

## Participate in the region's biggest Executive CSR survey!

**- Second annual CSR Survey exploring executive views in the Middle East now open -**

05 May 2010, Dubai – Following the great interest in last year's inaugural CSR survey, Sustainability Advisory Group together with IIR ME are now conducting the second survey exploring executive views on corporate responsibility and sustainability in the Middle East.

This year's survey follows the success of the largest CSR analysis ever conducted in the Middle East and is again conducted in preparation to the 7<sup>th</sup> CSR Summit taking place in Dubai from 30 May to 3 June 2010.

The survey is relevant for both private and public organisations regardless of size or sector and will only take a few minutes to complete.

To participate go to <http://www.surveymonkey.com/s/GCBYWXJ>. Results will be discussed at the CSR Summit and made available to survey respondents. The survey will close on 24 May.

Commenting on the 2010 survey, Maria Sillanpaa – Founding Director of Sustainability Advisory Group said:

*"We are – once again – excited about this survey. Last year's exercise was a great success and provided interesting and valuable insights into how Middle Eastern executives perceive their corporate responsibilities and how related issues were being managed within their organisations. This year, we especially look forward to being able to see how attitudes might have changed and CSR programmes evolved over the period."*

We really look forward to an active response from all types of organisations and hope you will find it worth a few moments of your time – as one participant commented last year: *"This was a very interesting exercise – it only took me a short while but I actually feel like I learned something by completing a survey. It made me think about CSR in a different light!"*

ENDS

Notes:

- Last year's high-level survey results are available at [http://www.sustainabilityadvisory.net/cms/index.php?page=keep\\_in\\_touch#28](http://www.sustainabilityadvisory.net/cms/index.php?page=keep_in_touch#28). For further details on the results please send an email to [info@sustainabilityadvisory.net](mailto:info@sustainabilityadvisory.net).

### **About Sustainability Advisory Group**

Sustainability Advisory Group is a leading international alliance of sustainability strategists and specialists. We have access to a wide range of proven specialists with diverse backgrounds and skills. This combined with our robust understanding of business realities means that we offer our clients a winning package of innovative yet practical and cost effective strategies and programmes for action. Our network spans from Australia and Asia to the Middle East and from Europe to the United States and Africa. We have a strong hub of professionals based in the Middle East and have been active in the region for three years.

We excel at making the connection between sustainability and what it means for business. We have helped literally hundreds of organisations realise the benefits of integrating corporate responsibility and sustainability into their business.

### **For more information, please contact:**

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