

Press Release – March 22nd, 2012

Responsible Business: A New Magazine Specialized in Corporate Social Responsibility

CSR Lebanon is excited to announce the launch of Responsible Business[™] Quarterly Magazine, a specialized publication for Corporate Social Responsibility and Sustainable Business in Lebanon and the Middle East.

The magazine is proud to have CSR expert Rosamund Thomas as the Editor-In-Chief. Ms. Thomas currently serves as the Director of Centre for Business and Public Sector Ethics at Cambridge. Her stellar credentials include a PhD and a post-doctorate degree from Harvard University, a research fellowship at Cambridge University, and a teaching position at the London School of Economics.

The Responsible Business team is comprised of local and international journalists with a growing list of correspondents spanning the globe from New York, to London, to the Middle East.

This first edition features a cover story on the current state of CSR in Lebanon as well as exclusive in-depth coverage of the 2nd annual CSR LEBANON Forum, a series of lectures and workshop on the social risks of the banking and finance sectors in the Middle East. The issue also provides insight on the varying definitions of CSR and highlights the coming trends in 2012. It also includes the ranking of the world's best 100 sustainable companies and presents case studies from Lebanon and the region.

"The magazine seeks to bridge the gap between international and local corporations, NGO's, civil society, academic institutions, and policy makers by providing a platform for communication and collaboration on CSR challenges, developments, and strategies," Khaled Kassar, the magazine's publisher said.

"The Responsible Business Quarterly Review is not another collection of press releases and photo-ops. RB will take a critical look at the business practices of companies in the region to separate the CSR 'green washers' from the 'benchmarkers'. Topics will focus on environmental and social issues, as well as the possibilities of sustainable business practices ranging from renewable energy to stakeholder integration in the decision making process and the commitment of corporations to the communities they work in," he added.

The publication is printed on 100% eco-friendly FSC certified chlorine free, bio-degradable paper (40% post-consumer certified FSC fiber, 55% environmentally friendly FSC fiber, and 5% cotton) which provides a matte finish for a more comfortable reading experience while proving the publication's commitment to the advocacy of sustainable business practices in the Middle East.

Responsible Business is now available in all bookstores in Lebanon and the Middle East.