



National Awareness Raising Seminar

«The New Borders of CSR Performance & Inclusive Investment»

April 20, 2016

Beirut - Lebanon

Headquarters of the General Union of Arab Chambers
(Adnan Kassar Edifice for Arab Economy)



General Union of Chambers of
Commerce, Industry & Agriculture
for Arab Countries



Union for the Mediterranean
Union pour la Méditerranée
الإتحاد من أجل المتوسط

What is ISO 26000?

ISO 26000 is an ISO International Standard giving guidance on SR. It is intended for use by organizations of all types, in both public and private sectors, in developed and developing countries, as well as in economies in transition. It will assist them in their efforts to operate in the socially responsible manner that society increasingly demands. ISO 26000 contains voluntary guidance, not requirements, and therefore is not for use as a certification standard. ISO 26000 distills a globally relevant understanding of what social responsibility is and what organizations need to do to operate in a socially responsible way.

Why is ISO 26000 important and what benefits can be achieved by implementing ISO 26000?

Sustainable business for organizations means not only providing products and services that satisfy the customer, and doing so without jeopardizing the environment, but also operating in a socially responsible manner. Pressure to do so comes from customers, consumers, governments, associations and the public at large. The perception and reality of an organization's performance on social responsibility can influence, among other things:

- Competitive advantage.
- Reputation.
- Ability to attract and retain workers or members, customers, clients or users.
- Maintenance of employees' morale, commitment and productivity.
- View of investors, owners, donors, sponsors and the financial community.
- Relationship with companies, governments, media, suppliers, peers, customers and the community in which it operates.

Who can benefit from ISO 26000 and how?

ISO 26000 is intended to assist organizations in contributing to sustainable development. In applying ISO 26000, it is advisable that an organization take into consideration societal, environmental, legal, cultural, political and organizational diversity, as well as differences in economic conditions, while being consistent with international norms of behavior. The standard provides guidance for all types of organizations, regardless of their size or location, on:

1. Concepts, terms and definitions related to social responsibility.
2. Background, trends and characteristics of social responsibility.
3. Principles and practices relating to social responsibility.
4. Core subjects and issues of social responsibility.
5. Integrating, implementing and promoting socially responsible behavior throughout the organization and, through its policies and practices, within its sphere of influence.
6. Identifying and engaging with stakeholders.
7. Communicating commitments, performance and other information related to social responsibility.

How is sustainable development and social responsibility applied in (Lebanon)?

Within the context of Globalization, the Arab world is currently experiencing a verve that is significantly affecting all sectors, whether financial, industrial or economic. This verve is accompanied by an increase in the consumption of natural resources, especially non-renewable ones. It also coincides with the rise of general awareness within consumers that is reflected in their desire to organize the relationship between renewable desires and the resources available in such a way that preserves the right of future generations to enjoy a level of luxury that is similar to what is available today in some communities. Moreover, this awareness phenomenon may be due to media exposure, to competition between organizations or even to some marketing plans. As a result, economic organizations, especially the larger ones that apply planning and development systems, found themselves facing a new reality that is reflected by the following question: "How you go about managing your business?"

Indeed, we stand before a community that has grown to be more aware of its environment and that is thus working to confirm his status as an "indirect" partner in the economic activities of any organization, hence raising many questions. A sustainable development strategy constitutes the basis for answering the following questions among others: - Does the organization respect its stakeholders, their expectations and needs? - Does the organization know who these stakeholders really are? - What is the impact of the organization on its social and environmental entourage? - What is the strategy adopted by the organization for dealing with existing and potential customers? How they could survive in the crazy economic situation worldwide?

The implementation of sustainable development strategy lead organizations to gain a competitive advantage and a good reputation, ability to attract and retain employees and beneficiaries in addition to maintaining the motivation and commitment of its employees and their productivity, their relations with government work, and the media, Suppliers, peers and the community in which they operate within its scope. It is true that it requires significant funds at first, but after thorough consideration, you realize that the sustainability of such expenditures are constitute a really good investment on the long run. Finally, many economic and industrial organizations are becoming increasingly aware of the importance of this International Standard and of the adoption of an economic behavior that takes into account the social variables that are considered the cornerstone of sustainable development in its three aspects: Environmental, social, economic; and that are consequently the foundation stone for the continuity and growth of these organizations.

International Sustainable Development Expert «Mohamad Chamas»

What is the EDILE project's involvement, implemented by ANIMA, in the CSR (Corporate Social Responsibility) domain?

Through ANIMA's Mediterranean Investment and Partnership Observatory (MIPO), we have noticed very low local impact of investments: not enough jobs, not enough local outsourcing, not always eco-responsible behaviors.

Thus, we have developed tools to measure "inclusive" performance of companies. The objective is to promote enterprises developing good practices and to give them priority incentive and support mechanisms that exist in the Mediterranean countries: tax benefits, financ-

ing, priority administrative handling, etc. In addition, we have noticed that French and European enterprises are increasingly questioned about their behaviors abroad when they out-source or produce in emerging countries.

We therefore developed a Euro-Mediterranean responsible-enterprises community to continue working respectfully with social responsibility commitments made to customers, funders or public authorities on their national market.

How EDILE’s participation at the forum will bring new perspectives to the CSR?

We are pleased that we have the opportunity to organize the round table debate on new borders of CSR with Libnor. It is, to my knowledge, the first time that the question about global performance of international enterprises arose without setting responsible behavior against quest of competitiveness in emerging markets. Our round table “The new borders of CSR performance & inclusive investment” is an operational prolongation of the plenary session: It will review market opportunities, sectoral trends, and will provide key elements and tools to identify trusted partners to enhance competitiveness.

Target Audience

Directors, managers, executives, and employees of CSR departments at:

- Ministers.
- Public enterprises.
- Private enterprises (all sectors).
- Bankers and financial institutions.
- NGOs.
- Economic organizations.

Venue

The Event will be held at the Headquarters of the General Union of Arab Chambers (Adnan Kassar Edifice for Arab Economy).

Profile of Organizers

The EDILE project is carried out by 7 Euro-Mediterranean partners, managed by ANIMA Investment Network and is financed, for an amount of EUR 1.7 million, by the ENPI-CBC-MED programme (www.enpicbcmed.eu) of the European Union. The ENPI-CBC-MED programme aims at reinforcing cooperation between the European Union and partner countries regions places along the shores of the Mediterranean Sea.

ANIMA, coordinator of EDILE project & OCEMO with the support of The CCIA Beirut Mount-Lebanon, will be presenting the EDILE label on local and inclusive investment and leading a round table session on “New borders of CSR”. Emmanuel Noutary, General Delegate of ANIMA, explains EDILE’s involvement at the Forum. - See more at: www.edile-initiative.org

Which activities are offered by ANIMA, OCEMO and CCI ABML in the framework of the Forum with Libnor?

This year, we are associated with Libnor to bring an international and Mediterranean dimension. For an international enterprise looking for competitiveness in emerging markets, its inclusion and its responsible behavior in foreign markets are keys to reach the required performance. We would like to stress the fact that Mediterranean countries are organized since years to facilitate the inclusion of foreign companies. Many of our members and partners will attend the forum:

Program

Wednesday 20 April, 2016

8:30 – 9:30 **Registration**

9:30 – 10:30 **Opening Session:**

- **H.E. Mr. Adnan Kassar**, Honorary President, General Union of Arab Chambers
- **H. E. Dr. Hussein Hajj Hassan**, Ministry of Industry of Lebanon
- **Mr. Mohamad Choucair**, President, Federation of Chambers of Commerce, Industry and Agriculture in Lebanon
- **Engineer Habib Guaziri**, President, LIBNOR
- **Mr. Mouin Hamzé**, Chairman of OCEMO & CNRS
- **Dr. Joseph Tarabay**, President of the Association of Banks in Lebanon.
- **Dr. Fadi El Gemayel**, President of the Association of Lebanese Industrialists
- **Dr. Fairuz Sarkis**, Dean, Arab Open University

10:30 – 10:45 **Coffee Break**

10:45 – 11:45 **Plenary Session I:**

«The Role of Chambers and Business Sector in Spreading and Supporting CSR Culture, Policies and Practices»

Moderator: Dr. Imad Shehab, Secretary, General Union of Arab Chambers

Panelists:

- **Dr. Alaa Ezz**, Secretary General, Federation of Egyptian Chambers of Commerce
- **Dr. Maher Mahrouk**, General Director, Jordan Chamber of Industry.
- **Mr. Rabih Sabra**, General Director, Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon

- 11:45 – 12:15 Assess and value performance: Best practices**
- **Mr. Emmanuel Noutary**, Director General of ANIMA Investment Network
 - **Mr. Mohamad Chamas**, Social Responsibility National Expert and Trainer
- 12:15 – 12:30 Coffee Break**
- 12:30 – 13:15 Mini-Conference**
Incentivizing corporates & investors to maximize local impacts-The role of private and public sectors & international stakeholders
- **Moderator: Emmanuel Noutary**, Director General of ANIMA Investment Network
 - **European Investment Bank (to be confirmed)**
 - **European Bank for Reconstruction and Development (EBRD)**
 - **Union for the Mediterranean (to be confirmed)**
 - **Khalil Harfouche, President of the Union of Jezzine Municipalities (to be confirmed)**
 - **WILCO PM & Shouf Biosphere Reserve Testimony : EDILE awards winners 2015 (to be confirmed)**
- 13:15 – 14:30 Plenary Session II:**
« Drivers of social performance for investors (ISO 26000 Vs. other CSR standards»
- Moderator: Eng. Lena Dergham**, General Director, LIBNOR
- Panelists:**
- **Dr. Makram Sader**, Secretary General, Association of Banks in Lebanon
 - **Dr. Saher El Annan**, Program Coordinator, Arab Open University.
 - **Dr. Mohamad Alameddine**, CSR National Expert and Trainer
 - Representatives of **Lebanese Corporate** that have applied ISO 26000 versus other that follow other CSR standards
- 14:30 Lunch**

LIBNOR

The Lebanese Standards Institution (LIBNOR) is a public institution attached to the Ministry of Industry. It was established in 23-7-1962 by a law giving it solely the right to prepare, publish and amend national standards, as well as to grant the Lebanese Conformity Mark NL.

Lebanese standards are prepared by technical committees formed by LIBNOR. They include setting the dimensions, conventions, symbols, and the definition of products quality, as well as the methods of testing and analysis. They also include the codes of practice for professional and structural work.

Lebanese standards are voluntary in principle. However, for reasons of public health, public safety or national interest, a standard can be rendered mandatory by a decree from the council of ministers.

LIBNOR is a member of the International Organization for Standardization (ISO), the Arab Industrial Development and Mining Organization (AIDMO), the Association Réseau Normalisation et Francophonie (RNF) and the Standards and Metrology Institute for the Islamic Countries (SMIIC), an Affiliate Member of the European Committee for Standardization (CEN), as well as the Codex Alimentarius Contact Point in Lebanon.

Mission

Our mission is to improve the quality and safety of products, services and organizations, protect the environment and the well-being of society in Lebanon, and enhance economic development and business competitiveness, by developing and promoting consensus based standards, training programs and conformity assessment schemes.

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EDILE

Context

EDILE aims at enhancing the inclusive development of local economies thanks to an improved evaluation of investment projects. The project will provide economic bodies in charge of regulating or implementing investment projects with evaluation tools and guidance which will enable them to maximize local economic spillovers such as job creation, Sub-contracting and environment conservation.

From December 2013 to December 2015, ANIMA and its 7 Euro-Mediterranean partners will organize around forty actions mainly in Lebanon, Palestine and Tunisia.

EDILE is implemented under the ENPI CBCMED Programme, and is financed, for an amount of EUR 1.7 million, by the European Union through the European Neighborhood and Partnership Instrument.

Main activities

Production of a toolkit for investment project evaluation, including a referential, evaluation templates and good practices on sustainable investments;

Identification, selection, analysis and discussions around 15 concrete pilot investment projects, and their integration into the local economic fabric;

Training and support to local and national stakeholders in charge of assessing investment projects on evaluation tools and inclusive development issues (employment, social solidarity economy, environment);

Dissemination to relevant national and international organizations;

Beneficiaries

National bodies (ministries, investment agencies) and local authorities (cities, regions, economic zones, and economic development organizations) in charge of implementing, granting support or issuing legal authorizations for public or private investment projects;

Stakeholders also involved in the implementation of investment projects such as private actors, financial institutions and the civil society;

Partnership

France: ANIMA Investment Network (coordinator), classM and Office de Coopération Economique pour la Méditerranée et l'Orient

Italy: Toscana Promozione

Lebanon: Chamber of Commerce, Industry and Agriculture of Beirut-Mount Lebanon (CCIA-BML)

Palestine: Palestinian Investment Promotion Agency

Spain: iesMed

Tunisia: Agence de Promotion de l'Industrie et de l'Innovation

Associates: BusinessMed, Ministère du Développement Régional et de la Planification (Tunisia), WWF (Italy), Région PACA (France), Agence des Villes et Territoires Méditerranéens Durables (France), Agence Française de Développement (France), Invest in Greece (Greece), Finances Conseil Méditerranée (France), Caisse des Dépôts et Consignations (France), General Authority For Investment (Egypt).

General Union of Arab Chambers

Establishment

The Union was founded on December 16, 1951, and assigned Beirut to be the headquarters of its General Secretariat and settled in 2008 in “**Adnan Kassar Edifice for Arab Economy**”

Economy

The basic motive for the establishment of the Union was the far sightedness of the Arab businessmen to the importance of the regional cooperation as means to accelerate the Arab economic development. Thus the Union became the first Arab economic organization operating on a non-governmental level to develop the basics of cooperation and economic integration between the Arab Countries. The Union played a major role in enhancing the cooperation between the Arab Countries on both commercial and investment levels.

The Union was the first to bring forward the idea of founding the Arab Common Market and to lay down its general principles that should be executed in an effort to achieve full economic unity between the Arab countries.

Vision

To be the true representative of the Arab private sector in trade, investment, and economic fields with the aim of developing the status of this sector and its role in the process of development, growth and economic integration of the Arab economies.

Mission Statement

To be:

- A referral center and a vital link for all business communities in the Arab countries.
- A developer of the Arab economic thought on a sustainable basis.
- A bridge for the Arab private sector to the fundamental rules of the international economy, thus facilitating its integration with the world economy.

Objectives

The Union has set its objectives to:

- Ensure the integration of the Arab economy in an overall, effective and developed framework, thus making the Arab world one whole and united economic bloc sector which is able to deal and cooperate with other economic blocs on reciprocal basis.
- Represent all Arab economic sectors whether national, regional or international from the businessmen' perspective.
- Enhance the role played by the chambers of and their unions as representatives of the private sectors of their respective countries.
- Identify the needs of its members and eliminate all obstacles that hinder development aspirations.
- Develop cooperation among Arab businesses and between them and foreign businesses.

- Enhance the status, and support the interests, of the business enterprises in all sectors in their regional and international relations.
- Strengthen of the Union's position as a recognized reference to Arab and international organizations and institutions.
- Assure the Union's essential and leading role in the process of economic development and integration among the Arab countries.

Members

The Union includes in its members the chambers and unions of 22 Arab countries, which in turn represent and organize all private sectors in their countries. This makes the Union a gathering assembly for all Arab private sectors operating in different economic sectors.

Activities

Over the years, the Union developed a wide range of activities that mainly aim at pushing forward the Arab economic common action, strengthening Arab and international trade and investment cooperation relations. The Union has a wide variety of publications that include research studies, qualitative reports and specialized books, bulletins and a magazine, that aim at reflecting the views of the Arab private sector with respect to various affairs pertaining to development, integration and international cooperation. Standing on a rich experience in organizing conferences, forums and specialized seminars in various subjects and cooperation domains of interest to the Arab businessmen, the Union aims to be always up to the new economic and trade regional and international development challenges.

ISO

ISO is an independent, non-governmental international organization with a membership of 162 national standards bodies. Through its members, it brings together experts to share knowledge and develop voluntary, consensus-based, market relevant International Standards that support innovation and provide solutions to global challenges.

Our Central Secretariat is based in Geneva, Switzerland. Learn more about our structure and how we are governed.

What are standards?

International Standards **make things work**. They give world-class specifications for products, services and systems, to ensure quality, safety and efficiency. They are instrumental in facilitating **international trade**.

ISO has published more than 19000 International Standards and related documents, covering almost every industry, from technology, to food safety, to agriculture and healthcare. ISO International Standards impact everyone, everywhere.

Story

The ISO story began in 1946 when delegates from 25 countries met at the Institute of Civil Engineers in London and decided to create a new international organization 'to facilitate the international coordination and unification of industrial standards'. On 23 February 1947 the new organization, ISO, officially began operations.

Since then, we have published over 19000 International Standards covering almost all aspects of technology and manufacturing.

Today we have members from 162 countries and 3 368 technical bodies to take care of standard development. More than 150 people work full time for ISO's Central Secretariat in Geneva, Switzerland.

It's all in the name

Because 'International Organization for Standardization' would have different acronyms in different languages (IOS in English, OIN in French for **Organisation internationale de normalisation**), our founders decided to give it the short form ISO. ISO is derived from the Greek isos, meaning equal. Whatever the country, whatever the language, we are always ISO.

Arab Open University

The idea of establishing a non-profit Open University in the Arab world was initiated by **HRH Prince Talal Bin Abdulaziz** President of the Arab Gulf Development Programme (AGFUND).

In 1996 HRH Prince Talal officially announced the concept of establishing the Arab Open University as a non-conventional academic institution and as a foundation which contributes to steering development in scientific, social and cultural spheres.

This initiative developed to a full pledged Arab Open University in 2002 in a strategic partnership with the Open University in the United Kingdom.

Vision

A pioneering Arab Open University dedicated to building the science and knowledge society.

Mission

Develop and disseminate knowledge, and build expertise according to international quality standards without time or geographical barriers for the sake of contributing and preparing manpower for development needs, and to build science and knowledge society in the Arab countries.

Union for the Mediterranean

The Union for the Mediterranean (UfM) is an intergovernmental organisation bringing together 43 countries: 28 EU member states and 15 Southern and Eastern Mediterranean countries. It provides a platform for political dialogue, coordination, and regional cooperation.

The Secretariat of the Union for the Mediterranean, established in Barcelona in 2010, focuses on enhancing regional cooperation and integration through the implementation of regional cooperation projects and initiatives. The Secretariat has developed and accelerated the implementation of new regional projects that are key socio-economic and strategic drivers: more than 40 regional labelled projects worth over €5 billion in areas including inclusive growth, youth employability, women's empowerment, promotion of student mobility, integrated urban development and sustainable development. The Secretariat works in close collaboration with government agencies and an active network of Euro-Mediterranean partners to assist project promoters throughout the entire project cycle, from technical assistance to project implementation, as well as financial planning and fundraising.

Further Information:

- ISO 26000 – Social Responsibility

www.iso.org/sr

- EDILE

www.edile-initiative.org

- International Organization for Standardization (ISO)

www.iso.org

- Lebanese Standards Institution (LIBNOR)

www.libnor.gov.lb

- General Union of Arab Chambers

www.uac.org.lb

