



Corporate Social Responsibility

An initiative designed by
Al Ahli Group's CSR division

Opening Ceremony:
3rd March, 2016

Sessions:
7th – 11th March, 2016

Judging Panel:
14th March, 2016

Closing Event:
15th March, 2016

Partner of
ESA Business School

Which aims to develop and enhance
Corporate Social Responsibility
& Sustainable Activities
among students and professionals

Online Registration:
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Program Overview:

On March 3 2016, Al Ahli Holding Group's Corporate Social Responsibility division in Lebanon launched its 10th edition of the international "CSR in Action" and its 4th edition of "CSR in Action Lebanon" in partnership with Ecole Supérieure des Affaires (ESA), and with the support of different entities in Lebanon. Following the successful program launch in UAE, CSR in Action Lebanon followed the same pattern bringing together 18 Lebanese participants from various private sectors, governmental organizations and university students who undertook an intense 8 day workshop on the fundamentals of corporate social responsibility.

The CSR in Action program attempts to develop and enhance the practice and awareness of CSR activities among practitioners in Lebanon and simultaneously augment the student's conceptual understanding. In addition, it enables these participants to start their own social movement in a business form that would impact the society in a beneficial way.

The 18 participants attended the "CSR in Action" program which was held at the ESA-Ecole Supérieure des Affaires campus: the first stage was an eight day workshop where participants received trainings related to the underlying principles of CSR, while the second stage was a 2 day mentorship phase where participants were divided into teams and given the task of designing and implementing micro CSR projects. On the last day of the program, the teams presented their ideas in front of a judging panel that was consisted of 4 well known successful women from E-Bump, British Council, Amideast, and Unesco who gave constructive feedback according to the information presented knowing that after two months, the teams should present their final report that includes the implementation process of the project.



Opening Ceremony:

Al Ahli Holding Group's Corporate Social Responsibility division, partner of Ecole Supérieure des Affaires, launched the "CSR in Action Lebanon 2016 program" during an Opening Ceremony held at the Fattal's Auditorium, ESA on March the 3rd 2016. Ms. Lina Hourani, the director of the CSR Department and Mr. Stephan Attali, the president of ESA, shared a motivational speech with the audience. In addition, three young women, who became Social entrepreneurs after their success stories initiated from CSR in Action, shared their knowledge and experience. The first speaker was Ms. Maud Jabbour, who shared with us her success story "Women to Women Success" that was initiated by "CSR in Action 2012" and sponsored by external investments. Second, Ms. Maya Terro, who is running "Food Blessed" that was also initiated by "CSR in Action 2012", shared her trials and challenges as the idea rose to be the winning one for CSR in Action 2012. The final speaker was Ms. Grace Sawma, representing "Tabadol" team, and during the panel she elaborated the project's concept and plan for the upcoming months, noting that "Tabadol" was the winning project of "CSR in Action 2015".

Training Program:

Over the 5 day period of the program, participants underwent trainings and workshops over various topics to help them create their own CSR Project. In addition to the sessions, several panels took place which included discussions about success stories, best CSR practices and best practical social entrepreneurship.

Sessions:	Trainers:	Title of Position	Company
Understanding the CSR Concept and Social Entrepreneurship	Dr. Hassan Younes	Professor, Cofounder of Insights' for Consultancy	-E-bump -Insights for Consultancy
Optimizing Potential	Valerie Dalati	Founder & Capacity Building Consultant	Talent Lab
Market Research and Marketing	Marwan Wahbi	University Lecturer, Professional Trainer & Business Consultant	Rafik Hariri University
Branding of a Social Project	Tony Kalaany	Image Consultant Lecturer	Audiotakes USEK, USJ
Innovation and Ideation	Marina Apaydin	Assistant Professor of Strategic Management	American University of Beirut
How to design idea & Dividing groups	Jade Dagher	Financial Planning & Business Development Specialist	EXPAND Saf7a Bayda
Group working to design the idea	Marina Apaydin	Assistant Professor of Strategic Management	American University of Beirut
Presentation Skills & Pitching	Wael El Helou	Professional Trainer and Coach	Trace training and coaching executives
Fundraising Technique	Nadine Haddad Raefah Makki	-Lead Consultant -Donor Care Specialist	-PME Consulting Group - UNHCR
Mentorship	Nadine Asmar	Coach, lead facilitator	Mowgli Foundation
Proposal Writing	Ramzi El Hage	Program Manager	NGO-Catholic Relief Services
Business Etiquette & Protocol	Sarah Shebaya	Protocol & Etiquette Consultant/Trainer/Coach	Lebanese American University Notre Dame University
CSR & Media	Lina Hamdan	Communication & Strategy Consultant	UNDP
CSR Reporting	Dr. Ali Dirani	Assistant Dean of Business Faculty	Al-Maaref University
Project Management	Gaby Awad	Business Coach & Trainer Lecturer	ActionCOACH American University of Beirut
Creativity	Marina Apaydin	Assistant Professor of Strategic Management	American University of Beirut

Panels	Speakers	Title of Position
Best CSR Practices	Hasmig Khoury	Head of CSR
	Souha Bourjeily	Head of Communications and CSR Unit
	Samira Franjeh	Communication, Sustainability, and Public Affairs Director
	Ralph Khoury	Head of Division Human Resources Manager
Best Practices Social Entrepreneurship	Zeina Saab	Founder and Executive Director of The Nawaya Network
	Sarah Hermez	Head Mentor
	George Ghafari	Executive Director
Sharing a Success	Marie-Louise Azezian	Quality & Human Resources Manager
	Shyma Mostafa	Project Assistant
	Marie Ange Feghaly	Events & CSR Senior Specialist at Touch Lebanon
	Elsa Abi Khalil	Community Development MENA based in Beirut at MakeSense

Mentors:

Name	Title of Position	Company
Hasan Youness	Professor Cofounder of Insights' for Consultancy	E-bump Insights for Consultancy
Elie Aoun	Sworn Expert, , Managing Partner at Fiducia	La Fiducia for Business Consultancy
Marwan Abdallah	Area Manager of Middle East and Pakistan	Entrepreneurs' Organization
Gaby Awad	Business Coach & Trainer	ActionCOACH
Afif Tabsh	Business Development & Projects Manager of Institutional Consulting	American University of Beirut

Judges:

Name	Title of Position	Company
Dr. Seiko Sugita	Program Specialist for Social and Human Sciences	UNESCO
Dr. Leila Abboud	Managing Partner	E-bump Lebanon
Ms. Barbara Shahin Batlouni	Country Director	AMIDEAST
Ms. Donna McGowan	Director	British Council in Lebanon

CSR in Action Participants – Lebanon 2016

Name	Nationality	Degree	University	Work / Volunteer
Hana Jaber	Lebanese	Masters in Finance	Lebanese University	NA
Hiba Antoun	Lebanese	First year, Sophomore	Haigazian University	DPNA
Hussein Ali	Iraqi	----	----	Head of CSR and Internal Communications at ZAIN
Israa Hussein	Lebanese	3rd year in Master degree in banking and finance	Lebanese International University	NA
Joanna Karkouti	Lebanese	Bachelor Degree in Accounting and Finance	American University of Beirut	NA
Joy El Hajj	Lebanese/ American	Bachelor Degree in Business, Emphasis Advertising	Haigazian University	Radio Program Presenter
Khoder Eid	Lebanese	Master's Degree	Lebanese University	General Security
Majida Zaarour	Lebanese	Masters in management	Lebanese University	NA
Mohamad Shamma	Lebanese	Masters in Finance	Lebanese University	NA
Noor Eldin Abboud	Lebanese	Marketing and Advertising	Lebanese University	Lebanese Red Cross Youth Department- UL Club
Racha Jaafar	Lebanese	Telecommunications and Networks Engineer	Saint Joseph University	Volunteer at the LRCYD, President of Spears Center.
Ray Maroun	Lebanese	Bachelor of Science	ESA – Ecole Supérieur des Affaires	Marketing Communications Manager at SEG
Rita Mobayed	Lebanese	Masters in Finance	Lebanese University	NA
Yehaya Safsouf	Lebanese	Masters in Economics- PhD Candidate	----	Operation manager at E-Bump
Selmen Smeha	Lebanese	----	----	Tomes Business Development
Tracy Maroun	Lebanese	Interior designer	LAU – Lebanese American University	Site Agent at GHC
Abbas Darwish	Lebanese	Master's degree, Management - Minor HR	Lebanese International University	NA
Nadyia Ibrahim	Lebanese	Master's program in "Rural Community Development"	American University of Beirut	Loyac

Project Formation:

After the end of five intensive days, five teams were formed. Each team was formed of three or four participants. A mentor was assigned to each team to help them come up with their own CSR project with a clear mission and objectives.

Here are the teams with a brief about each CSR Project and their main contribution to the Lebanese society.



SECOND CHANCE

Team Members: Joana Karkouti - Rita Mobayed - Mohamad Shamma

This Social Business acts as an intermediary to create an opportunity for prisoners to attend rehabilitation trainings and coaching sessions. "Second Chance" will assess prisoners and secure a job interview with a potential employer. They will organize relevant trainings and coaching sessions, and ultimately secure a job opportunity in collaboration with the relevant partners/sponsors/donors.



WARSHÉ

Team Members: Joy El Hajj - Hiba Antoun - Hussein Abed

The idea of this social business is to collect furniture and domestic products that are unwanted and need to be thrown out. They will collect these unwanted items and restore them in a creative way with the help of volunteers who would be receiving free of charge workshops and hands on training of Up-Cycling and design to sell the up-cycled art in an exhibition by the end of every 4 months or certain seasonal events in order to raise funds to help families in need of household items. Another activity is collecting broken items of needy families, which they would fix and give back as a new creation. The money made from the exhibition when furniture and art are sold will be placed back into the social enterprise in order to sustain this process, manage home furniture waste and increase the positive impact in society.



ROCK, PAPPER, SCISSORS:

Team Members: Hana Jaber – Israa Hussein - Yehya Wehbi

The main objective of this social business is to create a space of fun for the refugee kids by establishing tournaments as sport activities to engage them in teamwork, sportsmanship, and proper competition that they are missing while growing up in Refugee Camps. They will make sure to send volunteers and trainers to the camps in order to teach the children about sportsmanship, proper competition, brotherhood, and teamwork. Donations will be gathered from different banks and companies that want to engage in this social initiative to help refugees accomplish what they yearn to do.



MAKANY

Team Members: *Racha Jaafar, Mohammad Khalifeh, Sarah Armoush, Ghida Barraaj*

Objective: to create an adolescent friendly space in an underprivileged area. A center that will become a space for these young people offering them a getaway from their daily struggles as well as support on several levels until they can take off to the real world.

The center will provide workshops to develop capabilities of youth in various fields: employment, life skills, arts, music, recreational, career orientation, etc. At the same time, it will be their free space where they can express their ideas, engage in activities and have open discussions about concerns and subjects that matter for them.

In return, these adolescents will have to work on community projects in order to be engaged in the community and become agents of change. We will also involve other NGOs by forming a network through which NGOs could be engaged in the center's activities based on their area of specialty. As for the sustainability, fee-based workshops and activities can be provided to individuals who can afford it as a way to finance the target group identified. The center can also develop fundraising mechanisms to sustain itself.



TRAK

Team Members: *Ray Maroun, Tracy Maroun, Khoder Eid, Abbas Darwish.*

TRAK is a service provider with two main objectives: sustainable waste management, and social relief for the underprivileged. By tackling the issue of recycling at its source, TRAK aims to salvage recyclables before they turn to waste. Through partnerships with different organizations, TRAK will develop a system that helps society and the environment.



FOREVER

Team Members: *Majida Zaarour, Abir Awad*

FOREVER aims to use the most trend in Lebanon: "Fashion". On one side, it targets housewives and women having sewing skills but have no time for long working hours. On the other side, the profit will be donated to a NGO that helps dress poor kids. In addition, it will offer an affordable cloth with good quality to less privileged girls. As for the project, it consists of two parts. Firstly, it aims to "Recycle Clothes", by taking old clothes and reuse the fabric to create a new fashionable pieces to sell. Secondly, in case the lack of old fabric, FOREVER will still design its pieces to maintain sustainability of donations and of women's income.



Ralph Khoury, holds the position of Head of Human Resources at Sanita s.a.l. member of Indevco group, Sanita manufactures Household, Personal Care and other hygiene products, with more than 1000 employees spread over Lebanon, Syria, Jordan, Iraq, Ghana and Tunis. Ralph holds a Bachelor of Law from la Sagesse university and a post graduate diploma in Human Resources Management from AUB. Ralph is also in charge alongside the marketing department of the CSR initiatives at Sanita and represents the company activities in many academic and social events.



Mrs. Isabelle Naoum Head of Communications Department, BLOM Bank, completed a Bachelor's degree in Marketing at John Cabot University, in Rome – Italy, and occupies since July 2011 the position of Head of Communications at BLOM Bank. After developing her CSR knowledge since 2008, Naoum, who became a certified sustainability practitioner, initiated in 2011 a CSR plan for the Bank. BLOM Bank embarked later in 2012 in a project with LIBNOR encouraging the implementation of the ISO 26000 International Standards on social responsibility and joined the UNGC initiative in 2014. Joined Byblos Bank's Marketing department in 1991 and was able to demonstrate her abilities in various fields of communication including: PR, research, advertising, media marketing and branding until she was assigned the responsibility of handling all of Byblos' communications. With 17 years of Banking Communication experience, she was ready to accept a new position in Bank of Beirut in 2008 where she established the Corporate and Marketing Communications Department.



Ms. Aline Karam, Chief Communications Affairs Officer (CCAO), Alfa Telecom As part of her responsibilities, Ms. Karam leads Alfa's sustainability strategies. She also heads Market Communications and Alfa's Media and Digital Strategies, in addition to the company's Brand Reputation programs. Since assuming her role in Alfa in 2004, she led numerous Corporate and award- winning PR and communication campaigns for the company. Ms. Karam also leads the Internal Communications and Corporate and Organizational Culture at Alfa. It is worth to note that Ms. Karam has been extensively involved in Crisis Management and is a reference in the field. Ms. Karam holds degrees in "Corporate Social Responsibility" from Harvard Business School and in "Innovative Leadership" from INSEAD in addition to an Executive MBA from ESA-HEC as well as a Master's degree in Marketing and Communication from ESA-HEC and a Master's degree in Advertisement and Sales from Saint Joseph University (USJ).

Besides her industry roles, Ms. Karam is a member of the General Assembly of SOS Children's Villages Lebanon since 2006 and of its Board since 2015. She is as well a member of the Board of Trustees of the Lebanese Autism Society (LAS) since 2011.



Sarah Hermez is a Lebanese fashion designer, born and raised in Kuwait. She pursued dual degrees in fashion design at Parsons the New School for Design and media/cultural studies at Eugene Lang the New School for Liberal Arts in New York. She moved to Beirut in 2010 and, in an effort to merge her passions of creativity and social justice, launched Creative Space Beirut, a free school for fashion design. She continues to direct the program and act as head mentor to the students. Additionally, Sarah co-designs and manages CSB Ready-to-Wear, a brand that helps to fund the educational program. She is also the co-founder of SECOND .st, a socially conscious brand with a progressive take on the classic shirt.



Georges Ghafari is the Executive Director of CHREEK, and the owner of DOORI. Ghafari is an employee at the municipality of Beirut, and he got his BA in Business Studies with Systems Practices (problem solving) from UK Open University. He holds a post graduate certificate in management, and he is currently pursuing his MBA in UK Open University.

Georges is the president of Youth committee in Maten, and of local Virgin Mary youth fraternity. These positions made him gain extraordinary experiences and perspectives concerning major parts of the community, which people usually neglect and push away. The reason he started CHREEK was his old childhood friend who was a drug user but got his cure and had troubles finding a job. He believed that if a former drug user does not become productive after rehabilitation, he will go back to worse conditions. With all positive thinking, he managed to pull together a team of designers, marketers, and a carpenter. He won a USAID/ Nabad Award and Berytech Award for social entrepreneurship. He has lectured in more than seven Universities and in different countries.

Zeina Saab, Founder and Executive Director of The Nawaya Network. The NGO develops the talents and skills of marginalized and at-risk youth by connecting them to various resources and opportunities in the community. In 2013, she was the recipient of the King Abdullah Award for Youth Innovation and Achievement, and has been featured in various media outlets, including CNN and The Huffington Post. Her vision is to expand Nawaya throughout the Arab region in order to empower thousands of marginalized Arab youth. She has been a development consultant for the UN, European Union, and USAID in Lebanon and New York. Zeina is Lebanese-American and received her B.A. in International Studies from the University of California – San Diego in 2006, and her Masters in City Planning from MIT in 2009.



Samira Franjeh after achieving a Master's degree in Business Administration from Saint-Joseph University in Beirut, Samira moved to Dubai.

In Dubai, she worked for the Alliance Française, the Cultural Center of the French Embassy, for 18 years, where she occupied many positions and ended as Deputy Director. Subsequently, she joined L'Oréal Levant in May 2008, as Administrative Assistant. Few months later she was entrusted in parallel to her role, the mission of initiating the communication department. She developed many CSR projects with great commitment and has demonstrated her ability to respond effectively to the challenges of communication. Thanks to her talent and passion for communication activities, she officially became the Communication Director of L'Oréal Levant in June 2011. In January 2015, Samira became the Communication, Sustainability, and Public Affairs Director of L'Oréal Levant, and a member of its Management Committee.



Marie-Louise Baboyan Azejian, Industrial Psychologist specialized in Human Resources Management.

Over 15 years of experience in management consulting and training in the MENA region.

Quality and Human Resources Manager at Château Ksara since 2004. IRCA certified lead auditor for quality management ISO 9001:2000 since 1996.

Lecturer at the St. Joseph University in the Human Resources Masters Department since 1998 and the Higher Institute For Banking Studies (ISEB) National Expert for corporate social responsibility: Project on the uptake & use of ISO 26000 on Social Responsibility within the MENA region – LIBNOR/ISO



Marie Ange Feghaly, CSR Senior Specialist at touch Lebanon. Marie Ange joined the company on October 2004. She has been in charge of the Corporate Social Responsibility function for almost 8 years.

Marie Ange works on developing touch CSR strategy as per Positive touch CSR platform, and execute all initiatives that fall within to enhance the company's approach to all social responsibility issues, including sustainability, community involvement, in addition to innovation and entrepreneurship for the youth, ensuring that the company's sustainability efforts enhance business performance and supports the long-term interests of touch.



Shyma Mostafa is a Project Assistant at AMAR International Charitable Foundation. She studied Nutrition and English Literature and started working on health and education projects in Lebanon and Iraq. Since 2011, she managed projects related to English teaching and health awareness in Lebanon. She worked as an English teacher and a consultant in the "English is Fun Project" which was implemented by AMAR ICF in South Lebanon. For two years, she worked as a youth trainer as part of her job in an Anti-Drugs Awareness Campaign. She is now specialized in drafting proposals for institutional and corporate donors. Her projects mainly focus on education, health and public awareness which comes from her experience in such fields.



Elsa Abi Khalil is MakeSense Community Developer in Lebanon and the MENA region. MakeSense is a global social enterprise that aims to bring concrete solutions to real social and environmental problems in education, culture, health, employment, environment, social integration, etc. In 4 years, MakeSense has mobilized over 25,000 citizens to solve over 1,500 social entrepreneur challenges in 45 countries and a 100 cities. MakeSense believes that we can have the greatest impact by helping the greatest number of social initiatives and accelerating their impact.

Trainers



Lina Hamdan, Senior Strategic Communication Expert She has more than 15 years of expertise in public and international institutions and UN agencies. For the past six years, she has been appointed as UNDP Expert at the Lebanese-Palestinian Dialogue Committee (LPDC), within the Office of the Prime Minister, handling the communication component of the Palestinian refugees' affairs and the EU-funded Agriculture and Rural Development Program at the Ministry of Agriculture. Her previous experience includes: Communication Manager of the Carnegie Middle East Center (Carnegie Endowment for International Peace); Head of the Translation Unit/Al-Hayat daily; Press and Communication Officer at the International Press Office of late PM Rafic Hariri. Her main fields of competence cover a wide range of expertise: refugees' affairs, post-war reconstruction and development; conflict resolution; peace-building; capacity building; dialogue; donors' relations; fundraising; networking with UN agencies and NGO. Also she is a regular lecturer in academic and professional seminars and member of delegations for various international conferences and seminars: UNDP, UNRWA, UNICEF, ESCWA, EU.



Ramzi Hage is a Program manager at the International American NGO 'Catholic Relief Services'. Supported by ten years of successful project management experience and proven experience in previous executive positions at leading Lebanese NGOs and diplomatic institutions such as the Australian Embassy in Beirut, he works on multiple projects from defining requirements through implementation. He is a key person in helping, creating and delivering projects. Ramzi is also a trainer and consultant with great success of financial, managerial and organizational trainings and workshops for a large number of Lebanese NGOs.



Marwan Wahbi is currently a university lecturer at Rafik Hariri University, a professional trainer, and a business consultant. He has more than fifteen years of industry experience in the field of sales, marketing, and management in the healthcare industry with multinational pharmaceutical companies in Lebanon and the Middle East. He has ten years of experience as a university lecturer, professional trainer, and business consultant. Marwan has pervasive skills and knowledge and has been consistently rewarded with promotions and increases in responsibilities as direct result of hard work, high expertise, and commitment to personal and professional excellence. He plans and instructs each subject area using a wide variety of coaching and training aids together with motivational and implementation strategies to engage professionals in active learning and real life applications. Marwan's technique is to incorporate recent learning principles into workshop and seminar instructions; develop and conduct interactive activities; and utilize team spirit in an energetic and interactive environment.



Nadine, has over 12 years of experience in the fields of development, evaluation, monitoring and research and has worked in more than 17 developing countries in the Middle East and North Africa on Development and Emergency programs in various settings. She has been overseeing the Planning, Monitoring, Evaluation and Reporting for the International Federation of Red Cross and Red Crescent Societies for the last four years, providing technical support to the IFRC regional teams as well as the 17 National societies present in the Region. This included on the job training and coaching, in addition to capacity building interventions. In addition, Nadine has also gained vast experience in conducting Environmental Assessments as well as Environmental Management including Solid Waste, and Waste water Management.




Hasan Youness is specialized in international business management, educational administration and educational leadership. Dr. Youness acquired his degrees from Notre Dame University, KEDGE Business School and crowned his academic accomplishments with a Doctoral Degree from Saint Louis University in 2012. In 2015, he pursued an executive CSR program at Harvard Business School. He started his profession of teaching at the university level at the age of 23 and he has been teaching at five universities since then. Hasan anchored the news on an Iraqi channel broadcasting from Lebanon and presented and produced his show "Global Insight" for 3 years. Dr. Youness has prepared tens of training sessions on a wide array of management, entrepreneurship, social entrepreneurship and communication topics in Lebanon and abroad. He has participated in national and international conferences, workshops and competitions and was awarded several prestigious awards for representing Lebanon in several occasions. Hasan received media training by the gurus of the field in the Arab world and was paid tribute for his communication skills regionally and internationally. Hasan was hosted on the top Arabic TV channels to share his experience with the viewers about topics within the scope of his expertise. Hasan writes economic and management topics on Ultrasawt.com and mentors entrepreneurs at e-bump Company. Dr. Youness through Insights' for Consultancy contributed to the top cultural event in the year 2013 "Innovating for Life" shaking elbows with Samsung, BLOM Bank, Roadster Diner, Sagesse University, Alfa. Hasan is co-founder and Managing partner at INSIGHTS' For Consultancy.



Sarah Shebaya, Cross-Cultural Management coach and trainer and consultant on Protocol and Etiquette

Her work is for governments, businesses and individuals, with 10 years of experience. She is also an active board member and volunteer for many organisations working with economic education and community amelioration. Acquiring a degree in Political Studies, she went on to study French Etiquette and Savoir Vivre and became a Certified Protocol Professional (CPP), the highest professional designation earned in the field of Protocol.



Wael El Helou, equipped with over 16 years of local and multinational cross-functional roles, Wael left his position of Regional Deputy MD Fidelity Insurance and co-founded "Trace training and coaching executives" in 2008. His diverse career started from workmanship and the rock bottom of the corporate ladder in Europe and included roles in finance, management, HR, business development and operations. In the background, he gathers over 10 years leadership positions, in the industries of hospitality, banking, banking, FMCG, insurance, retail and not for profit organizations, and those across an array of organizational environments from Unilever's corporate life on one end and that of the traditional family businesses on the other. He is an international people developer specialized in public speaking coaching, leadership and management capacity building and development, NLP training and coaching, executive coaching motivation, and team building. He has coached on 4 of the 5 continents and has worked with diverse individuals, teams and organizations to facilitate the achievement of sustainable results in execution, change management, leadership development, people management, motivation, team building, team dynamics, communication optimization and conflict resolution. He has helped directors, team leaders, entrepreneurs and politicians in matter of public speaking, strategy, communication, negotiation, crisis management, and personal development to name a few, his audience describes him as an gaging, approachable, knowledgeable and professional. His style combines describes him as engaging, approachable, knowledgeable and professional. His style combines passion with excelle not delivery skills the mix with a very rich cross functional and cross-cultural background to create a memorable experience this is both mind-stretching and drive building at the same time.

Wael has been there in times when business flourished and has survived crisis and plans that went off track. All that makes him real in his standing in a leader's as well as team member's shoes and in in dealing with their issues as his.

You can check some of Wael's thought at www.waelhelou.com/blog



Dr. Marina Apaydin is an assistant professor of strategic management at the American University in Beirut and the Director of Middle East and North Africa Regional Case Initiative. Dr. Apaydin holds a PhD degree in strategic management and innovation from the Western University (Canada), an MBA in Finance and International Business and an MA in Islamic studies, both from the University of California at Los Angeles (UCLA), and a MS in Unmanned Aerial Vehicles (UAV) from the Leningrad Electrical Engineering University (LETI). Before moving to academia, Dr. Apaydin held a position of the Deputy Director for Management at UNESCO's World Heritage Center in Paris. Dr. Apaydin has over 20 years of professional experience in finance, business consulting, and marketing in several industries across Europe, the Middle East, and the USA. She also taught strategic management, innovation, international business, ethics, and business communications and delivered workshops on case writing, teaching, and learning to professors and students at several universities in Canada, Turkey, China, Egypt, and Lebanon. She has published impact-factor academic and practitioner articles on this subject. Dr. Apaydin works and teaches in English, French, Italian, Russian, and Arabic.



Jade W. Dagher, Owner and Manager of EXPAND, WIDE, Partner at Actuarial Consulting Services Offshore.

He also founded Saf7a Bayda, a project to help women become entrepreneurs in order to empower them economically, help them spend more time with the family and create future job opportunities for their surroundings. He is known as the "Problem Solver" for most of the financial and business problems. Jade has trained and operated in 12 countries in the MENA region and has dealt with more than 40 nationalities. He has over 13 years of experience in banking feasibility studies and other financial planning services for individuals and small – and medium sized businesses. Jade's mission is improving the standards of the entrepreneurship ecosystem in Lebanon and in the region and building a bridge to cover the gap between the academic business world and the practical reality entrepreneurs are facing in these tough economic situations.





Raefah MAKki has extensive experience in fundraising and communications in the non-profit sector, mainly in the humanitarian field. Having previously served with the International Federation of Red Cross and Red Crescent Societies (IFRC), and Greenpeace, Raefah is currently working with the United Nations High Commissioner for Refugees (UNHCR) digital fundraising team in MENA. For the past eight years, Raefah has developed expertise in different areas, primarily in marketing, communications, strategy, content management and fundraising. She has led face to face and Tele-fundraising teams as well as developed a hands-on approach to deliver effective campaigns and projects. Her specialties include: face to face fundraising, Tele fundraising, communications and marketing, digital fundraising and email marketing, strategic planning, project management & evaluation, management, writing and editing. Raefah holds a Master-1 Degree in Communications from the Lebanese University. She has participated in numerous international and regional communications and fundraising conferences and skillshare. Her most recent participation was at the International Fundraising Congress (IFC) held yearly in the Netherlands.



vGaby Awad, ActionCOACH franchisee owner and a certified Business Coach and Trainer. Gaby has an accumulated total experience of more than 20 years in advisory, consulting and training. He has worked in the GCC and Middle East and has accumulated diversified experience in many industries like banks and financial institutions, oil and gas, retailers and consumer products, energy and industrial, government, telecom, FMCGs, not-for-profit and education.

Gaby spent with PricewaterhouseCoopers (PwC) more than 12 years where he was the Director in-charge of the Consulting practice in Beirut, leading a team of 15 consultants, and acting across the Middle East. In his last role as a Business Coach, Gaby has developed a passion for helping successful businesses grow and become more profitable through the implementation of the award winning ActionCOACH systems.

Gaby is also a part time instructor at the American University of Beirut and Formatech.



Valérie Dalati is a Capacity Building consultant being an accredited member of the TMSDI Network (Team Management Systems Development International) a certified trainer & KAIZEN facilitator in process modeling and optimization, with a background in international affairs & diplomacy, she will guide you with her stretched experience across various fields whether corporate, educational institutions or NGO's on how to direct personal, corporate and team energy to reach peak performance and successful results. Valérie displays explorative and innovative traits genuinely, with aspirations towards the concepts of healthy living, which lead her to organize several learning initiatives and developmental events blending soft skills, yoga, nature, etc.



Nadine has more than 13 years' experience of which she worked in the cosmetics sector such as L'Oreal Middle East, claims GGME, the Estee Lauder Group, Fattal Cilumbus as training, brand, area and distribution manager for FMCG & Luxury products covering Mena. & G.C.C Countries from retailer, distributor and multinational sides. She then shifted to the Power Industry where she has been working as managing Director and Owner of Nadal sal offshoew, contracting and consulting Lebanon. Since 2010 Nadine has been also serving as the founding partner and consultant at BRDH group SA, Beyond Reform & Development/IRADA, Platform for political Entrepreneurs in Badaro, Lebanon. Nadine is furthermore a coach to the facilitators, lead facilitator and Mentor for MOWGLI Mentorship programs, where she has been delivering mentorship programs in the Middle East and north Africa region. She has experience in team management, sales, marketing, training on brand, product, events and selling technique delivered to sales teams, senior management, distributors, retailers, PR representatives and customers. Her experience mixes knowledge from the global market & application & development of new entities. She is an active partner in BRDI Entrepreneurs platform & social entrepreneurship incubator, setting the strategy mentoring the team & training the mentors/ coaches for a complete support, guidance & empowerment to the social entrepreneurs.

She aspires to assist business and individual to make a positive change in their environment and reach their full potential.



Tony Kalaany has over 24 years of experience in image planning and development for a broad range of public and private sector clients, including commercial firms and brands, broadcasting corporations (TV Stations & Radios), NGOs, municipalities, private associations, universities, politicians and public figures.

He's consulted on image management for a number of local and international governmental projects including several funded by the European Union, and his accomplishments have been recognized through numerous awards both in Lebanon and abroad.

More than two decades ago, Tony founded the first fully dedicated audio production company in Lebanon with state-of-the-art technology and a fully-equipped Mixing Theater (The First In Lebanon). He is specialized in audio communication and has worked on building radio and TV stations across the MENA from the ground up, including training staff, developing programming, and managing audiences. For 15 years, Tony has still found the time to teach advertising at the Holy Spirit University in Kaslik in both conceptual and design formats. He has also been teaching social workers how to maximize their communication efforts and activities at St. Joseph University for over 23 years.



Dr. Ali M. El Dirani, (PhD, University of Southampton) is an Assistant Dean at the Faculty of Business Administration, Al-Maaref University, Beirut, Lebanon. His research focuses mainly on Corporate Social Responsibility (CSR) and his doctoral thesis explored the role of HRM in CSR in Lebanon. He has publications in the field of CSR, including journal articles and book chapters on CSR, HRM, workplace integrity, and diversity. He has presented many peer-reviewed conference papers and he is the winner of the best paper award in the Irish Academy of Management (IAM) annual conference 2011 in Dublin, Ireland.

Mentors



Dr. Hasan Youness is specialized in international business management, educational administration and educational leadership.



Mr. Elie Aoun is a Sworn Expert at Lebanese Courts, a University Lecturer in Accounting and Financial Analysis. He received his MBA / DEA in Finance from USEK anticipated by two BBAs, the first one in Finance and Accounting, the second in Marketing and Management from the Lebanese Public University. He has around 19 years of experience, in Auditing and finance. Actually, he holds the position of CFO at Abela Délices sal, and he is the founder / Chairman of "La Fiducia" for Business Consultancy. Throughout his career, Mr. Aoun attended several seminars, and training sessions, with Milestones management training and consultancy, LACPA also, He took a CMA courses and Diploma in International Financial Reporting Standards (IFRS) with ACCA London.



Sally Hammoud is a communication specialist currently undertaking her PhD in Communication focusing on languages, education and technology. She has been a Marketing Instructor at the Lebanese American University since 2012. While being an active board member of LoYAC, NGO for youth empowerment where she provides training on communication and self management. Sally has taken projects with international organizations in Lebanon and abroad.vv



Gaby Awad, ActionCOACH franchisee owner and a certified Business Coach and Trainer vv



Marwan Abdallah, is a Lebanese Political & Socio-Economic activist. He has a B.A. in International Affairs & a M.A. in Diplomacy & Strategic Negotiations.

He is a member of several NGOs in Lebanon, among which are the Foundation for Human & Humanitarian Rights - Lebanon and the MEPI - Lebanon Alumni Association. He is the co-founder of "Rachana Foundation", a NGO that works for the development of the small village of Rachana that lacks any local authority to deal with the needs of its residents; he is also the co-founder of "EDGE for Lebanon", a NGO that works for the social and economical development in Lebanon. Recently, he also co-founded the Organization for Petroleum & Energy Sustainability (OPES - Lebanon) which focuses on the good governance and monitoring of different aspects of the oil and gas sector in Lebanon.

Marwan believes that change in Lebanon should occur on two levels, first on the government level through new laws & regulations and the second through society, especially youth, via awareness and projects that boost social and economic development, especially in rural areas, and innovation & entrepreneurship.



Dr Sanaa Hajj, Head of Department "Economics and Management" (CNAM Lebanon - associated Centre in Paris CNAM); (2004-2015)

holds a Doctorate University of Management Sciences Montesquieu Bordeaux IV (2000) She has developed several degrees in continuing education. She is a Mentor at E.bump Lebanon. Dr HAJJ Gained practical experience through numerous projects in the context of university activities and as an independent consultant: to UNESCO's regional office and ICTJ (International Center for Transitional Justice). Jury member of the Doctoral School: at the Lebanese University to recruit PhD students Member scientific committee: the Research Laboratory LAAS (The Lebanese Association for the Advancement of Science and the Association for Research LAIS (Lebanese Association for Information System). Active in European projects Tempus Erasmus project participation: Active in European projects Erasmus, also member of The Union of French Abroad (UFE).



Afif Tabsh ,PMP, CBAP, GPM-b, PMI-PBA, works as the Operations Manager at CMCS Lebanon, a regional project management consultancy and training firm. Through CMCS he also coordinates the project Management postgraduate Diploma with AUB-CEC. Moreover he is a consultant and Trainer on project management, leadership skills strategic planning, civic engagement, volunteering and NGO Management among others. Educationally, he is doing his Masters in Human Resources Management at AUB and holds a BS in Computer Science from AUB as well. He holds several professional certifications and are: Project Management Professional (PMP) From PMI - Green project Management & Sustainability Professional (GPM-b) from GPM Global. Certified Business Analysis Professional (CBAP) From IIBA.

Professional in Business Analysis (PBA) from PMI

Afif is passionate about developing and serving the community which is reflected in the volunteer roles he has as: Founding Member & Chair of Service Projects Committee at Rotary Club of Beirut Hill, Co-Founder and Advisor at Aie Serve, Curator at Global Shapers Beirut Hub (initiative by World Economic Forum), Vice President at Project Management Institute (PMI) Lebanon Chapter. Co-Founder & President at Alumni UNESCO Club. Council Member at Worldwide Alumni Association of AUB (WAAAUB). Mentor & Advisor for numerous youth led Social Enterprises and NGOs.

He has been given several awards over the years including but not limited to: Global Laureate Fellow at International Youth Foundation. Ambassador of Peace at Universal Peace Federation. Rule of Law Fellow at John Smith Trust. Youth Innovation & Achievement Fellow at King Abdallah Fund for Development.

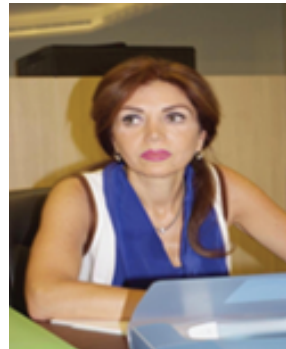
Judges

Leila Abboud, Managing Partner at E-BUMP (Electronic Business University Matching Portal), a repository of prospective business ideas categorized by industry, these ideas shall reach potential investors, as well as participants with the required competencies and the will to contribute.

Professor of Economics with 25+ years of teaching Under and Postgraduate program at various Lebanese universities.

In collaboration with EU, Tempus Aspire Project, Founder and Director of "Center For Entrepreneurship" for more than 4 years with comprehensive experience leading students and corporations through start-up, change, revitalization, turnaround, accelerated growth, and e-learning entrepreneurship.

Experienced Economic researcher who can evaluate and analyze the economic issues. Personally credited with driving significant gains in revenues and bottom-line profits through pricing tender leadership for her own business.



Barbara Shahin Batlouni has served as AMIDEAST's Country Director in Lebanon for the past eighteen years. After serving in Washington, D.C. as Executive Director of the American-Arab Anti-Discrimination Committee, and later directing public relations and fundraising at AMIDEAST Headquarters, she moved to Beirut in 1994. As Country Director of AMIDEAST/Lebanon since 1998, she manages a diverse portfolio of more than 30 educational and development projects each year. Among these is the launching of AMIDEAST's Entrepreneur Institute in 2010, which has since trained and supported over 300 aspiring entrepreneurs, business owners, and professionals on how to start a business, grow a business, develop a sales team, and spur business growth. Founded in 1951, AMIDEAST is an American nonprofit organization engaged in international education, professional skills and English language training, and large-scale development projects. With over 20 field and project offices in the Middle East and North Africa, AMIDEAST provides programs and services to improve educational opportunity and quality, strengthen local institutions, and develop language and professional skills for success in the global economy.



Pr. Dr. Selim MEKDESSI - Lebanese University



Since 2006, Researcher, Intervener and Consultant at ISEOR (Socio-Economic Institute of Enterprises and Organizations), Research center in Business Sciences associated to the "University Jean Moulin, Lyon III" (France), the "School of Management, Lyon" (France) www.iseor.com. 2006 - Ph.D. in Business Sciences High Distinction: Very Honorable with the Congratulations of the Jury - University Jean Moulin Lyon III – France - Doctoral School: M.I.F. (Management Information Finance) - Since 2008 – Full time at the Lebanese University - Faculty of Economic Sciences and Business Administration

and Doctoral School of Law, Political, Administrative and Economic Sciences. Since 2009, Co-Director of OREG (Research Observatory in Economics and Business Administration). In 2010, Visiting Associate Professor and Researcher at the "Ecole Nationale Supérieure des Mines de Saint-Etienne" (France), nominated by the Ministry of Economy, Industry and Employment in France. Since 2009 Member of the Scientific Research Committee at the Doctoral School of Law, Political, Administrative and Economic Sciences at the Lebanese University. Since 2014, Representative of the Lebanese University (Doctoral School of Law and Political, Administrative and Economic Sciences) at the Regional Doctoral Consortium in Economics and Business at the AUF (Agence Universitaire de la Francophonie), Middle East Office. Member of the High Studies Cycle for the Economic Development – Mediterranean (CHEDE-MED 2011), hired to represent Lebanon. Since 2010, Member of the Professors' League at the Lebanese University. Expert in Business Sciences (Research Evaluator) at the AUF (Agence Universitaire de la Francophonie), Middle East Office. Member of LAsER, Lebanese Association for Scientific Research, Lebanon, ADERSE, Association for the Education Development on the Corporate Social Responsibility, France. RIODD, International Network for Research on Organizations and Sustainable Development. AGRH, Association of Human Resource Management, France. RFFST, Training Network in Health at Work, ARIMHE, Business Administration Interdisciplinary Research Association, France

Editorial board member and Reviewer in eight international scientific journals



Seiko Sugita, as Programme Specialist for Social and Human Sciences at UNESCO Beirut Office, provides technical advice in supporting inclusive social transformations in the Arab region through strengthened social science research and policy nexus. The programme includes national and regional interventions to foster youth civic engagement, social inclusiveness of vulnerable populations, social cohesion through intercultural dialogue and teaching of ethics. Holder of a PhD in sociology and a MA in political science, she published academic articles and book chapters on social development in Arab region, in English, French and Japanese. She has previously taught sociology in France and in Lebanon.

CSR in Action – Judging Criteria	
Impact	Team's Score (out of 5)
Does the project identify a particular target audience?	
Does the project identify a particular problem this target audience faces?	
Does the project solve this problem?	
Does the project mention specific performance measures to achieve the solution?	
Total	
Project implementation	Team's score (out of 5)
Has the pilot proven this idea is viable and will provide impact?	
Does the pilot Project show that the team has put a significant amount of passion, hard work and dedication into making it a success?	
Does the pilot accurately reflect their plans?	
Total	
Sustainability	Team's score (out of 5)
Is the project viable over the long term?	
Has the team identified in the project how it will maintain the project over the long term both from financial and organizational perspective?	
Does the project generate its own organic revenue? Or does it purely rely on continuous sponsorship?	
Total	
Reach	Team's score (out of 5)
How many people will benefit from the project?	
Is their evidence from the pilot project that a significant amount of people will use the service offered?	
Does the team have a plan for how the project will be scaled up?	
Total:	
Final Total	/20

Contacts

Contact: info@csralahligroup.com

info@csralahligroup.com