

مركــز عجمــان للمسؤولية المجتمعية AJMAN CENTER FOR SOCIAL RESPONSIBILITY

# **Social Responsibility Guidelines** GUIDELINES & PRINCIPLES WAY FOR A SUSTAINABLE AJMAN

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#### **Message from CEO**



# **Mr. Nasser Ibrahim AlDhafri**

**CEO of Ajman Center for Social Responsibility** 

#### **Dear Partners**,

As You Are All Aware, Today's Businesses Have Embraced Sustainable Practices That Will Contribute To Making Our World A Better One For All The Future

#### **Generations To Come**

As Expected, Uae Has Led Such Practices Through Its Agenda 2030 Titled "Uae And The 2030 Agenda For Sustainable Development That Has Emphasised Alignment With The 17

Sustainable Development Goals (Sdg). Ajman Vision Has Also Clearly Focused On Building A Happy Society That Will Contribute To Establishing A Green Economy Backed Up By A Distinguished Government In Harmony With The Uae Vision 2021, National Agenda And Spirit Of The Union.

Having Said That, The Ajman Centre For Social Responsibility has been active in assuming its mission reflected in advancing the positive role of businesses through the continuous support, promotion of CSR principles and best practices, enhancing relationships with all partners, seeking transparency and governance in operations and justice amongst employees, It is my pleasure to introduce to you today a guideline that we have issued to help investors, business partners, Non-Government Organisations to have a reference they could use to practice CSR and ensure sustainability. The Centre will appreciate everyone's efforts in promoting, encouraging and implementing CSR principles and will shed the light upon their achievements in this domain and will celebrate their positive contributions therein.

Thank you for your continuous support.



To become the regional and global reference for social responsibility and sustainability practices.

# **Our Mission**

A knowledge and consulting platform to connect the private sector with other sectors and society to achieve sustainability and practice social responsibility.

# **Our Strategic Directions**

## The Centre has set a strategy roadmap that will cover the following

- 1. Identifying strategic priorities for social responsibility in the private sector and other sectors and creating long-term plans to achieve sustainable development goals in Ajman.
- 2. Knowledge Direction: Providing knowledge resources, training and expertise exchange opportunities in the latest global practices across all sustainability and social responsibility topics.
- 3. Consulting Direction: Providing consulting services for the private sector and other sectors across all sustainability areas.
  - 4. Partnerships Direction: Organizing between the private sector and other sectors to guarantee unifying efforts and efficient usage of resources to achieve the most value for all

## **Adopting Responsible Corporate Social behaviours**



#### **2.1 Important Definitions**

## **Environmental sustainability**

It would be directly linked to the UAE and Ajman Vision looking at Providing a Greener Economy and sustainability. It defines the principles to act responsibly regarding the environment to protect its natural resources in order to ensure that the natural needs of the community are met today while being conscious of generations to come.

# Social Sustainability

It would be directly linked to the UAE and Ajman Vision aspiring to ensure the Happiness of Community and providing a "Happy Place for living" The aim of Social sustainability is to promote and implement initiatives/projects that positively impact the well-being and health of societies by establishing that ensure healthy and happy communities be it in places where they live and work.



# **Economic Sustainability**

It would be related to the strategies a company set and implement while using its resources to its atmost to ensure profitability and the long-term success and efficiency of its operations. It impacts the fulfilment of a Greener Economy wile taking into account the social and environmental needs/expectations and various aspects

## 3.1 Principles and Basics of Social Responsibility?

It is important for businesses, private companies as well as public sector to act responsibly in a manner that benefits society, without losing their vision on the importance of maintaining and maximising their profits, thus having a positive impact on the Ajman economy and growth. In recent years, studies have shown that Consumers have started looking for Social responsibility while dealing with different sectors in order to feel they have positive contributions to the welfare and sustainability of society and the environment, while positively impacting all external factors of our daily life: people, environment.

Committed entities/organisations/ businesses will always aim at remaining profitable or delivering their mandates efficiently, while ensuring they have would produce a higher standards of living and ensuring quality of life for the communities or by protecting the environment that surrounds them in various aspects however, it is core for them to maintain profitability for stakeholders.

## **3.2 Understanding Social Responsibility**

Prior to adopting any CSR behaviour and related disciplines, it is very important for individuals to understand Social Responsibility

- a. Social Responsibility Citizenship means that individuals start acting in a conscious and responsible manner towards their community/society/environment
- b. Corporate Social responsibility means that entities/ companies (ie businesses) have a duty to act in the best interests of their environment and society. Social responsibility, as it applies to business, is known as corporate social responsibility (CSR).

Having understood the main principles, CSR mechanisms and frameworks need to be put together in the ideation, implementation and review phase

## **3.3 Adopting Responsible Corporate Social Behaviour**

- a. Ajman Chamber has endorsed the 17th Sustainable Goals adopted on September 25th 2015, by countries in a strive to end poverty, protect the planet, and ensure prosperity for all as part of a new sustainable development agenda. Each goal has specific targets to be achieved by the year 2030.
- b. On the other hand, the UAE agenda 2021 as well as Ajman Vision has specifically covered pillars related to a Happy Community. In order to achieve such vision and goals, all partners need to join hands and assume their responsibility: governments, the private sector, civil society and individuals

c. The aim is to transform our world into a more caring, responsible and sustainable place by ensuring all stakeholders assume their responsibility and make CSR part of their operations and success factors: the 2030 Agenda for Sustainable Development was well established.

Ajman Center for Corporate Social Responsibility encourages its stakeholders and partners to embrace one or more of the following mechanisms:

- Design policies promoting an ethical balance between profitability of their Businesses while benefiting the society
- Engage with stakeholders to promote common understanding and understand Needs as well as expectations
- Set Csr Initiatives
- Communicate policies and Initiatives



Such policies and initiatives can be based on International Standards and criteria such as different ISO standards and would also need to cover the following:

- a Philanthropy
- **b** Volunteering
- c Environment friendly behaviour that relate to the preservation of air, water, land, natural resources, flora, fauna, and their interrelationships
- d Engagement in charitable giving
- e. Protection of human as well as consumers' rights
- f. Ensuring gender Equality and justice



## **CSR for Ajman Centre for Corporate Social Responsibility**

Ajman Chamber of Commerce and Industry believes that social responsibility can be more effective when a company takes it on voluntarily, as opposed to being required by the government to do so through regulation.

Social responsibility can boost company morale, and this is especially true when a company can engage employees with its social causes. It echoes what the International Organization for Standardization (ISO) stipulates about the necessity of businesses to be able to maintain a balance between pursuing economic performance and adhering to social and environmental issues.

Those elements are considered as criticals in operating efficiently and effectively

Ajman Centre for Social Responsibility will encourage, promote and reward businesses/investors that will consider CSR as part of their operations

# 4.1 Environment Sustainability

Environmental criteria or initiatives may include one or more elements related to the following:

Natural resource conservation: Those will include Programs and initiatives that will protect water, air, desert, trees, and could include one or more aspects related to the following:

### a. Energy consumption

- Saving water
- Saving electricity
- Saving fuel/oil



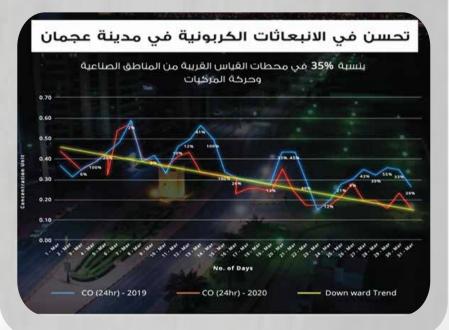
#### **b. Waste management**

 Recycling, segregation and composting of waste
Eliminate food wasting if applicable



### c. Reduction of pollution

- Ensure Indoor air quality
- Adopting Green Consumption Practices,
- Implementing material maintenance methods
- Dealing with Green suppliers to use environment friendly products



It is easy to identify and implement social sustainability behaviours and the impacts can be measured and quantified if the right mechanisms are set.

Social criteria or initiatives may include one or more elements that improve performances and that would relate to the following:

- a. Volunteering
- counting number of hours in helping government and non-government entities carry out their csr initiatives/ programs
- put policies for employees' volunteering and rewards
- **b.** Philanthropy such as generous donations or gifts
- gifts/monetary donations for targeted segments
- sponsorships of csr events/activities





- c. Improving living conditions
- Health, safety, wellness, equity
- d. Working conditions ensuring occupational health and safety, good/equal treatments
- Empowerment of employees
- Incentive Schemes
- Corporate values
- Occupational Health and Safety programs
- Respect and high regard expressed to employees
- Implementation of labour practices



## e. Government Initiatives

- Empowerment
- Emiratization
- Continual learning and development of taskforces and communities



### f. Community Related Initiatives

- Building infrastructures that would impact Ajman Society such as parks, sport courts etc
- Assist Ajman communities in all shapes and ways





# **4.3 Economic Sustainability**

## **4.3.1 Economic Sustainability Approach**

It may be based on governance. Economic criteria or initiatives may include one or more elements related to the following

- a. Accurate and transparent accounting methods,
- b. Ensure transparency in businesses with regard to all stakeholders and communities
- c. Promote and implement business ethics within operations such as having a code of conduct, charters, policies etc.
- d. Comply with Ajman Laws and Regulations

Ajman Chamber of Commerce and Industry through its arm CSR Center also understands and incentivises CSR as many investors are attracted to invest in an environment that caters for society, and environment, while protecting human values/rights and ensuring governance and compliance with Ajman Laws/Regulations.

As part of its role to encourage CSR, Ajman CSR Center would invite its stakeholders to consider the following:

- a. Transparency:
- Set clear criteria and guidelines to measure CSR

### **b.** Accountability:

- Review all its operations formally and check their impact on the society, environment and economy periodically during leadership meetings
- Take corrective action in the event of any negative impacts
- Monitoring results due to above changes and measures taken

### c. Acting Ethically:

- Develop ethical values and standards
- Communicate such standards to all stakeholders
- Measure such values
- Set a governance framework
- Check effectiveness of such framework

### d. Stakeholder Engagement:

- Identify and segment stakeholders including Community
- Understand their needs
- Engage with them throughout your sustainable journey

#### e. Respect Laws:

- Comply with governing laws and regulations
- Adhere to cultural and social practices
- f. Tolerance:
- Dealing etc, Respect, justice, fairness etc

# 4.3.2 Support and Sponsorship

One of the main contributors to Economic sustainability of the Centre and its activities and Goals. On the other hand, it is a Community related Sustainability focus to the concerned stakeholder. All stakeholders/businesses/investors could be requested to support Projects related to Ajman community (within or outside the scope of their jurisdiction) by providing sponsorship and co-sponsorship that will assist in funding Ajman projects by offering

- Monetary supports and funds
- Incentives and in-kind support

Sponsors and co-sponsors require in return visibility and brand awareness at the said project to reinforce brand awareness among targeted niche segments.

#### Sponsors could be categorised as follows:

- A. Financial Sponsors (Platinum/Golden/Silver)
- **B. In Kind Sponsors**
- C. Media Sponsors and Promotional Sponsors

It is very important to understand the potential sponsors/co-sponsors' strategies/directives to ensure that the Centre tailor-makes for them the right packages that meet their vision and obtain their buy-in.

In many occasions, the Centre will give different incentives/ offerings to various sponsors/co-sponsors for the same event. 5. Ajman CSR Centre Promises and Responsibilities: How Environmental, Social, and Governance (ESG) Criteria Work To assess a company based on environmental, social, and governance (ESG) criteria, investors look at a broad range of behaviours.

It is also the responsibility of the Center to add value to its various stakeholders through its commitments to carry out the following:

- Help stakeholders identify latest trends on CSR and will ensure using the right communication to engage with its stakeholders in this regard.
- Monitor trends to address common and specific consumers concerns identified based on communication, government trends, global trends

- Come up with CSR initiatives relevant to all sectors and that meet different stakeholders based on their sizes and activities
- Celebrate the best practices of all its stakeholders in an innovative way to encourage healthy competitions and spread awareness of the most useful and impactful ones
- Facilitate all partnerships and conclusion of relevant MOUs between various stakeholders and if necessary the Centre
- Play as a consultant for any issues relating to CSR
- Communicate yearly visions and themes to partners based on the above criteria

# **Sponsorship guidelines**

# **SPONSORSHIP & CO-SPONSORSHIP**

Sponsors add an important revenue stream. It is very important to ensure that sponsors are part of the ongoing operations of Ajman Chamber of Commerce & Industry – CSR as they may be considered as one of the main contributors to Economic sustainability of the Centre and its activities and Goals. On the other hand, it is a community related Sustainability focus to the concerned stakeholder.

All stakeholders/businesses/investors could be requested to support Projects related to Ajman community (within or outside the scope of their jurisdiction) by providing sponsorship and co-sponsorship that will assist in funding Ajman projects by offering:

- Monetary supports and funds
- Incentives and in-kind support

### **TYPES OF SPONSORS 1. Financial sponsors**

Financial sponsors are very important to the Centre as they offer an agreed amount of money in exchange for the benefits stated in a sponsorship agreement. Such sponsors can be categorised as follows:

a. Platinum Sponsors (benefits of a Platinum Sponsor and others)
The Platinum Sponsors will be contributing the most to the sponsorships required (amounts to be determined by the Chamber).

In return, they will get all the benefits of the Golden and Silver Sponsors in addition, to other benefits that can be negotiated with the Chamber and that may vary according to the event/project in compliance with the internal processes and procedures of the Chamber

- b. Golden Sponsors (benefits of a silver sponsors and others) The Golden Sponsors will have a contribution between the Platinum and Silver sponsors (amounts to be determined by the Chamber). In return, they will get all the benefits of the Silver Sponsors in addition to other benefits that can be negotiated with the Chamber and that may vary according to the event/project in compliance with the internal processes and procedures of the Chamber
- c. Silver Sponsors (minimum benefits)

The Silver Sponsors will be contributing the least to the sponsorships required (amounts to be determined by the Chamber).

In return, they will get the benefits agreed with the Chamber and that may vary according to the event/project in compliance with the internal processes and procedures of the Chamber

#### 2. In-kind Sponsors

The centre can seek the support of investors/business partners for in-kind sponsors to obtain products or services instead of cash. The Centre is encouraged to check the value of products and services

offered to give back the right coverage and benefits.

#### 3. Media and Bromotional Sponsors

Those sponsors are very important to cover high level events. They will provide financial aid in securing media coverage for the event through either traditional ads, filming short TV commercials, social media

channels, articles, blog posts on their website This is all done in an exchange for sponsorship benefits.

Promotional partners could be influencers/bloggers/public figures and should be carefully selected according to the type/nature of projects

(suchas football players and sport shops/brands for Sport related events, etc.)

#### **Celebrating our Partners' Achievements in CSR**

To ensure you are a CSR pioneer and champion, the Centre has developed schemes that would spread the word around your best practices and reward you accordingly.

Are you an Individual? NGO or Government entity? Do you think you have what it takes to be recognised, please let us know.

#### **Award Schemes**

The exercise could be easier if you follow the criteria mentioned in the guidelines and/or answer the following questions:

The Most Committed Medium/Large Entity

Medium size entity Large Size entity Entity's name: Scope of work: Number of Employees: If you are a medium to Big size company, please try to answer as many of the questions as possible:

A. Have you developed a CSR strategy? Or Does your Strategy sup port CSR and Sustainability?

**B.** Do you follow international standards for CSR, Environment man agement System, Occupational Health & Safety?

C. Are you active in one or more of the following pillars, please specify:

- a. Social
- b. Environment
- c. Economic
- D. What are the initiatives that you have implemented in this regard?
- E. What are the targets that you have set for each or all the initiatives?

F. Have you reached the sought results? please specify.

G. Have you involved all your employees in your CSR initiatives? How?

- H. How do you look after your employees?
- I. Do you provide equal and fair opportunities for your people?
- J. How do you ensure Governance of your operations?

K. Do you publish or communicate your financial and non-financial results and reports to your stakeholders? If yes, please specify.

L. Do you engage in healthy partnerships or work with suppliers that have the same value? Please list partnerships with a short description and results.

M. Is innovation part of your operations and work ethics?

N. Why would you wish to be recognised by the Center?

**The Most Committed Small Business** 

Entity's name: Scope of work: Number of Employees:

For small size partners (ie number of employees does not exceed 10 packs), you may wish to answer as many as possible of the following questions:

A. Have you adopted any sustainable practices regarding the Environment, Society, Employees? Example: yes, our entity is keen on adopting and implementing best practices. On an environmental level, it works on recycling papers, cans and plastic items. Socially, we have helped students pursue their education by providing funds and supporting them by selling products they have made themselves.

Our employees are very important. We have empowered them and trained them. 52% of our workforces is made of women.

B. Who benefited from such practices? How? The local community benefited from all our practices as we helped 5 organisations from Ajman, 36 nationals

#### C. What is your way forward?

We are going to be partnering with other leading entities and establishments such as hotels/hospitals to provide full support that cover all sectors. D. Why would you wish to be recognised by the Center? We are committed to the Center's Vision and Mission and would like to extend any support needed from our side. We want Ajman to know that we are willing to Give Back to its Community. We also would like the Center to share our best practices

**The Most Committed Individuals/Champions** 

Please describe your achievements and demonstrate your commitment to CSR (Social, Environment and/or Economic Pillars). Please list your key results (they could include number of beneficiaries, %satisfaction, waste management, reduction of carbon footprints etc)

Why would you wish to be recognised by the Centre?

#### **The Best Practice**

Are you an individual, private or Non-Government Organisation? Have you carried out an initiative that demonstrates your commitment to the Environment, Society? Please let us know.

#### **Award Benefits**

All winners will be awarded periodically, as follows:

- a. Certificates of Appreciation to be granted
- b. Listing on our website
- c. Best Practices to be highlighted on all social media accounts
- d. Partnerships to be concluded with the Ajman Centre for Social Responsibility

Awards quarterly for three categories Social, Environment, Economic



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## **One of Initiatives**







