



BUSINESS 4 A CAUSE

JORDAN 2017

FINAL REPORT

Organized by



In partnership with



الجامعة الألمانية الأردنية
German Jordanian University

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CONTENT

Welcome Note

CSR Al Ahli Holding Group CEO

CSR Al Ahli Holding Group Division Director

Introduction

CSR Al Ahli Holding Group

Jordan German University

Business for a Cause report

Overview

Program Outlines

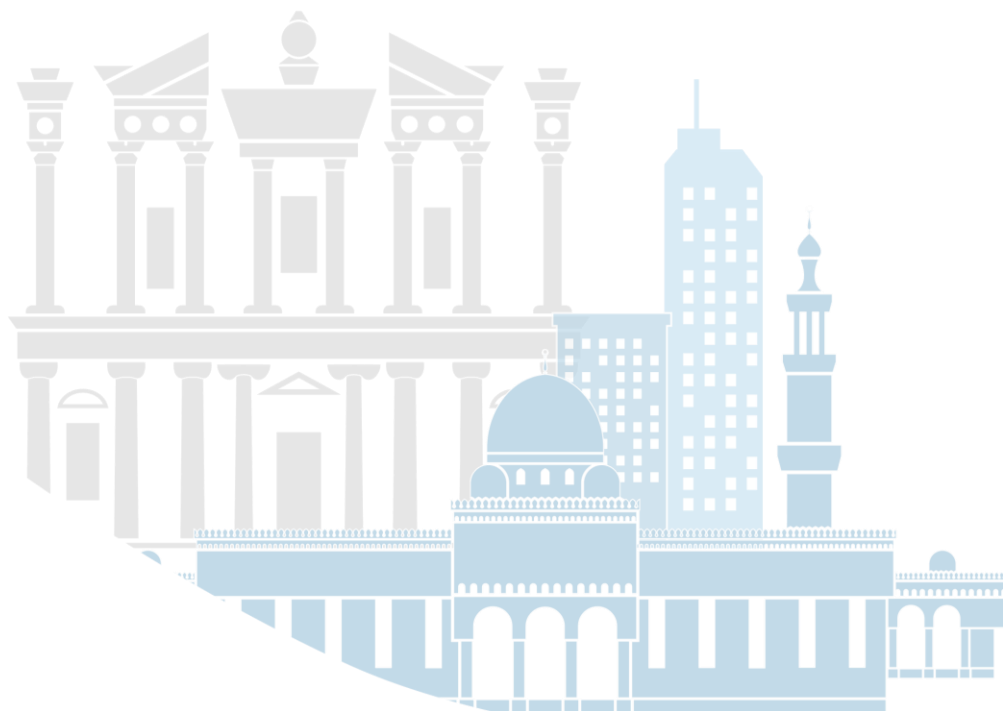
The Outcome

Team Projects

Testimonials

Event Photos

Sessions evaluation





WELCOME NOTE FROM MOHAMMAD KHAMMAS, CEO AL AHLI HOLDING GROUP

"As UAE President Highness Sheikh bin Zayed Al Nahyan declared 2017" 'The Year of Giving' to promote the culture to giving back to the community, we are proud to bring Business for a Cause to Jordan in the same spirit. Al Ahli Holding group has had the privilege of investing in Arab and global youth for over a decade and we have seen how social entrepreneurship is an empowering tool for young people to bring positive change to their communities become job providers and socially responsible business leaders".





WELCOME NOTE FROM LINA HOURANI, CSR DIVISION DIRECTOR

It makes us proud to see Jordanians participants from 6 different universities together in one room sharing the same dream – to build a better future with their careers and contribute to society.

The program was designed 11 years ago to inspire youth to be active part of their own society and to create opportunities from surrounding problems. Positive thinking and hunting concrete chances to build were outstanding parts of this program. It also makes me proud to see so many Jordanians, Arabic and international hands joined voluntarily to build this success. We look forward to taking the theoretical business ideas of the winning teams to jump-start their business. CSR Al Ahli group has been committed to this mission in 15 countries – proudly for the fourth time in Jordan.





ABOUT CSR AL AHLI HOLDING GROUP

Founded in 2008, the corporation social responsibility (CSR) division aims to develop professional youth by building their skills and widening their horizons and exposure. Through our CSR initiative, we aim to help them develop full capacity in entrepreneurship skills, to compete and lead at national and international business levels.

Believing in the power of partnership and collaboration, the CSR division joined hands with different organizations including government and non-government to create the business leaders for tomorrow.

Our mission

Our mission is to build a well-developed and professional young Arab generation, who can compete and lead in the national and international business markets.

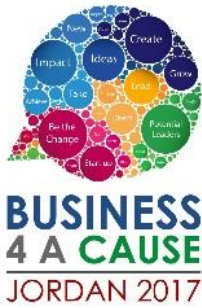
This mission is carried out through developing the Emirati and Arab youth by building their entrepreneurship skills through initiatives that will broaden their horizons and exposure, as well as programs that will support and heavily encourage their development of interpersonal and business skills.



ABOUT THE JORDAN GERMAN UNIVERSITY

The German-Jordanian University (GJU) is a public, comprehensive university devoted to academic distinction in teaching, research and community services. The conduct of research, scholarship and creative activities is at the core of the university, including multiple mission of education, service and outreach to the nation, the region and beyond. GJU is committed to advancing Jordan and the region through the benefits of higher education, offering undergraduate, masters and PHD programs as well as a variety of outreach and vocational training program.

GJU aspires to become one of the region's leading universities and to be highly regarded for its learning and teaching excellence, focused research and enterprise, multiculturalism and effective engagement with the community.



ABOUT BUSINESS FOR A CAUSE

Business for a Cause Jordan 2017, took a place on September 14th - September 16th. Organized by CSR Al Ahli Group in collaboration with Jordan German University at KPMG academy in Amman, Jordan. 17 participants from varying from different universities and faculty participated.

The three-day conference and workshop which covered project planning, business strategy, innovation and social impact established the basis for information sharing and networking among the participants and relevant members from the private sector who can support their growth.

Participants divided into teams to be mentored over a period of five weeks, at the end of which the shall present their business models to a jury panel.

Business for a Cause objectives:

- Raise the awareness of social entrepreneurship.
- Promote social entrepreneurship as a viable career option.
- Build foundation of knowledge of how to start a social enterprise.
- Inspire youth to become active social entrepreneurs.
- Create a network of social entrepreneurs.

Business for a Cause benefits:

- It helps create a new generation of social entrepreneurs.
- It helps the youth positively engage with communities by creating business the tackle different societal problems.
- Guides the participants in developing sustainable businesses that will positively contribute to their society while helping them generate income.
- Creates new job opportunity.

PARTICIPANTS LIST

Participants	University
Aya Al Hadedi	University of Jordan
Mais Al Hadedi	University of Jordan
Banan Bataineh	University of Jordan
Suad Abu Hantash	Australian National University
Ahmad D'aja	The Hashemite University
Mohammad D'aja	Al Ahliyya Amman University
Alanood Musa	Petra University
Heba Al dmiree	Petra University
Laith Mohammad	Petra University
Ranad Al hijazin	Petra University
Silvia Rantissi	Petra University
Batool Chamali	Petra University
Faten al khateeb	Petra University
Ward saber	Petra University
Sana Ayman	Petra University
Rawand saber	Petra University
Ahmad Abu resh	Jordan German University



AGENDA

Day	Topic	Trainer
Thursday 14 September 5 - 8 PM	Introduction CSR Al Ahli Pre-program evaluation	Lina Hourani Jessica Roberts
	US AID Funding opportunities and highlighting social needs and economic development opportunities.	Rashad Bibars Yasmin Halaseh
	Group working/ brainstorming	
Friday 15 September 1 - 6 PM	Introduce CSR Al Ahli program Business for A Cause	Lina Hourani
	Business Planning/ Business Strategy Effective Pitching Team Building Dividing into groups Finalizing business ideas Innovation and social impact Measuring SROI Budgeting	Andre Abi Awad
Saturday 16 September 1 - 6 PM	Developing your idea Group work in teams	Lina Hourani
	Presentation by final teams/ approval/feedback Press conference CLOSING	Andre Abi Awad

THE OUTCOME

During the workshop, the 17 participants were divided into 6 groups, this creating 6 social business ideas that were developed and formed throughout the program.

6 PROJECTS

Team 1: Dal Project



- Dal is a telepsychology application tailored specifically to provide support and psychological treatment.
- Dal Application focuses on all Arabic speaking patients and Arab speaking refugees all over the world.
- Team member (Ahmad Abu Reesh)

Team 2: Shams el Nesa'



- Giving the women in small villages a new experience by providing them a handcraft job. Including the photography skills and manufacturing of wax & soap.
- Team members (Silvia Rantesi, Rand Hijazi and Batool chamali)

Team 3: Foursati



- Providing jobs, internships and free courses for fresh graduates and university students which contributes to reduce unemployment rate in communities and increase students' skills and knowledge in labor market.
- Team members (Laith Qesse, Anood Musa, Heba Dimree and Faten Alkhateeb)

Team 4: Recycling



- Recyclable waste collection platform to reduce solid wastes and harmful chemicals.
- Team members (Rawand Saber, Sana' and Ward Saber)

Team 5: Bustan Jedi

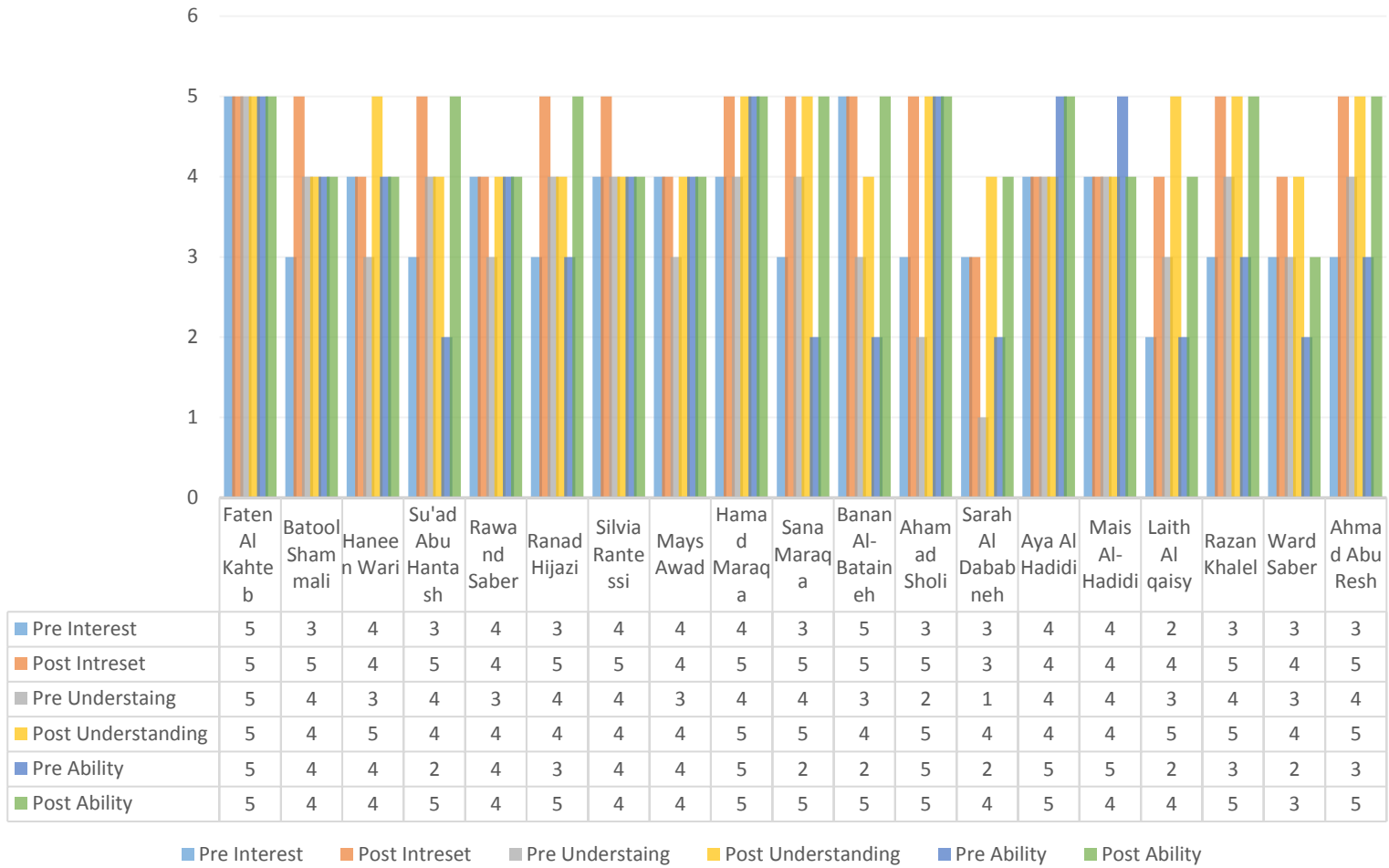
- Explore culture, traditions, nature and lifestyle Al-salt city.
- Team members (Aya Hadedi and Mais Hadedi)

Team 6: Jordan Nights

- Experience the integration into Jordanians civilization and learn about customs and traditions of region and learning handicrafts.
- Team members (Ahmad D'aja, Mohammad D'aja and Su'ad)

PROGRAM IMPACT EVALUATION

Business for a Cause Final Results





During the session with Ms. Lina Hourani – CSR Division Director



Group Working – Building business ideas



During the team building session with Mr. Andre Abi Awad



Group picture of some participants in Dividing into groups



During the Session of Ms. Yasmeen Halaseh Group working and brain storming



Group picture with the participants



Group picture with Mr. Rashad Bibars from USAID and Ms. Lina Hourani, CSR Division Director, after the session.



During the session for the social need and economic development



During the session of Mr. Andre Abi Awad Business planning



CSR Al Ahli Team with some participants



During the Session of Mr. Andre Abi Awad Business strategy