



# Monthly Sustainability Newsletter

## CHAIRMAN'S MESSAGE

July 2017, Vol. 1, Issue 6

Dear members, partners, friends and stakeholders. It is my pleasure to introduce the July issue of the monthly sustainability newsletter from the Al-Attiyah International Foundation. This issue of the newsletter is devoted to corporate social responsibility (CSR).

Sustainable development is undoubtedly one of the biggest challenges the world continues to face today. We live in a world where more than 800 million people still live in extreme poverty; one out of nine people are starving; 2.5 billion without access to clean water; and 1.3 billion people have no access to modern electricity. It is against this backdrop that responsible companies continue to pay greater attention to corporate social responsibility (CSR).

CSR is a very important concept for the extractive industry, such as oil and gas. The concept has a profound application in a sector that should transparently show that the finiteness of the natural resources been extracted and the value-added through such extraction transcends the strata of global socio-economic development, many generations, and advances in knowledge and technology.

The concept of CSR, which has become common practice by many corporations, has developed since the early 1970s. Many industry or business associations, such as, the International Petroleum Industry Environmental Conservation Association (IPIECA); International Council on Mining & Metals (ICMM); and World Business Council for Sustainable Development (WBCSD), have sets of guidelines or principles covering different aspects of CSR. In addition, several standards and guidelines related to CSR have emerged through UN or other multilateral agreements. In this month's newsletter, we present a synopsis of some of these key international standards and guidelines that are commonly used for framing the concept of CSR.

These standards and guidelines represent expectations of the international society for responsible business conduct. While these international standards and guidelines cannot replace or override applicable national regulations and laws, they nevertheless, serve as useful benchmarks for best practices.

## Upcoming Events

**Sep 12.** CEO Roundtable Series 5.

**Dec.** CEO Roundtable Series 6.

## Important Announcement

\* \* \*

### CEO Roundtable Series 5

The Implications of the Paris Agreement for Oil and Gas Companies in Qatar.

*Date: 12<sup>th</sup> September 2017*

\* \* \*

### Featuring High Level International Experts

**Dr. Dirk Forrister**  
CEO and President of IETA

**David Hone**  
Chief Climate Change Advisor,  
Shell International Ltd

**Dr. Karsten Sach**  
Member of the GCF Board &  
Director General of BMUB,  
Germany

## THIS MONTH'S HIGHLIGHTS AT A GLANCE

**OECD Guidelines for Multinational Enterprises**

**UN Global Compact**

**UN Guiding Principles on Business and Human Rights**

**UN guidelines for Consumer Protection**

**ICMM Sustainable Development Framework**

**IPIECA Guidance on Sustainability Reporting**

**WBCSD CSR Guidelines**



## OECD Guidelines for Multinational Enterprises.

OECD guidelines for Multinational Enterprises comprise a number of recommendations for responsible business conduct, prepared and adopted by the OECD member countries. The guidelines include principles for responsible business conduct in a global context according to applicable law and internationally acknowledged standards. They address the CSR areas relating to disclosure, human rights, employment and industrial relations, environment, combating bribery, bribe solicitation and extortion, consumer interests, science and technology, competition and taxation. Organisations are expected, as best practice, to carry out due diligence within all of these CSR areas except within science and technology, competition and taxation. The OECD guidelines include clear requirements for the establishment of a concrete complaints handling mechanism.



(Source: [www.oecd.org](http://www.oecd.org))

## UN Global Compact.

The UN Global Compact is a global policy initiative for organisations, including ten general principles for corporate work with social responsibility. Announced by then UN Secretary-General Kofi Annan in an address to the World Economic Forum in 1999, it was officially launched at UN Headquarters in New York in 2000. The Global Compact Office works on the basis of a mandate set out by the UN General Assembly as an organization that "promotes responsible



business practices and UN values among the global business community and the UN System."The principles build on internationally acknowledged conventions within four areas: human rights, labour, the environment and anti-corruption.

Organizations may use the ten principles as a guide, and can in addition, choose to join the UN Global Compact formally. This is, however, limited to organisations with more than ten employees. Organisations formally accepted into the UN Global Compact's database commit to making the ten principles part of its business activities and to report annually about the progress to the UN Global Compact.

(Source: [unglobalcompact.org](http://unglobalcompact.org))

## Consumers

# 73%

of consumers say businesses are failing to take care of the planet and society.



# 81%

of CEOs believe that their company's reputation for sustainability is important to consumers.



# 23%

of consumers report that they regularly seek information on the sustainability performance of the brands whose products they purchase.



Source: [sustainabilityconsortium.org](http://sustainabilityconsortium.org)



## UN Guiding Principles on Business and Human Rights.

The UN Guiding Principles on Business and Human Rights is the UN's interpretation of how governments and businesses should work with human rights, including rights in relation to labour. The Guiding Principles are applicable to all businesses in all situations. They consist of 31 principles divided into three areas within the framework of "Protect, Respect & Remedy":

- 1) the human rights obligations of governments,
- 2) the responsibility of business enterprises to respect human rights, and
- 3) access to remedy – what an organisation must do if it becomes directly or indirectly involved in a situation where human rights are impacted or not respected.

*(Source: [business-humanrights.org](http://business-humanrights.org))*

## UN guidelines for Consumer Protection.

The United Nations Guidelines for Consumer Protection (UNGCP) are a valuable set of principles for setting out the main characteristics of effective consumer protection legislation, enforcement institutions and redress systems. By assisting interested Member States, the guidelines help formulate and enforce domestic and regional laws, rules and regulations that are suitable to their own economic and social and environmental circumstances. The Guidelines also aid in promoting international enforcement cooperation among Member States and encourage the sharing of experiences in consumer protection. The guidelines assist organisations in developing CSR policies that address responsible marketing, protection of consumer health and safety, securing consumer access to complaint and dispute resolution and consumer data protection and privacy.

*(Source: [consumersinternational.org](http://consumersinternational.org))*

## ICMM Sustainable Development Framework.

The International Council on Mining and Metals (ICMM) was founded in 2001 to improve sustainable development performance in the mining and metals industry. The ICMM has developed 10 principles to which member companies must adhere. These considerations resulted from a survey of concerned parties both within and outside the council. They seek to comply and reinforce guidelines established by organizations including the OECD and the World Bank. The SD framework also establishes that ICMM member companies have to comply with the annual transparency and accountable reporting practices set by the Global Reporting Initiative (GRI) by reporting their sustainable development achievements. To ensure that its members meet the sustainable development commitment contained in the SD framework, ICMM develops extensive work programs on different themes including Climate change, Reporting and assurance, Environment, Health & Safety, Socio-economic development and Strategy & Administration.

*(Source: [www.icmm.com](http://www.icmm.com))*

### Consumer Impact

**60%**

of greenhouse gas emissions linked to consumer goods.



**2/3**

of tropical rainforest loss due to agriculture.



**80%**

of water withdrawals are linked to consumer goods.



*Source: [sustainabilityconsortium.org](http://sustainabilityconsortium.org)*



## IPIECA Guidance on Sustainability Reporting.

The International Petroleum Industry Environmental Conservation Association (IPIECA) is the global oil and gas industry association for environmental and social issues. The association develops, shares and promotes good practice and knowledge to help the industry and improve its environmental and social performance. Formed in London in 1974, the organization aimed to develop effective communications between the upstream industry and an increasingly complex network of international regulators. IPIECA have produced a guidance to act as a reference tool which aims to help companies develop corporate level reporting for internal and external stakeholder audiences. The Guidance covers a range of sustainability issues relevant to the oil and gas industry, based on industry consensus and sustainability reporting. It is applicable across a wide spectrum of activities, from extraction and transformation of natural resources to supply of energy and other essential products to customers globally. Published in conjunction with the American Petroleum Institute (API) and the International Association of Oil & Gas Producers (IOGP), it brings together technical expertise of the membership of the three associations. The guidance provides direction on the content of a typical industry report by covering 12 sustainability issues and 34 indicator categories. These sustainability issues and indicators address Environmental Issues, Health & Safety Issues and Social and economic issues while helping companies decide how and what to report.

(Source: [www.ipieca.org](http://www.ipieca.org))



## WBCSD CSR Guidelines.

The World Business Council for Sustainable Development (WBCSD) is a CEO-led, global advocacy association of some 200 international companies dealing exclusively with business and sustainable development. The WBCSD was created in 1995 in a merger of the Business Council for Sustainable Development and the World Industry Council

for the Environment. The Council provides a platform for companies to explore sustainable development, share knowledge, experiences, best practices and to advocate business positions on these issues in a variety of forums, working with governments, non-governmental and intergovernmental organizations. WBCSD CSR guidelines advise organisations to build a CSR strategy around five key areas; Human rights, Employee rights, Environmental protection, Community involvement and Supplier relations. As with other guidelines, WBCSD supports the view that a coherent CSR strategy, based on integrity, sound values and a long-term approach, offers clear business benefits to its members.

(Source: [www.wbcd.org](http://www.wbcd.org))

### Journal Reference

- [https:// www.oecd.org](https://www.oecd.org)
- [https:// www.unglobalcompact.org](https://www.unglobalcompact.org)
- [http:// www. business-humanrights.org](http://www.business-humanrights.org)
- [http:// www.consumersinternational.org](http://www.consumersinternational.org)
- [http:// www. www.icmm.org](http://www. www.icmm.org)

### Information

- E-mail: [Sustainability@abhafoundation.org](mailto:Sustainability@abhafoundation.org)
- [www.abhafoundation.org](http://www.abhafoundation.org)
- [http:// www. www.ipieca.org](http://www. www.ipieca.org)
- [http:// www.wbcd.org](http://www.wbcd.org)
- [http:// www.uns.org](http://www.uns.org)



## Producers

# \$13 Trillion

is invested in assets that incorporate sustainable environmental, social and government (ESG) factors.



# 34%

Average return on assets for High-sustainability companies.



# 44%

of companies mentioned business and growth opportunities as a reason to get started on sustainability.



Source: [www.gsi-alliance.org](http://www.gsi-alliance.org)