

SUSTAINABLE & GREEN BANKING; KEY THEMES IN REGIONAL CSR MAGAZINE

Responsible Business Quarterly Review releases second issue with special focus on CSR in the region and features in-depth international perspectives

Beirut, Lebanon – May 3, 2012 – Responsible Business Quarterly Review, the first specialized magazine in the Arab world supporting the growing CSR and corporate sustainability dialogue in the region, has today announced the release of its second issue. The magazine aims to broaden and deepen the understanding of CSR by covering the latest CSR stories, trends, initiatives, reports and expert viewpoints.

The second issue focuses on Green Banking under the title, “Sustainable Banking: Industry Game Changer or Marketing Hook?” aimed at examining sustainable strategies and available green products in the regional market. The special feature covers green banking case studies and reports from the region and includes expert interviews to further provide insight into leading banks’ know-how about sustainability.

In addition to the featured story, this issue also outlines CSR developments in the cement industry in Lebanon and the region, paying close attention to current practices in promoting sustainable policy application; the challenges of the packaging industry and its supply chain processes; the impact of greenwashing and the role of communication ; transformational leadership’s influence on brand corporate culture, the Arab green economy ahead of the Rio +20 Summit, the gap between global headquarter vision and local subsidiary implementation, the importance of transparency and accountability in public-private partnerships, stakeholder management in the field of CSR and how companies like Henkel, IBM, CISCO and many more are fostering a sustainable culture.

“Responsible Business Quarterly Review is committed to providing our readers with key concepts, major themes and trends concerned with CSR in Lebanon and the region,” said Mr. Khaled Kassar, Publisher of Responsible Business. “Through our in-depth coverage of global CSR issues and interviews that cover matters most relevant to our global economy, our publication strives to provide a magazine that is both informative and educational.”

Kassar added, “A number of corporations today are engaging in campaigns disguised as CSR publicity stunts which eclipse the efforts by those making a real difference in the community. Effectively, it is the pioneers of social change who warrant this credibility and companies are beginning to reach out to actively implement CSR initiatives through these strategic channels.”

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, and the Middle East.

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), 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 across the Middle East.

About CSR Lebanon

CSR LEBANON S.A.R.L is an independent consulting firm aiming to raise awareness about Corporate Social Responsibility and to enhance CSR dialogue in Lebanon and the Middle East region.

Through consultancy, research, communication strategies, events, and regional media platform, we pave the way to a better understanding of the CSR concept among the public and private sectors, and Civil Society Organizations (CSOs), striving towards a National CSR Strategy.

CSR LEBANON is devoted to improving relationships between corporations and the society, with the support of leading business figures, business associations, governmental institutions, academics, media, CSOs, and international organizations.

The Quarterly Review, Responsible Business[™], is a comprehensive platform for international and regional corporations, NGOs, academics, civil society and policy makers to discuss, inform and share their experiences in the CSR field.