

A blue arrow points to the right from the left edge. Below it, several thin, light green lines curve upwards and to the right, resembling blades of grass or abstract brushstrokes.

**Social Responsibility is the Core of  
Sustainable Development and A  
Nation's Success- *A Practical  
Approach***

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# What is Social Responsibility ?

**Social responsibility** is an ethical or theory that an entity, be it an organisation or individual, has an obligation to act to benefit society at large. Social responsibility is a duty every individual or organization has to perform so as to maintain a balance between the economy and the ecosystem.

**Corporate Social Responsibility** on the other hand is when Responsible businesses achieve success by going beyond what is required by law to make a positive and sustainable impact on society and the environment through their management, operations and products and through their engagement with stakeholders including employees, customers, investors, communities and suppliers

The triple bottom line- *People, Planet and Profit*

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# Social responsibility in the GCC

-  A Study of the Compatibility Between the Tenets of Islam and the UN Global Compact” reveals that there is NO substantive conflict between the 2 and that CSR in fact, has the potential to lead to a better understanding between Islam and the West”
-  Being pushed by many GCC governments but needs a more structured approach

# The Need For Sustainable Development



Corporate social responsibility (CSR) is about how businesses align their values and behaviour with the expectations and needs of stakeholders-

## “CSRnetworks”

➡ The stakeholders will include the following;

 Customers

 Investors

 Employees

 Suppliers

 Regulators

 Communities, Special interest groups, **Society as a whole**



# Points of Entry Into Nation Building

 Opportunities to engage with the community

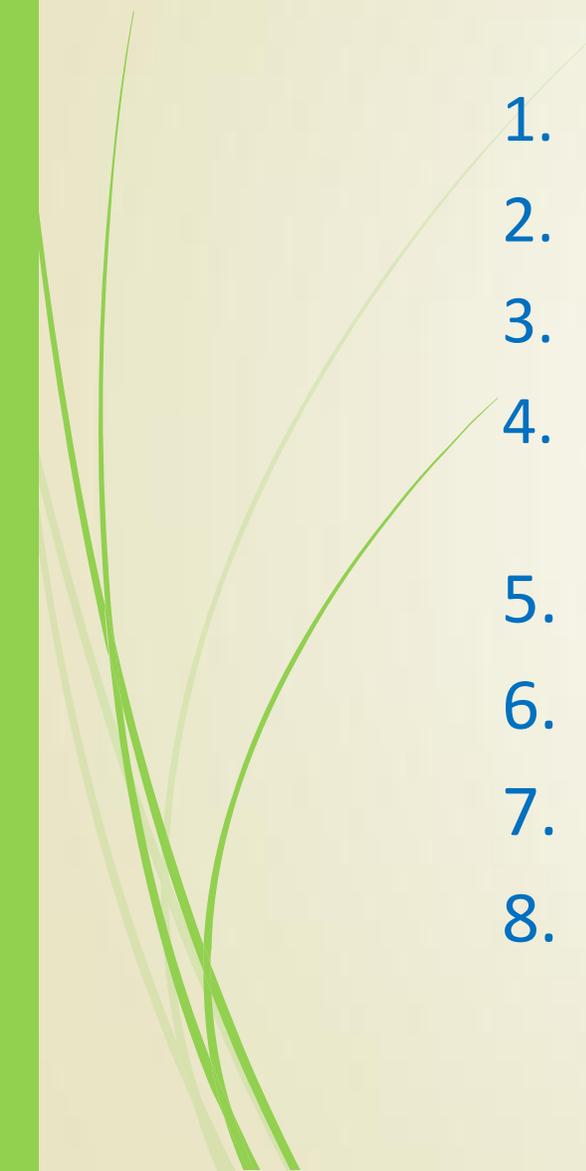
-  Community
-  Environment
-  Workplace
-  Marketplace

**➔ Moving to Community Investment!**

**➔ Looking for SROI**

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# The motives for SROI ?

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- Several thin, curved green lines of varying lengths and shades (from light to dark green) originate from the left side of the slide and sweep across the background, adding a decorative, organic feel.
1. Because of a sense of moral and social obligation
  2. Society expects a better Social program with higher impact
  3. Because of vulnerability to societal criticism – MEDIA
  4. A ‘healthy’ and aware community means a successful nation with better buying power.
  5. Stronger corporate image
  6. Reduced costs in the long run
  7. Better retention of staff
  8. Improved customer loyalty

# NGOs in United Arab Emirates

- ▶ In the UAE, NGOs are created for public welfare.
- ▶ Legal Framework
  - ▶ The Federal Law No. (2) of 2008 in respect of National Societies and Associations of Public Welfare defines and provides the framework for public welfare organisations operating within the UAE.
- ▶ The primary regulator of public welfare organisations is the Ministry of Labour and Social Affairs.
- ▶ Dept. of Islamic Affairs and Charitable Activities provides licences to those organisations operating in Dubai only AFTER approval of MLSA
- ▶ Just about 200 NGOs established



# Examples: Developing a Nation's Success



## **Possibilities of Corporate Community Engagement are restricted only by imagination;**

-  Volunteering in local third sector organisations
-  Mentoring students
-  Creating or sponsoring current public value programs
  -  The 3 R's
  -  Road safety
  -  Inclusion of the disabled community into mainstream
-  Financial donations
-  Material donations

# Some real life examples

-  TNT- Logistics and WFP
-  Microsoft – Innovative teachers program
-  Henkel-SA – Recycling with Carrefour
-  S.S Lootah Group- Green Procurement
-  Bodyshop- No animal testing

# Starting Your Responsibility



Step 1

Step 2

Step 3

Step 4

Looking at  
your  
strengths

Picking the  
right  
partner

Developing  
a  
relationship

Assess

- Vision, mission & Values
- Long term & short term goals
- How can it be linked to Community development

- Legal mandates & guidelines
- Which partner NGO or community fits you best
- Appropriating the right resources

- Develop the relationship criteria
- Create a PA

- Monitor the program
- Do an evaluation on project output, outcome and impact



# Strategic Planning



- ❑ Formulating/refining the mission & vision of public program in line with your own company
  
- ❑ Situation Analysis
  - Regulations
  - Market (customers, donors etc.)
  - Competition (CSR projects)
  - Trends
  
- ❑ Internal & External analysis to decide strategy
  - Internal
    - SWOT
  - External
    - PEST



# Transparency

- ❑ Documenting the mission & vision of the organisation
  - To help organisations to evaluate & consider
- ❑ Goal identification & strategies to operate
  - To create the overall framework for activities
- ❑ Awareness & perception building activities
  - Channels to promote
  - Stakeholder engagement
- ❑ Reporting practices
  - Financials
  - Narrative
  - Periodic
- ❑ Identifying competencies
  - Based on previous alliances & projects
  - To analyse efficiencies



Thank You

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