic spas, gourmet dining featuring locally sourced ingredients, and eco-friendly room amenities setting new standards for sustainable luxury.

#### Personalised Experiences with a Conscience

What sets Dubai apart in its sustainable luxury journey is the personalised experience that respects both local culture and the environment. Guests can indulge in bespoke adventures that range from sustainable dining and wellness to eco-conscious shopping and cultural explorations. These experiences are not only about enjoying the luxury but also about contributing to environmental stewardship and cultural sensitivity. For instance, sustainable dining initiatives focus on minimising food waste and supporting local agriculture, offering a taste of luxury that's both exquisite and ethically sourced.



*Dubai's Pioneering Shift: Blending Luxury with Sustainability in Iconic Hotels*

#### Setting New Standards in Eco-Friendly Construction

The architectural innovation of Dubai's luxury hotels incorporates sustainable materials and technologies, setting new benchmarks in eco-friendly construction. The design and construction processes prioritise not just aesthetic appeal but also environmental sustainability. For instance, hotels like the Sheraton Grand Hotel Dubai and The Oberoi Beach Resort Al Zorah exemplify how luxury and sustainability can coexist, from their operational practices to the very foundations they're built on. These initiatives showcase Dubai's commitment to offering indulgent experiences and also promoting environmental preservation and innovation.

In a world where luxury and sustainability were once considered mutually exclusive, Dubai is proving that they can go hand in hand. The city's luxury hotels are not just places to stay; they are a testament to what the future of tourism can look like—a future where indulgence does not come at the expense of the planet. As Dubai continues to lead by example, it invites travelers to be a part of this transformative journey, offering a glimpse into a world where every luxury stay is also a step towards a more sustainable future.





## Best Practices 2022 From The Archives

### Crown Holdings, Inc.

#### 1<sup>st</sup> Runner Up -Medium Business Category

### A Brief About the Organisation

Through its subsidiaries, Crown Holdings, Inc. is a major global provider of rigid, transit and protective packaging materials, equipment, and services to a wide range of end markets. Crown's 18 manufacturing facilities of beverage cans expand over 13 countries out of which 5 are operated in the MENA region.

Crown has adopted a comprehensive action plan with the title 'Twentyby30' with an intention to bring about reforms in the following areas over the passage of 10 years- regulatory and supply chain processes, employee safety, diversity and inclusion, workforce skill up gradation etc.



### Conclusion & Lessons Learnt

- By adopting a comprehensive action plan 'Twentyby30' Crown is working towards improvements in 10 years on regulatory and supply chain processes, employee safety, diversity and inclusion, workforce skill up gradation etc.
- By formulating an integrated global approach that examines and assesses the interaction of every function and activity, the company is minimising the risk of defects, complaints, and negative impacts on the environment.
- Successful collaboration with various global initiatives like the Science-Based Targets initiative (SBTi), Business Ambition Pledge for 1.5°C, The Climate Pledge - C.D.P., United Nations Global Compact, RE100 and Ellen MacArthur Foundation, has ensured numerous advantages for Crown.
- By facilitating the participation of employees in leadership-driven community initiatives that carry the power to bring positive and measurable change, Crown has been able to directly benefit the local and regional communities through these programmes.
- A work environment free from abuse, harassment, exploitation and discrimination, which is a non- malleable pillar of the institution, has been pivotal in upholding the fundamental human rights of stakeholders.



Crown operates 5 can factories across the Middle East and North Africa, strategically located in key regions. These include CROWN Arabia Can in Saudi Arabia (with facilities in Dammam and Jeddah), CROWN Middle East Can in Jordan (located in Amman), CROWN Emirates Company in the United Arab Emirates (based in Dubai), and CROWN Maghreb Can in Tunisia (situated in Tunis). Notably, the Jebel Ali plant of Crown Emirates Company in Dubai boasts impressive production figures, churning out a staggering 1,480 million cans across 6 different sizes and 1,840 million lids. In 2021 alone, this facility contributed significantly to Crown's revenue, generating an impressive \$170 million.

In line with its commitment to sustainability, Crown introduced the Twentyby30 Sustainability Programme in 2020. This comprehensive initiative comprises 20 quantifiable sustainability objectives that the company aims to achieve by the end of 2030. These objectives are carefully aligned with the top priorities of both internal and external stakeholders, addressing critical global issues. Key focus areas of the programme include material use economy, recycling initiatives, responsible and ethical sourcing practices, as well as food contact and chemical safety measures. The programme also sets science-based targets for reducing greenhouse gas (GHG) emissions and outlines ambitious water stewardship goals.

In a proactive move towards sustainability, Crown Emirates launched a waste and resource management project in 2021. The primary objective of this project is to minimize material consumption, reduce electricity and gas usage, optimize water consumption, and mitigate waste generation. Through this initiative, Crown Emirates aims to equip its operational teams with necessary training, closely examine processes in collaboration with suppliers and relevant authorities such as the Dubai municipality, and identify areas for improvement. By implementing corrective and enhancement measures, Crown is committed to advancing its sustainability efforts while simultaneously contributing positively to the environment and society at large.

