



مجموعة أبو ظبي للإستدامة  
ABU DHABI SUSTAINABILITY GROUP

## SUSTAINABILITY JOURNAL

Quarter 3, 2017

**"It is important to ensure we meet the needs of all our stakeholders, not just our financial stakeholders. We are increasingly engaging externally, in particular with our customers and our supply chain."**

George Franks, Managing Director,  
Interserve International

An Interview with Terry Fuller,  
CEO, CIWEM

In this issue "Art Conveying the Message  
of Sustainability"





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# ADSG ANNOUNCES THE DATES FOR ITS SUSTAINABLE BUSINESS LEADERSHIP AWARDS 2018

The ADSG Sustainable Business Leadership Awards, launched for the first time in 2015, is an award and recognition scheme that is designed to recognise sustainability best practice and to raise awareness about the benefits of sustainable management practices for organisations. As part of the mission of the Abu Dhabi Sustainability Group (ADSG), this award is another manifestation of the Group's commitment to knowledge sharing aimed at improving sustainability performance.

Awards documentation release date: 11 January 2018  
Applications open from: 11 January 2018  
Closing date for application: 11 February 2018

The ADSG Awards will recognise organisations who have demonstrated sustainability impact across the following award categories:

- **Best Sustainability Initiative**
- **Best Sustainability Report**
- **Sustainability Manager of the Year**
- **Sustainability Leader of the Year**
- **Best Sustainability Communication Programme**

RECOGNISING SUSTAINABILITY LEADERSHIP IN THE REGION

For more information, please contact us on [ADSGawards@adsg.ae](mailto:ADSGawards@adsg.ae)



هيئة البيئة - أبوظبي  
Environment Agency - ABU DHABI

## Editor's Note

This issue brings to you, our readers, interviews with high profile leaders discussing key topics in sustainability. We are proud and honoured to have an interview with Terry Fuller, CEO, Chartered Institution of Water and Environmental Management (CIWEM) in the United Kingdom. The interview highlights the importance of sustainability, CIWEM goals, ambitions and challenges. We spent time with our colleagues at the CIWEM and I had the pleasure to interview the CEO on their goals, ambitions and challenges.

We are also delighted to showcase ADSG members' input and contributions. We are pleased to share an interview with George Franks, Managing Director, Interserve International. Interserve joined the ADSG in 2016.

With best wishes,

**Sandra Anani**  
Sustainability & Communications Consultant



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The opinions and views expressed in the ADSG Sustainability eJournal do not necessarily reflect the ADSG's policy or position. Special thanks to the members of ADSG for providing information, pictures and support in the production of this Journal.

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Environment Agency - ABU DHABI

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Comment from  
ADSG Director

## Collaboration on Sustainability and Partnership

First, I would like to extend to you a warm welcome to the final issue of the ADSG e-Journal for 2017.

In this issue, I am pleased to share with you some of the group's key activities and accomplishments and plans for the year. I am proud and very encouraged to see that the momentum and achievements of ADSG members on sustainability management and transparency is increasing, with more members joining the group and participating in ADSG events and activities.

During the last quarter, we launched the sustainability capacity-building programme 2017/2018 to promote sustainability management and to help ADSG members understand the new GRI standards and principles and to apply them correctly, when preparing for their upcoming sustainability reports. This is a key achievement as it will help propel sustainability practice through member's organisation.

In addition, we are delighted to announce the dates for the upcoming Abu Dhabi Sustainable Business Leadership Forum 2018, to be held from 20th - 22nd February. The forum will focus on the importance of natural capital accounting, one of the most contemporary subjects in sustainability management. I am looking forward to this opportunity where we will share more ideas on how we can productively accelerate our sustainability journey.

Recognizing that, organisations across all sectors need to have policies and plans to manage their energy consumption thereby ensuring a reduction in their related carbon emissions to support local and global efforts, we have launched the ADSG energy management flagship programme, in partnership with the Energy Institute (EI), a globally renowned-chartered institute for the energy industry and the support of the Environment Agency – Abu Dhabi (EAD) and our member Al Dar.

This programme was developed to enhance energy efficiency, and supporting demonstrable reduction and behavioral change of energy consumption. The flagship will be implemented through a combination of training, knowledge sharing, events, awareness and the implementation of energy efficiency improvements to improve the energy efficiency use within entities located in Al Mamoura building (A).

We hope that through the flagship program we will be able to showcase and improve the capability to achieve energy efficiency in the building and make more sustainable energy choices and carbon emissions reduction. The impact of this flagship programme will be shared in 2018.

Special thanks to Terry Fuller, CEO, Chartered Institution of Water and Environmental Management (CIWEM) and George Franks, Managing Director, Interserve International for their inspiring interviews.

Finally, I would like to take this opportunity to wish you a great new year ahead and to thank all ADSG members, supporters and stakeholders who have shared with us their sustainability practices, participated and engaged at all our events over the last few months. Your efforts are much appreciated and recognised.



هدى الحوقاني

Huda Al Houqani,  
ADSG Director

## ABU DHABI SUSTAINABLE BUSINESS LEADERSHIP FORUM 2018

THE NATURAL CAPITAL PROTOCOL BROUGHT TO LIFE

DATE: 20TH TO 22ND FEBRUARY 2018  
VENUE: ANANTARA, EASTERN MANGROVES HOTEL, ABU DHABI

The Abu Dhabi Sustainability Group is delighted to share the news that between 21st to 22nd February our members and stakeholders are invited to join us at the upcoming Abu Dhabi Sustainable Business Leadership Forum 2018 in Abu Dhabi, United Arab Emirates.

The Forum is inspired by the increasing importance of Natural Capital accounting, one of the most topical subjects in sustainability management.

Two days of extraordinary discussion and intelligent, innovative insights that will inspire our delegates and partners to drive sustainable business leadership and success through integration of sustainability ethos and action into corporate decision-making processes towards a sustainable future.

Lead Sponsor



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# Making Sustainability Part of Business as Usual



George Franks, Managing Director, Interserve International

Interserve is one of the world's foremost support services and construction companies, headquartered in the United Kingdom and operating internationally with a workforce of circa 80,000 people. They have been operating in the



Middle East since 1981 and are working together with local partners in the United Arab Emirates (UAE), Oman and the Kingdom of Saudi Arabia (KSA) to deliver award winning infrastructure and vital support services.

Locally, in Abu Dhabi, their subsidiary business Adyard provides services to the oil and gas sector with a number of fabrication yards and quayside and load out facilities. Across

the UAE, their associate business Khansaheb delivers a wide variety of building, infrastructure and facilities management services to major local and international blue-chip clients. Their Adyard business is an active member of Abu Dhabi Sustainability Group and has supported a number of its activities.

As they are now five years in to delivering against their approach to

sustainability, over the last year they have undertaken a review of it to ensure it remains fit for the future. They've simplified it, made it more customer focused and set themselves new challenges.

To ensure that their business is successful and sustainable for the long term, they are implementing an integrated business plan which incorporates sustainability focused on achieving four outcomes:

- Sustainable growth
- Positive social impact
- More skills, more opportunities
- Positive environmental impact

They have set ambitious targets in each of these areas with delivery shaped by their four values (Everyone has a voice, Do the right thing, Bring better to life and Take pride in what you do).

George Franks, Managing Director, Interserve International based in the UAE has recently been appointed to lead Interserve's sustainability

**"I think our main challenge will be further integrating sustainability into our plans so that it becomes not just part of what we do, but everything that we do. It is important to ensure we meet the needs of all our stakeholders, not just our financial stakeholders. We are increasingly engaging externally, in particular with our customers and our supply chain"**



Rebuilding Shree Chandeswori School in Nepal after the earthquake in 2015



Undertaking health surveillance to improve employee health and wellbeing





Interserve's Adyard team volunteering with Operation Smile

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The Interserve Values

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George Franks, Managing Director, Interserve International based in the UAE has recently been appointed to lead Interserve's sustainability strategy to build on the great work achieved to date.

**Q1. Why does sustainability matter to you personally?**

I've always been a keen advocate of the benefits of sustainability, not least as it is the right thing to do. As a business, there are a number of benefits which we have seen including reduced cost through for example reduced fuel use, increased employee engagement and giving back to the communities where we live, work and recruit from.

**Q2. What is Interserve's approach to sustainability?**

For me, it's about making sustainability part of business as usual. Each year our businesses develop an integrated business plan which includes sustainability. As part of this process, we have determined what we believe to be the vital signs required for our business to be successful - so we plan, review and monitor performance



Interserve's integrated business plan outcomes and goals

against these measures in a holistic way.

In doing this, we have aligned our approach with that advocated by the International Integrated Reporting Council (IIRC) and produce integrated annual reports.

**Q3. Could you provide an example of one of your measures?**

One of our goals is to 'Embrace and promote wellbeing', where we have introduced a series of initiatives for our employees. These range from building new employee villages, introducing fully managed laundry services, providing recreational facilities, providing health surveillance and offering healthy meal choices including a diabetic kitchen for those diagnosed with high blood sugar levels.

As a result, we're starting to see improvements in the health of our employees, which we measure alongside absenteeism, which has reduced, and productivity, which has increased.

**Q4. What sustainability achievement are you most proud of over the last year?**

I think we have achieved a lot, but if I were to single one thing out it would be the school which we rebuilt in Nepal following the earthquake which happened in 2015. This was put forward by one of our employees in Adyard and after developing a

proposal with a local not for profit organisation formed by volunteer engineers and architects in Nepal, we applied for and received a grant from our Interserve Employee Foundation in the UK. This project was even more significant given that 10% of our employees in this region are from Nepal. The new school is now open supporting 200 more pupils than the previous one; benefiting over 500 students.

As part of our approach, we are committed to maintaining a long-term relationship with the school and other organisations which we work with in the community.

**Q5. What are your sustainability challenges within the next couple of years?**

I think our main challenge will be further integrating sustainability into our plans so that it becomes not just part of what we do, but everything that we do. It is important to ensure we meet the needs of all our stakeholders, not just our financial stakeholders. We are increasingly engaging externally, in particular with our customers and our supply chain.

**Q6. What advice do you have for others embarking on a sustainability journey?**

Keep it simple so that everybody can understand it; make it relevant to what you do; integrate it into what you do.



**George Franks**  
Managing Director  
Interserve

George joined Interserve in September, 1984, gaining a comprehensive understanding of Interserve and its operations across three decades. In 2008, George was appointed Managing Director of Interserve's international division, to be responsible for managing nine businesses and driving growth in the developing Middle Eastern market.

Today, George oversees 17 trading businesses with a headcount of over 25,000 employees.

Capabilities delivered in the region leverage Interserve's core capabilities whilst being tailored to a regional market context. These include particular strengths in the delivery of support services to the oil & gas sector, as well as key infrastructure and major commercial real estate projects. George has been instrumental in the establishment of strategic partnerships, joint ventures and acquisitions across the region. A testament to the importance placed on integrity and collaboration, the international division has enjoyed ongoing partnerships with regional organisations since 1981.



# Interview: Terry Fuller, CEO, Chartered Institution of Water and Environmental Management



Terry Fuller, CEO, Chartered Institution of Water and Environmental Management



The Chartered Institution of Water and Environmental Management (CIWEM) is the leading international Royal Chartered professional body dedicated to the water and environment sector. They represent and support a community of thousands of members and organisations in 89 countries. CIWEM members are dedicated to improving water and environmental management as well as associated social and cultural issues, for the benefit of the public. We met with Terry Fuller, their CEO, to share with

you what's on their agenda

Key: S = Sandra, T = Terry

S: Thank you very much Terry for your time. We'd like to get to know CIWEM better, to get to know you and your team better, and to explore ways for Abu Dhabi Sustainability Group to collaborate more closely with CIWEM.

**S: So to start, could you give an overview of CIWEM and your role within it?**

T: First of all, I would like to thank you for this opportunity. CIWEM is a professional membership body, so at the core of our existence, is our aim to support the careers of professionals who work within the water and environmental sector globally. Our visions for the future are about providing the best possible service to our members. We also have an overall remit to benefit the public because we're registered as a charity.

T: We train professionals to be at the



highest possible standard and liaise with the public through a number of initiatives including our photography competition and water innovation project for young people.

**S: How long have you been in your role, and how is it going?**

T: I've been in my role for 18 months and I absolutely love it. I would say this is my dream job! I have been a member of CIWEM for over 20 years and have benefited from the support that the organisation has given me and my career development as a civil engineer. What really excites me is the huge potential for growth across the organisation. We're 123 years old, we were founded in 1895, we have got a lot of heritage. But my ambitions are to be ahead of the curve and to make sure we are relevant to members in a world that's constantly changing.

**S: Why does sustainability matter to you personally?**

T: Well, I think it does come down to one's personal core values. One of mine is that I don't ever want to operate in a way that causes, in any way, a burden to someone else. For me, at the very heart of the concept of sustainability, society should operate in such a way that does not impose on something or someone else.

**S: In recent years what changes have you seen in business attitudes in managing, and being accountable**

**for, sustainability?**

T: I think the main difference I've seen is that businesses now see sustainable and responsible business as being just good business. I think we've moved from an era of businesses adopting sustainable principles and responsible business practices just because it was a good thing to do, but seeing it as a cost and a bolt-on type exercise. It's been seen now as an intrinsic benefit to the way that businesses operate rather than an add-on or inconvenience.

**S: From your current role within CIWEM, and working with your stakeholders and members there, would there be any actual case studies that you could share with us that we can publish here?**

T: Anglian Water are an organisation that we work very closely with and they have really gone out of their way to work sustainably and in the best interests of the community. One of the projects they have worked on is called "Love Every Drop". Love Every Drop is set up to deal with the twin challenges of a growing population and a changing climate, meaning we face a future where it will become harder to find the water we need to supply an ever-growing region. It's Anglian Water's local answer to challenges on a global scale.

Peter Simpson, Chief Executive at Anglian Water said "At Anglian Water, we've built our strategy around a focus

on sustainability and responsibility. We call it Love Every Drop, and its objective is to put water at the heart of a whole new way of living. We've done this because we recognise the role water plays underpinning thriving communities, flourishing environments, and customers who know that we care for them and their surroundings. It's not just boardroom talk though. Our achievements have been recognised by Business in the Community, who have named us Responsible Business of the Year for 2017."

"It's critical we avoid any gap between perception and reality, though, when we strive for new levels of excellence in sustainability. That's where organisations like CIWEM come in. CIWEM's technical excellence programmes and routes to Chartership help us ensure our staff are fully capable of delivering against the ambitious goals we set ourselves in relation to sustainability and responsibility."

**S: In your opinion, what role does society have as a whole to play in sustainable transformation, and how do you think public attitudes have changed over your career?**

T: Within a number of industries, there are regulatory bodies. What's changing, and where the public are becoming incredibly powerful, is that they are effectively the new regulator. So various formal regulation practices





may be set up to keep private sector and even public sector organisations true to a particular path, but it is in fact the public (the consumer, if you like) who is now going to be setting and driving that agenda. This has been the case for some while, but I just think if you look at recent events and at political outcomes around the world, the public have not only done surprising things but also have generated massive changes of direction.

**S: What are your and CIWEM's sustainability challenges for the next few years?**

T: I think our first challenge is to encourage people to understand what we mean by sustainability. I think it's unfortunately a term that has started to become over-used and misunderstood. A lot of people will see 'sustainability' as a surrogate term for environment, which doesn't really pick up the other pillars of sustainability.

T: At CIWEM, we're very much trying to get behind the sustainable development goals set by the United Nations. Water features across, arguably, all of them. The availability of fresh water supply globally is a major challenge for us, one which I am absolutely convinced we can meet and in fact, I don't think it is just necessarily a matter of being able to meet that challenge. I think water insecurity has the potential to bring different parts of the world together in a more collaborative manner than ever before.

T: There's a real need for nations to be aware of what implications taking action towards meeting these goals can have on neighbouring countries and to understand that there are mutual benefits to managing water in a much broader, more global and holistic way.

**S: How likely do you think that is to happen?**

T: I think it is likely because it's all about mutual benefits. We all operate in a world that is a fabric; an infrastructure that we all benefit from. I can sit here in the UK in relative luxury, I can turn on my tap and water will come out, and it is difficult to imagine a time when water won't be so easily available to me. But I can't live in such isolated comfort when millions or even billions of people elsewhere in the world are unable to get access to safe drinking water. This will eventually lead to massive global disruption, for example mass migration, which will in turn bring negative impacts on my lifestyle as well as the lifestyles of millions of others.

**S: How do you think the relationship between organisations, society and the environment has changed over the last decade?**

T: I do think that the overall understanding of what 'environment' means is broader than it has been. It's getting to a point now where there's a recognition of a much broader definition, people are increasingly living in urbanised areas, which is set to continue, and they are seeing it as

their environment. Urban areas are a cross-over point where organisations, the environment and people all overlap and the interdependences are clear.

T: There is the potential dichotomy that whilst I think there is an increasing awareness of the environment and the impact that we're having on it, the convenience of modern services diminishes our awareness of the impact we are personally having. So, for example, how many people flush their toilet and think about what happens next?

As another example, people may be aware of the environmental impact of plastics but, on a day to day basis, wouldn't think twice about purchasing and discarding a plastic bottle. I would say that as individuals we are more environmentally conscious but at the same time there is still a disconnect. People need to translate these concerns into very specific actions and will sometimes need a little bit of help with that.

**S: Where do you see corporate accountability for sustainability performance heading in the next few years?**

T: One of the reasons why I've been so captured by the sustainable development goals, and to some extent the Paris COP21 deal, is that they both create a framework for measurement across the globe, a basis on which to measure performance. The things I've noticed with the companies and the corporations that are doing the best

at being sustainable is that they are led by an individual who is passionate about it. The drive, in the best cases, comes from someone for whom sustainability is personally important and valuable, for whatever reason.

T: It's about where you place the responsibility for dealing with these issues. For example, if a business makes a product that generates waste, the company must be held accountable and responsible for dealing with that waste. When a car manufacturer produces a car, that car will likely change hands of ownership many times over its life before it ends up in the scrapheap. However, at the point it ends up in a scrapheap, that car is still a BMW or a VW or Ford. Ford, BMW and VW need to be responsible for their waste, and if you clarify that link you can bet your life that the manufacturers will design their cars in a completely different way because they know they've got a future liability coming.

**S: What would you say has been the contribution that you're most proud of making regarding sustainability at CIWEM?**

T: The thing I am most proud of is the team I have working here at CIWEM. They are a collection of people for whom sustainability is a passion.

T: We've just launched our corporate plan for the next 5 years which sets out a number of aims that makes CIWEM sustainable as an organisation, and also helps us to make our contribution to sustainability

global. It was the product of a huge amount of consultation with all of our membership, with a number of our stakeholders and other organisations that we work with. I'm proud of the approach that we adopted as much as the end result of it. Consultation of this type is time-consuming but if you get something like this consultation right where you're bringing in a hugely diverse range of views, you can end up with something that is so much more effective.

**S: Are there specific challenges in tackling the water, food and energy nexus?**

T: The water, food, energy nexus is commonly referred to and the interdependencies are becoming more recognised in terms of negative impacts but also potential solutions. Global water scarcity is an issue that concerns CIWEM and me personally. The main pressures on future availability of water are climate change, population growth and poor management of water. It is the last of these that I think we have the greatest chance to influence and this chance is increased many fold if we think broadly about how we manage water. For example, around 70% of water used globally is for agricultural purposes. So, whilst we need to look at our practices for supplying water at a domestic level there will be proportionally big gains from small improvements in the efficiency of water use in agriculture.

T: A further 20% or so of water used is for industrial purposes

including energy. There are global examples of where water has been over-abstracted from ground water sources for harvesting energy (for example shale gas extraction) leading to irrecoverable depletion of some aquifers. By recognising the water-energy nexus I hope that we will put an end to this type of short-sighted practices.

Interviewed by **Sandra Anani**, Director, Sustainability to Action, London on 18 July 2017

**Terry Fuller B Eng (Hons) C Eng C.WEM MCIWEM MICE**

Terry is Chief Executive of CIWEM and is responsible for the delivery of the institution's strategic aims and its services to members and the public interest. He has nearly 30 years' experience as a River and Coastal flood risk manager having delivered major projects in some of the world's most beautiful and challenging locations. Previously, Terry managed the rivers and coastal business for Jacobs Engineering and worked in their global business development group. He is a member of CIWEM and has served the institution on the committee of CIWEM's Rivers and Coastal Group between 2004 and 2011 and was chair during its 60th anniversary year in 2009. He has also served as a Board Trustee and has always been active in helping to influence policy and research in flood risk management, exemplified through representing CIWEM and the Institution of Civil Engineers at a number of conferences including an international conference on adaptation to climate change, held in China and a joint conference with The American Society for Civil Engineers held in Canada.

He firmly believes that water should be managed by considering the entire water cycle and all of the demands placed on water.



# Art Conveying The Message Of Sustainability Helping To Reach The Hearts And Minds Of People



## THE AD SG MEMBERS QUARTERLY MEETING

SAVE THE DATE!



**DATE: MONDAY 9TH MAY 2018**

**TIME: 10:00 AM TO 12:00 PM**

**VENUE: DUSIT THANI HOTEL, MUROOR STREET, ABU DHABI**

Join AD SG members to share knowledge and learn the latest updates from the Group.  
This is an exclusive invitation to AD SG members only!

To join the meeting, please contact [ADSGevents@adsg.ae](mailto:ADSGevents@adsg.ae)



Cell phones #2, Atlanta 2005

One painting by Caspar David Friedrich, titled - 'Wanderer above a Sea of Fog' (1818) - shows a man with his back to us, which invites the viewer into the painting. It symbolises how we can marvel at nature, but conquer it at the same time. Friedrich created the painting during an era when there was a sense of the alienation from

nature experienced by urban dwellers of industrial cities.

Fast forward two hundred years and we can compare this to another environmental image titled - 'Destroying nature is destroying life' - which asks us to contemplate nature in a more urgent way. The three visuals created by CGI studio Illusion were produced for environmental activists to raise public awareness of the ongoing destruction of animals' natural habitats.

These pictures are from very different times and in very different styles, but they are both examples of artwork inspired by sustainability.



Caspar David Friedrich, 'Wanderer above a Sea of Fog'

Sustainable art has inspired artists for centuries and takes many different forms. Some artists create works from nature itself, whereas others produce art that makes bold statements about the natural world and the imprint mankind has left on it. This artwork doesn't have a particular look, in the way that abstract expressionism or Pop Art is recognised, but instead they reflect on a social or ecological issue, which criticizes the destruction

of our environment.

Sustainable art won't solve a social or environmental problem, in the way other sustainable projects do, instead it highlights potential solutions and raises awareness, so that people feel more inclined to take action.

Historically, sustainable art has been categorised into 'Romanticism' (1800 - 1850) which celebrates the beauty and greatness of nature, and the other is known as 'Eco-realism' (1850-present) which exposes the horror and injustice of human pollution and environmental harm.

We have seen in recent times how artists have found various innovative ways to present sustainable art. Famous examples include Agnes Denes 'Wheatfield - a Confrontation' (1982). She spent six months creating it, which included planting a Field of golden wheat on two acres of landfill near Wall Street in Manhattan.

Photographer, Chris Jordan, exposed the extent of consumer culture by taking pictures of waste at shipping





Destroying nature is destroying life



Destroying nature is destroying life 2



Destroying nature is destroying life 3

ports and industrial yards in the U.S. Through his collection titled - 'Intolerable Beauty: Portraits of American Mass Consumption' (2003 - 2005) - he makes us reflect on how easily we destroy our environment.

One of the photographs - 'Cell phones #2, Atlanta 2005' - shows a mass graveyard of discarded mobile phones.

Sustainable art is also portrayed in the form of sculpture, notably Andy

Goldsworthy's work, where he creates site-specific art using materials such as mud, twigs, snow, and colourful flowers. His outdoor sculptures often only last only as long as it takes for it to melt, erode or decompose, but he photographs each piece right after he makes it. He's frozen icicles in spirals around trees, woven leaves and grass together in streams, covered rocks in leaves, and then left his art to the elements.

In comparison, Sandhi Schimmel

Gold uses materials from waste to create her mosaic artwork, where she upcycles junk mail and other paper waste. She takes papers most people throw away and hand cuts them to form mosaic portraits.

The power of art to inspire change has also captured the attention of large global organisations keen to convey the message of sustainability through imagery. The United Nations, as part of their 2012 Conference on Sustainable Development held at Rio,

commissioned the creation of huge Nish sculptures on the beach made entirely of discarded plastic water bottles.

In 2009 the World Wildlife Fund teamed up with artist Nele Azevedo to place 1,000 of her carved ice Nigures called 'Melting Men' on steps in Berlin's Gendarmenmarkt Square to show the effects of climate change. The installation was timed to correspond with the release of the WWF's report on Arctic warming.

Artist and designer Olafur Eliasson explains how art helps people to understand sustainability in a way that other mediums can't touch:

"Giving people access to data most often leaves them feeling overwhelmed and disconnected, not empowered and poised for action. This is where art can make a difference. Art does not show people what to do, yet engaging with a good work of art can connect you to your senses, body, and mind. It can make the world felt. And this felt feeling may spur thinking, engagement, and even action."

Businesses sometimes sponsor sustainable art as a way to reach their target audience, or to project themselves as a responsible and thoughtful organisation with an interest in the creative world; one example being BP's £3.8m sponsorship for the Tate galleries (between 1990 and 2006).

Viewing works of art require us to contemplate the image we see and interpret it in a way that makes sense to us. For this reason, it could be argued that sustainable art has the power to touch people on a deeper

more meaningful level than harsh climate change data, news stories and high profile speakers on sustainability.

Article written by: Sandra Anani, Sustainability to Action Ltd August 2017, London

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Destroying nature is destroying life (2016):

<http://theinspirationgrid.com/destroying-nature-is-destroying-life-campaign-by-illusion>

WheatOield - A Confrontation (Battery Park LandOill, Downtown Manhattan): <http://www.agnesdenesstudio.com/works7.html>

Christ Jordan Cell phones #2, Atlanta 2005: <http://www.chrisjordan.com/gallery/intolerable/#cellphones2>

United Nations Oish shaped bottles sculpture: <http://www.hufNingtonpost.com/2012/06/21/Nishmade->



United Nations fish shaped bottles sculpture



Wheatfield - A Confrontation Battery Park Landfill Downtown Manhattan





## Giving Around the Globe

Report on Webinar that took place on the 16th of November 2017

Event organised by:



With speakers from:



Following the production of CECP's fifth 'Giving Around The Globe' report, a well-respected leading publication exploring corporate societal investment around the world, CECP linked with BITC (Business In The Community's) Global Partner Network to help investigate, discuss and share experiences in CSR and sustainability in different countries and cultures.

The 2017 edition of the Giving Around The Globe report highlighted some key trends into the world of corporate giving against a backdrop of an ever-turbulent political and economic systems. It found that businesses were becoming ever-creative in working with a variety of stakeholders to find solutions and that they were frequently investing in innovation and technology.

Technology in 2017 has fast become an accelerator of Sustainable Development Goals (SDGs) as artificial intelligence, big data and the internet of things all contribute toward enhancing and encouraging sustainability initiatives. These tools are also being used to promote employee engagement.

The webinar, hosted by Sue Adkins, International Director at BITC, set out to hear from representatives in different regions of the world highlighting their experiences in corporate societal investment and engagement.

The first presenter was Carmen Perez, Director of Data Insights at CECP, who gave an overview of CECP and the report. 'The CEO Force for Good', Carmen confirmed that the Giving Around The Globe is always available for free download from the CECP website, and explained that the data from the report supplemented their own domestic research to give a thorough global view.

Speaking from South Africa, Nick Rocky, Managing Director at Trialogue, explained the research that Trialogue have carried out throughout the country, including face-to-face interviews with over 100 top-ranked CSI companies and an online survey of NPOs. The results of this research are aligned with the Giving Around the Globe report. It demonstrated that within South Africa, education remains the most popular area for companies to support and that the most volunteering initiatives are company-organised.

Patricia Loyola of Comunitas spoke

from Brazil, discussed the Benchmark of Social Corporate Investment (BISC); an annual comprehensive survey covering the country. Similarly to South Africa, Brazil sees education as an attractive area for institute investment, but had noted that culture causes was rising in popularity for companies. 94% of corporations in Brazil now offer at least one type of volunteering programme.

### AS PER CAF WORLD GIVING INDEX:

- UAE is the most generous country in the region
- Other improved countries on the overall World Giving Index include Kuwait

Andre Solorzano gave a view from the United States on the Giving Around The Globe report. This included working with 258 companies across the US with an aggregate \$21bn spend on CSI. Trends in the US include a peaked interest in community and economic development, but a vast drop in disaster relief funding - despite

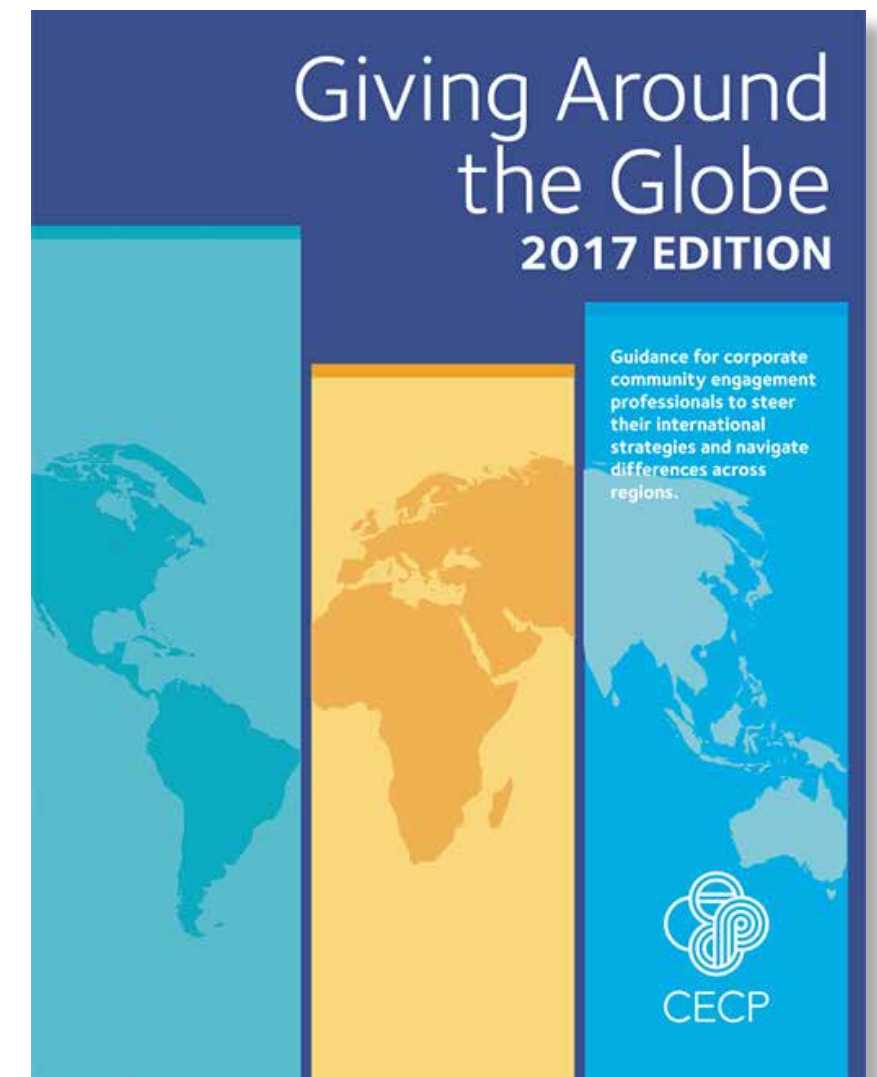
### AS PER COUTTS 2016 MILLION DOLLAR DONOR REPORT: THE MIDDLE EAST

- Million dollar giving increased
- 20 Donations over \$1m from GCC
- Grants below \$2m
- 3 'mega gifts' made up 99% of the value

Finally, Sustainability To Action Project Coordinator Lex Barber, gave an overview of developments in the Middle East region, and primarily the UAE. Referring to the Coutts Million Dollar Donor Report, high individual donations were discussed and the generosity of Middle Eastern donors was lauded. It was acknowledged that the UAE is leading by example in the region, currently taking part in a 'Year Of Giving' and implementing into law interest and donation requirements.

To watch the webinar online and see the full presentations, visit the BITC YouTube channel.

Reported by Lex Barber, Associate Sustainability to Action





# Abu Dhabi Sustainability Group Discusses Importance of Effective Energy Management at Interactive Hiwar Session



Humaid Kanji, Environmental Economist, at Environment Agency - Abu Dhabi discussed "Shifting the energy sector towards a low-carbon path"

The Abu Dhabi Sustainability Group (ADSG), a public, private partnership for the benefit of sustainable development, hosted on Wednesday Hiwar discussion on Effective Energy Management Best Practices attended by members of the ADSG and experts from various sectors of sustainability in the Emirate of Abu Dhabi.

This Hiwar session is one of a series of events focused on economic, social and environmental issues and their implications for Abu Dhabi and the wider region, where speakers in this session outlined key developments and trends in effective energy management.

Attended by over 130 senior-level professionals from different sectors and industries, the interactive session

was organised with the support of the Environment Agency - Abu Dhabi (EAD) and in partnership with the Energy Institute (EI), a globally renowned-chartered institute for the energy industry.

During the session, key energy efficiency concepts were introduced and attendees were provided with practical guidance towards effectively managing energy within their organisations to help them save energy, reduce operational costs and carbon emissions, comply with international standards and meet environmental goals.

The Hiwar session brought together industrial psychologists with energy management specialists in order to help understand how to change



energy efficiency behaviour. Four experts participated in this session, including Humaid Kanji, Environmental Economist, at EAD, Chris Burgess, Chartered Engineer and Lead Trainer at the Energy Institute and Tahir Hakim, a qualified Chartered Engineer, Chartered Environmentalist and Honorary Chairman for the Energy Institute Middle East. In addition to Will Sadler, Head of International Operations at Energy Institute facilitated the session as a moderator.

Huda Al Houqani, ADSG Director said, "During this session we reviewed the key concepts of energy efficiency and provided participants with practical guidance for effective energy on setting energy policy where they learned how to use international standards to drive operational excellence in energy efficiency. The participants also took part in

an interactive exercise designed to showcase the value of staff awareness in energy and how energy behaviours can be changed, in addition to tips on how to conduct a simple walk-round energy audit," she added.

She added "Organisations across all sectors need to have policies and plans to manage their energy consumption thereby ensuring a reduction in their related carbon emissions to support local and global efforts."

"We hope that through training, ADSG members will be able to improve their capability to achieve energy efficiency in their facilities, make more sustainable energy choices and reduce their carbon emissions," Al Houqani added.

To implement effective steps and provide vivid examples of how to enhance the efficiency of energy and to support demonstrable reduction and behavioural change of energy consumption, ADSG will launch a joint initiative with all the residents of Al Mamoura Building block (A) to collaborate on effective energy management best practices. The initiative will be implemented through a combination of training, knowledge sharing, events, awareness and implementation of energy efficiency improvements to improve the efficiency energy use within entities located in Al Mamoura building.

Will Sadler, Head of International Operations at Energy Institute said; "The Middle East is a key region for the

global work of the Energy Institute and we welcome the opportunity to bring our market leading energy efficiency expertise to Abu Dhabi."

He noted, "Typically, even low or no-cost energy efficiency activities can reduce energy expenses by at least 10%. This programme will introduce key energy efficiency concepts and provide practical guidance towards effectively managing energy - helping to save energy, reduce operational costs and lower carbon emissions."

"We look forward to working with these important government departments to raise awareness of energy efficiency in Abu Dhabi and to building a network of energy efficiency champion", Sadler said.

The audience utilised the EI's Understanding Your Energy Culture tool to help achieve a holistic view of their organisation's approach to energy efficiency. The outcome was a very interactive and engaging discussion which gave a valuable insight into the approaches, barriers and drivers at their organisations.

One of the key themes to emerge was the challenge in achieving buy-in from senior leadership. Some organisations felt they had good

leadership commitment, but it was felt by the majority of attendees that achieving this from the outset of a journey towards energy management was a key challenge. One attendee fed back that demonstrating success with a small project as a way of proving the value of sustainability had been a good methodology for introducing efficiency and sustainability concepts to senior figures. It was also highlighted that training and skills development was just as important for senior figures as for other staff,

and that awareness programmes should be sure to include this aspect. It was also highlighted that when making change happen, embedding energy management into corporate strategy and processes was an important step. A number of attendees determined to take actions towards this, including developing an energy policy, introducing energy into procurement/supply chain criteria for contractors and defining energy efficiency as a key corporate value.

## "Key Things I Learned" Hiwar Energy Efficiency

- Leaders must take the pain to educate, aware motivate to create the drive.
- Decision maker must start thinking about prospective to energy saving bottom line.
  - Share best practices and success stories.
  - Awareness campaign for energy saving.
  - More awareness for energy Impact.
  - Energy must be the core of business.
- Energy management is valued. We actively seek to improve.
- Energy management is important we do a lot when we have to.
- My take away from this session is how we can focus on energy management for our main office's and site offices.
  - Make a Green team with Sustainability enthusiasts.
- Management to expand the use of electric cars beyond the process system area.
  - Energy Efficiency defined as a corporate value.
  - Embed into business Strategy Company.
  - Energy to be treated as safety.
- Adopt Solar panel to better manage engaging the senior management.
  - Investment.
- Engage with all key individuals' inc. senior management and facilities manager, green team, to ensure targets are set and monitored.
- Convince senior management of necessary change, reduce resistance back to basic signs to turn off lights, monitors, taps, etc.
  - Communicate with building operators.
- Introduce KPF into procurement and supply chain for contractors.
  - Power to the people.





# Abu Dhabi Sustainability Group Holds its Quarterly Meeting



ADSG recognised its partner United Nations Global Compact (UNGC) for their continuous support in promoting sustainability and the sustainable development goals with the ADSG

The Abu Dhabi Sustainability Group (ADSG) recently held its quarterly meeting. The meeting was attended by representatives from the group's member organisations and partners, where they reviewed the group's progress to date and focused on the strategic plans going forward.

The meeting, which was hosted by the Environment Agency - Abu Dhabi (EAD), was split into two distinct sessions. In the first session, the Group shared updates on activities, action plan and events for the upcoming year as well as launching the sustainability capacity

building programme 2017/2018. This programme is designed to assist the group's members to develop their in-house capacity, to both manage sustainability issues, as well as report on them. In addition, ADSG highlighted the key achievements of the ADSG Forum 2017 and announced the dates for the next Abu Dhabi Sustainable Business Leadership Forum 2018 to be held from 20 - 22 February.

In the second half of the meeting, the Energy Institute shared key objectives of the upcoming Energy Flagship Pilot Project that will be jointly delivered in cooperation with EAD, which demonstrate the ADSG and its members' commitment to providing critical, proactive support towards effective energy management. ADSG recognised its partner United Nations Global Compact (UNGC) - UAE during the meeting for their continuous support and valuable contribution to the ADSG forum 2016 & 2017 and the Hiwar session that was held on the Sustainable Development Goals in October 2016. Commenting on that, Mr. Mahmoud Hesham El Burai, MENA



Representative, Global Compact Network, United Arab Emirates, received the appreciation certificate on behalf of the UNGC said "The UAE Local Network is one of the fastest growing Local Networks worldwide, passionate to support the UAE's Vision 2021. The partnership between ADSG and the UAE Local Network is a key example for collaboration and Global Goal 17 on partnerships. It is wonderful to see two platforms committed to corporate sustainability come together to support each other." The meeting concluded with a sustainability reporting knowledge sharing session where ADSG members including EAD, ENEC, DLA Piper and Interserve shared their sustainability-reporting journey. During this session, EAD and ENEC

shared the benefit of using the ADSG Sustainability Maturity Assessment Tool (SMAT) as well as highlights from their sustainability and CSR strategy. Hussain Madhi, Corporate Health, Safety, Environment and Sustainability Director at the Emirates Nuclear Energy Corporation (ENEC) said, "As an active member, ENEC is committed to supporting the ADSG and their initiatives. The results from completing the SMAT for the past three years proved beneficial to ENEC; they provided an overview of the current level of maturity of our Sustainability program, enabled an annual review of the changes to the organisations sustainability maturity as well as highlighting areas of significant improvement. The output from the SMAT also provided ENEC

with recommendations of initiatives to consider for implementation and drive further improvements."

"By adopting an integrated approach to sustainability reporting, it has become part of business as usual and is allowing us to improve efficiency. We launched our latest Sustainability Progress Report earlier this year, and as we were five years in to delivery against our Sustainability Plan, over the last year we have undertaken a review of it to ensure it remains fit for the future. We've simplified it, we've made it more customer focused and we've set ourselves new and challenging aspirations," said Stuart Mee, Head of Sustainability at Interserve International. Leen Abu Tawil, DLA Piper,



ADSG members during the Quarterly meeting held on 27th September 2017





ADSG members during the Quarterly meeting held on 27th September 2017

added: "DLA Piper made a formal commitment to the Global Compact in February 2013 and last year the main focus was on further aligning our business model with the UNGC universal principles and integrating the adopted set of sustainable Development Goals into our strategic and daily operations. The effective implementation of the above is driven by the senior leadership team and shared by every DLA Piper office across the globe"

Ms. Huda Al Houqani, ADSG Director, said: "ADSG member organisations are focusing on a balanced approach

that helps to achieve a longer-term and more sustainable returns on investment by supporting the community, protecting the environment, improving their employment practices and developing a more transparent business model. I am proud and very encouraged to see the momentum from all members on sustainability and transparency, with more members joining the group and participating in ADSG events and activities.

She also added "I am delighted to announce the launch of the sustainability capacity building programme 2017/2018 to promote

sustainability management and best practices among ADSG members." The ADSG, which was established on 2008, is proud to have grown from 15 founding members in 2008 to 50 members today. Members of the Group are increasingly adopting sustainability principles, practices and issuing sustainability reports.

Members have been supported with a tailor-made capacity-building programme. Over 35 organisations and more than 100 practitioners have received sustainability management and reporting training.



ADSG members during the Quarterly meeting held on 27th September 2017



## GULF REGION FINANCE LEADERS CIRCLE OF PRACTICE

A REGIONAL EVENT FOR CHIEF FINANCIAL OFFICERS ACROSS THE GCC



**DATE: 22ND FEBRUARY 2018**  
**VENUE: ANANTARA EASTERN MANGROVES HOTEL, ABU DHABI**

Abu Dhabi Sustainability Group in partnership with His Royal Highness The Prince of Wales's Accounting for Sustainability Project (A4S) and the Pearl Initiative is delighted to host the upcoming Gulf Region Finance Leaders Circle of Practice.

To join the meeting, please contact [ADSGevents@adsg.ae](mailto:ADSGevents@adsg.ae)

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