14th Edition



# BUILDING A SUSTAINABLE FUTURE



# **CSR IN ACTION JORDAN 2017**

# January 8 - 15, 2017

# **Building A Sustainable Future**

An initiative to enhance effective CSR practices and social entrepreneurship among practitioners and youth

Designed and Organized by



قسم المسؤولية الإجتماعية **لمجموعة الأهلي القابضة** A Division of **Al Ahli Holding Group** 

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#### Welcome Note from Al Ahli Holding Group CEO

Awareness of sustainability and corporate responsibility as a vital business practice is growing signi cantly in the world. However, this awareness has not yet spread e ectively across all parts of the region.

Social entrepreneurship has been developed globally as an empowering tool for youth to impact change in their local community; the bottom line for a successful career has changed from income, to one's ability to impact positive change in the society.

Starting in the United Arab Emirates, we directed our programs and initiatives towards the development of CSR practices and youth entrepreneurship.

Today, and with the help and support of socially committed partners, we succeeded in creating a unique initiative that will help you create new sustainable CSR projects and social enterprises.



Mohammed Khammas, CEO, Al Ahli Holding Group UAE







# Thank You Note by CSR Division Director

We, at Al Ahli Holding Group are extremely proud of how successful this program has been in developing and enhancing the practice and awareness and understanding of CSR among both practitioners and students in the region.

I would like to express my gratitude to every partner, trainer, speaker, mentor, judge, and participant, and last but not least, to every member of the team of supporters and staff that contributed to the implementation of this program.

Ms. Lina Hourani Division Director CSR Al Ahli Holding Group







CSR AI Ahli is a division of AI Ahli Holding Group found in 2008. The division aims to develop professional Arab youth by building their skills and widening their horizons and exposure.

Through our CSR initiatives, we aim to help them develop full capacity in entrepreneurship skills in order to compete and lead at national and international business levels. Believing in the power of partnership and collaboration, the CSR Division joins hands with different organizations including government and non-government to create the business leaders of tomorrow.

CSR AI Ahli has initiated many successful high quality programs with partners across sectors around the globe in countries such as Lebanon, Jordan, Argentina, UK, Columbia, Brazil, South Africa, Zambia, Chili, France, Greece, and Trinidad. Through these initiatives, we pride ourselves to be part of leading organizations that narrow the gap between UAE and other countries while building a worldwide network of young business leaders.

#### **GOALS & OBJECTIVES**

- Help shape the CSR and sustainability divisions within the private sector, government and community development authorities and make them more responsive to community needs.
- Enhance knowledge, awareness and understanding of CSR practices among Arab university students and CSR practitioners in the Arab world.
- Build the participants' capacity in developing new sustainable social enterprises and CSR projects that will positively contribute to their society, university and CSR divisions in private sector.





The German-Jordanian University (GJU) is a public university located in Mushaqar. It was founded in 2005 by a Royal Decree, in accordance with a memorandum of understanding reached between the Ministry of Higher Education and Scientific Research of the Hashemite Kingdom of Jordan and the Federal Ministry of Education and Research of the Federal Republic of Germany. In August 2004, a founding committee began up its activities in Jordan. The committee was in close cooperation with the Ministry of Higher Education and Scientific Research. At the same time, the German planning office opened at the University of Magdeburg-Stendal in close cooperation with the Federal Ministry of Education and Research BMBF and the German Academic Exchange Services DAAD, which funded the university project for a period of four years.

The University's focus is on providing undergraduate and graduate programs of the highest quality. We offer over 20 programs, with a student body of around 5,000, drawn predominantly from Jordan, but also including international students. We take pride in our student-centered environment for learning and believe that quality education is founded upon close associations between faculty and students.

GJU is linked with many other universities through bilateral agreements for cooperation, collaboration, and exchange of faculty members and students. These include Arab universities in the region, as well as European, North American, and Asian universities.







Established in 1996 in the Hashemite Kingdom of Jordan, Primus is a regional company and market leader with a specialized focus on software solutions, consultancy and infrastructure services.

Primus employs outstandingly talented people who are up-to date with new technologies and software programming. The company spans the region with offices in USA, Bahrain, Palestine, Iraq, Egypt and Saudi Arabia; in addition to representational offices in Qatar, Kuwait and Lebanon.

www.primus.com.jo





### WHAT IS CSR IN ACTION?

The CSR in Action is an initiative set to develop and enhance the practice and awareness of CSR activities among practitioners and simultaneously augment student conceptual understanding.

Through capacity building mechanisms, the program aims at engaging the private sector, academia, and Government entities in formulating strategies that are more responsive to community needs.

#### **OVERVIEW**

Building on the highly successful 2011 program in UAE and the subsequent additions in Lebanon, UK and Jordan, CSR in Action 2017 will return to the Jordan engaging 25 participants, from the German Jordanian University, taking place in January 2017.

Since its inception in 2011 in UAE, CSR in Action has been a highly successful initiative from AI Ahli Holding Group CSR.

This exciting edition opens an excellent opportunity for partnerships from across business sectors.

Efforts to break down barriers such as cultures, ethnicity, religion, and race, to name a few from a business perspective, CSR in Action Jordan 2017 opens a door for business communities to join the efforts while enjoying the CSR recognition and getting a hand into the emerging Arab markets.









### **Program Outline**

CSR in Action Jordan 2017 with its 14th cycle took place on January 8th – 15th. Organized by CSR Al Ahli Group in collaboration with the German Jordanian University in Madaba, with the attendance of 32 participants varying from different universities in Jordan and 18 distinguished speakers and trainers from different backgrounds.







## **Program Outline**

During the 8 days the students underwent intensive training that consisted of speakers session, interactive and engaging training sessions, Q&A sessions from diverse trainers and speakers covering the fundamental aspects of building a social business, as per the below table:

Speakers & Sessions			
Session	Speaker		
Understanding the CSR Concept	Raji Hattar		
	Raji Hattar		
Panel (The Concept of CSR)	Reem Hashisho		
	Ghada Sawalha		
Understanding Social	Rabeei Zureiqat		
Entrepreneurship			
Project Management	Khaled Abu Baker		
Creativity & Innovation	Jameel Sarraj		
Ideation			
Designing Your Creative Idea			
CSR Case Study (Jordan River	Riyad Shammout		
Foundation)			
Team building	Sana Al Salim		
Project Modeling	Andre Abi Awad		
Social Media	Zayna Al Hamarneh		
Intellectual Property	Mohammad Al Majali		
How Technology can boost your	Emad Al Fares		
social impact (Microsoft)			
Branding & Marketing	Rajai Haddad		
Social Impact Measurement	Alaa Al Saifi		
Fundraising	Dirar Ghanim		
Proposal Writing	Lamia Dabbas		
Motivational Speech	Amjad Al Aryan		
CSR Case Study (Nuqul Group)	Yazan Majaj		





Judges		
Name	Title	
Marwan Juma	CEO & Founder, Kinz and dot.jo	
Marwan Nuqul	Board member, Nuqul Group	
Amani Abi Hlal	Senior VP for Corporate Affairs &	
	Communication, Pharmacy One	
Mudieb Haddad	_	
Ghada Sawalha	Head of Social Corporate Responsibility	
	- Jordan Ahli Bank	

Mentors		
Name	Title	
Rajaie Haddad	Digital Marketing Expert - Umniah Telecommunication	
Zayna Al Hamaraneh	Co-Founder & CEO of MODE Marketing & PR	
Reem Hashisho	CSR Management Advisor - Fine Hygienic Holding	





### **Participants**



Eliana Sawalha Age: 22 Year: 4th



Tariq Abu Alrub Age: 22 Year: 4th



Dareen Abu Ghoush Age: 22 Year:4th



Ahmad Alshattel Age: 23 Year: 4th



Joumana Malas Age: 20 Year: 3rd



Farah Al-Zu'bi Age: 20 Year: 3rd







Zaid Mubaydin Age: 26 Year: 5th



Farah Al-Yousef Age: 21 Year: 4th



Farah Sharaf Age: 21 Year: 4th



Sara Haha Age: 20 Year: 2nd



Baha Alsarairah Age: 23 Year: 4th



Zain Abu Atiyeh Age: 20 Year: 2nd







Rama Al Qudah Age: 22 Year: 4th



Tala Hamarneh Age: 20 Year: 2nd



Issa Hamarneh Age: 20 Year: 2nd



Mariam Nino Age: 20 Year: 2nd



Dima Hijazeen Age: 20 Year: 2nd



Lorine Haddadin Age: 20 3rd Year





Tala Abughoush Age: 23 Year: 5th



Zaid Farkouh Age: 23 Year: 3rd



Sa'ed Haddadin Age: 30



Saleem Dabouqi Age: 20 3rd Year



Sama Abu Ghoush Age: 21 3rd Year



Tareq Abdalla 23 Years



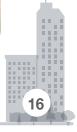
Saja Badran Age: 20 Year: 3rd



Rawan Abu Tair Age: 20



Ahmad Bukhari Age: 23





## The Outcome

During the workshop the 32 participants were divided into 10 groups, thus creating 10 social business ideas that were developed and formed throughout the program, of which were presented at the last day to a jury panel of 5 judges from different sectors to be assessed and advised on the next steps in the following -2month phase (Business Planning and piloting).

The 10 projects are:

# 1 Shades of Siyagha

Shades of Siyagha is a self-sustained motel located in the area of Siyagha in Madaba. It aims to empower the local community, endorse tourism and introduce environmentally-friendly attitudes in the area. This project is



built to revive the area of Siyagha through employment opportunities in the areas of tourism, agriculture and hospitality services. It also creates an environmentally friendly attitude within the culture.

# 2 Wisdom Club

The Wisdom club supports the senior community and provides them with daily activities and opportunities to interact within a stimulating environment, as well as empowers the unemployed sector of society.





# 3 Tasheh

Tasheh is an experience that blends volunteering and tourism, providing a way to discover Jordan and play important role in the local community development.



### 4 BuildPalestine

BuildPalestine is a crowdfunding platform for social impact projects that aims to do just this. Each project on our platform is vetted and we track the impact to share

dfunding projects s. Each s vetted to share **Builpalestine** *beta* 

with supporters. BuildPalestine aims to be the go-to source when anyone around the world asks, "How can I help Palestine?"

# 5 Wasleh

Wasleh is aiming at implementing Jordanian culture in the youth by creating events that allows them to interact with Jordanian culture in a fun environment that consists of guided trips, sittings with local Madaba communities and cultural evenings



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# 6 AeroJo

The project would provide high production rate of herbs that would provide the pharmaceutical industry with raw material to produce drugs derived from plants.

Aeroponic provide the means and technology for pesticide free, clean environment, and a higher growth rate than any other agricultural method.



Group of entrepreneurs with a social responsibility of protecting teens from career exploitation and enhancing the image of 'cultural defect' by training them and providing the community with clean modern, environmentally friendly vocational services and products.





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### **Project Requirements**

#### Milestones & Final Presentation Requirements

#### Business Overview

- · Business Description
- · Mission & Vision
- · Value Proposition
- Product & Services
- · Business Strategy
- · Team (their skills and roles in the business)
- · Social Return On Investment (SROI)

#### Market Research

- Market Analysis
- Market Trends
- Your Competition
- · SWOT Analysis
- · You Target Audience & Market Size

#### **Business Model**

- Revenue Streams
- Business Model Canvas

Feasibility Study & Financial Projection

· Income Statement

#### Marketing & Action Plans

- Marketing Plan
- Action Plan (Action Plan & Timeline)

#### **Piloting Phase**

To tryout your service or product and take it live

Executive Summery

Final brief of the company and why should investors remember you? Why should they invest?

Submitting Final Business Plar

Presenting Final Business Plan



# Testimonials



#### **Jumana Malas**

"I am a third year student in the German Jordanian University. I have a passion towards youth empowerment especially through education. Throughout this program, I was able to learn of the ways I could achieve social impact and make a difference under the concept of CSR."



#### Rama AL Qudah

"I am a 4th year student majoring in logistics in the German Jordanian University.

I never thought I'd get into something like CSR and actually love it, it is a great experience."



#### Sama Abu Ghosh

"I'm a third year student in the German Jordanian University. I study Management Sciences. I think that we should always help our community even if it was something simple.

Review: I think that time was a big limitation, whether it was with the speakers or the actual work. I felt that there was no consideration that the things that were learned are new for a lot of us and therefore we need moe time."





## Testimonials



#### **Farah Sharaf**

"In my first year at GJU, I'm hopping to become a business women. I see many opportunities to succeed; I'm confident and believe in my potential. I think bigger than my age! I loved meeting with everyone and being the social person I am, especially in meeting new people who are unlike myself."

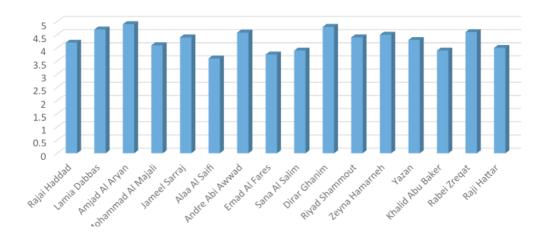


#### Andre Abi Awad - Founder Entreprenergy

"It was very inspiring to meeting motivated and talented participants willing to develop socially responsible projects and guide them on how to have great Business Models step by step to take their ideas into reality, thank you for CSR AI Ahli Holding Group for this great opportunity and I wish all the success to those social entrepreneurs to be".



**Evaluation** 







# Gallery



www.csralahligroup.com

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### Contact US

We always look forward to hearing from your good selves. Meanwhile, if you have any questions or require further information, please do not hesitate to contact us at any time.

#### Lina Hourani

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