



Leading Organisational Growth, Driving Community Development
And Building Business Sustainability Through CSR
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Dr. R. L. Bhatia, Founder, World CSR Day

Ibrahim Al-Zubi, Head of CSR, Majid Al Futtaim Properties brings with him over Fifteen years of experience in Sustainability and CSR. Having coordinated and initiated numerous environmental projects/campaigns in the MENA region as well as internationally, Ibrahim works closely with the United Nations Environment Programme (UNEP). He recently presented on "Why is CSR critical to Business Sustainability & Growth? How making an impact on the community can impact your bottom-line?" at the 9th CSR Summit 2012 at Dubai. Dr R L Bhatia, Founder, World CSR Day posted a few questions to him.

1. Are Great CSR Practices Sustainable? If so, why...?

Yes of course, it makes sense for the business; it helps in cost saving, long-term profitability, helps in maintaining brand reputation, it gives license to operate and part of the corporate citizenship.

2. Why do CSR efforts fail to make an impact at times? And what is it that organizations or individuals could do to make these efforts successful and sustainable?

They don't fail all the time, CSR has to have long term strategic policy and built within the DNA of the company, this will take time. Although having a CSR policy as itself is a huge impact.

3. What should be the constituents of a good CSR Practice?

Part of the Company's DNA, policy, measurable KPIs and tangible targets and makes sense for the business.

4. How according to you can the impact of a great CSR Practice is majored?

ROI, staff satisfaction survey and Customers feedback

5. Organizations with Conscience VS Organization for Profit - how will they impact the business strategy and vision?

Why not both at the same time!

6. CSR is not a marketing tool, but yet organizations are using as a marketing tool - Your suggestion and comments.

It should not be the main marketing tool, but using it sometime may help in CSR competitiveness between companies.

7. How can organization define the vision for CSR?

Through the company's vision and having a clear CSR policy and annual targets

8. Sustainability for the Future VS Sustainability Today? How would it impact the businesses to derive value?

They are part of each other!



Ibrahim Al-Zubi
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