Editorial

The 41st World Environment Day (WED) was celebrated like every year on June 5, the theme for this year’s WED was “Green Economy: does it include you?”

The Dubai Chamber Centre for Responsible Business has celebrated this day by hosting the International Green Awards Sustainability Summit, and we are continuing our celebration by dedicating this issue of CSR Al Youm to the WED theme.

In this issue of CSR Al Youm we first look at the concept of Green Economy. We explore the definitions of Green Economy and the process for transitioning to it, then we highlight the path of good environmental stewardship and sustainability, as it is impossible to green the economy without raising awareness of the important link between the environment, job creation, and poverty reduction.

Then we look at Green Economy and what it means for Dubai, especially with the launch of the UAE Green Economy Strategy by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of UAE and Ruler of Dubai. This is a long term national initiative to build green economy in the UAE under the slogan “A green economy for sustainable development”.

This article also highlights some of our Sustainability Network members who are actively tackling this issue and making real progress in greening their operations, supply chain, etc.

As always in CSR Al Youm, read about our latest news, announcements and upcoming events.

Finally, we are issuing this Edition of CSR Al Youm in response to the success of the Dubai Dialogue: Responsibility Matters Conference. This event was another prime example of what the Dubai Chamber’s Centre for Responsible Business is trying to achieve - bringing cutting-edge thinking into the region and facilitating learning and debate amongst business leaders, practitioners and academics.

We hope you enjoy reading this GREEN issue of CSR Al Youm!
CRB News Give and Gain Day 2012

ENGAGE Dubai spearheaded the Give and Gain Day 2012 on May 17. The largest and most prestigious employee volunteering program in Dubai joined thousands of global employees in making a positive difference in local communities by encouraging business volunteers to spend a working day volunteering for good causes in the local community, with the backing of their employer.

More than 140 volunteers from businesses across Dubai swapped their usual work day to make a difference to the communities they live and work in. They actively engaged in promoting employability in the country through a series of seminars, presentations and roundtable discussions held at schools, universities, local charities and community groups.

Volunteers offered tips on building skills through their presentations on employment possibilities, recruitment awareness, read to kids as part of the world Book Day celebrations, and organized behind the scene tours and educational trips to the community partners, and engaged with the elderly.

As well as Dubai Chamber, companies which took part in the volunteering event included , TNT, ABB, HSBC, Dnata, Hilton, du, and Xpertise United.

The Give & Gain Day voluntary program benefitted more than 200 beneficiaries from Manzil Centre for Challenged Individuals, The Kids Read Program, Al Noor Training Centre, Rashid Pediatrics, Elderly House at Dubai Health Authority.

Also, $19,050 were raised in support of the Mohammed Bin Rashid Al Maktoum Humanitarian & Charity Foundation.

The next Give & Gain Day 2013 will be on 17th May! We hope that you and your organisation can contribute to this great initiative and demonstrate the strength of employee engagement and it’s powerful impact on local communities, organisations, and individuals.

CRB News Dubai Dialogue Responsibility Matters Conference

The sixth Dubai Dialogue Responsibility Matters conference organized by CRB held on 22 May 2102 was a resounding success. Inaugurated by H.E. Hamad Buamim, Director General of the Dubai Chamber, over 100 attended the conference which provided a platform for business leaders from the UAE’s private sector looking to integrate CSR and sustainability into their strategies and daily business processes. It also added to participants’ knowledge and resources to bring more clarity and direction to the application of CSR.

In his opening address, H.E. Buamim emphasised that over the years, CSR has crystallised as a concept about how businesses can contribute to the greater goal of sustainable development and improve the wellbeing of society. Today, due to its strategic significance to companies, CSR has acquired an increasingly important role in the practice of corporate management and corporate decision making, he said.

"Dubai has been quite mindful of the need to incorporate sustainability into our economic and social policies for long-term development. We are constantly striving to create a business environment that is conducive to investments and jobs, and enhances the living environment for the people," said H.E. Buamim.

The speakers included Mr. Tom Pennella, Senior Vice President and Managing Director - Middle East and North Africa, CH2M Hill, and Ms. Deanna Othman, General Manager, Premium Banking Business Unit, Standard Chartered, Mr. Raji Hattar, Chief Sustainability and Compliance Officer, Aramex, Mr. Steven Pratt, Sales Director and Sustainability Ambassador, Middle East, InterfaceFLOR, Board Member of the Emirates Green Building Council, Mr. Omar Shaban, Director, Cisco NetVersity, Cisco, Mr. Victor Schoone, Country Manager (Middle East) Roca and Mr. Yves Manghardt, Chairman and CEO, Nestlé Middle East. A summary of the conference and concluding remarks were delivered by Dr. Belaid Rettab, Senior Director - Economic Research and Sustainable Business Development Sector, Dubai Chamber.

In his concluding remarks Dr. Rettab said, "Today, sustainability and corporate social responsibility are no longer idealistic concerns. Developing a credible and effective CSR strategy can be an overwhelming and time-consuming task. Organisations need to understand and prioritise both the strategic and reputational risks that arise as a consequence of their business practices and operations."

Dr. Rettab added, "Over the past seven years the Centre for Responsible Business has made significant achievements in mainstreaming CSR and sustainability values into the business community by forging common ground around issues that are at the sidelines of corporate strategies and decision making."
CRB News Dubai Chamber Hosts 2012 International Green Awards Summit

In keeping with its on-going commitment to raise awareness and encourage best practices in CSR and sustainability, Dubai Chamber of Commerce and Industry hosted the International Green Awards Sustainability Summit at its premises on June 5, 2012.

This event, held as part of World Environment Day celebrations, launched the global awards in the Gulf/Middle East region and showcased some of the local organisations who are already demonstrating best practices in CSR and sustainability.

The International Green Awards, launched in 2006, were set up to recognise strategies that use creativity in an engaging and effective manner, leading to more sustainable outcomes.

The awards team searches the globe every year to find influencers, leaders, entrepreneurs and innovators, identifying worldwide sustainability success stories that inspire and motivate others. Today’s event was one of a number of city summits happening around the world to recognise local organisations for their sustainability excellence and prepare them to enter the awards’ programme taking place later this year.

H.E. Hamad Buamim, Director General, Dubai Chamber, said: "Dubai Chamber is thrilled to be hosting the International Green Awards today. We understand the need for all businesses to be more sustainable and think that today’s event will help generate significant awareness about its benefits, which are not only social but financial too.

The International Green Awards were established to recognise stellar best practice and sustainable innovation through inspiring and creative approaches. In 2011 we received the largest number of global submissions ever from which we have selected the crème de la crème to showcase internationally. The winning organisations in 2012 will be those deemed to have embraced sustainability effectively and these case studies will then set the industry standard and benchmark whilst providing a clarion call for others to follow.

Mr. Iain Patton, CEO and Founder, International Green Awards, said: “The continuing success of the International Green Awards, the leading platform for sustainability intelligence, leadership and innovation underlines how important CSR and environmental engagement has become to business. "Our global platform plays a crucial role in promoting the principles of environmental responsibility to a wider commercial audience. Awards have always been well placed to act as beacons of innovation and leadership as experts recognise organisations who are paving the way for a more sustainable future,” he said.

About World Environment Day

World Environment Day is an annual event that is aimed at being the biggest and most widely celebrated global day for positive environmental action. World Environment Day activities take place all year round but climax on 5 June every year, involving everyone from everywhere.

World Environment Day celebration began in 1972 and has grown to become the one of the main vehicles through which the UN stimulates worldwide awareness of the environment and encourages political attention and action. Through World Environment Day, the UN Environment Programme is able to personalize environmental issues and enable everyone to realize not only their responsibility, but also their power to become agents for change in support of sustainable and equitable development.

World Environment Day is also a day for people from all walks of life to come together to ensure a cleaner, greener and brighter outlook for themselves and future generations.
CRB News **Green House Gas Inventory Workshop**

In a ground breaking move Dubai recently announced the development of a strategy to reduce carbon dioxide and greenhouse gas emissions as well as develop recommendations for monetising carbon trading schemes.

The Dubai Chamber Centre for Responsible Business in collaboration with the Dubai Carbon Centre of Excellence organised a workshop related to the development of a strategy to reduce greenhouse gas emissions and carbon dioxide in the Emirate of Dubai on 19 June, 2012 at the Dubai Chamber head office.

In line with the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime minister of the UAE and ruler of Dubai, to promote the 'Green Economy for Sustainable Development' the Dubai Supreme Council of Energy (DSCE) has partnered with Dubai Carbon Centre of Excellence (DCCE) to verify preliminary studies on carbon dioxide emissions. Emirate-wide research on greenhouse gas emissions will be carried out and frameworks developed with relevant industries aimed at introducing a comprehensive carbon dioxide abatement program.

The workshop was organized to brief the private business sector on the obligatory procedure that is being carried out for collecting carbon data from various industries and further how this data will be used for the strategy development process for reduction of carbon in the Emirate of Dubai. This workshop focused on defining the project methodologies being used and also informed participants about the cluster identification process that has been created to promote low carbon economic development.

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**Announcement** **CRB Publication**

The proceedings of the Dubai Dialogue Corporate Governance Conference held on 20 December, 2011 have been published.

The conference examined shortcomings in Corporate Governance practices worldwide and outlined challenges and promising features of excellence in Corporate Governance. This conference provided insights on how to adopt measurable and progressive governance models and mechanisms that can lead to organisational excellence and long term sustainability. Speakers also examined the importance of regulatory frameworks in establishing corporate governance guidelines and frameworks.

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Turn “Green” into a Business Opportunity

As countries cope with persistent unemployment, rising fiscal deficits and uncertainties in the global economic outlook, a window of opportunity has opened up to reshape the patterns of growth. It has been realized that promoting a transition towards a green economy can not only help to address climate change but, if the right policies are put in place, can also pave the way to a more inclusive and sustainable global economy.

Similarly, more and more businesses are coming to realize that better environmental performance does not come at the expense of profits. In fact, in many cases, quite the opposite is true.

This movement is prompted by the need to curb greenhouse gas emissions, to use resources more efficiently, to provide long-term sustainable increases in GDP and standards of living, and to value the often invisible natural assets that have underpinned economic success over the centuries. These needs go hand in hand with opportunities – for green jobs, for new products and innovations, for cost reduction, and for capturing some of the estimated USD 5 trillion low carbon and environmental goods and services market worldwide.

Definitions of the green economy vary, but at its heart, a green economy will identify and value natural capital in order to transform and strengthen economic activity, benefitting society today and in the future. This will necessarily involve decoupling economic growth from biodiversity and ecosystem degradation and depletion.

The United Nations Environment Program (UNEP) describes Green Economy as one that that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities. In other words, it is an economic environment that achieves low carbon emissions, resource efficiency and at the same time is socially inclusive. The green economy is about improving prosperity in an environmentally friendly and socially inclusive way.

According to UNEP, the green economy is based on three main strategies:

- The reduction of carbon emissions
- Enhanced energy and resource efficiency
- Prevention of loss of biodiversity and ecosystem services*

* Ecosystem Services

The goods and services that biodiversity provides. They include soil formation, the provision of food and fiber, air quality, climate regulation, the regulation of water supply and quality and the cultural and aesthetic value of certain plants and species.

However, the process of greening the economy will not happen automatically and its needs and impacts will vary from one economy to the other. With all the growing awareness we have mentioned earlier, there are two areas that feature repeatedly:

- The greening of existing industries—making conventional business, including primary resource extraction sustainable.
- Economic diversification—the creation of new innovative business opportunities.

All the above can be achieved only through significant structural change.

Moving to a greener economy requires a major structural change, which broadly takes two forms. First, new sources of clean energy need to be developed and widely disseminated. Second, the global economy will need to emit less CO2, which will entail significant shifts of production and consumption patterns across industries and enterprises as well as within them. In particular, energy and resource efficiency of production processes need to increase considerably and consumption habits have to become more sustainable. Significant reductions in CO2 emissions can also be obtained through technological and operational innovations within industries. In both instances, the shift to a greener economy will necessarily mean a reallocation of some resources from higher- to lower-carbon-intensive sectors, which will entail considerable employment and income shifts.

The fact that growth in the green economy achieves simultaneous social and environmental justice, only adds to the long term value of this economic model and also additionally to the businesses involved. The uncertainty of the planet’s survival brought about by the effects of climate change requires radical solutions that cannot be gained without a concerted commitment to equitable solutions.

In conclusion, we don’t need to choose between our environment and economy. We need to choose both. And work toward bringing them into balance.
In January 2012 the UAE Green Economy Strategy was launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of UAE and Ruler of Dubai. This is a long term national initiative to build green economy in the UAE under the slogan 'A green economy for sustainable development'.

The aim is to become a global hub and a successful model of the new green economy, so as to enhance the country's competitiveness and sustainability of its development and preserve its environment for future generations.

As a gateway to emerging markets linking Western and Eastern economies, Dubai's progress from a well-diversified to a more sustainable green economy will help accelerate the adoption of green technologies, products and services across regions. Indeed through this initiative, the UAE aims to become one of the world leaders as well as a centre for the export and re-export of green products and technologies.

The goal of the UAE Green Economy Strategy is to build an economy that protects the environment as well as an environment that supports the growth of the economy. This goal aligns with the UAE Vision 2021, in striving to build a diversified economy based on knowledge and innovation, through which excellent employment opportunities can be developed. During the next nine years and up to the year 2021 the UAE will launch a range of initiatives and projects in all areas to achieve this green goal.

The initiative includes a range of programs and policies in the areas of energy, agriculture, investment and sustainable transport in addition to new environmental and construction policies that aim to raise the quality of life in the country.

Established in 2011 the Dubai Chamber Sustainability Network is a network of UAE based companies that are committed to sustainability and are already actively working towards a green economy in various ways that echo the six major fields of the government's strategy for sustainable development, namely Green Energy, Green Economy, Green City, Green Policy & Programs, Green Living and Green Policy & Programs, Green Living and Green Tech.

One of the main focus for the future - Green Living which involves a set of policies and programs aimed at rationalising the use of water resources, electricity, and natural resources as well as projects to recycle waste and awareness-raising initiatives and environmental education is an area in which many members of the Sustainability Network such as Axiom, Majid Al Futtaim Properties, ABB and Summertown are making great strides.

Axiom, the Middle East’s largest wireless retailer with over 550 retail outlets and retail points has taken a strong stance against global warming and environmental degradation and is focusing on is reducing its ‘carbon footprint’ and saving energy. To achieve this goal, Service City (Axiom’s service centre) developed a company-wide carbon emissions reduction strategy. Significant savings were achieved through behavioral changes and the 3R programs – reduce, reuse, recycle.

- Water savings: 17,318 gallons of water saved in 2010
- Electricity savings: 10,816 kilowatt-hours (KWh) of electricity saved in 2010
- Paper and Toner Consumption: paper consumption was decreased by 68% in 2010 from 2009 levels. Axiom also sent 4,388 kilograms of paper for recycling which helped save 75 trees over the years until 2010.

Majid Al Futtaim Properties, the leading developer of shopping malls together with hotels and mixed-use community projects in the MENA region. It currently owns and operates 10 world -class shopping malls in the region welcoming over 140 million customers a year. The company is tackling green living by creating a Tenant Sustainable Fitout guide - Star Rating Evaluation System to engage retailers to undertake sustainable fit outs within Majid Al Futtaim Properties Malls. The aim is that Majid Al Futtaim Properties and the tenant will work together towards mitigating their impact on the environment and significantly reduce the eco-impact of the retail sector.

Malls have a major impact on their environment through substantial construction, attracting over 140 million customers a year and employing over 15,000 people within them. The decision by Majid Al Futtaim Properties to deliver this initiative amongst their customer base has significant effect on the level of environmental awareness across Dubai. Not only are the 1320 tenants in Majid Al Futtaim Properties Dubai Malls given practical guidance on how to reduce their environmental impact but many of these are retail chains with many other premises so there is a significant multiplier effect.

ABB is one of the world leading engineering companies. It develops power and automation technologies that enable utility and industry customers to improve performance while lowering environmental impact. As well as driving forward sustainability through its services the company has also looked in-house at its own environmental impact. The sustainability team and Facilities team in the UAE piloted innovative water-less urinals in Al Quoz facility. The Water free urinal System is designed to save an average of 151,000 liters of water per urinal, which represents a massive saving for ABB in terms of water consumption. The waterless urinals were installed in June 2010 and since then there has been significant reduction in the utility bills.

Summertown Interiors, a leading sustainable fit out contractor established in the UAE since 1997 has set itself the objective of becoming carbon neutral by 2020. In order to achieve this goal a strong committee of individuals from across the 3 entities, from various departments, and various seniority levels to ensure that the company would get the buy in from employees throughout the company. The committee identified a number of green goals and objectives that the
committee could spearhead to enable Summertown to achieve its goal.

Each of these goals were then fed into the company’s business plans and distributed through to relevant staff. In order to gain complete buy in and support from staff, goals and objectives were made part of individuals’ targets to achieve during the year with KPIs.

Already the company has achieved significant reduction in its environmental impacts with a total of 32% reduction on water consumption and 54.98% on lighting energy.

These are just some of the examples of initiatives being undertaken by the members of the Sustainability Network. As a group the network serves as the focal point for the business community to share and exchange best practices in implementing Corporate Social Responsibility (CSR) and has numerous task groups committed to raising awareness on CSR topics and developing tools and expertise. Among these task groups is one committed to waste management and energy efficiency which is addressing the UAE Green Economy strategy – to find out more contact the CRB.

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The Dubai Chamber CSR Label Ceremony
Recognizing Leadership

Thirteen major Dubai-based companies have been awarded the Dubai Chamber CSR Label for their efforts to become leading businesses in corporate social responsibility and sustainability.

Al Fara’a Group, Axiom Telecom, TNT Express, Bank Sarasin Alpen Group and Alpen Capital Group were presented with the Dubai Chamber CSR Label during a special ceremony held at the Dubai Chamber’s head office on 30 April, 2012.

Abela & Co, Emrill Services LLC, HSBC Bank Middle East Limited, Canon Middle East, and ABB were all presented the Dubai Chamber CSR Label at a ceremony at Dubai Chamber of Commerce and Industry’s head office on June 10, 2012. At the same time, Intercoil, Emirates Gas and Mashreq Bank, were awarded the endorsement for a second time after successfully reapplying, meeting higher expectations and criteria.

More companies than ever understand now the comprehensive approach of CSR. The gap between the corporate communication and the operational reality is decreasing but the road is still long. The Dubai Chamber CSR Label will definitively help companies that want to manage efficiently this global trend that impacts all organizations.