



Annual Activity Report 2006-2007

Introduction

The Emirates Environmental Group is a pioneering NGO based in Dubai, United Arab Emirates. Its main areas of work include raising awareness, educating and building capacity of key sectors and communities on issues related to environment and sustainable development, promoting environmental action through a range of projects and activities including waste management and recycling, clean up drives, lectures, competitions; and furthering Corporate Social Responsibility among businesses in the Region.

In 2004 EEG launched a rallying program known as the EEG Corporate Social Responsibility Network, which is widely recognized as an emerging multi-stakeholder forum for dialogue and sharing of knowledge and good practice on CSR. The Network is actively supported by thirty four founding members, - industry leaders from the public and private sectors.

In 2006 EEG invited the United Nations Global Compact to launch itself in the Region from the EEG CSR Network platform. This ground breaking event was followed by the selection of EEG's Chairperson Habiba Al Marashi to the Global Compact Board. In the third quarter of the same year EEG signed a Memorandum of Understanding with the Global Compact, formalizing the association and undertaking to function as a local focal point.

It is seen as quite a challenging task ahead to familiarize both CSR and the GC principles in the Region. The Region, particularly the United Arab Emirates, has been in the throes of momentous changes since the past half a decade and more. Unprecedented growth, coupled with an influx of contract labor, has influenced new thinking, vision and strategies for development. At the same time, evolving economic and socio-cultural paradigms have brought in new issues and challenges for the country, and the Region. The need for business to build stakeholder bases has begun to be felt acutely, for business to succeed sustainably. The developing of non-oil sectors and their growing contribution to the national GDP has opened up competitive markets in retail, real estate and housing, infrastructure, IT, manufacturing, etc. Companies are poised to play a bigger and decisive role in the future of the country. The legal and regulatory frameworks will be required to keep pace with the transformation taking place. In this scenario, companies are leveraging their social and environmental performance to earn competitive edge.

Slowly but surely, ethical and governance issues will also emerge as important factors in business excellence. CSR is therefore making new inroads without a doubt. However, understanding the totality of issues within CSR, as well as addressing universal principles and adopting international standards in human rights, labor and corruption; will require a great deal of education, awareness and initiative. As a GC focal point, EEG will have to consider these factors and provide the backdrop for knowledge and capacity building, and



develop with its stakeholders suitable parameters for engagement on CSR and GC principles.

Objectives and Focus

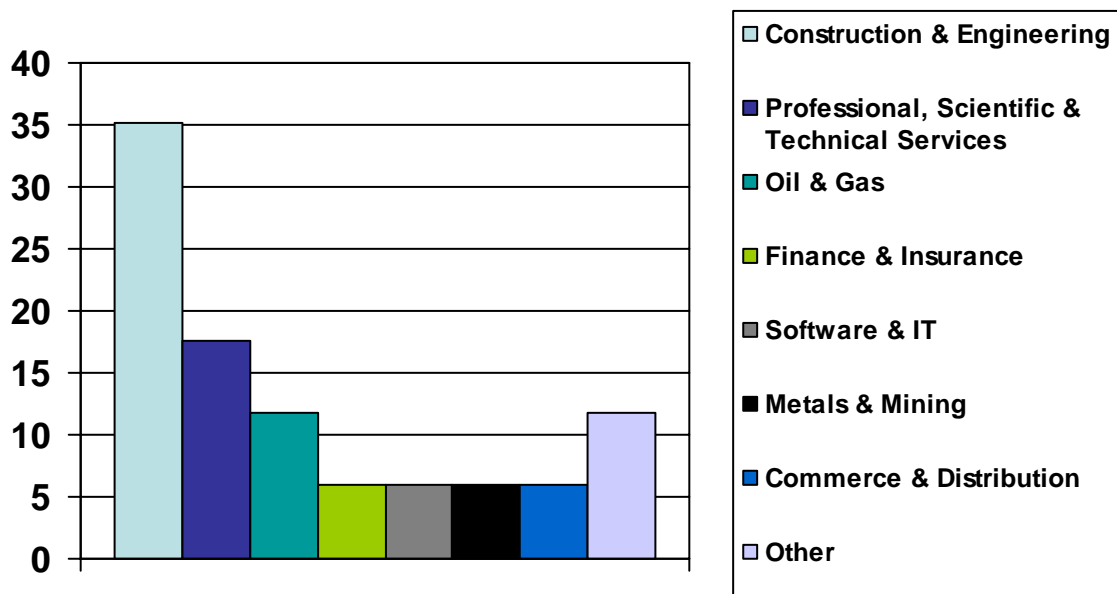
In the first year, EEG’s main focus has been on promoting the Global Compact across the Region, establishing an active interface between the Global Compact and EEG constituencies and developing a base for the formation of a local network. This was done through events, networking and exchange. The overall objective is to provide visibility to the GC initiative, attract participation of companies of all sizes, provide learning and capacity building opportunities, and finally, to increase the EEG’s own knowledge and expertise as a focal point by attending GC meetings and conferences.

Organizational Details

The focal point is EEG, headed by Mrs. Habiba Al Marashi, Chairperson of the EEG and a member of the United Nations Global Compact board. Mrs. Al Marashi initiates and coordinates the EEG’s engagement with the Global Compact and its stakeholders.

The composition of Global Compact participants is heterogeneous, with 1 MNC, 8 SMEs and 8 companies. As of now, there are 17 companies registered as participants, out of which 10 companies have been registered through the endeavor of the EEG. 2 companies in the UAE (Metito and Sama Dubai) have been members of the Global Compact independently, but are now actively involved with the EEG in the initiative. 5 companies outside the UAE have registered with the Global Compact on their own initiative, and are now being roped in to play an active role as a part of the Network.

The chart below shows the sector wise distribution of members in the Network in terms of percentage.





Activities

- ❖ As mentioned earlier, EEG is currently engaged as a focal point in extending the influence and membership base of the Global Compact in the GCC Region. It seeks out companies that have demonstrated a strong interest in CSR and invites them to join the Global Compact. It assists them through the process, answering queries and clarifying doubts, and finally dispatches their applications to the UN Secretariat General.
- ❖ It coordinates the continuing participation of registered companies in the Global Compact. It also provides a link between these companies and the Global Compact and other partners in the UN system, promoting complementary processes like GRI, etc.
- ❖ Its primary goal has been to promote the Global Compact in the Region through seminars, workshops, roundtable discussions, lectures presentations, publications, company-counseling, and so on. This is achieved through in-house activities and external forums. (Refer Annexure 1, 2, 3).
- ❖ Its role as a focal point is expected to evolve gradually to include dialogue and policy discussions with different stakeholders including governments and business.
- ❖ It is encouraging students to benefit from learning activities, and leveraging CSR as a value add in formal education, including business education.
- ❖ EEG rallied a strong representation of GC members from the Arabian Gulf in the recently held Leaders Summit. It has also encouraged participation of members in the upcoming Local Network Forum in Mexico.
- ❖ Presently, EEG is facilitating the application of the Environment Center for Arab Towns, a semi-government network of cities and towns, rallied under the umbrella of Dubai Municipality. ECAT is committed to reach the message of the Global Compact to its constituencies, members, partners and associates, which will have a multiplier effect and disseminate the GC principles across the Region. It is a promising development and could deliver great value to our local network.
- ❖ In a more advanced stage, when the local network is fully established and operational; partnership projects will be explored. However, EEG successfully facilitated collaboration between one of the members, Oryx Enterprises, and the GC office; in support of the Leaders Summit 2007. Oryx was one of the official sponsors of the Summit. EEG will continue to actively support independent



actions of companies participating in the Global Compact Local Network in their CSR efforts and initiatives.

Reporting and Communication

EEG has participated in a number of GC events within the past year including the Local Networks Forum 2006, the Leaders Summit 2007, the COP Workshop 2007, and the GC board meetings taking place during this period. The proceedings and outcomes of these events have been duly reported through EEG's communication vehicles including its publications and media releases. In this way EEG hopes to provide a continuous space in the public domain for popularizing the aims, objectives and activities of the Global Compact.

EEG has also organized the Region's first COP workshop earlier this month. (Refer Annex 3). A session on the GRI was also included in the workshop. EEG strongly encourages members to produce a COP report, as a means of communicating universal values and demonstrating how they are aligned to business goals and objectives. The COP is also recommended for the value it holds in kick-starting the process of implementation of the Ten Universal Principles; as well as broadening the understanding of these principles.

As a focal point EEG is engaged in continuous communication with the members. It routinely checks the COP status of companies, notifies members about due dates of COPs, guides members in writing their COPs, advises them on how to approach and address a particular principle within local conditions and parameters, holds meetings and reviews drafts. It is dependant on the expertise of the GC office in carrying out the COP responsibilities of a focal point, and elicits the support of the GC in the review process as well. The above COP workshop was organized to facilitate the producing of COP reports and also to broaden the understanding of the GC and its principles. Additionally, EEG is strongly encouraging a member company that is currently listed as inactive, to produce their first COP report. Gulf Pacific Holdings were invited to the COP workshop to facilitate the COP but the company was unable to attend due to other commitments.

EEG is deeply committed to communicating the concept, philosophy, principles and experiences of the Global Compact across its own sphere of influence. Information about the Global Compact is featured regularly in EEG's communiqué with stakeholders, and through its publications, like the monthly newsletter and the Wastepaper magazines. EEG has also presented its engagement with the Global Compact in various forums, to address the gap in knowledge and awareness about the Global Compact locally. The GC activities organized by the EEG are also duly featured on EEG's website, and news circulated to the local media. (Refer to Annexure 4 – 7 for media coverage of events, workshops, etc).

Internally, EEG conveys all incoming information from the Global Compact to member companies, encouraging them to be involved in activities. All information about the



development and progress of the emerging network is likewise communicated to the GC office. It has thus successfully built up a strong interface with respect to the Global Compact office and the member companies in the GCC.

Proposed Plan for the next year

Some of the activities planned for 2008 include:

- ❖ a dedicated website for the Global Compact Local Network in the GCC Region which could be developed within the EEG's own homepage
- ❖ inviting participation in the Network of academic institutions, CSOs, and facilitating participation of many more companies in the Region.
- ❖ Instituting a regional CSR best practice award, in which the GC principles will be built in, and the criteria for applying will include the ten universal principles.

Some preliminary thoughts on activities for the coming few years could include:

- ❖ more workshops (on the four basic tenets underlying the Ten Universal Principles, and COP)
- ❖ capacity building activities in collaboration with other Local Networks,
- ❖ continuing participation in GC events and contributing strategic inputs to the GC Board,
- ❖ create an information center for the Global Compact,
- ❖ sharing GC examples of good practice on CSR and COP,
- ❖ exchanging regional experiences in addressing the GC principles to further enrich the GC data base of cases and examples;
- ❖ exploring opportunities to introduce PRI, Responsible Management Education etc. locally, and
- ❖ developing partnership projects.

There is no policy on integrity measures yet, since the network itself, as well as the members; are relatively new. In an advanced stage, we will concentrate on integrating more functions within our scope of work as focal point.

Conclusion

The EEG has made good progress in the first year of its association with the United Nations Global Compact. Taking into consideration that the Global Compact was neither familiar nor active in this country, we have been successful in making it a known and valued player in the local CSR movement. This year in particular, we have been able to engage a considerable number of companies within a very short time, in the build up to the Leaders Summit. Our presence in the Summit has been a significant exercise for all stakeholders. It has demonstrated that CSR actors from the Middle East and from the Arabian Gulf specifically, are ready to make their entry into the global arena and contribute their experiences and perspectives.



CSR as a concept is relatively new in this Region, with its particular socio-economic and cultural environments. The entry of the Global Compact is seen as opportune and full of opportunities. Companies facing the uphill task of creating business models based on ESG factors are expected to gain tremendous benefits from the knowledge and experiences within the Global Compact. This would have a cumulative effect and promises to create a road map for these companies.

We are seeing a growing interest in the Global Compact in our Region, especially among our constituencies. We expect a continuing turn out of members, and are ready to lead them to the next stage of implementation of the GC principles, complying with reporting requirements, enhancing capacity, and so on. Moving further on, we will concentrate efforts on identifying good practices and selecting the best in class.

The most important challenge faced by the EEG is the limited resources available to it as an independent, voluntary NGO. We would like to see more direct contact with individual Local Networks, which we hope would be facilitated by the Global Compact Office. We bank on constant support from the GC Office in fulfilling our objectives and goals. Having key leaders representing the Global Compact and its other UN partners in local activities organized by the EEG would be a good way to move forward and would clearly have a positive impact on the growth and development of our Network.

Furthermore we would appreciate more forthcoming support from the Global Compact and its UN partners, as is the case with several Local Networks, through seconding of resource persons, transfer of knowledge and expertise, facilitation of contact with well established local networks, setting up of a dedicated office for the Global Compact, establishing a regional data base for the Global Compact, producing publications in local language on CSR and the GC, developing tools and templates for the implementation of GC principles and reporting progress suitable for regional companies, developing partnership projects, etc.

EEG reiterates its ongoing commitment to the Global Compact initiative and will continue to channel efforts and resources to promote and activate it in GCC Region.

Submitted by: Emirates Environmental Group, focal point for the Gulf Cooperation Council states.

Contact person: Mrs. Habiba Al Marashi, Chairperson EEG, Board Member UN Global Compact



Annexure	
Annex I	Network Fact Sheet for 2006-2007
Annex II	Report on Global Compact Workshop 2006
Annex III	Flyer and Press Release of Community Lecture, February 2006
Annex IV	Report on Global Compact Communication on Progress Workshop 2007
Annex V	Media Releases:
	(i) GC Board Selection of EEG Chairperson
	(ii) GC – EEG Memorandum of Understanding
	(iii) GC Leaders Summit participation
	(iv) GC COP workshop in CSRMiddleEast.

About the EEG

The Emirates Environmental Group (EEG) is a voluntary, non-government organisation (NGO) devoted to protecting the environment through means of education, action programs and community involvement. EEG is actively encouraged and supported by concerned local and federal government agencies. It is the first environmental NGO in the world to be ISO 14001 certified and the only organization of its kind in the UAE with accredited status to the United Nations Convention to Combat Desertification (UNCCD). In 2005 EEG was awarded accredited status to the United Nations Environment Programme (UNEP)'s Governing Council. It is also a member of the Board of the United Nations Global Compact and is a focal point for the formation of local networks in the Arabian Gulf region. Emirates Environmental Group is open to men and women of all nationalities, as well as to public and private organizations, academic establishments and international institutions.

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Annex I – Network Fact Sheet for 2006-2007

Network Management									
Annual Network Meeting (yes/no)	COP facilitation (yes/no)	Helped to facilitate other integrity measures (e.g. complaint mechanism) (yes/no)	Website (if yes, URL)	Name Focal Point	Steering Committee (yes/no)	Steering Committee has non-business participants (yes/no)	Secretariat hosted by	Member fees (if yes, amount for Company/ SME/ other)	
Yes	Yes	No	No	EEG	No	NA	EEG	No fees for Members	

Number Local Network Participants										Government participation in Network
TOTAL	MNCs	SMEs	Micro-enterprises (<10 employees)	Business Organization	CSR Organization	Labour Organization	Civil Society organizations	Academic Institution	Other Stakeholders	Yes/ no
17	1	8	-	8	-	-	-	-	-	Not yet

Number of Activities					
Outreach Events	Learning Events	Policy Dialogues	Partnership projects	Cooperation with other Local Networks	Other activities
6	4	None yet	None yet	Egyptian Network	Promoting UNGC through presentations and talks

Annex II – Report on Global Compact Workshop 2006

CORPORATE SOCIAL RESPONSIBILITY



Creating a Sustainable Business
Workshop on United Nations Global Compact
27th February 2006
9am – 5pm
JW Marriott Hotel Dubai

REPORT

INTRODUCTION

The Emirates Environmental Group Corporate Social Responsibility Network hosted a workshop on Creating Sustainable Business on 27th February 2006. The workshop focused on United Nations Global Compact and was the seventh workshop to be conducted under the auspices of the EEG Corporate Social Responsibility (CSR) Network.

This high level workshop focused on what is UN Global Compact, the ten universal principles and how UAE as a region incorporate these into our CSR programmes. The Global Compact is an international initiative that will bring companies together with UN agencies, labour and civil society to support universal environmental and social principles. The Global Compact is working to advance ten universal principles in the areas of human rights, labour, the environment and anti-corruption.

The concept of CSR in this region is still relatively new and offers a broad range of opportunities to create and develop new programmes. Global Compact, a global body has an in depth understanding of global developmental issues and also a wealth of knowledge, resources and experience in developing and implementing CSR strategies across several countries at the national level. While, EEG has been involved in propagating various environmental issues in UAE and also pioneered the concept of CSR in the country. EEG is keen that the issues within CSR in UAE and the best practices within the region get projected at a global level. Hence it was felt that the time is right to develop a strategic partnership between EEG CSR Network which has a good understanding of development issues within UAE and the Global Compact which has a Global viewpoint of development. This strategic partnership at the national level will have a number of advantages in terms of getting exposed to global practices and experiences in CSR and in turn adapt these learning's to implement regional programmes. The businesses within UAE will get an opportunity for international networking, exchange of ideas and experiences and to access various CSR resources to operationalise their CSR programmes.

OBJECTIVES OF THE WORKSHOP

1. Provide Delegates with an understanding about the UN Global Compact and the need for this initiative.
2. Bringing forth to delegates the long-term benefits of creating a positive impact on society as a business.
3. Outline the ten universal principles of Global Compact and how, their adoption will help one create a sustainable business.
4. Showcase case studies
5. Facilitate sharing of experiences across a cross section of people.

The workshop was facilitated by Mr Peter Wilson, Director, WSP Environment (*Annexure 1 – Agenda*).

SPEAKERS

- Keynote Speaker - Mr. Matthias Stausberg, Communication and Public Affair, UN Global Compact.
- Ms. Hala Mouneimne – UNDP, Programme Analyst, UAE office.
- Mr. Khalid Al Kassim, Deputy Director General Planning and Development, Department of Economic Development, Government of Dubai.
- Mr. Mohammed El-Kalla – Private Sector and Global Compact Specialist, UN Resident Coordinator Office, Egypt.
- Ms. Budoor Hunnoon, Marketing Executive & Mr. Rami Ghandour, Executive Director Corporate Strategy & Investment, Metito(Overseas) Ltd.
- Ms. Renee Harper-Ardrey and Ms. Nadia Jabri, CEO and Director Public Affairs, Gambate Communication.

ATTENDEES

Around 60 delegates from government, business and academia attended the event held at the JW Marriott Hotel Dubai (*Annexure 2 – List of Participants*)

HIGHLIGHT OF SESSIONS

Chairperson Habiba Al Marashi opened the workshop by highlighting the importance of businesses contributions to sustainable development. She said that it requires the integration of social, environmental and economic considerations to make balanced judgments in the long-term. Ms Al Marashi stressed that business must take full account of these societal expectations. The basic message being that business is not divorced from the rest of society. Business and society are interdependent and we must ensure, through mutual understanding and responsible behaviour, that the role of business in building a better future is recognized and encouraged. She also emphasized that strategic alliances lead to the pursuit of development objectives in diverse fields, in particular, in employment creation, education, health and environmental protection.

The keynote speaker at the workshop was Mr. Matthias Stausberg, Communication and Public Affairs Officer for the United Nations Global Compact, who introduced the Global Compact, its regional network, its benefits and also gave examples to demonstrate how the ten principles can be incorporated to create sustainable business.

Also presenting at the event was Ms. Hala Mouniemne, Programme Analyst, UNDP, UAE Office. Ms. Mouniemne briefed how UNDP works with the Global Compact to help bring the Global Compact to the country level, its partnership agenda and also examples of business partnership opportunities.

Mr. Mohammed El Kalla, Private and Global Compact Specialist, UN Resident Coordinator Office, Egypt outlined developments in the Egyptian GC network, including the Pre-Launch Activities, Post Launch Activities, and the potential and key lessons learned from the Egyptian Experience.

Mr. Khalid Al Kassim, Deputy Director General of Planning and Development, Department of Economic Development (DED) spoke about the role of Dubai Department of Economic Development (DED) in serving its community through several initiatives undertaken by their divisions. He also explained the duties of organizations in promoting CSR and the challenges organizations face in order to set a more consolidated and integrated CSR such that, the community will benefit more.

Metito (Overseas) Ltd was represented by Mr. Rami Ghandour, Executive Director Corporate Strategy and Investment and Ms. Budoor Hunnoon, Marketing Executive. Metito is the only Global Compact member in UAE and their presentation focused on Metito's approach to CSR, their vision and values, Metito's engagement with the EEG CSR Network and how they are implementing the principles of the Global Compact in taking forward their commitment to social responsibility.

Gambate Communications is an affiliate of Ketchum in UAE. Ketchum is a Global Compact signatory and Ms. Renee Harper Ardrey, CEO and Ms. Nadia Jabri, Director of Public Affairs at Gambate Communications spoke about Ketchum's CSR activities and how they have incorporated the principles of the Global Compact into their business. (***Annexure 3 – Details of presentations and Brief about speakers***).

FUTURE PROSPECTS

- Of the 34 companies present, 58% are doing some activity as a part of their corporate responsibility, 11% are planning a CSR programme, while 38% do not have any CSR programme.

<i>Category</i>	<i>Level of activity</i>
A – Doing CSR	Develop and implement specific CSR programmes
B – Planning to do CSR	Help them to build on the thought, by building business case and suggesting issue areas.
C – Not doing CSR	Build the business case for CSR

- ***Priority areas***
 1. *Environment*
 2. *Human Resources*
 3. *Training*
 4. *Monitoring and Evaluation*
 5. *Specific sector based CSR issues*
 6. *Best practices in CSR/ Models/ Framework.*
 7. *Education*

- **Topics for workshop**
 1. *Environmental assessment/ rating*
 2. *ROI assessment*
 3. *Human rights*
 4. *Best and unethical practices*
 5. *Business ethics*

CONCLUSIONS

This event signified the need to build strategic partnerships between the government, business and civil society and highlighted the fact that one of the main challenges facing the country is the activation of the role of the private sector to be an effective and efficient partner in the development process.

This event addressed the need for an integrated approach to create holistic CSR programmes in the UAE region. It looked at introducing the United Nations Global Compact Network at a regional level, to emphasize the need for partnerships to create collective impact in social development.

The workshop was very successful with 65% of the delegates saying that the workshop was excellent; and all the delegates felt that the topic chosen was extremely relevant in today's scenario (*Annexure 4 – Feedback*)

This workshop brought home the fact that despite achieving impressive momentum, the corporate social responsibility movement in UAE still needs to acquire more depth and integration into the core business. Here Global Compact can serve as a useful platform for aiding companies in their development and implementation of strategies that encompass CSR. The case studies presented demonstrated that taking care of environmental, economical and social impacts can only lead to better profits and reputation. The CSR Network took this opportunity to zero in on the fact that for change to happen, a transformation in the attitude of businesses towards CSR is inevitable. Following this workshop the EEG CSR Network is now taking on the mandate to bring in a more holistic and global perspective to CSR in UAE. *Annexure 5 – Press Cuttings, Annexure 6 – Photographs*)

ANNEXURE

Annexure 1 – Agenda.

Annexure 2 – List of Participants.

Annexure 3 – Speakers Biographies and Presentations Synopsis.

Annexure 4 – Feedback.

Annexure 5 – Press Cuttings.

Annexure 6 – Photo Gallery

Annexure 1 - Programme Schedule

Facilitator: Mr. Peter Wilson, Director, WSP Environment

9.00am	Registration
9.30am	Opening speech by Habiba Al Marashi, Chairperson, EEG
9.45am	Mr. Matthias Stausberg - Communication & Public Affairs, Global Compact.
10.30am	Ms Hala Mouneimne – Programme Analyst, UNDP
11.00am	Coffee break
11.15am	Mr. Khalid Al Kassim, Deputy Director General Planning and Development, Department of Economic Development
11.45am	Mr. Mohammed El-Kalla, Private & Global Compact Specialist, GC Network Egypt
12.15pm	Discussion
1.00pm	Lunch
2.00pm	Ms Budoor Hunnoon, Marketing Executive & Mr. Rami Ghandour, Executive Director Corporate Strategy & Investment, Metito(Overseas) Ltd
2.20pm	Discussion
2.30pm	Renee Harper-Ardrey and Ms Nadia Jabri, Gambate Communication
2.50pm	Discussion
3.00pm	Coffee Break
3.15pm	Plenary session – ‘CSR in UAE a Strategy or PR’
4.20pm	Conclusion & Vote of Thanks

Annexure 2 - List of Confirmed Participants

Speakers

No	Name/Designation	Company	
1.	Mr. Peter Wilson Director	WSP Environment	Facilitator
2.	Ms Habiba Al Marashi Chairperson	Emirates Environmental Group	Opening Speech
3.	Mr Matthias Stausberg Communication & Public Affairs, Global Compact	UN Global Compact	Key Note Address
4.	Ms Hala Mouneimne Programme Analyst	UNDP	Speaker
5	Mr Khalid Al Kassim Deputy Director General Planning and Development,	Department of Economic Development	Speaker
6.	Mr. Mohammed El-Kalla, Private & Global Compact Specialist,	GC Network Egypt	Speaker
7.	Ms Budoor Hunnoon, Marketing Executive Mr. Rami Ghandour, Executive Director Corporate Strategy & Investment	Metito(Overseas Ltd	Speaker
8.	Renee Harper-Ardrey and Ms Nadia Jabrri, CEO & Director Public Affairs	Gambate Communication	Speaker

Participants

No	Name/Designation	Company
1.	Mr Rashid Rashid	DUBAL
3	Mr Rafic Fakh	McDonald's Emirates
4.	Mr Mazen Sous	McDonald's Emirates
5.	Ms Belinda Al Baluchi	DIFC
6.	Mr Saeed Al Ismaily	DIFC
7	Mr Charles Neil	DIFC
8	Mr Marcus Chandler	Dolphin Energy
9	Ms Nityashree Trivikram	Pacific Control Systems L.L.C
9	Mr Mohammed Al Jariri	DEWA
10	Ms Elfatih Elton	DEWA
11	Ms Eman Caldwell	NBAD
13.	Ms Yusra Tamimy	J W Marirott
14.	Mr Rajaram Bhatt	ABB
17	Mr Ali Ibrahim Mohamed	DED
19	Dr Nabil Izziddin Khamis Tarifi	DED
20	Dr Lway Nackasha	DED
21	Ms Hessa Essa Buhumaid	DED
22	Dr Magd El-Din Mohammed Abdel	DED
23	Ms Zoe Rahwan	DED
24	Dr. Ahmad Khider	Environmental Agency
25	Mr. Abdulla Khongi	Environmental Agency
26	Ms Ainhoa Carpintero	WSP
27	Ms Rouba Abu Attieh	WSP
28	Ms Nivedita Mahida	WSP
29	Mr Michel Nachef	Degussa

30	Dr Radhiya Al Hashimi	ECAT
31	Ms Maya Aboul- Hasan	ECAT
32	Ms Abbe Lepelley	DERC
33	Ms Nancy Maloney	Dubai Women's College
34	Ms Lana Makdisi	British Embassy
35	Ms Misha Lulla	Canon Middle East
36	Ms Hana Saif Al Swaidi	Environment & Protected Authority
37	Ms Badreyya Suroor	RAK Free Zone Authority
38	Ms Esteqlal Ali Abdulla Muhammed Al Shehhi	RAK Free Zone Authority
39	Mr Hamad Mohamed Salem Obaid Al Mudhawi	RAK Free Zone Authority
40	Ms Arlene R Castillo	RAK Free Zone Authority
41	Mr Peter Neisular	US Consulate General
42	Ms Mariam Mahmoud	US Consulate General
43	Mr Yahya Al' Rayyes	Petroleum Institute of Abu Dhabi
44	Ms Min Min Wong	Serco Middle East
45	Ms Sara Bakher	Committee member - EEG
46	Ms Sabiha Shaikh	Committee member - EEG
47	Prof Abdulmonim Bellah	Global Minds
48	Dr Lutfi Desougi	FEA
49	Mr Shawqi Sajwani	Dubai Holdings
50	Mr Mohamed A Raouf	Gulf Research Centre
51	Mr Mohsen Aboulnaga	WREN
52	Mr Farour Ghandour	Metito Overseas
53	Mr Farid Ahmed	Dubai Holding

Annexure 3 - Synopsis of Presentations

Facilitator: *Mr. Peter Wilson, Director, WSP Environment*

9.30am *Opening speech by Habiba Al Marashi, Chairperson, EEG*

About the speaker: Habiba Al Marashi is the co-founder and Chairperson of Emirates Environmental Group, a pioneering non-government organisation based in Dubai in the United Arab Emirates. Habiba began her professional career as a government employee, working with the Federation of the UAE's Chambers of Commerce & Industry and Dubai Development Board, Government of Dubai. She was nominated to the Dubai Government Excellence Awards in 2000.

Habiba founded EEG in 1991. EEG's genesis from a small voluntary organisation to a large network embracing individuals, federal and local government departments, corporations, academic institutions, embassies and U.N. agencies owes a great deal to the hard work and effort put in by Habiba. Under her guidance EEG has launched several one of its kind initiatives in the field of environmental education and awareness, waste management and corporate social responsibility that have effectively mobilised the community to support environment protection measures and campaigns. She is involved in many leading government initiatives on environment at the national and regional levels, and is a recognised representative and spokesperson for West Asian Arab nations at high ranking international summits.

9.45am *Keynote Address - Mr Matthias Stausberg - Communication & Public Affairs, Global Compact.*

About the Speaker: Mr. Matthias Stausberg joined the United Nations Global Compact Office in New York in 2002 as a communications officer. Matthias advises the initiative on all aspects of media relations and public affairs, and has spoken on CSR and the Global Compact at events around the world. He also serves as the focal point for Global Compact participants and networks in North Africa and the Middle East.

Prior to entering the UN system, Matthias spent several years working in Germany's Internet industry. A German National Merit Scholar and a Fulbright Scholar, he holds a master's degree in Mass Communication from the University of North Carolina at Chapel Hill.

Presentation Brief:

- Introduction to CSR and the case for responsible business - UN's understanding of corporate social responsibility and the business case (risk and reputation management, trust-building, etc.)
- The UN Global Compact - An overview of the Compact's mission, objectives, the ten principles, statistics and modes of engagement
- The Global Compact in the Middle East - Representation in the region and some reasoning on the importance of the Gulf Region to the Global Compact
- Good Practice from around the world

10.30am

Ms Hala Mouneimne – Programme Analyst, UNDP

About the Speaker: Ms Hala Mouneimne joined the United Nations Development Programme in the UAE in 1999. In her current role as Programme Analyst she works to bring United Nations expertise and experience to the UAE to support the government and national stakeholders in developing the human resources, institutions and policies of the country. Prior to moving to the United Arab Emirates, Ms Mouneimne lived in the UK where she worked with a multinational pharmaceutical company, liaising with international organizations such as the UN to supply public health products to developing countries and to areas of humanitarian crisis. She also worked with a Japanese multinational company, developing the scientific communication programme for health and nutrition products in Europe. Ms Mouneimne is a graduate of Cambridge University (BA MA Natural Sciences), and London University - London School of Hygiene and Tropical Medicine (MSc Health Promotion Sciences).

Presentation Brief :

- How UNDP works with the Global Compact to help bring the Global Compact to the country level
- UNDP's partnership agenda
- Examples of business partnership opportunities with UNDP/ the UN.

11.20am

*Mr. Khalid Al Kassim, Deputy Director General Planning and Development,
Department of Economic Development*

About the Speaker: Mr. Khalid Al Kassim is the Deputy Director General for Planning and Development at the Department of Economic Development (DED), Government of Dubai - the primary Dubai Government body with the mandate to organize, regulate and boost trade and industry within the Emirate of Dubai.

He has been working with the DED for the last four years and is responsible for leading all efforts to achieve the goals and objectives set in the Strategic Action Plans of the DED with particular focus on the Planning, Business Development, Information Technology and Excellence operations at the Department.

Mr. Al Kassim graduated from the UAE University in Al Ain with a degree in Public Administration and Accounting in 1982 to join the Dubai Educational Zone as Assistant Director General. He went on to complete his Masters in Business Administration (MBA) from the California State University in the US in 1990 and returned to the UAE to join the Dubai Police Research Centre as IT Director. He has also served in the same position at the Dubai Public Prosecution and the Dubai Chamber of Commerce and Industry (DCCI) before joining the DED in 2002. He is also a member of Dubai Government Leaders Program as well as a member of several joint government committees on the emirate of Dubai and UAE level. In addition, Mr. Al Kassim is a board member of some private shareholder companies.

Presentation Brief

- Role of Dubai Department of Economic Development (DED) in serving its community through several initiatives undertaken by their divisions.
- Role of organizations in promoting CSR
- Challenges organizations face in order to develop a more consolidated and integrated CSR such that the community will benefit more.

11.35am

Mr. Mohammed El-Kalla, Private & Global Compact Specialist, UNDP

About the Speaker: Mr El Kalla is a specialist on Corporate Social Responsibility and business ethics with a background in development and international law. He supported the foundation of the Global Compact Network in Egypt and is currently in charge of the network, responsible for the creation and management of more than 40 development projects and partnerships involving corporate sector, Drafted the first corporate volunteer guide in Egypt.

Presentation Brief:

- Development steps in for the Egyptian GC network
- Steering Committee
- Pre-Launch Activities & Post Launch Activities
- Unleashing potential
- Key Lessons learned from the Egyptian Experience

2.00pm

Ms Budoor Hunnoon, Marketing Executive & Mr. Rami Ghandour, Executive Director Corporate Strategy & Investment, Metito(Overseas) Ltd

About the Speaker: Ms Hunnoon has been directing the creation of Metito's marketing tools and steering the execution of outreach programs. She is an accomplished marketing professional, with a track record of year-on-year over target achievements, sustained in a climate of sector decline. She has a proven record of executing and coordinating comprehensive marketing strategies in support of business goals and objectives. Ms Hunnoon has a bachelor in Business Administration and Management Information System from University of Petra in Jordan. Ms Hunnoon has been spearheading Metito's corporate social responsibility efforts, which has included joining the United Nations Global Compact initiative, community outreach programmes with schools and universities, and Metito's close relationship with the Emirates Environmental Group and the CSR network.

Mr Ghandour joined Metito in 2004 as the Executive Director of Corporate Strategy and Investments and has also been leading Metito's fast growing water reuse and desalination concessions business. Previously, Mr Ghandour was a management consultant with the Boston Consulting Group in New York advising leading Fortune 500 companies on their key strategic decisions. His work experience also includes four years process engineering and project management for Bechtel in London where he was responsible for utility systems on major oil field developments. Mr Ghandour has an MBA in Finance and Entrepreneurial Management from the Wharton School of the University of Pennsylvania, as well as Masters and Bachelors degrees in chemical engineering from the University of Cambridge.

Presentation Brief:

- Introduction to Metito
- CSR Initiatives – Environment, Employees and their rights, Community Involvement
- Commitment to Global Compact

2.30pm

Renee Harper-Ardrey and Ms Nadia Jabri, Gambate Communication

About the speakers: As founder and CEO, Renee is committed to the success of Gambate!. Renee earned her BA in Theology from Georgetown University in Washington, DC. Renee has extensive sales, marketing and public and relations experience working in the US, Europe, and most recently the Middle East. Her professional corporate background includes Nike Sports Marketing, Morgan Stanley Office of Development and Columbia Journalism Review in the US, Pearson Education, Ltd. and the National Youth Music Theatre in the UK and Radius Leo Burnett/ Manning Selvage and Lee Public Relations in the Middle East.

Her government experience includes work with Dubai Media City, Dubai Internet City, the Qatar Public Services Development Project, the Dubai Development and Investment Authority and the US Americorps program. She has also completed post graduate studies at the Graduate School of Education at New York University and the Graduate School of Journalism at Columbia University

Ms Jabri is Director of Public Affairs at Gambate, Ketchum's exclusive Middle East affiliate, where she also serves as Group Account Director. She has a Masters Degree in International Affairs from Columbia University and previous experience working in human rights and development issues with UN agencies.

Presentation Brief:

- Background of Ketchum's Global Compact and CSR activity
- Role of PR- The Good and The Bad
- Dubai landscape and implications for both PR and CSR
- Gambate!'s strategy
- Our recommendations for Global Compact implementation in the region

Annexure 4 – FEEDBACK FROM DELEGATES

QUESTION	COMMENT %		
1.Comment on workshop			
Content	Excellent	Good	Fair
	65	31	4
Presentation	47	38	15
Relevance	<u>High</u> 100		<u>Low</u> 0
2.Time for discussion	<u>Enough</u> 81		<u>Short</u> 19
3.Length of workshop	<u>Right</u> 85		<u>Long</u> 15
4.Does org have CSR programme	<u>Yes</u> 58	<u>No</u> 31	<u>Planning</u> 11
5.CSR priorities	<ul style="list-style-type: none"> • Environment • Consulting on CSR projects/Financial sustainability • Environmental practices within oil industry • Supporting education, environment • Environment, Education, Governance, Community • Education, Environment, Social accountability • Awareness/Management training • Water & energy conservation, activities with school and college students • Environment, building the Green building • Personnel development/ local market development • People/environment • Conservation/Safety • Customer satisfaction/employees/environment • Human rights/environment • Awareness building 		
6. Topics for future workshop	<ul style="list-style-type: none"> • Environmental assessment • Water recycling/ Raising environmental awareness • CSR reporting • Bottom line impact/ROI assessment • Green house • Ecological footprint/ • Unethical Corporate practices, its impact on environment and available solutions • Best practices in CSR/ Strategies to implement CSR • How to incorporate environmental ratings • CSR in education system • Role of government in environment • Media/Security/Human rights • Sustainable planning • Details on principles of Global compact • Water management/water reuse • Public private partnerships • Implementation of CSR • Green building and related technology 		

Annex III: Flyer and Media Release of EEG Community Lecture on Global Compact

Invitation

**Business in Social Development -
The United Nations Perspective**

Let us choose to unite
the power of the market
with the authority of
universal ideals
Kofi Annan

EEG's Second Community Lecture of 2006

Show your commitment by attending the meeting, which as always is FREE and open to all.

- Creating a positive impact on society as a business
- Long term benefits on the community and environment
- The regional and cultural contexts
- The Ten Universal Principles of the United Nations Global Compact
- How it would address youth and employment, business ethics, corporate governance and community issues in the UAE
- Examples from the Region

A presentation by:
Matthias Stausberg
Communications & Public Affairs, Global Compact Office, United Nations
(Please put this flyer on the notice board of your School/ Building/ Organisation for the benefit of others)

DESIGNED BY:
 PERCEPT

Date: Tuesday,
28th February, 2006
Time: 7:30pm
Venue: JW Marriott Hotel,
Deira, Dubai

For more details contact:
Tel: 04-3318100
Fax: 04-3328500
e-mail: eeg@emirates.net.ae
Website: www.eeg-uae.org

Second Community Lecture of 2006

“Business in Social Development – The United Nations Perspective”

Tuesday - February 28, 2006

JW Marriott Hotel, Dubai

Media Release – EEG Community Lecture on Global Compact

Dubai-based national NGO, Emirates Environmental Group or EEG as it is popularly known organized a stimulating lecture and discussion this evening on the role of business in social development. The UAE is a recognized business and commercial hub in the Middle East. It compares favourably with global standards of economic performance, and continues to draw wide scale interest and admiration. The rapid modernization of the country in the post-oil era has brought about marked changes within the UAE society. The important question is how to direct these changes to bring benefits to the society, community and environment. The concept of social responsibility of business is used to establish the linkage between business and social development. Business can play an active role in social development by internalizing the so-called “externalities”, - social impact, environmental costs, and so on. It can then evolve into a clear and precise strategy that contributes to business excellence.

The lecture sought to highlight how as a business one can contribute to the society and the community, and have a positive impact on the environment. It was delivered by Mr. Matthias Stausberg from the Communications & Public Affairs department of the United Nations Global Compact office in New York. Mr. Stausberg introduced the ten universal principles of the UN Global Compact; - a voluntary initiative of HE Mr. Kofi Annan, the UN Secretary General. Mr. Annan was felicitated in Dubai earlier this month at the United Nations Environment Programme (UNEP)’s meeting of the Governing Council. He was presented with the Zayed International Prize for the Environment Global Leadership Award 2005.

The UN Global Compact was introduced by Mr. Annan at the World Economic Forum 1999. It came into operation in 2000. Since then many companies, labour organizations and environmental organizations have supported the initiative, which seeks to promote universal corporate citizenship through good corporate governance, ethics, social and environmental principles. The EEG lecture put focus on the benefits of the initiative within the UAE’s economic, socio-cultural and environmental contexts.

The lecture brought together corporate leaders, officials, students, professors, and members of the EEG. The talk followed an opening speech delivered by EEG's Chairperson Mrs. Habiba Al Marashi. An inspiring speaker herself, Mrs. Marashi spoke passionately about the EEG's Corporate Social Responsibility Network in promoting a better, more ethical and responsible business culture in the UAE. She emphasized that building partnerships and establishing dialogues among the business sector, government and civil societies was the key to positive transformation. The Chairperson said, "Sustainable development rests in the hands of every corporate citizen, and every member of the community. There may be many initiatives with a common goal. But it really calls for integration at the national, regional and global level to bring collective and long term impact. Our programmes aim to foster lasting partnerships for integrating sustainable development initiatives. This lecture aspires to do the same. Through the lecture we hope to bring people and institutions from different backgrounds together on a common platform. "

In her speech she gave an overview of EEG's recent and upcoming programmes. Of particular note is the workshop for teachers that will focus on determination of the Ecological Footprint. This workshop is being done in association with international partners and will be a useful capacity building exercise. The workshop is a part of a project that won EEG the Ford Motor Company Conservation and Environmental award this year.

All the events being organized by the NGO focus on issues and challenges that are of contemporary relevance globally, and locally. Environmental sustainability is linked to corporate citizenship, and business plays an important role in sustainable development. The UAE has a fragile environment, which needs to be protected at all costs. Without a healthy, green and thriving environment, our development could not be continuous and sustainable in the long term. By involving business along side the community, EEG is trying to create a mandate for good environmental conduct across the sectors. This was clearly evidenced in the evening lecture where the main message undoubtedly was "Together for a Better Environment, Together for sustainable development."

Annex IV – Report on Global Compact Communication on Progress Workshop

Corporate Social Responsibility Network 2007



شبكة مسؤولية اجتماعية إقليمية

CSR

Corporate Social Responsibility



EEG – United Nations Global Compact Communication On Progress Workshop

September 5, 2007

9.00 am to 5.00 pm

HQ Pacific Controls

Report

Introduction

As focal point of the UN Global Compact (UNGC) for the UAE and the Arabian Gulf region, the Emirates Environmental Group (EEG) organized the very first workshop on the Global Compact's reporting mechanism, 'Communication On Progress' (COP).

The Global Compact is a worldwide network nurtured by the UN. It is an "international initiative that brings companies together with UN agencies, labor and civil society to advance universal social and environmental principles". The Compact is based on Ten Universal Principles in the areas of human rights, labor, environment and anti-corruption. Since its launch in 2000, the UNGC has facilitated successful entry into the global Corporate Social Responsibility (CSR) arena as the world's largest and widely-recognized voluntary corporate citizenship initiative.

In keeping with EEG's value-added CSR campaign and its role as UNGC Board Member and focal point, it is EEG's intention to bring local companies in touch with this international CSR initiative, starting with its EEG-CSR network founding members. This is to further engage companies in strengthening the EEG-led emerging Global Compact local network in the Arabian Gulf region as well as build partnerships amongst a varied range of local companies and other regional networks in the Middle East.

This one-day workshop focused on Communication On Progress, a report that has to be submitted by all Global Compact Members periodically. It bears testament to their commitment to the Ten Universal Principles they agreed to embrace, upon their enrolment to the Compact. A COP is a communication to engage a company's stakeholders (as wide-reaching as possible) on the

progress it has made in implementing the ten principles in their business activities and consequently, forward the UN goal of creating a more sustainable and inclusive economy. This workshop was conducted in collaboration with the Global Compact office in New York and facilitated by Mr. Jeff Senne, the COP Manager of the UNGC Office. The workshop was also supported by the Global Reporting Initiative.

Objectives of the workshop

1. Broaden the understanding of Global Compact and its 10 universal principles.
2. Highlight the benefits in implementing its principles into business strategy and operations.
3. Encourage membership to the Global Compact, amongst EEG–CSR Network founding members, to promote partnership and help build strong links with the global business community
4. Introduce the Global Reporting Initiative
5. Experience the process of writing a COP
6. Allay concerns about the reporting requirements and implementation process related to Global Compact membership
7. Demonstrate how COP can engage with key stakeholders, facilitate cooperation and benefit an organization
8. Add value to any kind of sustainability reporting

Planning and preparation

The workshop was planned and executed successfully by the EEG team and the support of the Global Compact office. Early planning and preparations for the workshop started in July 2007. During the build up to the event, the aims and objectives, the target attendance and the structure of the workshop evolved through continuous communications with the UNGC COP manager. An additional resource speaker from the Global Compact, Mr. Chris Edell, also attended. Concurrently, Mr. Ralph Thurm, a key executive from the Global Reporting Initiative (GRI), happened to be in town at the same time as the workshop was being organized. His participation in the COP workshop was facilitated successfully, which added great value. The GRI is a leading reporting tool widely applied to sustainability communications and is often used to enhance COP reporting,

An agenda was created and agreed upon, whilst it was believed to have been a good idea to have additional speakers from UNGC member companies to support the workshop by presenting case studies of their reporting experiences. But due to several issues including their relatively recent status of membership to UNGC, lack of due experience in reporting as well as prior commitments, none of the companies approached were able to present. Nonetheless, that did not hinder participation of these companies in the workshop.

In the next stage of the preparation, invitations (**Annex I**) to attend were sent out to EEG CSR Network Founding Members (**Annex II**) and UN Global Compact signatories from the Gulf Cooperation Countries (**Annex III**). In the final days leading up to the event, an invitation was also sent out to the media to cover the event.

As a founding member of the EEG CSR Network and Global Compact participant, Pacific Controls was approached to be the host venue for the workshop. Furthermore, the LEED-certified Platinum-rated Green Building status of their new headquarters seemed suitably ideal as the venue. In view of this, Pacific Controls generously agreed to provide the space as well as lunch and their assistance in the workshop.

There was detailed and in-depth follow up with all these entities – speakers, delegates, host venue. All critical information relating to the event, including date and venue, location maps, agenda drafts and final agendas, etc. were conveyed duly to everyone.

The final part of the preparations included organizing:

- folders and badges for all attendees
- the workshop agenda (**Annex IV**)
- registration sheet
- feedback forms (**Annex VI(i)**)
- Chairperson's welcome address in English with Arabic translation (**Annex VII**)
- press release (**Annex VIII**)
- certificates of appreciation for the speakers and the host
- supplementary CD (**Annex IX**) containing general information on the UNGC and COP, an invitation to join the UNGC along with a sample letter of commitment, and an enrollment information sheet and general guidelines

Additionally, a letter and a pledge form (**Annex X**) was prepared to encourage the EEG–CSR network founding member companies to join our currently ongoing 'One Million Tree' campaign by pledging to plant a tree(s). This was also enclosed in the delegate packs.

Total Participants

Thirty three people were present in the workshop (**Annex V**). They included speakers, delegates and the EEG team.

Speakers

A total of three speakers addressed the delegates. Additionally, a special address was made by the EEG Chairperson.

Highlights of the session

A) Morning Session

The Communication on Progress (COP) workshop was facilitated by Jeff Senne, COP Manager of the UN Global Compact Office. The EEG Chairperson gave the opening speech. In her brief address, she gave an inspirational account of EEG's milestone achievements in its ongoing engagement with both the UNGC and the corporate sector. She emphasized the importance of EEG's role in creating a strong presence in the Arabian Gulf region as a focal point and emerging local network of the Global Compact. She also shared the outcome of the Global Compact Leader's Summit and EEG's strong representation there.

Furthermore, she raised the issue of COP as being sometimes seen as a deterrent to interested companies due to the mandatory reporting and implementation of the principles, especially given the local social, political and business environment. She reassured the delegates that the basic issues are the same as those all over the world and that the workshop will seek to broaden the understanding of the principles as well as in understanding the essentials and standards of COP reporting.

Conclusively, the Chairperson encouraged the attending participants to urge their respective organizations to embrace the UNGC and its ten universal principles.

Following this introduction, there were five presentations:

1. "What is the Global Compact?"
Jeff Senne, COP Manager, Global Compact Office

Mr. Senne highlighted the Ten Universal Principles of the Global Compact. He also focused on the relevance of the implementation process in effectively engaging with a company's stakeholders and drew attention to the immense potential for businesses to address it in their CSR efforts. He also cited that one of the main reasons why companies signed on the UNGC is to increase trust in the company.

2. “Business case for the Global Compact: Global Principles → Local Impact”
Chris Edell, Yale School of Management, Global Compact Office

Mr. Edell’s presentation provided rich insights into the Global Compact initiative as a business strategy, outlining the philosophy, drivers and structures of this sustainability-oriented project. He addressed the issue of stakeholder expectations and how this meant that CSR principles differed relative to each country. He continued by initiating a welcomed discussion on the formulation of the ten principles into the local context of the UAE and ultimately, the Arabian Gulf region and the Middle East. This prompted a spirited exchange as participants traded issues and concerns and brought the workshop to life with their valuable input. Some of the issues posed were the high rate of employee turnover, tensions of expectations and the outstanding common belief that technology will save the environment. The discussion also dealt with opportunities in Dubai.

3. “How can my organization implement the 10 principles?”
Jeff Senne, COP Manager, Global Compact Office

He continued the morning by introducing the Global Compact Performance Model and the concept of using indicators to measure success in an organization’s implementation of the principles. He also emphasized the importance of vision and stakeholder dialogue in the process of implementation. Mr. Senne then provided valuable and insightful case studies as examples of the implementation of the performance model, citing diverse companies from Coca-cola to a small honey-making enterprise from Nepal (Gandaki Bee).

4. “Communication on Progress (COP)”
Jeff Senne, COP Manager, Global Compact Office

Mr. Senne started with the definition of COP and expressed it as a means of safeguarding and honoring the commitment that active members of UNGC have put in. He suggested means by which to create the most value with a COP by recommending participants to address what the COP means to their respective companies and by placing the COP in a wide range of communicative modes (via the company’s website, blogs, staff room bulletin board, etc). He added that there were many different ways to engage with a company’s stakeholders and encouraged participants to get creative and go the extra mile. He further underlined the significance of using the most appropriate language to communicate more effectively with stakeholders.

5. “Global Reporting Initiative (GRI)”
Ralph Thurm, Associate Director, Business Engagement and Development, GRI
Jeff Senne, COP Manager, Global Compact Office

Mr. Thurm began with a detailed definition of GRI and explained its strong relation to the Global Compact in terms of providing benchmarks and indicators for adding value to sustainability reporting. Accordingly, Mr. Senne advanced the concept by illustrating various suggestions on how to make that connection.

This morning session concluded with an open discussion among the speakers and the delegates. There was a widespread consensus that the private sector should lead the change towards a more sustainable economy. Several Global Compact and GRI outreach materials like publications and CDs were handed out to the delegates to reinforce the topics discussed in the workshop.

B) Afternoon Session

The post-lunch afternoon session brought into focus and practice the material presented in the morning session through group exercises. The delegates were divided into four groups which represented the four core areas of human rights, labor, environment and anti-corruption. They then chose a principle based on their respective core area and proceeded to design a COP supported by GRI markers. It was interesting and pleasing to see the ease at which they performed the exercise. This helped to change the delegates' mindset regarding their initial concerns in implementing the ten principles. The group work was followed by presentations of the resulting COPs from each group.

These presentations were followed by another round of discussion, which proved to be as interesting and brainstorming as the morning's discussion session. There was a free exchange of views in both the sessions among top players from the companies present and the speakers. A CD with a compilation of all the presentations was given to the delegates for their future reference (**Annex XIII**).

Closing Round

The facilitator, Mr. Jeff Senne, gave a quick round up of the day's programs and his concluding remarks. The delegates particularly appreciated the unique opportunity to have a direct interaction and exchange with him regarding their concerns with implementation and reporting. Subsequently, they commented that the sessions helped to diminish their apprehension of the COP, gave them a clearer idea of the process and now felt able to design and produce their own.

EEG's Chairperson Habiba Al Marashi then proceeded to felicitate the speakers and the outstanding initiative of the delegates present. She presented the very kind host for the event, Pacific Controls, as well as each speaker with a framed certificate of appreciation. Pictures were taken of all participants (**Annex XIV**). The event ended in high spirits, with speakers and delegates expressing their gratitude.

Post workshop procedures

Through standardized procedure, EEG sent out official acknowledgement to all the delegates (**Annex XV**) along with a reminder to fill in the feedback form (**Annex VII(i)**), which was enclosed as a soft copy.

All the relevant documents and materials were duly filed and archived for future reference. A brief report of the workshop will appear in the EEG monthly newsletter while a more detailed article on the workshop will be carried in the December 2007 issue of the EEG's flagship magazine called "The Wastepaper".

Feedback forms returned by the attendees were evaluated. The results along with their suggestions and recommendations will be referenced in designing future seminars/workshops.

Evaluation of Feedback (Annex VII(ii))

A feedback form (Annex VII(i)) was enclosed in the workshop folders and due follow up was carried out from the EEG office at various stages. The returned feedback forms were evaluated. In them, several of the attendees expressed their genuine appreciation of the workshop.

Results of the feedback are shown below:

1.

Overall workshop				
	Excellent %	Good %	Average %	Poor %
Content	85	15	-	-
Presentation	77	23	-	-
Relevance	77	23	-	-
Overall Average	80	20	-	-

2.

Was the workshop too long/ too short/ right length?			Was there enough time for discussion?	
Long%	Short%	Right Length%	Yes%	No%
8	15	77	77	23

3.

Are you a Member of the Global Compact?	
Yes%	No%
38	62

If not, are you interested to be a member?		If yes, are you interested to be actively involved in UNGC events and activities?	
Yes%	No%	Yes%	No%
92	8	92	8

4. On EEG's role as UNGC focal point, participants commented:

- Outstanding, significant initiative
- Natural, Excellent
- Starting point in the Middle East
- Useful local source of information and support
- They would also like to contribute
- Promoting awareness of UNGC and the EEG CSR Network

5. As a member of UNGC, participants envisaged various types of support:

- More workshops, thereby providing a platform for discussions
- Help to report if required, assistance in implementation of 10 principles locally
- Building awareness
- Help with their CSR programs and reporting
- Training and networking opportunities

6. In promoting the UNGC, participants are willing to support EEG by:

- Committed participation, attending events
- Starting to implement the 10 principles in their respective organizations
- Implementing good process and procedures
- Spreading the word - promote and put forward the UNGC
- Newsletters, seminars, networking, training and awareness-building among Dubai Ethics Resource Centre members (DERC) and Dubai businesses in general
- Discussing UNGC and its principles with colleagues
- Their website

7. Participants suggested the following topics which they would like to be covered in future workshops on the UNGC:

- Political risk in cross-border investment
- Each of the 4 areas of human rights, labor, environment and anti-corruption in individual workshops (i.e. tackling human rights – global best practice and how to apply it in the context of Dubai)
- Reporting Locally
- Benefits and pitfalls of UNGC and its principles
- UNGC Updates
- Environment

Conclusion

As the first ever COP workshop conducted locally, it provided ample learning and enabled direct exchange of knowledge and experience between EEG-CSR Network founding member companies in the Region and the GC office in New York. It also provided good networking opportunities for the participants. Delegates expressed their appreciation through their positive feedback (see **Annex VI (ii)**). Based on these evaluation forms, an average of 80% (refer to *Evaluation of feedback, 1*) expressed extreme satisfaction with the overall content, presentation and relevance of the workshop. This is especially appealing and relevant since the Middle East as a whole, is seeing emerging trends of increased CSR awareness and practices.

The workshop gathered together representatives from diverse parts of the private and public sector, and provided an inclusive overview of the Global Compact and the core purpose of Communication on Progress. The speakers gave fantastic presentations and provided valuable interactive discussion sessions. These sessions were significant in helping to bring out the concerns and challenges facing companies regarding reporting. The group exercise was particularly valuable in eliminating misleading notions of COP as it demonstrated the ability of COP to engage more powerfully with stakeholders and therefore highly benefit their companies. In addition, it gave them the chance to know more on how to utilize Global Reporting Initiative (GRI) markers through this firsthand experience in using the markers for added value to their reporting.

Based on the verbal response of participants, these interactive sessions with the COP manager helped in alleviating the' apprehension of reporting and provided them with further encouragement to engage with the UNGC.

The end result of the workshop showed that despite the small number of UNGC member companies in the Arabian Gulf, there is a unanimous feeling that more companies will be motivated to unite under the Global Compact banner in the near future. The workshop was successful in establishing a deeper understanding of the UNGC and COP. The feedback from the delegates stated how it provided a platform for companies sharing the same mindset, to express their desire for taking action and further commit towards responsible corporate citizenship and a future in sustainable development.

Additionally, write-ups of the workshop appeared online in the *Arabian Business.com* and *CSR Middle East.com* websites (see **Annex IV**). In light of this, we aim to engage more widespread media coverage for our future workshops in relation to the UNGC. We believe that this is important in facilitating greater recognition of the purpose of this frontline initiative, generate dialogue across sectors and garner positive partnerships.

Last but not least, the generous hospitality of Pacific Controls Systems LLC was vital in helping to make the workshop a success. The company and its staff went

above and beyond and were striking examples of being true CSR players. EEG has been privileged to have their support in organizing such a rewarding event.

In closing, the workshop was well attended by our EEG-CSR network founding members as well as UNGC members in the UAE. With this in mind, our next step would be to connect more effectively with the other UNGC participants in the region for future activities and workshops. It is within our core objective, as focal point of UNGC in the Arabian Gulf region, to encourage membership to this initiative, beginning with our EEG-CSR founding members and furthering this with more dedicated engagement with the other regional UNGC-participating companies. 92% of the feedback relayed interest in joining the Compact (see *Evaluation of feedback forms*, 3) and provides sufficient evidence for us to work on. The remaining 8% cited the need to first consult with their superiors as the reason for their hesitancy in joining. Such statements are helpful in giving us a point from which to take action. In view of this, we can have a dialogue with higher management to recommend and highlight the benefits of the Global Compact and its COP requirement in engaging effectively with key stakeholders.

Consequently, it will be our task to follow-up and ensure the successful partnership and continuous action of our founding members and ultimately, other companies, with UNGC. We aim to achieve this through the facilitation of understanding and cooperation as well as the provision of unyielding support in their reporting and implementation of the ten universal principles within their business strategy.

Annexure

Annexure	
Annex I	<i>Sample letter of invitation</i>
Annex II	<i>List of EEG-CSR Network Founding Members invited</i>
Annex III	<i>List of GCC UNGC members invited</i>
Annex IV	<i>Workshop agenda</i>
Annex V	<i>List of Confirmed Participants</i>
Annex VI	<i>(i) Sample feedback form</i>
	<i>(ii) Sample of Returned feedback forms</i>
Annex VII	<i>(i) Chairperson's welcoming speech (Arabic)</i>
	<i>(ii) Chairperson's welcoming speech (English)</i>
Annex VIII	<i>(i) Press Release (Arabic)</i>
	<i>(ii) Press Release (English)</i>
Annex IX	<i>Supplementary CD material: information on Global Compact and how to join</i>
Annex X	<i>Million Tree Campaign letter and pledge form</i>
Annex XI	<i>Workshop presentations</i>
Annex XII	<i>Photos of Event</i>
Annex XIII	<i>Sample acknowledgement letter</i>
Annex XIV	<i>Media coverage: Arabian Business.com, CSR Middle East.com</i>

<p style="text-align: center;">Annex V- Media Releases (i) GC Board Selection of EEG Chairperson</p>
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UAE National Appointed to the UN Global Compact Board
Press Release

Mrs. Al Marashi the first UAE national to be appointed to the Global Compact Board.

Mrs. Habiba Al Marashi, Chairperson, Emirates Environmental Group has been appointed to the board of UN Global Compact, considered to be the world's largest voluntary corporate citizenship initiative.

The United Nations Secretary-General Kofi Annan has appointed a group of 20 business, labour and civil society leaders from around the world to serve on the Board of the UN Global Compact.

Launched in 2000, the UN Global Compact brings business together with UN agencies, labour, civil society and governments to advance universal principles in the areas of human rights, labour standards, the environment and anti-corruption. It has more than 2,500 participating companies in over 90 countries.

Mrs. Habiba Al Marashi is a founding member of the Emirates Environmental Group, which was set up in 1991 with 12 members. Mrs. Marashi currently chairs a membership of more than one thousand five hundred members and associates (individuals, corporate and business groups, schools, colleges and universities, government and international institutions). Through her work with the EEG, Mrs. Marashi aims to facilitate education and awareness of local and global environmental issues across the community. She seeks to promote positive action and encourage individual and collective responsibility for the preservation and protection of the environment. Her mission is to make environment a holistic, cross-cutting issue that interests and involves all sectors of the society.

The Secretary-General's appointments follow a comprehensive consultation process involving all Global Compact stakeholders, including its Local Networks. Each of the appointees has demonstrated a long record of commitment to the Global Compact's mission and principles and enjoys the support of a regional or constituency group. The twenty-member body is comprised of ten business representatives, four representatives of business associations and labour groups, as well as four representatives of civil society organizations. Ex-officio members are the Executive Head of the Global Compact Office and the Chair of the Foundation for the Global Compact.

The members of the Global Compact Board are:

Business	
Mr. Talal ABU GHAZALEH	Chairman and CEO, Talal Ghazaleh Organization, Egypt
Professor José Sergio Gabrielli de AZEVEDO	President and CEO, Petrobras, Brazil
Mr. Guillermo CAREY	Senior Partner, Carey & Allende Abogados, Chile
Mrs. CHEN Ying	Deputy Director General, China Enterprise Confederation, China
Mrs. Suzanne Nora JOHNSON	Vice Chairman, Goldman Sachs Group, USA
Ms. Anne LAUVERGEON	Chair of the Executive Board, Areva, France
Ms. Ntombifuthi MTOBA	Chair of the Board, Deloitte, South Africa
Mr. B. MUTHURAMAN	Managing Director, Tata Steel, India
Professor Mads OEVLISEN	Adjunct Professor and Chair, Lego, Denmark
Mr. Hiroyuki UEMURA	President and CEO, Mitsui Sumitomo Insurance Co., Japan
International Labour and Business Organizations	
Mr. Fred HIGGS	General Secretary, International Federation of Chemical, Energy, Mine and General Workers' Unions
Mr. Antonio PENALOSA	Secretary-General, International Organization of Employers
Mr. Guy RYDER	General Secretary, International Confederation of Free Trade Union
Mr. Guy SEBBAN	Secretary-General, International Chamber of Commerce
Civil society	
Mrs. Habiba AL MARASHI	Chair, Emirates Environmental Group, United Arab Emirates
Mr. Oded GRAJEW	President, Instituto Ethos de Empresas e Responsabilidade Social, Brazil
Dr. Huguette LABELLE	Chair, Advisory Council, Transparency International, Canada
Mrs. Mary ROBINSON	Chair, Realizing Rights - The Ethical Globalization Initiative, Ireland
Ex-Officio	
Sir Mark MOODY-STUART	Chairman, Foundation for the Global Compact
Mr. Georg KELL	Executive Head, UN Global Compact Office

Mrs. Al Marashi is a member of several frontline national, regional and international initiatives on environment and sustainable development like, National Committee for Environmental Strategy & Sustainable Development of UAE, Dubai International Award for Best Practices to Improve the Living Environment, National Committee for Abu Dhabi Global Environmental Data Initiative launched at World Summit for Sustainable Development, Member of International Advisory Board for Global Urban Development and she was also Elected Member of the Organising Committee for the UNEP Global Women's Environmental Assembly for 2004 . Mrs. Al Marashi has received many awards and recognition for bringing to light the effective role of NGO's in growth and development affairs. She was the recipient of the Shell-Dubai Quality Group instituted Emirates Business Women Award for year 2002 –2003 in the Professional Category. Her most significant achievement would be creating a culture of eco-awareness amongst a cross section of people, as well as among government and private institutions. She successfully set up working agreements at different levels, with local municipalities, environmental bodies and federal bodies , as well as international agencies like the United Nations Development Programme (UNDP), the United Nations Environment Programme (UNEP), United Nations Convention for Combating Desertification (UNCCD) and International Business Leadership Forum (IBLF).

As a member of the board Mrs. Al Marashi will operate under the auspices of the Secretary-General, to help ensure the Global Compact's continuity and facilitate its further growth. As board members she will act as champion of the initiative.

<p style="text-align: center;">Annex V- Media Releases (ii) GC-EEG Memorandum of Understanding</p>
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Appointment of EEG as the single focal point for UN Global Compact Network in the UAE

Press Release

In a move full of promise, the Emirates Environmental Group (EEG) and the United Nations Global Compact (UN GC) recently signed an agreement of cooperation. The agreement cements the growing relationship between the two organizations that is founded on their common work on mainstreaming Corporate Social Responsibility as a tool for business excellence, social development and environmental well being.

In February this year EEG provided a strong platform to the UN GC to exhibit its work through the EEG's CSR Network. This network is the brainchild of the UAE's leading NGO and has found resounding support among the public and private sectors. Till date twenty four leading local and multinational organizations have joined the EEG CSR Network as founding members; distinguishing it as the most active and truly multi stakeholder CSR forum in the country. Motivated by the NGO's efforts and success in this respect, the Global Compact has gone all out for promoting across the Arabian Gulf nations.

In a healthy trend, more and more organizations are looking towards CSR as a means of enhancing business performance and contributing to social development. For a country that is in the throes of intensive growth and transformation, CSR shows the way forward for sustainable and integrated socio-economic development. EEG and Global Compact come together at this opportune moment to add force to the pro-action and commitment.

The agreement was signed by EEG's Chairperson Habiba Al Marashi and Matthias Stausberg from the UN GC headquarters in New York. Matthias heads the communication and public affairs function of the UN GC. He heaped laurels on the progress being made by the EEG CSR Network, and upheld the recent selection of Habiba as a member of the Global Compact board under the directives of the UN Secretary General Kofi Annan, sharing space with such global stalwarts as Mary Robinson, among others.

“The agreement establishes EEG's lead role as the local focal point of the Global Compact. EEG, on its part, will facilitate all local interaction with the Global Compact,

including membership and participation in the Global Compact. EEG is already participating in capacity building exercises designed for UN GC local networks and is making good progress in building lasting partnerships with other CSR players across the globe”, said Al Marashi.

The signing ceremony took place at the Dubai International Financial Centre during a high profile meeting of the founding members of the EEG CSR Network. The meeting was attended by prominent leaders and think tanks from the government and private sector, including Dr. Omar Bin Suleiman, Governor of DIFC.

Editor’s Note:

About EEG:

Emirates Environmental Group (EEG), is a voluntary, non-profit, non-government organization (NGO) devoted to protecting the environment through means of education, action programs and community involvement. EEG is actively encouraged and supported by concerned local and federal government agencies. It is the first environmental NGO in the world to be ISO 14001 certified and the only organization of its kind in the UAE, with accredited status to the United Nations Convention to Combating Desertification (UNCCD). In 2005 EEG was awarded accredited status to the United Nations Environment Programme (UNEP)’s Governing Council. EEG is open to men and women of all nationalities, as well as to public and private organizations, academic establishments and international institutions.

For more information log on to www.eeg-uae.org - Email: eeg@emirates.net.ae

About Global Compact:

The Global Compact is a learning network with participation and support from companies, UN bodies, business associations, NGOs and trade unions in promoting Corporate Social Responsibility (CSR) and ethical business standards. It was launched by the United Nations Secretary-General Kofi Annan at the World Economic Forum in Davos, Switzerland, in January 1999. It calls on companies to embrace ten universal principles in the areas of human rights, labor standards, environment and anti - corruption to be integrated into companies’ core business strategy and in every day business practices. Up to this date more than 3300 companies have joined this free UN initiative around the globe, all of which are recognized and publicized on the corporate Global Compact website.

For more details log on to: www.globalcompact.com

-Ends-

Annex V- Media Releases

(iii) GC Leaders Summit participation

EEG IN GLOBAL LEADERSHIP SUMMIT IN GENEVA

EEG's CSR team meets with UN Secretary General Ban Ki-moon and other dignitaries in the largest global corporate citizenship event

Emirates Environmental Group, the country's leading non-government organisation traveled in the month of July to Switzerland to take part in the biggest summit of global leaders from business, government and civil society organized by the United Nations. Known as the Leaders Summit, the meet gathered together more than a thousand chief executive officers, government and UN officials, NGOs and labour representatives across the world. The theme of the summit was **From Principles To Action: Driving Value, Achieving Impact**. The objective of the meet was to evaluate the achievements and challenges in promoting corporate citizenship among the global business community. The United Nations initiated, under the auspices of the UN Secretary General, a unique Corporate Social Responsibility initiative in 2000 called the Global Compact. This voluntary initiative is now joined by over four thousand companies of various sizes worldwide that are actively engaged in implementing social, environmental and governance principles enshrined in what is called the Ten Universal Principles of the Global Compact. The principles are broadly based on human rights, labour, environment and anti-corruption.

EEG, which launched its own Corporate Social Responsibility Network in 2004, realized the potential of the Global Compact in promoting responsible corporate behaviour and invited the Global Compact last year to launch itself in the United Arab Emirates and neighbouring GCC nations. Following this groundbreaking step the Global Compact chose EEG's Chairperson Mrs. Habiba Al Marashi as a member of its Board and EEG as its focal point in the UAE. Since the EEG CSR Network is evolving as a cross-country association with members from Saudi Arabia and Qatar.

EEG is facilitating the introduction of companies in the entire GCC region to the Global Compact. Formally launching the Global Compact as its focal point, EEG invited companies to join the global initiative during a seminar on Climate Change and CSR that the NGO organized in March this year. Till date there are ten companies coming from the UAE, Qatar and Saudi Arabia that are participants of the Global Compact.

EEG took a team of five CEOs and other heads to the exclusive by-invitation-only summit. They included Mr. Mohammed Al Sarhan, Vice President of the Al Faisaliah Group of KSA and Managing Director of Al Safi Club for Friends of the Environment and, Mr. Jeff Stephenson, Vice President and Chief Operating Officer of Oryx (Al Maha) Enterprises of Qatar, Mr. Dilip Rahulan, Chairman and Chief Executive Officer and Ms. Beena Abraham, Chief Operating Officer, Pacific Controls of UAE, Mr. Vidhyadharan

Sivaprasad , Chairman and Chief Executive Officer of Condor Group of UAE. Oryx was one of the sponsors of the Leaders Summit.

The Summit opened up a window of knowledge and networking opportunities to the team and afforded a wonderful platform for discussing the economic and social issues in the GCC. This was the first multi-stakeholder representation from this Region to appear in a Global Compact meet and was a significant achievement.

Among the dignitaries participating in the Summit were the head of the UN system HE Mr. Ban Ki-moon, the Secretary General, and a range of top UN officials and key ministers from different governments. In the opening session delegates heard from H.E. Mr. Sergei Ordzhonikidze, Director General of the United Nations Office at Geneva; HE Mr. Ban Ki-moon, H.E. Ms. Sheikha Haya Rashed Al Khalifa, President, UN General Assembly; Mr. E. Neville Isdell' Chairman and Chief Executive Officer, The Coca Cola Company; Ms. Irene Khan, Secretary-General, Amnesty International; Mr. Guy Ryder, General Secretary, International Trade Union Confederation; and H.E. Dr. Bernard Kouchner, Minister of Foreign and European Affairs, France. The plenary and roundtable discussions were addressed by a host of business leaders, academics and NGO heads.

The event was formally concluded by the Secretary General. The Summit had impressive outcomes in the Geneva Declaration, Business Leadership Statement on Climate Change, Principles for Responsible Management Education, CEO Water Mandate and a Report by Goldman Sachs.



One of the highlights of the event was a private meeting and photo shoot with the UN Secretary General. The EEG delegation exchanged pleasantries with Mr. Ban Ki-Moon and his wife, the august members of the Global Compact Board and a roster of distinguished people. The EEG Chairperson Mrs. Al Marashi took part in several high level meets and exclusive discussions among the Global Compact Board, the Secretary General, and the UN's Economic and Social Council (ECOSOC).

Speaking about the event Mrs. Al Marashi said, "The Geneva summit was a great occasion for the EEG and its stakeholders. It placed us firmly on the CSR map of the world once again. We have always believed in the potential of the business and corporate sectors in ushering in economic growth that goes hand in glove with social and environmental considerations. We have involved a range of organisations in our CSR initiative and will continue to act locally in support of universal values. We are proud to have attended the Leaders Summit as a single delegation from our Region. We hope to have successfully reflected the unity of purpose that exists here among such a large and diverse group of stakeholders. We consider it an honour to be an integral part of the world's leading voluntary CSR initiative and we will continue to provide support and strength to the Global Compact. We are particularly happy that the UN has recognised our efforts and we are greatly encouraged by the warm words of HE Mr. Ban Ki-moon and my colleagues in the Global Compact Board, and the cordial reception given to our team. I am especially grateful to my fellow members of the team for their support and cooperation."

Annex V- Media Releases

(iv) GC COP workshop in CSR Middle East

From: <http://www.csrmiddleeast.org/984.html>

											
<table border="1"><tr><td>Homepage</td></tr><tr><td>About CSRMiddleeast</td></tr><tr><td>CSR Resources</td></tr><tr><td>Latest CSR News</td></tr><tr><td>Submit CSR News</td></tr><tr><td>Join to CSR Network</td></tr><tr><td>Contact</td></tr></table>	Homepage	About CSRMiddleeast	CSR Resources	Latest CSR News	Submit CSR News	Join to CSR Network	Contact	<table border="1"><tr><td>Online Corporate Social Responsibility Platform for Middle East</td></tr><tr><td>About CSR Middle East</td></tr><tr><td>First Global Compact Communications on Progress Workshop CSR MIDDLE EAST - 18.09.07</td></tr></table>	Online Corporate Social Responsibility Platform for Middle East	About CSR Middle East	First Global Compact Communications on Progress Workshop CSR MIDDLE EAST - 18.09.07
Homepage											
About CSRMiddleeast											
CSR Resources											
Latest CSR News											
Submit CSR News											
Join to CSR Network											
Contact											
Online Corporate Social Responsibility Platform for Middle East											
About CSR Middle East											
First Global Compact Communications on Progress Workshop CSR MIDDLE EAST - 18.09.07											
in association with 	<p>Emirates Environmental Group (EEG), a Dubai based organisation working across the sectors to mainstream environmental and sustainability issues organized a unique workshop. The Communications on Progress (COP) workshop was in line with EEG's ongoing engagement with the United Nations Global Compact, - the world's biggest voluntary corporate citizenship initiative. The workshop addressed the reporting requirements of the Global Compact, and was meant to provide a highly useful overview to Global Compact members and other stakeholders.</p>										
	<p>In 2006 EEG invited the Global Compact (GC) to speak to its members about the initiative. Since then EEG has demonstrated a strong will to promote the initiative at the local level. The benefits of joining the Global Compact are manifold, and provide both impetus and direction to companies seeking to be active CSR players.</p>										
	<p>EEG has viewed the corporate sector as a traditional ally. As an extension of its long time engagement with the sector, EEG instituted a Corporate Social Responsibility Network in 2004. In time this Network emerged as a powerful vehicle for the corporate sector and attracted local and international interest. A large number of companies signed up as founding members, bringing with them great stories and examples of responsible role playing by the business and corporate sector.</p> <p>One of the outcomes of the growth of the EEG CSR Network was the development of cooperation between the Global Compact and the EEG. In recognition of the EEG's leadership role, EEG Chairperson Habiba Al Marashi was chosen as a member of the Global Compact Board. A formal agreement was signed by the two organisations. EEG was chosen to act as the focal point of the Global Compact and help in expanding its base and influence in the Arabian Gulf. The overall objective was to encourage companies in the Region to adopt the Ten Universal Principles of the Global Compact, based on environment, human rights, labour and anti-corruption. EEG has successfully facilitated several companies joining the initiative, and playing an active role in Global Compact events and activities. Recently EEG and its team of members</p>										



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that have joined the Global Compact attended the prestigious GC Leaders Summit that was held in July in the UN headquarters in Geneva, Switzerland.

Companies that join the Global Compact are required to produce a periodic report termed Communications on Progress (COP), to communicate the progress made by them in implementing the Global Compact's principles. EEG organized the free-of-charge workshop to guide companies in this process and provide the appropriate tools and templates for their reports. It was also within the objective of the workshop to provide a useful framework for any company that is engaged in CSR or sustainability reporting. EEG hopes that the workshop will encourage many more companies across the Region to join the Global Compact initiative and further corporate citizenship.

The workshop was hosted generously by EEG CSR Network founding member and Global Compact participant Pacific Controls in their newly constructed headquarters in Dubai Techno Park. The office is a LEED certified Platinum rated "Green Building", and provided the ideal backdrop for the workshop. It was facilitated by Jeff Senne, the COP Manager in the Global Compact Office in New York, USA, who was joined by his colleague Chris Edell from the Yale University. They explained the fundamentals of the Global Compact initiative and the COP process, and conducted group exercises for the delegates on how to design and produce a COP. The workshop also included an insightful session on the Global Reporting Initiative (GRI), - a tool adopted worldwide for sustainability reporting. Ralph Thurm, Associate Director, Business Engagement & Development at the GRI and Jeff Senne handled this session. Their presentations threw light on the GRI and how it can be linked to GC reporting tools.

The workshop opened with a few words from the EEG Chairperson wherein she discussed the role of EEG as a partner of the Global Compact and urged companies to lead the way in promoting environmental, social and governance principles.

The workshop was found to be extremely valuable by all the delegates, - EEG CSR Network members, GC members and other stakeholders. It helped in broadening the understanding of the role and requirements of Global Compact members, and helped in identifying gaps and challenges in producing COP reports and other sustainability reports. It also served the critical purpose of bringing out region/country specific issues that may be relevant in implementing the principles of the Global Compact at the local level.

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