Editorial

This quarter our Sustainability Network continues to grow and attract new companies who are keen to collaborate on CSR and drive responsible business in Dubai forward. Turn the page to find out which landmark number we reached for membership! The profile of the Network is also growing as CRB presents at conferences and local events.

Most recently we were featured on Dubai Eye to talk about the Centre, the activities of our Sustainability Network Members and also the development of CSR in Dubai. The interview is available to listen to on podcast, visit our Linkedin Group for the link.

Engage Dubai ran the annual Give & Gain Day programme on the 16th May. Give & Gain Day is a global day of volunteering where companies harness the skills and energy of their workforce to help support the community. This year, business volunteers helped with everything from cooking classes at special needs schools to employability workshops for university students. Give & Gain Day participants in Dubai were part of a global movement of thousands of volunteers across 25 countries.

At CRB we always talk about the benefits of employee volunteering such as boosting team morale and helping develop staff skills and it was great to received the feedback from this year’s volunteers that reinforced these statements. Turn to page 6 to see this year volunteering statistics.

It has also been a busy time for the companies we work with and in this issue we share some of their great CSR initiatives; Blackberry supporting STEM subjects; DLA Piper helping young people access the law profession; HSBC supporting environmental research and conservation in Fujairah and Consolidated Contractors Company has been recognized for their contribution to the development of the country.

We also interviewed the HR Director from TNT to discover their approach to CSR and what he thinks the sustainable leaders of the future will look like.

In the next issue we will continue the member interview series and share more member stories. There will also be details of the next CSR Label awarding ceremony which is taking place in July and we will announce the new round of achievers. We are also developing new case studies which we look forward to sharing with you.

Until then we hope you enjoy reading this issue of CSR Al Youm.
In this issue, the Dubai Chamber Sustainability Network celebrates its’ 50th member! This is a significant milestone for the Network which started in 2010 with just 2 companies and demonstrates that companies in the UAE, both national and international, are committed to operating responsibly and sharing their experiences on CSR, Sustainability and Corporate Governance to further support its development and adoption in the UAE.

Since the last CSR Al Youm we have welcomed 8 new members Al Futtaim Carillion, Al Rostamani Pegel, Apparel Group, Chalhoub Group, Interface, Lulu, MAF Dalkia and Tristar.

The Sustainability Network also recently held the Task Group Launch to share details of the initiatives the members will be working on in the coming year. We have doubled the number of task groups this year from 5 to 10.

Each task group is led by a member company and has 5-10 members working collaboratively to help drive forward specific CSR and sustainability issues. This year the initiatives and leads are:

1. Sustainability Reporting led by Six Construct
2. Sustainability Communication led by Standard Chartered and Majid Al Futtaim Properties
3. Health & Safety led by ABB
4. Social Enterprise led by Al Ahli Group
5. Diversity led by UAE Exchange
6. Waste Management & Resource Efficiency led by Al Ghurair & Axiom
7. Sustainable Supply Chain led by Emirates NBD
8. CSR for SME’s led by Al Wasi
9. Stakeholder Engagement led by National Bank of Abu Dhabi
10. Capacity Building for NGO’s led by DLA Piper and HSBC

We look forward to sharing details of their activities in the coming issues. For more information on how to join the Sustainability Network please contact the Centre for Responsible Business.

Sustainability Network Interview Series

Mr Wasim Javed, HR Director, Middle East & Africa, TNT Express

How does TNT define and approach sustainability?

Our corporate responsibility strategy is built around three priorities: enhance the safety and well-being of employees worldwide, minimise the impact of our operations on the environment, for instance by reducing energy consumption, and engage with customers to understand their needs and share best practices.

What was the source of the sustainability effort at TNT? Where did it all begin?

A key milestone was the signature of a partnership agreement with the United Nations’ World Food Programme (WFP) in 2002. Since then, TNT Express has contributed its core transportation skills and resources to support WFP’s fight against world hunger.

A year later, TNT Express became a signatory of the Global Compact to fight against corruption, environment protection, respect of the working conditions and Human Rights. Then in 2005, as our CR programs gained momentum we published our first Sustainability Report.

Since 2006, TNT Express UAE gained certification in a number of management standards including ISO 9001, ISO 14001, OHSAS 18001, SA 8000 standards, as well as Investors in People.

Since 2009, TNT Express UAE has been part of the implementation of a global monitoring and reporting system and the efforts made by TNT across the world resulted in our first integrated Annual Report being published in 2010.

Why does TNT undertake these efforts? What are the major costs and benefits that TNT gains from its sustainability efforts?

The CR programmes of TNT Express are integrated with what we do to be financially profitable.

For instance, when optimising its road fleet, TNT Express targets both fuel efficiency and carbon intensity. In several markets like France, Italy, Spain, Turkey and Belgium we operate some low carbon emitting vehicles when this makes both business and environmental sense. In addition, we are testing various fuel efficient systems such as telematics, fuel savers, and aerodynamic vehicle equipment.

Our CR responsibility initiatives also help TNT Express attract and motivate our employees. We always look for means to give back to the community and engage our employees in social activities. In 2012, TNT Express UAE helped to sponsor the school bus for Al Manzil, a school for special children; purchased greeting cards and the annual calendars of Al Noor Training centre; and transported 76 books free of charge from the University of Dubai to the Ethiopian Civil Service University Library in Addis Ababa. Additionally, two blood donation drives took place in 2012 at depots across the region, whilst TNT employees also took part in the beach cleanup that took place in the Ghanoot Reserve. TNT Express also uplifted about 2500 kilograms of toys to Asian and African countries to help the Lets Make a Child Smile project undertaken by Al Maktoum Foundation to put smiles on the faces of thousands of under privileged children.

TNT Express also believes in investing in its employees to enhance
motivation and increase productivity in a sustainable manner. For example, PUD drivers in 2012 underwent driving training to promote safe driving behaviours alongside an understanding of how fuel efficiency can save costs and lessen the environmental impact of our operations.

All these efforts have enabled TNT Express to win recognition in various forums e.g. DAST (Dubai Award for Sustainable Transport) by the Road Transport Authority, the Dubai Chamber CSR Label 2012 and 2013, Middle East Logistics Provider of the Year at the annual Supply Chain and Transport Award (SCATA).

**What is the biggest challenge your company faces in integrating sustainability and how do you overcome it?**

Embedding sustainability in all that we do at TNT Express has been - and continues to be - a work in progress.

Initially, the biggest challenge faced from the regional perspective was to increase awareness of CR practices and access to the methodologies or services used to reduce our carbon footprint. We have also been keen to promote social opportunities to engage employees.

However with the passage of time, the scenario is changing. Increasingly, many companies have now developed stronger CR policies and we are all benefitting from shared networks e.g. The Dubai Chamber Sustainability Network. They provide forums for various like minded organisations to share best practices in CR and set benchmarks for improvements. These opportunities have also made employees enthusiastic towards being socially responsible.

Whilst we realise there's more to be done, we continue to seek ways and opportunities towards being a sustainability driven organisation.

**Do you think there is a paradigm shift in the way business operates or is sustainability a fad? How do you see sustainability 10 years from now?**

Sustainability is here to stay and it is increasingly important for companies to be driven by the triple bottom line - People, Planet and Profit. This is increasingly being realised by companies in the Middle East. Companies are now reporting on their sustainability practices, thereby raising transparency amongst stakeholders and improving their reputation. After cost and service performance, environmental responsibility runs a close ‘third’ on TNT’s list of priorities. More than half of all our customers’ requests for quotes and tender documents last year demanded to know the environmental impact on specific solutions.

**What are the necessary characteristics for a business leader today and in the future?**

Business leaders in today’s world are not only judged on their strategic capabilities and financial judgement. A good leader also needs to take ownership and be accountable towards the company’s ethical, environmental and social obligations. This can only be achieved by closely engaging with the stakeholders, grasping their perception on sustainability and customer satisfaction.

A true business leader has to be sensitive to their stakeholder needs and set a course of sustainable actions that will enable them to reach their business milestones and sustained, long-term financial performance.

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**Sustainability Network Member News**

**Blackberry supporting STEM subjects**

In recent years there has been much emphasis placed on the teaching and learning of STEM (Science, technology, engineering and maths) subjects in schools. In particular, how young people can be encouraged to continue to study STEM subjects (both vocational and academic) post-16 and beyond. This is because there has been a measurable decrease in the interest of young people in STEM subjects as well as a decline in the uptake of STEM careers.

Many developed countries such as the UK, USA, Japan and Switzerland have experienced a crisis in the supply of high quality scientists and engineers which is essential for the future of their country’s research, development and global competitiveness.

During the last two decades, attracting and retaining a highly motivated workforce for the increasing range of technology, R&D and new emerging industries has become competitive and therefore many companies have focused on this topic as part of their CSR and developed and incorporated this topic into their community initiatives to ensure a talent pipeline for the future.

One such company is Blackberry, which has formed a partnership with the not-for-profit organization INJAZ to run Junior Achievement Young Enterprise (JA-YE) STEM Innovation Camps in 14 countries across the world including the UAE. The company runs these events to bring business to life for students and to engage and inspire them in STEM subjects.

In March over 100 Emirati and GCC high-school students from Dubai National School and Dubai International School participated in the camp, which was focused on business challenges in the field of mobile technology. At the Dubai Innovation Camp, students were asked to create an idea for a mobile application that could be used by students in the classroom. Participating students worked in...
teams to create sales plans in support of their mobile app concept, with help from eight BlackBerry employees who volunteered as mentors.

The winning team was chosen by a panel of judges which included Robert Bose, Managing Director, Middle East & Africa at BlackBerry. Watching the teams present their ideas were His Highness Sheikh Khaled Bin Nahyan, Chairman of INJAZ, and Sulaf Saleh Al-Zu'bi, CEO of INJAZ, who both spoke to the students about the importance of STEM education.

At the end of an exciting day filled with challenges and a tremendous amount of innovative thinking from the students, Group Ping from Dubai International School were chosen as the winners. Their solution was a group share concept for improving group work and sharing information across smartphones and tablets.

Robert Bose, Managing Director Middle East & Africa at BlackBerry explained why innovation events like these are so important: “BlackBerry was built on innovation and is a strong supporter of science, engineering, technology and math in education. We are proud to support Junior Achievement as they engage young people and encourage them to think outside of the box. Through regular STEM camps, we hope to foster an environment of entrepreneurial and innovative thinking”.

The winning team, Group Ping, will go on to represent the UAE in the Junior Achievement international finals on 13th June against thirteen other winning teams from Spain, Italy, India, Thailand, Argentina, China, Sweden, Mexico, Malaysia, South Africa, Nigeria, Columbia and Indonesia.

DLA Piper launches Global Diversity Initiative: “Break into Law”

Global business law firm DLA Piper recently launched Break Into Law, a global initiative that will use the firm’s resources and the skills of its people to remove barriers to careers within the legal sector for underrepresented young people; thereby improving equality, diversity and inclusion in the industry.

Employment in the legal sector is dependent on an individual’s access to education, support networks, motivation and their awareness of the steps required to achieve a professional career. Understandably, for many young people the legal sector is viewed as a career path which is not available to them and entering the profession is deemed both difficult and expensive.

Break Into Law involves a variety of projects run by DLA Piper offices throughout the world, including mentoring, work experience, CV and interview skills, workshops, research, thought leadership events and scholarships. The initiative begins with improving access to education, moving through to projects that provide an insight to and experience within the legal industry, linking to the DLA Piper’s recruitment and retention priorities.

The initiative utilises the company’s global reach to share best practices from projects implemented in one part of the world with other areas of the world, while respecting and accounting for local norms and nuances.

In the Middle East region the company is running numerous activities including: the ‘Helping Hands’ teaching programme in KSA; a work experience scheme in the UAE; training and delivery of a Mooting competition for budding lawyers as well as an internship programme for women in Saudi Arabia.

Abdul Aziz Al-Yaqout, Regional Managing Partner for DLA Piper Middle East, commented that the “lack of diversity in the legal profession is an issue which persists not just in this region but throughout the world and, as a leading global business law firm, we understand that we have an important responsibility and moral obligation to change this. Improving equality, diversity and inclusion within the legal profession is a significant priority here at DLA Piper and Break Into Law offers us the opportunity to really make a difference.”

The company aims to be the leading business law firm in the Middle East as well as globally and therefore recognises the importance of seeking out, attracting, developing and retaining the best people around; Break into Law is a win-win for supporting young people and supporting the business through accessing bright young talent.
**Sustainability Network Member News  **

**CCC recognised at MEED Quality Awards**

The MEED Quality Awards for Projects, is an annual event in association with Ernst & Young, which awards the Gulf region’s highest quality. It is the only GCC-wide awards programme that recognises completed infrastructure projects.

This year at the ceremony in May, Consolidated Contractors Company (CCC) a Sustainability Network Member since 2011 was given special recognition by MEED. The Athens-based CCC received The Angus Hindley Award for Project Excellence 2013 for its outstanding contribution to the development of the region over the past 6 decades.

CCC was one of the first Arab construction companies when it was established in 1952. Since then it has grown to become one of the world’s biggest construction companies and has installed more than 16,000 kilometres of pipeline and constructed facilities for the production of more than four million barrels a day of oil. The Angus Hindley Award for Project Excellence 2013 seeks to commemorate the life and work of MEED’s late research director, Angus Hindley, who distinguished himself as one of the world’s leading experts on the Middle East.

About the Award Richard Thompson, Editor, MEED said “the region’s projects industry has made remarkable strides, completing some of the biggest and most complex projects in the world which have contributed to the impressive growth of GCC economies on the whole. We congratulate CCC for their special award for their commitment to project excellence and look forward to their continued success”

**Sustainability Network Member News  **

**HSBC in PPP to aid the environment**

The Government of Fujairah, Emirates Wildlife Society in association with WWF (EWS-WWF), HSBC Bank Middle East Ltd and Earthwatch recently announced a unique public private partnership to develop an environmental research and learning centre within Wadi Wurayah National Park in Fujairah.

The purpose of the new centre is to promote research and learning within the Middle East into the provision and protection of precious freshwater resources. Research into freshwater is highly important to the region, which has an arid climate and experiences limited rainfall.

To realise this vision, construction of the centre has started just outside the protected zone of the wadi. The centre that is funded by HSBC, will be supported by the Government of Fujairah and will run a 5-year programme that is delivered jointly by Earthwatch and EWS-WWF. This programme will operate field research as well as educational activities which will in turn support the ongoing conservation activities within Wadi Wurayah National Park.

The Government of Fujairah has long supported the Wadi Wurayah National Park, working closely with EWS-WWF in the area since 2006. In 2009, the area was designated a Protected Area by H.H. Sheikh Hamad bin Mohammad Al Sharqi, Supreme Council Member and Ruler of Fujairah, making it the first Mountain Protected Area in the United Arab Emirates.

In January 2012, EWS-WWF was appointed by the Government of Fujairah to develop the management plan for the protected area and has been working closely with Fujairah Municipality on this. Since being declared the UAE’s first protected mountain area, continuous research has been carried out in the area with the installation of camera traps and 56 new species have been found as including insects, arachnids and crustaceans, 26 of which are considered new-to-science.

Ammar Shams of HSBC Bank Middle East said: "Water scarcity is a huge problem around the world and almost 60% of the countries that do not have access to fresh water, are here in the Middle East. This is a basic human necessity and something we're committed to improving - through funding or through the time and dedication of our volunteers. Partnering with EWS-WWF and Earthwatch in the development of this research centre will ensure that collectively, we can find solutions to help us better manage our water resources and ensure lasting improvements for communities in this region now and in the future,"

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**Image Descriptions:**

- A photo of CCC (Consolidated Contractors Company) employees receiving an award from MEED.
- A photograph showing the landscape of the Wadi Wurayah National Park with a group of researchers conducting fieldwork.
- A logo of HSBC.

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**Footer:**

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**Additional Notes:**

- The text contains references to specific dates, years, and actions, which should be fact-checked for accuracy.
- The text highlights the importance of freshwater resources in the Middle East and the collaborative efforts to protect and study these resources.
- The mention of the Angus Hindley Award provides a historical context for the accomplishments of CCC and highlights the recognition of their contributions.

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**Overall Impression:**

The document provides detailed information on the MEED Quality Awards and the recognition received by CCC. It also introduces a new initiative by HSBC in partnership with local and international organizations to aid in environmental research and conservation efforts at Wadi Wurayah National Park.
Sustainability Network: Engage Dubai

On the 16 May 2013 more than 100 volunteers from 11 businesses across Dubai swapped their usual work day to make a difference to the communities they live and work in and touched upon the lives of 793 people from 10 organisations.

2013 was the third year that Engage Dubai took part in Give & Gain Day, the largest and most prestigious employee volunteering programme in Dubai. Employees in the UAE joined thousands of global employees to lend a helping hand in promoting youth, which was the theme of this year’s programme organised in cooperation with Business in the Community (BITC) UK.

Corporate employees spent the day actively engaged in supporting young people in schools, universities, special needs day centres, and youth groups, doing everything from art classes to employability workshops and entrepreneur training for students.

Companies that took part included:

- Abu Dhabi Commercial Bank
- AF Carilion
- Al Fara’a Group
- Bupa International in partnership with Oman Insurance Company
- Cisco
- Dubal
- Jumeirah Beach Hotel
- Mars
- Mashreq
- SHL
- ZAFCO

Community Partners that took part included:

- Al Noor Training Centre for Children with Special Needs
- Angel Appeal
- Awladouna Centre for Learning and Rehabilitation
- Dubai Autism Center
- Higher College of Technology
- Dubai Men’s College
- Injaz
- Manzil
- Mawaheb
- Senses
- University of Dubai

So what did the corporate employees think of volunteering during work time?

- 60% of participants had not volunteered through their company before
- 71.4% said they would like to volunteer through their company again and 28.6% would like to volunteer again on their own
- 100% said it is important to them that their employer supports volunteering
- 93.8% said they felt they developed skills as a result of volunteering eg. teamwork, communication.
- 84.4% believe the skills/competencies they developed will be useful in a work context.
- 69.7% of employees said they felt a lot/greatly more committed to their employer because of the volunteering day.

When asked if the day of volunteering met their expectations

- 57% said Excellent
- 22.9% said Good and
- 17.1% said Exceeded expectations

If your company is interested in volunteering in your community please get in touch with responsiblebusiness@dubaichamber.com
Spotlight on the Dubai Chamber CSR Label

Framework: Environmental Leadership

In this second issue of CSR Al Youm for 2013 we continue to highlight the key impact areas which are assessed as part of the CSR Label. Last quarter we highlighted the Workplace and this time we review the Environment section and explain the areas and questions we ask companies in this key business impact area.

One of the many effects of globalization on national economic and social systems on the public at large is raised expectations in the area of responsible business practices. Customers and consumers, investors, employees, the authorities, business partners, non-governmental organizations and other stakeholders now demand that companies take responsibility for the consequences of their actions.

For companies, sustainability and profitability go hand in hand. A commitment to environmental sustainability makes for good corporate citizenship, which improves a company’s relationship with customers, investors, regulators, neighbors and suppliers.

Rapid change is the only constant in today’s business environment, and companies that adjust to developments and the associated expectations in their operating environment at an early stage gain new competitive advantages and reduce their risk exposure. Sustainability is not only good for the earth and its people; it’s increasingly connected to building bottom lines and improving shareholder value.

Since 1998, the UAE has been ranked with one of the highest ecological footprints per capita in the world. 80% of this ecological footprint is due to carbon dioxide emissions from high energy and water consumption. Business and industry in the UAE contributes to 30% of this ecological footprint.

Companies in Dubai and the UAE are becoming more aware of the significant environmental impact their operations have and the benefits of environmental innovation and investment. This has led to many companies preparing an Environmental Strategy to integrate environmental responsibility into their business strategy at all levels of business, including policies, procurement, production and product design.

Environment Impact Area

In the CSR Label applicants are asked to describe their strategies regarding environmental issues and practices. But what are the CSR issues that need to be addressed in the environment that are covered by the Framework?

The Framework defines environmental practices as standards of conduct, policies and procedures governing the way a company complies with relevant legislation and seeks to reduce emissions that are potentially harmful to human health and the environment, reduce energy usage and the consumption of materials, decrease waste, use more recycled materials and develop more environmentally friendly ways of working.

Three main themes are identified:

1. environmental commitment in which the company fully embraces sustainability and has a net positive impact on the environment and society;
2. material and energy management in which the company operates within the limited ecological limits of the environment; and
3. effective stakeholder engagement in which the company is fully transparent and accountable, with a demonstrated process in place to engage and empower stakeholders.

But again how can businesses in Dubai go beyond the average requirements or beyond compliance?

Leadership in Environmental Responsibility is shown by a company that strives to continuously improve, track and demonstrate environmental improvements. The Dubai Chamber CSR Label identified several important recommendations for companies with respect to continuous improvement, including:

- Address Environmental Responsibility through a framework of continuous improvement;
- Produce verifiable measurement of real results;
- Adopt a management system approach;
- Institutionalize a continuous improvement culture; and
- Seek stakeholder input.

In conclusion, CRB expects that companies should not be driven by the minimum performance level set by environmental regulations but instead move towards eliminating their environmental impact. Companies should support numerous beyond compliance approaches and principles, including adoption of an operating philosophy based on natural systems or environmental restoration, and adoption of the precautionary principle.

To provide support to companies in Dubai and the UAE that want to become more competitive and innovative in CSR, the CRB has developed six CSR Toolkits that further explain the framework. The Environment Toolkit guides a company on monitoring and improving its environmental impacts. Issues such as energy and water consumption, biodiversity, waste management, and carbon emissions are also addressed.

For more information on the CSR Label, or Toolkits please contact the Centre for Responsible Business.
The Dubai Chamber Sustainability Directory
Recognizing Leadership

The Dubai Chamber Sustainability Directory was set up in 2011 following an expressed need from the Dubai Chamber’s members. The objectives of the Sustainability Directory are twofold.

1. Help individuals and companies in Dubai become more sustainable by connecting them to sustainable products and services.

2. Highlight and promote businesses that offer sustainable products, services and solutions in the UAE to a local and global audience.

There are now over 100 organisations listed in the Directory from recycling companies to health providers to NGO’s that can help companies and individuals on their sustainability journey.

Each quarter we will share the story of a Sustainability Network Member and a Sustainability Directory company working together.

This month’s partnership profile ....
CHEP, Imdaad and Union Paper Mills

CHEP, is a global leader in Pallet and Container pooling services, operating for over 50 years servicing the Aerospace, Automotive, Chemical, Consumer Goods, Fresh Food, and Manufacturing sectors. CHEP’s service is environmentally sustainable and increases efficiency for customers while reducing operating risk and product damage with 7,500-plus employees and 300 million pallets and containers supporting more than 500,000 customer touch-points in more than 50 countries. In Dubai CHEP has a Service Centre based in the Free Zone Authority. With very strict regulations with regards to the removal of any type of waste from the free zone, recycling companies in Dubai were largely unwilling to operate within this zone and as a result all wood waste for the CHEP service centre was being sent to landfill.

CHEP has been looking at various different avenues to ensure the wood waste is recycled for more than 5 years now, but has not been successful. Despite lengthy discussions there were no forthcoming solutions that would help them to achieve their 2015 Sustainability objectives.

In 2012, CHEP became a member of the Dubai Chamber of Commerce Sustainability Network, where similar minded businesses and government joined assembled task groups to find solutions to local problems. CHEP’s Sustainability representative in the Middle East, Cindy Black, played a key role in identifying and locating the recyclers and found this a perfect forum to raise issues on recycling and sustainability and helped to facilitate a solution to CHEP’s requirement.

As a result, CHEP reached out to Imdaad, who is the approved waste management contractor for the Jebel Ali Free Zone, who agreed to collect CHEP’s wood waste and deliver it to Union Paper Mills rather than take it to landfill. Union Paper Mills uses the wood waste in their boiler as a fuel source rather than using virgin wood as fuel.

The first skip was collected in December 2012 by Imdaad, and confirmation received from Union Paper Mills, that on average 1300kg’s of wood waste is being received and re-used on a monthly basis. To date over 20 tons of wood waste has been re-used rather than sent to landfill. The CHEP Dubai service centre is the only CHEP repair facility in the United Arab Emirates, with this excellent initiative, and it has achieved the parent company Brambles objective of 100% reduction of wood waste to landfill.

To find out more about companies like Imdaad and Union Paper Mills visit the Dubai Chamber Sustainability Directory.


CHEP Middle East Service Centre