



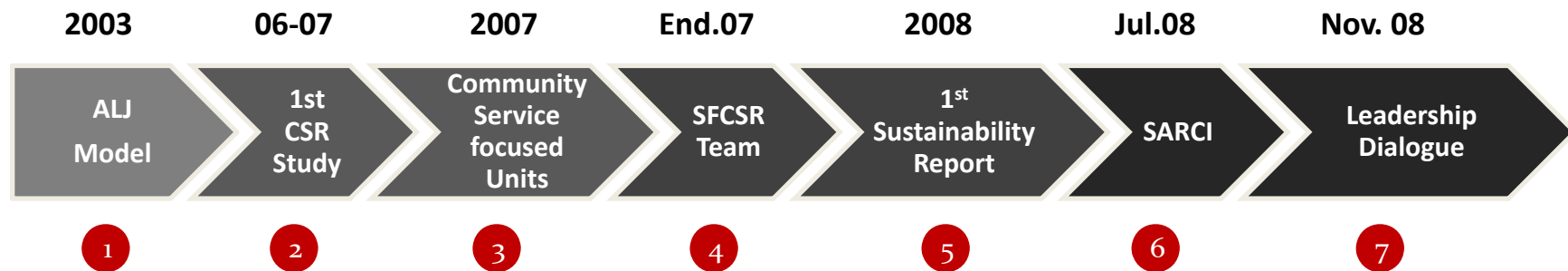
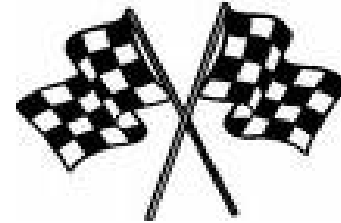
CSR in the **Saudi** Context

Asya Al Ashaikh

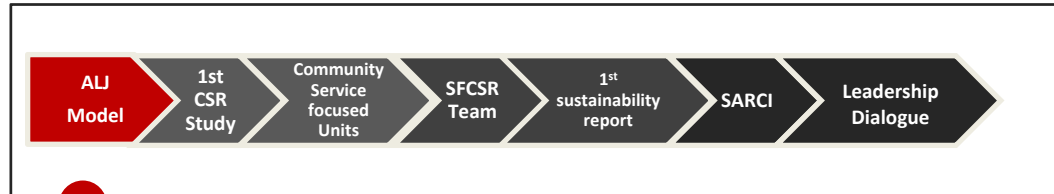
Tamkeen Sustainability Advisors
CGR Forum – Amman 2nd - 4th November 09

Chronology and Mapping

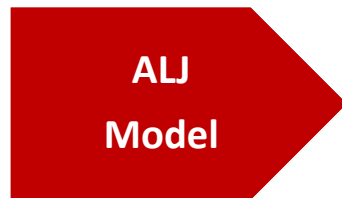
7 Pit Stops



Chronology and Mapping



1



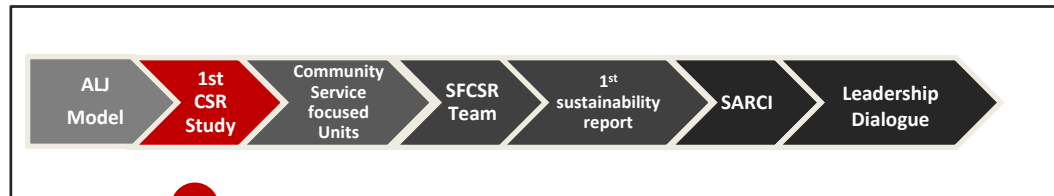
Strengths

- Successful and smart model of community service
- Change in the perception of community service (From uncommunicated act of charity -- More strategic philanthropy)

Weaknesses

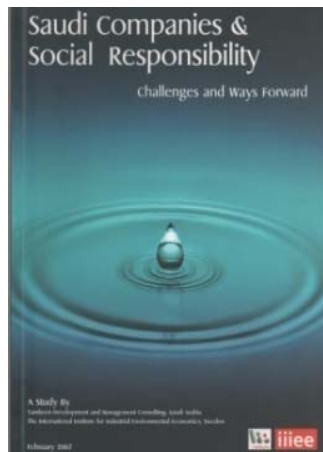
- Not all programs are sustainable
- No impact measure on society

Chronology and Mapping



2

First CSR Study By Tamkeen



Key Findings

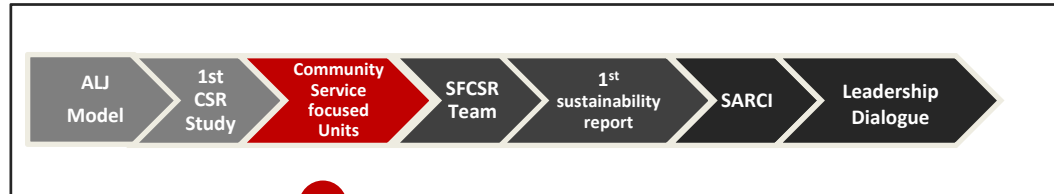
- Lack of systemic efforts
- Lack of reporting of activities and contributions at the company level
- Lack of recognition of the adverse impacts of business activities on the environment and health

Impact

- Accelerated spreading out the term “CSR”
- Increased media coverage
- Growing interest in CSR at the corporate level

To examine closely the level of understanding and the spread of the concept of CSR within the corporate sector and to highlight opportunities

Chronology and Mapping



3

Community Service focused Units

- NCB
- DALLAH
- ALBARAKA
- ARAMCO
- SABIC
- More banks...

Challenges

- Limiting interpretation of the concept and confining it in a narrow circle
- The effectiveness of the community service programs themselves being at stake (ad-hoc)
- The mismatch between the national priorities and the community service initiatives

Today, most of those companies have grown their departments to CSR rather than Community Service and are looking to work on strategic sustainable initiatives

Chronology and Mapping



4

Sultan foundation
CSR team & the
Riyadh CSR Team



Team

The Sultan Foundation, and main CSR players from the public and private sectors (as founding members)

Today, the team is still meeting but in close cooperation and coordination with the Riyadh CSR team established by the RCCI

Chronology and Mapping



5

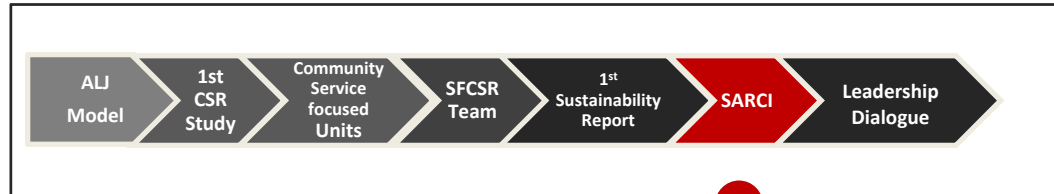
**The First
Sustainability
Report**



About

- NCB has published in 2008 its first sustainability report
- The first bank and the largest financial institution in the region to produce a GRI checked report

Chronology and Mapping



6

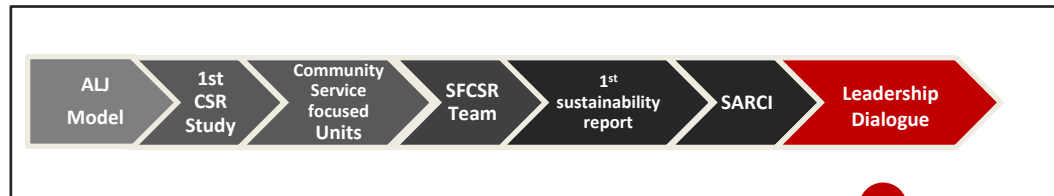
The Saudi Responsible Competitiveness Index



About

- Assessment of leading businesses' performance in Responsible Competitiveness
- Partners: SAGIA, KKF, Tamkeen and AccountAbility
- 40 companies enrolled in 2008
- King Khalid Award for Responsible Competitiveness to 3 companies (NCB, Zamil Industrial, and Al Fanar)

Chronology and Mapping



7

About

- 20 Senior representatives from Academia, local chambers of commerce, International NGOs, the Saudi government, and Saudi foundations
- First meeting in Riyadh on November 10, 2008
- Objective to bring together experts and CSR champions with local public and private influencers to share best practices and knowledge

The Leadership Dialogue

- The Harvard Kennedy School
- SAGIA
- King Khalid Foundation
- The World Bank
- UN Office for Partnerships
- OECD
- IBLF
- Tamkeen
- Chambers of Commerce

CSR in KSA Today

1

The Private Sector

2

The Public Sector

3

The Third Sector

4

Community at Large

CSR in KSA Today

1

The Private Sector

2

The Public Sector

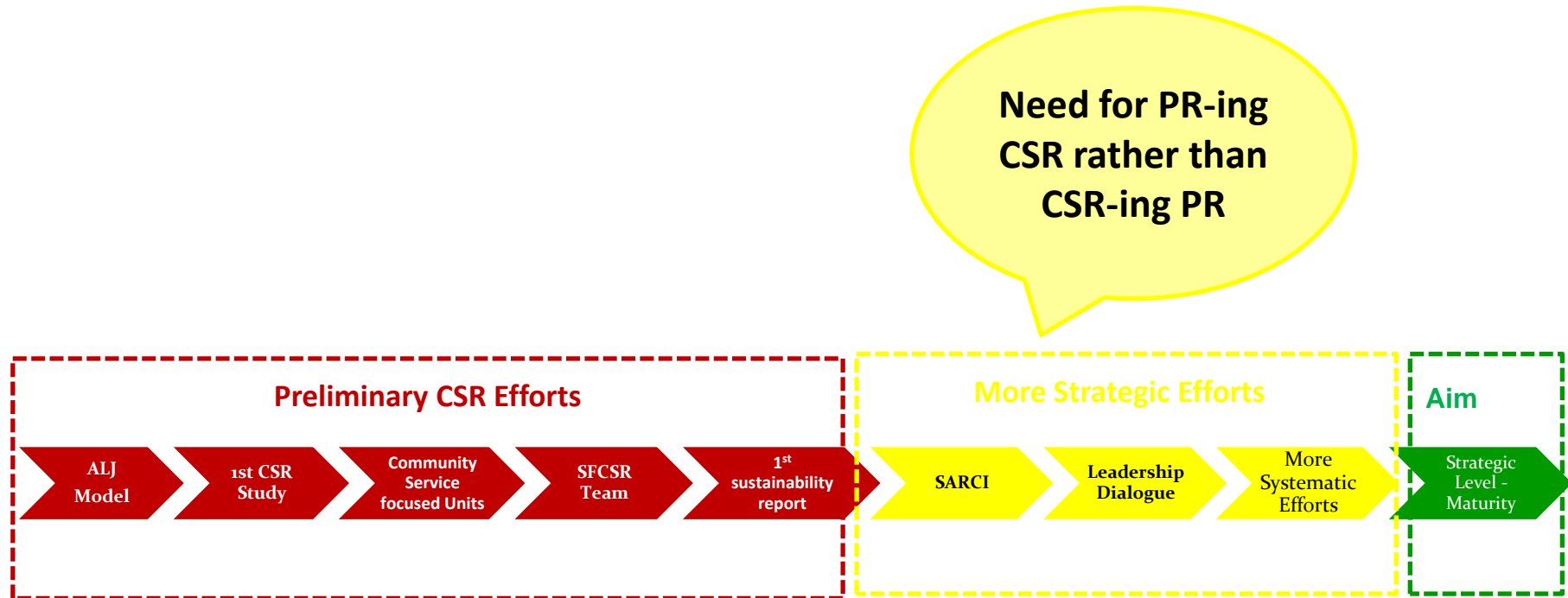
3

The Third Sector

4

Community at Large

The Private Sector



- A number of ad-hoc uncorrelated attempts and initiatives that serve different purposes
- Optimize opportunities on the CSR map and maximize the outcome for the public and private sectors. Assessment and benchmarking tools, policy analysis, and strategic recommendations, targeting all sectors of the economy.
- To move towards a strategic approach at public and private levels, from policy making and reforms to corporate CSR strategies and initiatives, in order to support the achievement of national sustainable goals, enhance the responsible business climate and reach maturity in approach to CSR

The Private Sector

Key Corporate Players

1

Family – owned holdings

2

Large Financial Institutions

3

Publicly-listed companies

CSR in KSA Today

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Community at Large

The Public Sector

“The Saudi private sector has matured and is capable of taking the lead in the development process. In fact, Saudi culture and society have placed great emphasis on self reliance and entrepreneurship. [...] Instead of following the public sector, the Saudi private sector is today capable of leading the change in economic development”



Saudi Arabia Long-Term Strategy 2025

Need for a DEFINED role

CSR in KSA Today

1

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The Third Sector

Need for an ACTIVE third Sector

The 1st Human Development Forum



CSR in KSA Today

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Community at Large

Community at Large



The level of sophistication of stakeholders' requests is undermined by the absence of media awareness, clients and consumers pressures.



Continuous evolution that is gaining speed

The Way Forward...

By End of 2012

Big Family Holdings

- Increase in establishing foundations

Big Corporations

- Adopting best practices
- Communicating these practices

SMEs

- Following the steps of big corporations
- Adopting responsible practices



Thank You!