




Upcoming Trainings & Workshops



 الشبكة العربية للمسؤولية
الاجتماعية للمؤسسات
Arabia CSR Network®

Sustainability Reporting Training

23rd – 24th January 2026




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Materiality Mapping Workshop

27th January 2026


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Certified Training on Fundamentals of CSR & Sustainability

Date: 3rd – 4th February 2026



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Note from the Founder & CEO

Dear Members, Partners and Friends,

As we welcome **2026**, I am filled with gratitude for the exceptional journey we shared throughout 2025.

The progress made across our Network reflects dedication and a profound collective belief in the transformative power of responsible leadership, sustainability and corporate citizenship in our region.

In 2025, our members demonstrated remarkable resilience, innovation and purpose. Through collaborative initiatives, impactful reporting, capacity building and strengthened ESG integration, we advanced the culture of responsibility that lies at the heart of the Arabia CSR Network.

Each engagement reminded us that sustainability is no longer a parallel track—it is a defining pillar of organisational excellence and national development.

December was an exceptionally active month, filled with meaningful engagements that reflected our collective commitment to sustainability and responsible leadership.

On **4th December**, I presented at the RICS Global Building Sustainability Conference 2025, contributing to a panel on accelerating supply chain sustainability.

That same day, I participated in the WorldGBC Governance & Nominations Committee Meeting, followed by the WorldGBC Board Meeting on **8th December**, where we reviewed progress and aligned priorities for the year ahead.

I also engaged national audiences through Dubai Radio and Fujairah TV, sharing EEG's journey and the impactful achievements of the "Clean UAE" campaign.

On **10th December**, I was honoured to serve as Chief Guest at the inaugural Gulf News × BeingShe Sustainability Excellence Awards 2025.

On **13th December**, I delivered a keynote at the International Post-Climate Conference Forum (COP30), emphasising the vital role of Arab civil society in climate justice.

Finally, on **16th December**, EEG joined the global dialogue on COP30 outcomes, highlighting sustainable food systems and food loss reduction as key climate priorities.

From **6th to 16th December**, we joined EEG as the CSR Partner in rolling out the 24th Cycle of Clean UAE 2025, marking our most extensive nationwide mobilisation to date.

Across all Emirates, 84,123 volunteers participated with remarkable dedication, clearing 45,692 kilograms of waste and rejuvenating 98 square kilometres of natural areas.

This campaign served as a powerful demonstration of how collective responsibility can transform our environment when communities, organisations and individuals unite with purpose.

Clean UAE 2025 affirmed that sustainability flourishes when it is embraced as a shared national duty.

The month concluded on a deeply inspiring note with "For Our Emirates We Plant" on **23rd December**, where more than 1,500 participants who joined us in Ras Al Khaimah to plant 3,791 native trees.

This gathering embodied the true spirit of environmental stewardship — reinforcing our commitment to expanding green cover, supporting local ecosystems and honouring the UAE's natural legacy.

As we welcome 2026, I am very enthusiastic and excited by the possibilities that lie ahead for the Arabia CSR Network and our vibrant community of responsible organisations.

This year, we will unveil two flagship platforms that continue to define sustainability leadership in our region—the 19th Cycle of the Arabia CSR & Sustainability Awards and the 14th Cycle of the Arabia CSR Forum.

These landmark events will once again gather visionary organisations and passionate changemakers who are shaping the future of responsible business.

We will begin this exciting journey with our Press Launch on Tuesday 20th January 2026, where we will present new directions, strengthened frameworks and inspiring opportunities for engagement.

I am confident that the year ahead will spark meaningful collaborations, bold ideas and renewed commitment to advancing sustainability across all sectors.

As we step into 2026 together, I wish you a year filled with purpose, growth and impactful achievements—guided always by our shared aspiration for a more just and resilient planet.



ACSRN News

ACSRN President Speaks RICS Global Sustainability Conference 2025

Dr. Habiba Al Mar'ashi, President & CEO of ACSRN, joined as a speaker at the RICS Global Sustainability Conference 2025, held virtually on 4th December. The conference, themed "Building Resilience: Pathways for a Sustainable Built and Natural Environment," brought together international experts advancing sustainability in the built environment. Dr. Habiba participated in the influential panel "Breaking Silos: Cross-Industry Collaboration to Accelerate Supply Chain Sustainability," where she shared insights drawn from three decades of leadership in sustainability, ESG, CSR and responsible business practices. She emphasized that sustainability must be embedded as a central operating principle, not an optional add-on, across design, procurement, construction and long-term asset management. She advocated for transformative mechanisms such as mandatory embodied-carbon disclosure, Green Public Procurement, performance-based contracts and harmonised digital tools, noting that transparency and unified KPIs are essential for genuine decarbonisation. Dr. Habiba also underscored the pivotal role of ACSRN in strengthening corporate governance, advancing ESG maturity and driving cross-sector alignment toward national and global climate goals. Her contribution reinforced the UAE's position as a regional leader in sustainability transformation.

WorldGBC Engagements

Arabia CSR Network (ACSRN) is pleased to highlight the active participation of Dr. Habiba Al Mar'ashi, President & CEO of ACSRN, in two key global engagements with the World Green Building Council (WorldGBC) during December 2025. On 4th December, she joined the Governance & Nominations Committee Meeting, contributing her long-standing expertise in governance, leadership development and organisational strengthening to support strong, transparent and inclusive governance practices at the global level. On 8th December, she took part in the WorldGBC Board Meeting, where global leaders from across the built-environment sector came together to review progress and align future priorities. These engagements reinforce WorldGBC's role in shaping a more sustainable, resilient and equitable built environment worldwide.

Celebrating Sustainability Leadership at the Sustainability Excellence Awards 2025

Arabia CSR Network is pleased to highlight the participation of Dr. Habiba Al Mar'ashi, President & CEO of ACSRN, as the Chief Guest at the inaugural Gulf News x BeingShe Sustainability Excellence Awards 2025, held on 10th December at SEE Institute in The Sustainable City, Dubai. Gathering sustainability pioneers from across the UAE, the awards ceremony honoured organisations and individuals who have demonstrated exceptional commitment to environmental responsibility, social impact and innovative ESG practices. In her keynote address, Dr. Habiba reflected on the evolu-

tion of sustainability in the UAE—from a niche subject to a national mandate—and emphasised that true progress is driven by people and organisations who transform sustainability into a lived culture. She commended the awardees for rising above compliance and embracing purpose-driven leadership, noting that recognition serves as a catalyst for higher ambition and stronger performance. Dr. Habiba also applauded the collaboration between Gulf News and BeingShe for creating a platform that champions women's leadership, youth empowerment and inclusive sustainability dialogue. The event underscored the UAE's commitment to its Net Zero 2050 goals, circular economy aspirations and long-term development vision. ACSRN congratulates all winners and reiterates its dedication to fostering excellence, strengthening ESG maturity and supporting organisations on their journey toward sustainable and responsible growth.

International Post-Climate Conference Forum (COP30)

Dr. Habiba Al Mar'ashi, President & CEO of ACSRN joined as a keynote address at the International Post-Climate Conference Forum (COP30) on 13th December 2025. Speaking on "Mobilising Arab Civil Society for Climate Justice Beyond COP30," she emphasised that civil society remains the driving force behind inclusive, equitable and community-centred climate action. Dr. Habiba highlighted the Arab region's growing climate vulnerabilities and the urgent need to ensure that solutions protect vulnerable communities and address social inequalities. She underscored the essential role of NGOs, youth, women and grassroots actors in raising awareness, strengthening resilience and translating national climate commitments into tangible local action. She also pointed to new opportunities emerging after COP30—greater regional cooperation, enhanced participation platforms and increased visibility for local initiatives. Her message reaffirmed ACSRN's commitment to advancing climate justice, empowering civil society and supporting sustainable development across the Arab region through collaboration and responsible leadership.

Global Webinar on COP30 Outcomes and the Road Ahead

Arabia CSR Network participated in the international webinar "COP30 Outcomes and the Road Ahead" on 16th December, organised by the World Packaging Organisation (WPO), UNIDO and FSSC. The session convened experts from around the world to reflect on the outcomes of COP30 in Belém and explore their relevance to sustainable food systems, climate resilience and the reduction of food loss and waste (FLW). The discussion underscored the importance of embedding FLW reduction and sustainable production systems within broader climate action frameworks, highlighting opportunities for stronger collaboration between governments, businesses and civil society. For ACSRN, the focus on circular economy practices and responsible value-chain management aligns closely with the Network's mission to foster sustainable and accountable business models across the region.

The webinar attracted leaders from industry, government, international organisations, academia and NGOs, reaffirming the value of multi-stakeholder engagement in driving systemic change and advancing sustainability at scale.

Arabia CSR Network Celebrates the Achievements of the 24th Cycle of “Clean UAE”

The Arabia CSR Network as the CSR partner, proudly celebrated the outstanding success of the 24th Cycle of the “Clean UAE” campaign, organised by the Emirates Environmental Group (EEG). This much-anticipated national programme, held from 6th to 16th December 2025, once again demonstrated the UAE’s collective commitment to environmental protection and community engagement. This year’s campaign brought together an impressive 84,123 participants from across all seven emirates—reflecting the participation of families, schools, universities, corporate entities, government institutions and community volunteers. Their unified efforts contributed to the cleaning and restoration of 98 km of key natural and urban spaces nationwide. Together, these dedicated volunteers successfully removed 45,692 kilograms of waste, reinforcing the nation’s commitment to preserving ecosystems, reducing pollution, and fostering sustainable habits within communities. The closing ceremony, organised in collaboration with local authorities, welcomed distinguished dignitaries and environmental leaders who praised EEG’s tireless efforts in mobilising society for meaningful environmental action. Officials highlighted the importance of initiatives like Clean UAE, which align with the UAE Net Zero 2050 Strategy and contribute to advancing the nation’s circular economy ambitions. The 2025 edition was significantly enhanced by the support of corporate sponsors and strategic partners, whose involvement underscores the essential role of the private sector in driving nationwide sustainability efforts. Their contributions helped amplify the campaign’s reach and further strengthened its alignment with the United Nations Sustainable Development Goals (SDGs), particularly SDG 11, 12, 13, 14, 15 & 17. Arabia CSR Network is honoured to collaborate once again with EEG in this impactful national campaign. As we celebrate the success of the 24th Cycle, we remain committed to championing initiatives that inspire environmental action, empower communities, and pave the way for a cleaner, greener and more sustainable UAE.

she appeared on Dubai Radio, offering insights into the power of community-driven environmental action. She highlighted the national significance of the Clean UAE campaign, which brings together institutions, corporates and volunteers to strengthen environmental stewardship. On 11 December, she was featured on Fujairah TV, where she discussed the essential connection between environmental protection, corporate responsibility and the UAE’s Net Zero 2050 ambitions. She emphasised how collaborative efforts among communities and organisations drive meaningful progress. On 18th December, Dr. Habiba also joined a virtual interview with Fujairah TV, highlighting EEG’s sustained environmental leadership. She spoke on the impact of “For Our Emirates We Plant”, biodiversity restoration and reflected on the enduring national contribution of the “Clean UAE” campaign across the UAE. These engagements reinforced ACSRN’s ongoing commitment to promoting sustainability awareness, advancing ESG leadership and inspiring collective responsibility across the region.

Supporting EEG’s Tree-Planting Campaign

Arabia CSR Network (ACSRN) is proud to have served as the CSR Partner for Emirates Environmental Group’s landmark annual urban afforestation campaign, “For Our Emirates We Plant,” held on 23rd December in Ras Al Khaimah. The initiative, conducted under the esteemed patronage and presence of His Highness Engr. Sheikh Salem Bin Sultan bin Saqr Al-Qasimi, marked a meaningful conclusion to the UAE’s Year of Community. During the event, more than 1,500 participants from academia, corporates, government bodies and community groups came together to plant 3,791 indigenous Sidr and Samar saplings in the Bee Reserve Area in Al Minaia. This collective action reinforced the UAE’s commitment to ecosystem restoration, biodiversity enhancement and responsible climate action. The initiative directly aligns with ACSRN’s mission to advance sustainable development across the region through collaboration, knowledge sharing and impactful programmes. Speaking at the event, Dr. Habiba Al Mar’ashi, Founder & CEO of ACSRN, emphasized the long-term significance of urban afforestation, noting that each sapling contributes to soil enrichment, habitat restoration and carbon sequestration—critical pillars of a sustainable future. Since 2007, EEG’s afforestation efforts have resulted in the plantation of 2,155,786 million native trees and successfully sequestered more than 186,265.92 MT of CO₂. ACSRN is honoured to have supported this initiative and remains committed to fostering partnerships that strengthen environmental and social responsibility across the UAE.

Member News

McDonald’s UAE Launches First-of-Its-Kind Open Kitchen Tours

Arabia CSR Network (ACSRN) is delighted to spotlight a significant and inspiring initiative from one of our esteemed members, McDonald’s UAE. The company has announced the launch of its Open Kitchen Tours, inviting the public to step behind the scenes and experience firsthand how their favourite meals are prepared. This initiative reflects McDonald’s UAE’s ongoing commitment to transparency, food safety, operational excellence and customer trust. Through guided tours, visitors will be able to observe every stage of the food



December Media Highlights

Arabia CSR Network (ACSRN) is pleased to highlight the impactful media engagements of Dr. Habiba Al Mar’ashi, President & CEO of ACSRN, during December 2025, where she continued to champion sustainability and responsible business practices dialogue across the UAE. On 5 December,

preparation process, learn about stringent hygiene protocols and gain deeper insight into sourcing, sustainability practices and kitchen operations. The programme also reinforces the brand's dedication to responsible business practices, aligning with ACSRN's mission of promoting accountability, openness and sustainability across the region. By opening its kitchens to the community, McDonald's UAE sets a strong example of how organisations can build consumer confidence while advancing meaningful corporate responsibility. ACSRN is proud to celebrate this milestone and commends McDonald's UAE for leading with integrity, innovation and a people-centric approach. We look forward to witnessing the continued impact of this initiative and the positive contribution it brings to the wider sustainability landscape in the UAE.

Upcoming Events

1.) Sustainability Reporting Masterclass

23rd – 24th January 2026 (Online)

Start the new year with a forward-looking and comprehensive two-day Sustainability Reporting Training designed to deepen your organisation's capability in ESG disclosure and strategic communication. Delivered by ACSRN's experienced trainers, the course provides a structured understanding of global sustainability reporting practices and equips participants to develop clear, credible and stakeholder-centred reports. Across the two days, participants will:

- Understand the importance of sustainability reporting and its role in value creation
- Explore key frameworks and standards that guide sustainability disclosures
- Examine the reporting cycle and essential performance indicators
- Learn how to prioritise sustainability topics and strengthen stakeholder engagement
- Take part in group exercises, discussions and a report evaluation activity

The training is suited for sustainability officers, ESG practitioners, EHS professionals and communications specialists seeking to refine their reporting approach and align with international best practices.

2.) Materiality Mapping Workshop

27th January

Building on the foundational elements of sustainability reporting, this one-day Materiality Mapping Workshop offers a practical, hands-on exploration of how organisations can identify and prioritise their most material ESG issues. The session focuses on strengthening the link between stakeholder expectations, strategic planning and transparent disclosure. During the workshop, participants will:

- Learn how to identify, analyse and prioritise material issues through practical exercises
- Understand how materiality shapes long-term value creation and reporting outcomes

• Gain insights into engaging stakeholders effectively to gather meaningful input

• Explore how materiality results feed into sustainability strategy formulation

This workshop is ideal for sustainability practitioners, ESG analysts, EHS managers and reporting professionals looking to enhance the robustness and relevance of their organisation's sustainability strategies.

Launching the 19th Cycle of the Arabia CSR & Sustainability Awards

The Arabia CSR Network (ACSRN) is proud to officially announce the launching of the 19th Cycle of the "Arabia CSR & Sustainability Awards" on 20th January 2026 at the Stella Di Mare Hotel Dubai Marina. As the Arab region's most respected and long-standing recognition of sustainability excellence, the Awards continue to spotlight organisations that embody leadership, innovation and impactful corporate responsibility.

Now entering its 19th year, the programme reinforces ACSRN's enduring commitment to advancing sustainable development across the region. With every cycle, the Awards grow in prominence, drawing participation from diverse sectors and showcasing outstanding models of environmental stewardship, social responsibility, and good governance.

The programme continues to feature its 16 award categories, offering institutions from sectors such as energy, industry, healthcare, education, finance, hospitality and government an opportunity to showcase their strategic sustainability journeys.

The upcoming cycle will also spotlight emerging trends, regional best practices and transformative approaches to value creation through sustainability.

Key dates for the 19th Cycle include:

Awards Clinic: 14th April 2026

Submission Deadline: 30th June 2026

Grand Awards Ceremony: 8th October 2026

The prestigious ceremony will once again be held under the esteemed patronage of H.H. Eng. Sheikh Salem Bin Sultan bin Saqr Al Qasimi. Registration for the 19th Cycle will open on 20th January 2026. ACSRN invites all organisations committed to sustainability excellence to participate and showcase their achievements through this influential regional platform.



Register Now

Feature Article

What Is Corporate Social Responsibility?

Excerpt from Nadia Reckmann

Corporate social responsibility (CSR) is a management concept that describes how a company contributes to the well-being of communities and society through environmental and social measures.

CSR plays a crucial role in how brands are perceived by customers and their target audience. It may also help attract and retain employees and investors who prioritise the CSR goals a company has identified.

Research from the Wharton ESG Initiative demonstrates the widespread adoption of CSR practices, with 92 percent of organisations surveyed placing high or very high priority on corporate social responsibility.

Learn about the importance of CSR and how it can impact the success of your business below.

What is corporate social responsibility?

Corporate social responsibility is a type of business self-regulation with the aim of social accountability and making a positive impact on society.

Some ways that a company can embrace CSR include being environmentally friendly and eco-conscious; promoting diversity, equity and inclusion in the workplace; treating employees with respect; giving back to the community and ensuring business decisions are ethical.

CSR evolved from the voluntary choices of individual companies to mandatory business regulations at regional, national and international levels. However, many companies choose to go beyond the legal requirements and embed the idea of “doing good” into their business models.

There is no one way a company can embrace CSR, but one thing is certain — to be perceived as genuine, the company’s practices need to be integrated into its company culture and business operations.

In today’s socially conscious environment, employees and customers place a premium on working for and spending their money on businesses that prioritize CSR. They can detect corporate hypocrisy.

Why CSR is important

1. It improves customers’ perception of your brand.
2. It attracts and retains employees.
3. It increases your appeal to investors.
- 4 Types of corporate responsibility your business can practice

In recognition of how important socially responsible efforts are to their customers, employees and stakeholders, many companies focus on four broad CSR categories. Environmental efforts: One primary focus of CSR is the environment. Businesses have large carbon footprints, regardless

of size. Any steps a company can take to reduce its footprint is considered good for both the company and society. Philanthropy: Businesses can practice social responsibility by donating money, products or services to social causes and nonprofits.

Larger companies tend to have plentiful resources that can benefit charities and local community programmes; however, even as a small business, your efforts can make a difference.

If you have a specific charity or programme in mind, reach out to the organisation. Ask them about their specific needs and whether a donation of money, time or your company’s products would best help them.

Ethical labour practices: Companies can demonstrate CSR by promoting workplace ethics and treating employees fairly. This is especially true of businesses that operate in international locations with labour laws that differ from those in the U.S.

Volunteering: Participating in local causes yourself and promoting employee volunteerism at community events says a lot about your company’s sincerity.

When your company does good deeds without expecting anything in return, you express concern (and support) for specific issues and social causes.

Building a socially responsible business

While startups and small companies don’t have the deep financial pockets that enterprises have, their efforts can have a significant impact, especially in their local communities.

When identifying and launching a CSR initiative, involve your employees in the decision-making process. Create an internal team to spearhead the efforts and identify organisations or causes related to your business or that employees feel strongly about.

You’ll increase employee engagement and success when you contribute to something that matters to your employees. Involving your employees in the decision-making process can also bring clarity and assurance to your team.



[READ MORE](#)

Best Practice

Mohamed Naser Al-Sayer & Sons Est. co. Automotive Category

Winner

Arabia CSR Awards 2023

A Brief about the Organisation

ALSAYER is a beacon of sustainable progress in the Middle East. Their presence extends across various industries, including automotive and heavy equipment supply, where they represent some of the world's best brands. ALSAYER champions customer needs with comprehensive solutions and unwavering service.

ALSAYER's vision, mission and values are woven with threads of sustainability, their focus is on reducing energy consumption, CO2 emissions and advocating social responsibility. Renewable energy sources dance with innovative solutions, aligning perfectly with the UN's Sustainable Development Goals. Global issues aren't foreign lands for ALSAYER - they're tackled head-on with collaborative action.

They have effective partnerships with Toyota and Lexus. Their Hybrid vehicles purr on the roads, electric charging networks hum with life and newly planted trees whisper promises of a greener future. This isn't just climate action (SDG 13) - it's a movement.

ALSAYER isn't just a leading player; they're a pillar of sustainability, holding aloft the hopes for a thriving, eco-conscious Middle East. With every hybrid sold, every tree planted and every collaborative effort, ALSAYER paints a vibrant picture of a future where business and sustainability intertwine seamlessly.

Summary & Lessons Learnt

ALSAYER Group doesn't merely tick corporate social responsibility (CSR) boxes; they seamlessly integrate sustainability into their DNA, weaving long-lasting impact into the very fabric of their business. Collaborations across sectors, from NGOs to universities, amplify their reach and effectiveness, fostering a community of sustainability champions.

Accountability and transparency are woven into the warp and weft of their approach. Internal and external stakeholders are actively engaged, ensuring clear communication and data-driven decisions guided by measurable goals and key performance indicators.

These indicators aren't static monuments; they adapt and evolve along with the dynamic world, demonstrating ALSAYER's commitment to continuous improvement.

Transparency is another thread in this tapestry. CSR reports are readily accessible, showcasing ethical commitment and building trust with the public. Innovation, too, shines brightly. ALSAYER encourages creativity within its workforce, leading to remarkable sustainability break-

throughs. By evaluating the economic, social and environmental impacts of their initiatives, they paint a holistic picture of progress. In a world yearning for responsible businesses, ALSAYER Group paints a vibrant masterpiece. Their CSR practices offer a blueprint for building a culture of sustainability, where stakeholder engagement, innovation and adaptability pave the way for a more socially responsible future.

ALSAYER Group exemplifies a model of excellence in corporate social responsibility (CSR) and sustainability practices. Their commitment to CSR is not a mere superficial endeavour but a seamlessly integrated part of their core business model, creating lasting impact beyond individual initiatives.

ALSAYER has successfully integrated sustainability into their corporate strategy and values, aligning their actions with the several of the UNSDG's. This alignment is a testament to their practical approach to global sustainability challenges. Their collaboration with organisations like Toyota and Lexus demonstrates the power of partnerships in driving innovation and sustainability leadership. Encouraging employee involvement in initiatives such as the "Share Your Ideas Contest" fosters creative solutions and engagement.

ALSAYER places a strong emphasis on transparency and accountability. Regular reporting, key performance indicators (KPIs), and adherence to global reporting frameworks showcase their commitment to ethical business practices.

ALSAYER practice of regularly reviewing and adjusting performance indicators highlights the importance of staying adaptable in a rapidly changing world. They are prepared to modify their CSR strategies to address emerging sustainability risks and opportunities.

ALSAYER Group's CSR practices offer valuable insights and lessons for organisations seeking to build a culture of sustainability, stakeholder engagement, innovation and adaptability. They stand as commendable advocates for responsible and sustainable business practices, setting a strong example for a socially responsible future.

