



REPORT



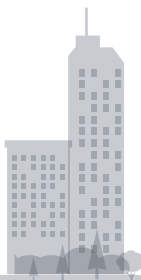
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قسم المسؤولية الاجتماعية لمجموعة الأهلي القابضة
A Division of Al Ahli Holding Group

In Partnership With





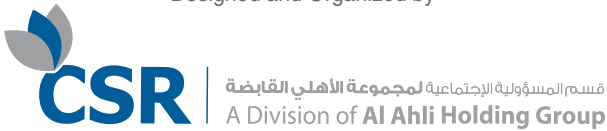
CSR IN ACTION JORDAN

January 15 - 22, 2018

Building A Sustainable Future

An initiative to enhance effective CSR practices among practitioners and youth

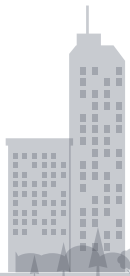
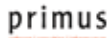
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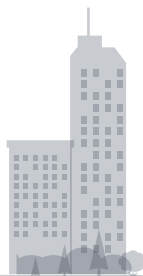


With the support of



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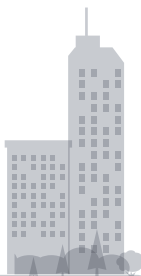




Welcome note from
Al Ahli Holding Group CEO

The year 2018 has been declared the Year of Zayed by HRH Sheikh Khalifa, President of the UAE. In this year we commemorate the legacy of the Founding Father of the UAE, Sheikh Zayed bin Sultan Al Nahyan, his achievements and focus on ethical values of unity, tolerance, investment in Emirati people and education. Empowering people to be active in their societies and economies has a key focus of Al Ahli Holding Group's social responsibility strategy since the foundation of our corporate social responsibility division. It is through respect for each other, hard work, and collaboration across industries, sectors, nations, and cultures, that we can continue to contribute to sustainable development of our world. Social enterprise and corporate social responsibility are examples of this kind of inter-sector collaboration and unity, where the private sector contributes to people's long-term wellbeing and helps shape a more just, sustainable market. It has been Al Ahli's honor to foster entrepreneurship and CSR initiatives for over a decade across the globe, with Emirati collaboration with the UK, Argentina, Colombia, South Africa, France, Italy, Lebanon, and Jordan. As the CEO of Al Ahli Holding Group, I welcome you to CSR in Action and wish you great success in your initiatives.

Mohammed Khammas,
CEO, Al Ahli Holding Group, UAE

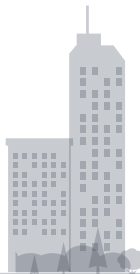




Thank You Note by
CSR Division Director

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 and social entrepreneurship among students in the region. I would like to express my gratitude to every partner, trainer, speaker, mentor, judge, and participant, and finally, to every member of the team of supporters and staff that contributed to the implementation of this program. I wish participants in CSR in Action Jordan 2018 all the success, and encourage you all to take advantage of this unique opportunity that will not only change your life, but hopefully the lives of many others within your society.

Ms. Lina Hourani
Division Director
CSR Al Ahli Holding Group



Introduction



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

CSR Al Ahli was founded in 2008 as a special division of Al Ahli Holding with an aim to develop Arab and Global youth, build their skills and widen their horizons and exposure. CSR Al Ahli team's passion is helping youth develop entrepreneurial skills and social enterprises. Since its beginnings, we have trained thousands of young people around the world in entrepreneurship, social responsibility and social enterprise. Through the power of partnership with different organizations, our CSR Division collaborates with government and non-governmental organizations to create the business leaders of tomorrow.

CSR Al Ahli Holding Group was founded with a vision to become a leading example for how an active private sector corporation's social responsibility division should be in the UAE and the Arab World.

Our mission is to build a well-developed and professional young Arab generation, who can compete and lead in national and international business markets. We live it by helping Arab and Global youth build their entrepreneurial skills through initiatives that broaden their horizons and exposure and support their development of interpersonal and business skills.

Objectives:

1. Providing unique educational and personal experiences to create young business leaders and help them become entrepreneurs.
2. Encourage creative ideas and innovative thinking for globally - relevant youth business

CSR Al 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, Chile, 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.



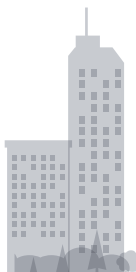


University of Jordan

University of Jordan (UJ), which was founded in 1962, has grown to become Jordan's largest institution of higher education, and has evolved into a comprehensive university with national and international prominence, it has oared a wide choice of academic programs for students who can choose from more than 250 Programs from 24 schools in various disciplines.

Since its foundation, the number of UJ graduates have exceeded 200,000 graduates around the world. The University of Jordan has achieved advanced positions in various international rankings: University of Jordan is one of the best 600 Universities worldwide, one of the best 10 Arab universities, and it has recently achieved 4 stars according to QS.

University of Jordan has quailed academics working in parallel with its ambition and aspirations to excel, many of them have held many key roles in academic, administrative and political institutions in Jordan, some of them are ministers, advisers, deputies and heads of universities, while many are excelled in innovation, scientific research and literature.





School of Business, University of Jordan

The Faculty of Business at University of Jordan is committed to providing high quality academic business programs and research facilities that will enable its staff and graduates to excel through continuous improvement in learning, knowledge building, skills development, and community services while preserving the nation's values and culture.

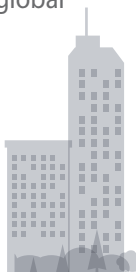
Providing highly intellectual undergraduate and graduate programs that enrich our students with the latest knowledge and equipping them with skills that meet local, regional, and international market needs while complying with international quality standards.

Recruiting and attracting high-quality and diverse students and offering them a learning environment equipped with up-to-date resources to prepare them for successful leading positions in a changing business environment.

Recruiting, retaining, supporting, and developing faculty and staff—devoted to providing high quality teaching, enforcing ethical conduct, producing highly-ranked research and serving their communities.

Continue producing high quality theoretical and applied research in business and economics, through encouraging national research and collaboration with international research institutes.

Ensuring constructive interaction through fostering thoughts and knowledge exchange among stakeholders with local and global communities.



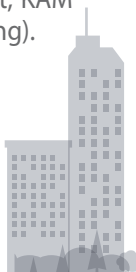


KPMG in Jordan operates under the legal name of Kawasmy and Partners Company and its local Jordanian partnership. It is a member firm of the KPMG network, affiliated with KPMG International.

Over the past years, KPMG in Jordan has built a strong track record of providing high quality Audit, Tax and Advisory services to become one of the leading firms in Jordan, managed by professionally qualified Jordanian nationals and internationals' in Jordan has over 100 professionals operating throughout the country. Many of Jordan's leading organizations are our clients.

In addition to providing services in the areas of Audit, Tax and Advisory services, KPMG in Jordan possesses a high level of industry knowledge, which allows them to focus on business issues and trends that effect industries and market sectors. This ensures that clients receive a professional quality service within the context of their business sector.

As the Jordanian business environment has changed in response to new economic realities, so has KPMG in Jordan. Building on our traditional base of audit and compliance work, we have expanded our role by providing financial, risk and IT advisory services that makes us well positioned to serve our clients in a complex and challenging environment. KPMG in Jordan offers training sessions throughout the year to its staff members and clients in areas such as IFRS, Independence, Risk Management, KAM (KPMG Audit Methodology), ISA (International Standards on Auditing).



WHAT IS CSR IN ACTION?

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.

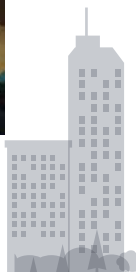
Through capacity building mechanisms, the program aims at engaging the private sector, academia, and government entities in formulating strategies that are more responsive to community needs.

Program Overview:

Building on the highly successful 2011 program in UAE and the subsequent additions in Jordan, Lebanon, UK and Jordan, CSR in Action 2018 returned to Amman for its 15th cycle which took place on January 15th – 22nd.

Organized by CSR Al Ahli Group in collaboration with University of Jordan Business School and KPMG in Amman, Jordan, it provided intensive training to 35 participants from different universities with 22 distinguished speakers and trainers from the private, public, and third-sectors.

During the 8 day program the students underwent intensive training that consisted of speaker's sessions, expert panels, interactive and engaging training sessions, Q&A sessions from diverse trainers and speakers covering the fundamental aspects of building a social business.



Speakers

Speaker name	Session name
Raji Hattar	Understanding CSR Concept
Rashad Bibars, Amir Shihadeh Rabee Zureikat	Understanding Social Entrepreneurship
Yara A. Katami Rania Wahbeh	How to manage a S.E project (Workshop)
Dr. Sawsan Majali,	Options & needs for socially responsible projects
Jameel Sarraj	Creativity & Innovation
Jameel Sarraj	Ideation (Designing the Idea)
Tariq Abdallat	Get Inspired
Samah Al Dmour	Study – Exploring a Social Challenge
Andre Abi Awad	Team Building
Zainah Qasem	Branding / Marketing
Saddam Sayyleh	How to be Tech Project
Jamil AlKhatib	Social Impact Measurement
Andre Abi Awad	Project Modeling and Business Model Canvas
Fadel Ma'arek	Media / Social Media
Ahmad Kawasmy	Financial Management KPMG
Osama Al-Bitar	Intellectual Property
Omar A. AL Basheer	Proposal Writing
Huda Ali Al-Husaini	Project Management
Hatem Kawasmy	Case Study



Participants



ZainAlsharaf Alawneh



Zaid Hyassat



Tuqa Mohammad



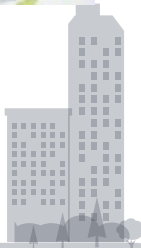
Ammar Saleh



Hala Arabigal



Mustafa Ali



Participants



Aseel Abu Qweider



Alaa Mazen



Dareen Issa



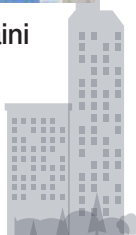
Rania Za'ali



Mirna Hamati



Abdelrahman Hussaini



Participants



Aya Adnan



Farah El-Helow



Ghassan El-Helow



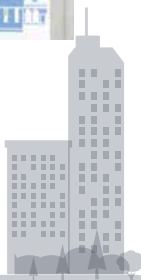
Jumana Hussary



Karam Zawahreh



Lamy Al-tahrawi



Participants



Laura Al-Khatib



Osama Alshebli



Petra Assaf



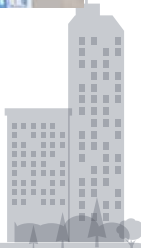
Reem Ibrahim



Sara Farhan



Sultan Al Shawabkeh



Participants



Sumaya Al Soqi

The Outcome

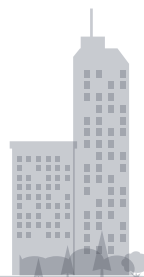
During the workshop the 35 participants were divided into 7 groups, thus creating 7 social business ideas that were developed and formed throughout the program, of which were presented at the last day to a jury panel of 7 judges from different sectors to be assessed and advised on the next steps in the following 2 month phase (Business Planning and piloting).

Judges

Dr. Yousef Abdallat
Mr. Khalid Irani
Ms. Khadija Suhrab
Ms. Reem Qoussous
Ms. Maha Ali
Dr. Malek Alsharairi
Mr. Azzam Anab

Mentors

Name	Title
Rania Kudsi	Regional Recruitment Coordinator at NRC – Norwegian Refugee Council
Huda Al-Husaini	Head of Training and studies at Jordan Engineers Association
Saddam Sayyleh	Director at I LEARN JO
Hamzeh Arsbi	Director at SCIENCE LEAGUE
Maen Badwan	Technical Support Developer at Leatools
Shereen Abbadi	Manager at Jidara



The 7 projects are:

1) OFA

Origami for All (OFA) develops 3D origami products by introducing them into the market as a technical application product, through enabling and qualifying individuals and group of different age groups with down syndrome and autism to be part of manufacturing and production to finally put it in the hands of the consumers.



Osama Alshebli/Zainalsharaf Alawneh/Aseel Qweider/Alaa Ma'ani

2) R+

The project "R+" main purpose is to plant the habit of reading in kids from when they are young, and it will not be just through the book club, parents will subscribe their kids for book baskets which will have books based on the kids' interest, gift cards and an invitation to the organization energized events. These events will include games, shows and interesting discussions with successful people and it will also have coaching sessions with children counselors.



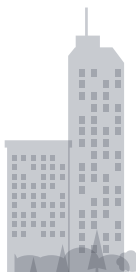
Abdelrahman Hussaini/Mirna Hamati/Daren Issa/Rania Za'ali/Mustafa Ali

3) RICHA

RICHA contributes in building comprehensive eco-systems based on spreading art and culture to make the impact on suppressed kids and enable them initiating careers in art; simultaneous with inspiring international art communities.



Lamya Al Tahrawi/Aya Adnan



4) Enta m3alem

Enta m3alem an application made to build a bridge between students and teachers for private tutoring lectures in either education or in skill development. However, these lectures are simultaneously providing lectures for the less fortunate orphans to provide them with quality lectures to improve their education and eventually their lives.



Tuqa Mohammad/Zaid Hyassat/Ammar Saleh

5) Gorné

Gorné is a startup retail organization that provides high quality furniture & decoration accessories (Couches, cushions, curtains...etc.) that represent the Jordanian identity through designs and products that will be manufactured by a group of chosen vocational trainees who are in need, to provide them with job opportunities that will be a big part of the enhancement of their life and their family's life as well.



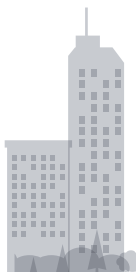
Farah El-Helow/Ghassan El-Helow/Sumaya Elsoqi/Petra Assaf/Hala Arabigal

6) ناسها B

ناسها is an inn tucked in the hills of the archaeological city of Al-Salt. It's an old fashioned traditional Jordanian decor characterizes it as the perfect retreat for tourists who are seeking for the ultimate Jordanian cultural experience; it is also the perfect weekend destination for families. Aside from the location and the sweeping view of the surrounding mountains, visitors also get to experience Jordanian culture through variety of activities that represent Jordanian heritage such as dabkeh nights, taboon making, traditional dish cooking, oud, tawleh and shisha nights.



Reem Ibrahim/Jumana Hussary/Sarah Badran/Loura Alkhatib



7) The Palace

The Palace that will give people the opportunity to move in time lines through the entertainment and educational theatrical performances inspired by the location and Instructor Incubator for presentation.

Sultan Shawabkeh/Karam Zawahreh

Khalid Irani – Supported The Palace Theatre team

Mr. Khalid Irani offered to connect The Palace Theatre team to a grant making organization which could support with 30,000\$ to kick-start their project which aims to alter the way society views theatre and performing arts.

Jamil Samawi – Offered a venue to B ناسها to operate their hotel

Dr. Jamil Samawi offered the B ناسها team an estate that is worth 2 million JODs located in Al-Salt. B ناسها is an inn tucked in the hills of Al-Salt , it has an old fashioned Jordanian décor and aims to provide the ultimate Jordanian experience for tourists and local families.

Al-Ahli bank – Offered internship opportunities for the CSR students

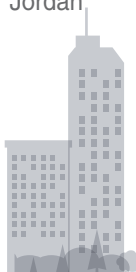
Representatives from Al-Ahli Bank delivered a session on managing SME projects. This created an opportunity for the students to connect with Al – Ahli and some students were offered internship opportunities at the bank.

USAID – Supported tourism related projects

The USAID Lens department arranged meetings with multiple teams and offered them support and discussed potential funding related to reviving the tourism industry in Jordan.

Saj Restaurants - offered the position of HR officer to one of the students

The management of Saj Restaurants offered an interesting job opportunity as a Human Resource officer to Ammar – after meeting him through the CSR in Action Jordan program.



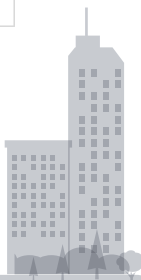
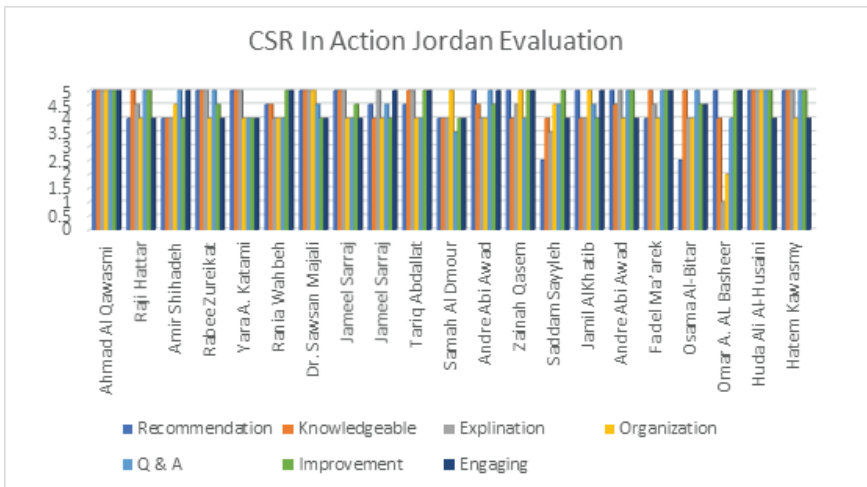
Al-Hanan Charity Center - cooperated with Kubshayeh

Kubshayeh team arranged a partnership with Al- Hanan Charity center to support the widowed and limited income women to design formal dresses with the traditional Jordanian touch for business women.

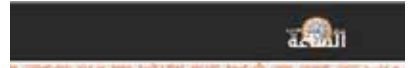
OFA (Origami For All) – Cooperated with Nazik Hariri Welfare Center for Special Education

OFA team arranged a partnership with Nazik Hariri Welfare Center for special education to train a number of Down syndrome and autism students to become integrated with into society as a productive & creative and help them to become financially sustainable.

Trainers and Session Evaluation



Media Coverage



مبدأ - تبدأ في الجامعة الأردنية الأحد المقبل فعاليات البرنامج التدريبي للمسؤولية الاجتماعية للشركات بمشاركة 60 طلبة وطالبة من الأبن والإمارات العربية المتحدة.

ويهدف البرنامج الذي تنظمه مجموعة الأبنز القابضة في دبي بالتعاون مع كلية إدارة الأعمال في الجامعة الأردنية إلى إشراك القطاع الخاص والأوساط الأكاديمية والهيئات الحكومية بصناعة استراتيجيات أكثر استجابة للاحتياجات المجتمعية، وتطوير وتعزيز الممارسة والوعي بالمسؤولية الاجتماعية للشركات، والشفقة بالمشروعات الاجتماعية من الممارسين، وزيادة إبداع الطلبة لمقوماتها، من خلال أبحاث بناء القدرات.

ويأتي تنعقد البرنامج التدريبي في الأردن بعد النجاح الذي حققه البرنامج عام 2011 في الإمارات العربية ولبنان وبريطانيا وإيطاليا.

وقدأته مديرية المسؤولية الاجتماعية في مجموعة الأبنز القابضة لهذا حوزتي إن المبادرة تسعى إلى تنمية الشباب العرب المتحرف عن طريق بناء مهاراتهم وتوسيع آفاقهم، ومساعدة الشباب العرب على تنمية قدراتهم بمجالات مهارات ريادة الأعمال الاجتماعية من أجل التنافس وزيادة على مستويات الأعمال التجارية الوطنية والدولية.

وتهدف مبادرة المسؤولية الاجتماعية للشركات لتتساعده بتبنيها للمسؤوليات الاجتماعية للشركات عن طريق الاستدامة في القطاع الخاص والمعرفة والسلطات التنمية المجتمعية وجعلها أكثر استجابة للاحتياجات المجتمعات المحلية، وتعزيز المعرفة والوعي وإبراز مفهوم ممارسات المسؤولية الاجتماعية للشركات بين طلبة الجامعات العربية وممارسي المسؤولية الاجتماعية للشركات في العلم العربي إضافة إلى بناء قدرات المتشاركين في تطوير المؤسسات الاجتماعية المتنامية الجديدة ومشاريع المسؤولية الاجتماعية للشركات التي من شأنها أن تسهم إسهاماً إيجابياً في المجتمع والجامعات وفي أسمى المسؤولية الاجتماعية للشركات في القطاع الخاص.

وأضافت حوزتي يمكن البرنامج المتشاركين من إبراز مفهوم المسؤولية الاجتماعية للشركات والمشاريع الاجتماعية، والنظم من خلال دراسات الحالة وأفضل ممارسي المسؤولية الاجتماعية ووضع خطة عمل مع ممارسات المسؤولية الاجتماعية للشركات، وتطوير مهارات العمل الجماعي من خلال أساليب المشروع، وفهم الجوانب الهامة لتتوسع الممارسات التجارية في الاقتصاد التامين بحيث يصبح المتشاركين قادرين على إحداث تغيير في العالم من خلال ما يقومون به من أجل كسب عيشهم.

وتضمن البرنامج التدريبي الذي يستمر أسبوعاً على محاضرات وتدريبين ومناقشات وجلسات عصف ذهني تتعلق بتنظيم المشاريع الاجتماعية وكيفية إدارتها، والابتكار والإبداع وتصميم الأفكار واستكشاف التحدي الاجتماعي وبناء فريق والعملات التجارية والتسويق، وكيفية عمل مشروع تكنولوجيا قياس الأثر الاجتماعي ومشروع التسعة وكيفية التعامل مع وسائل الإعلام ووسائل التواصل الاجتماعي والإدارة المالية والملكية الفكرية والعمل الجماعي وإدارة حالات غشمية للمسؤولية الاجتماعية للشركات.

Media Coverage

صحيفة الغد

برنامج تدريبي لمبادرة المسؤولية الاجتماعية للشركات يبدأ الأحد
<http://www.alghad.com/articles/2041462-برنامج-تدريبي-لمبادرة-المسؤولية-الاجتماعية-لشركات-يبدأ-الأحد>
ت-يبدأ-الأحد

The University of Jordan News School of Business Hosts 'CSR In Action 2018'

http://ujnews2.ju.edu.jo/en/english/Lists/News/Disp_FormNews1.aspx?ID=5603

أخبار الأردنية

(أعمال الأردنية) تحتضن برنامج المسؤولية المجتمعية
(CSR In Action 2018)

http://ujnews2.ju.edu.jo/Lists/News/Disp_FormNews1.aspx?ID=8946

صحيفة الرأي

"تأهل اولي لاربعة مشاريع طلابية في" المسؤولية المجتمعية
<http://alrai.com/article/10422242-محليات/تأهل-اولي-لاربعة-مشاريع-طلابية-في-المسؤولية-المجتمعية>

موقع بانيت وصحيفة بانوراما

اختتام برنامج المسؤولية المجتمعية في كلية الأعمال في الأردنية
<http://www.panet.co.il/article/2051757>

المدينة الإخبارية

اختتام برنامج المسؤولية المجتمعية للشباب العربي
<http://www.almadenahnews.com/article/640393-اختتام-برنامج-المسؤولية-المجتمعية-للشباب-العربي>

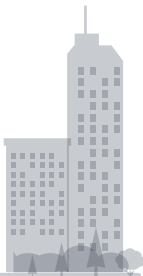
يوم جديد

يوم جديد - برنامج تدريبي بعنوان
CSR in action JORDAN 2018
<https://www.youtube.com/watch?v=Cnamw8DE-Mc>

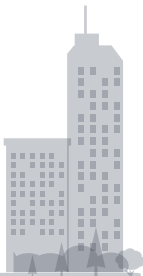
يوم جديد | الأردن يحتضن مبادرة المسؤولية المجتمعية للشباب العربي
https://www.youtube.com/watch?v=3pM_NGOCdeE



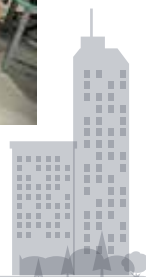
Gallery



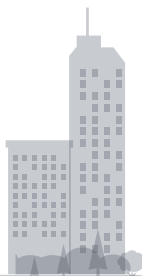
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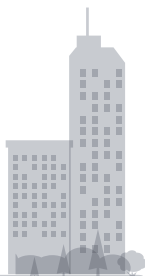
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Contact us:

Lina Hourani
Division Director
CSR Al Ahli Holding Group
971562598342+
Lina@alahligroup.com
www.csralahligroup.com

Ala Isbeitan
CSR Officer Jordan
252 61 60 79 962+
csrofficerjordan@csralahligroup.com

