



**CSR**  
in Action  
UAE 2016  
*Report*

11th Edition



**BUILDING A  
SUSTAINABLE  
FUTURE**

# CSR IN ACTION DUBAI

1-9 May 2016

## *Building Sustainable Future*

An initiative to enhance effective CSR practices among practitioners and Youth

Designed and Organized by



In partnership with





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CSR Division Director

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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 significantly in the world. However, this awareness has not yet spread effectively 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.

I welcome you all to CSR in Action UAE 2016 and wish you and this program all the success.

**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 thank Dubai SME for supporting this initiative, and 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.

I wish CSR in Action UAE 2016 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

[lina@alahligroup.com](mailto:lina@alahligroup.com)  
[www.csralahligroup.com](http://www.csralahligroup.com)  
T +971 56 259 83 42

## CSR Al Ahli Holding Group

CSR Al Ahli Holding Group is a division of Al Ahli Holding Group that was found in 2008 with an aim to develop Arab youth, build their skills and widen their horizons and exposure. Using the power of partnership and co-operation with different organizations as vehicle, The CSR Division joins hands with other government and non-government organizations to create the business leaders of tomorrow.

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

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

مؤسسة محمد بن راشد للتنمية  
المشاريع الصغيرة والمتوسطة  
**DUBAI SME**



إحدى مؤسسات دائرة التنمية الاقتصادية - حكومة دبي  
An Agency of the Department of Economic Development - Government of Dubai

## DUBAI SME

Established in 2002, Dubai SME was created as an integrated division of the Department of Economic Development (DED). It was developed as a resource for support, information and outreach for the growing small and medium enterprise sector.

Dubai SME aims to support entrepreneurs in all phases of their development, as one of the main pillars of Dubai's economic success. One of the major goals of Dubai SME is to promote innovation and leadership across all segments of the small and medium enterprise sector seeking to turn your ideas and creativity into successful businesses.

## Dubai Silicon Oasis Authority (DSOA)

Dubai Silicon Oasis Authority (DSOA), a 100% government-owned free zone, was established following Law no 16 of 2005 of the Government of Dubai, with the Mission to “facilitate and promote modern technology based industries” thus supporting the region’s demand for business expansion. A full package of incentives and benefits are provided to companies operating within the free zone. Dubai Silicon Oasis (DSO) is a technology park and provides both a living and working integrated community.

Dubai Silicon Oasis is designed as a hi-tech ecosystem which offers businesses a plethora of advantages including a state-of-the-art infrastructure, in-house business services and strong business support such as technology investment incentives for large enterprises, entrepreneurial support, an incubation center and venture capital funding.

As part of Dubai Silicon Oasis, The Dubai Technology Entrepreneurship Centre (DTEC) has been developed as a purpose-built start-up business center to accommodate and support young technology companies. DTEC offers greatly discounted and flexible technopreneur office space and highly subsidized technopreneur business licenses, as well as multiple visas per company.



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## Overview

CSR in Action UAE 2016, took place on May 1st – May 9th. Organized by CSR Al Ahli Group in collaboration with Mohamad Bin Rashid Establishment (Dubai SME) and Dubai Silicon Oasis Authority at Dubai Entrepreneurship Academy, with 15 participants varying from different universities and sectors.



On the launch of the program, Ms. Lina Hourani – Director of CSR Al Ahli Group signed with Mr. Saeed Matar Al Marri - Deputy CEO at Mohammad Bin Rashid Establishment (Dubai SME) an agreement that serves as a framework to facilitate collaboration and cooperation between Al Ahli Holding Group and Dubai SME with the objective of strengthening the professional relations between the two organizations, with special focus to be placed in supporting mutual programs and activities that aim at fostering the social responsibility and social entrepreneurship in terms of knowledge and practice on long-term sustainable basis.

## Program Outline

During the 6 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	
Session	Speakers
Understanding CSR Concept	Josh Rajkumar
	Belinda Scott
	Vineetha Mathew
Understanding Social Entrepreneurship	Habib Al Asad
	Tena Pick
Project Management	Moath Hamdan
CSR International Case Study	Carlos Costa
Creativity	Jassim Al Bastaki
Innovation & Designing the Idea)	
Best International Case Study (innovative Ideas)	
Team Building and Group Working	Dr. Omran Zubaidah
Project Modeling and Agile Development	Dr. Philip Boigner
Presentation Skills	Dr. Reem Obaidat
Media Relations	DR. Franziska Apprich
Intellectual Property	Munir Suboh
Microsoft BizSpark	Ahmed Ibrahim
Dubai SME Services	Sahar Abdullah
CSR Reporting	Aglaia Ntili
Fundraising Proposal Writing	Islam abu Shousha
Dubai Silicon Oasis	Sirine Fadoul
Social return on the investment "SROI"	Aya Sadder

Judges		
Name	Title	Company
Fatima Abu Okab	General Manager	Garmeen-Jameel Microfinance
Heba Al Nasser	Deputy Director	British Council
Reem Obeidat	Consultant	
AbedelAziz Al Mazzmi	Senior Business Setup & Development Director	Mohammad Bin Rashid Establishment (Dubai SME)

Mentors		
Name	Title	Company
Tobias Bessone	Deputy CEO	Wavetec
Khatai Shetty Datta	Leadership Coach & Corporate Facilitator	–
Dr. Jason Fitzsimmons	Chairperson, Dean of Executive Education	School of Business – Manipal University, Dubai
Omar Sharif	Owner	Geeky Lizard
Reem Obeidat	Consultant	

Participants		
Name	Faculty or Title	University or Company
Ahmad Al Reeh	Mechanical Engineering	Dubai Men's College
Leila Zerehzadeh	Architecture	American University in Dubai
Ekta Lalwani	VP-Global Strategy & Finance	Redmorph Inc.
Ahmad Al Jassmi	Business Management	University of Sharjah
Hiyam Al Zarooni	Interior Architecture & Design	University of Sharjah
Nada Al Hossain	Medical Lab Technology	University of Sharjah
Shahriyar Ali	Marketing	American University in Dubai
Jenan Al Sammak	Management	American University in Dubai
Dana EL Sakka	Biomedical engineering	Ajman university of science & tech
Dania Al Masri	Marketing	Canadian University of Dubai
Aman Grover	Director	Global Market Group
Raneem Al Shehri	Nutrition	University of Sharjah
Raham Al Shehri	Health Services Management	University of Sharjah
Khulood Jamal	Applied Arts, Industrial Design	Helwan University
Blessing Nwoye	BBA, Organization Management	Kinsale University



# The Outcome

## Outcome:

During the workshop the 15 participants were divided into 6 groups, thus creating 6 social business ideas that were developed and formed throughout the program, of which were presented at the last day to a jury panel of 4 judges from different sectors (Mohammad Bin Rashid Establishment - Dubai SME, British Council, Garmeen-Jameel Microfinance and Strategic Corporate Communication Consultancy) to be assessed and advised on the next steps in the following 3-month phase (Business Planning and piloting):

The 6 projects are:

### Team 1 (Baraketna)



BARAKETNA

#### Team Members

1. Dana Al Sakka
2. Dania Al Masri

#### Business Description

Nursing, attending and friendly servicing for the elder to eliminate the feeling of being forgotten, and to provide them with company, care and attention in the comfort of their own homes.

**Team 2 (Career Buddy)****Team Members**

1. Ekta Lalwani
2. Blessing Nwoye

**Business Description**

Career consultation and guidance for high school students.

**Team 3 (Breathes)****Team Members**

1. Ahmad Al Jassmi
2. Nada Shamsaldeen
3. Hiyam Al Zarooni

**Business Description**

To re-design an existed space and make it an Eco-friendly atmosphere.

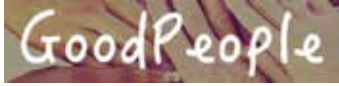
**Team 4 (VoTour)****Team Members**

1. Ahmad Al Reeh
2. Leila Zerehzadeh
3. Aman Gover
4. Khulood Jamal

**Business Description**

Creating international tours which will allow the youth to VOLUNTEER while exploring and enjoying their time.

### Team 5 (Good People)



#### **Business Description**

An application with one main goal, helping the society. By allowing the exchange of services amongst each other or in return for money.

#### **Team Members**

1. Jenan Al Sammak
2. Shahriyar Ali

### Team 6 (Bel Arabi)

#### **Business Description**

Teaching the basics of Arabic for non-Arabic speakers in the UAE, by exchanging services.

#### **Team Members**

1. Raneem Al Shehri
2. Reham Al Shehri

# TESTIMONIALS



### **Moath Hamdan**

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



### **Leila Zarehzadeh**

"CSR In Action made me realize my true potential, because everyone at the workshop was given the chance to learn, practice the learning and present it as a business idea in one week of intensive training."

This program created a unique opportunity for the students to meet and speak with entrepreneurs from all walks of life. During CSR In Action, I was able to have one-on-one conversations with successful businessmen and women from different industries. The program hosted highly talented speakers, educators and mentors created a great balance between entertainment and education.

CSR In Action injected me with confidence to pursuit my ideas and the knowledge and tools to create a social enterprise. I thank the CSR Division of Al Ahli Holding Group for organizing this program. The valuable information and the unique opportunity provided in this event were priceless and CSR In Action was a life changing experience."



### **Shahriyar Ali Contractor**

"These 6 days taught me a lot, more than what I expected as I learnt different perspectives and it changed my way of thinking because of the experiences that were shared by the numerous speakers. I learnt about the different ways to receive funding/sourcing, being creative, how to market and the research required, also importantly the difference between an entrepreneur and a business man. Along with the difference between social entrepreneurship and CSR.

The experience I gained was vast as I met new people who helped me in my idea and who had their own experiences to share as well and who has now become my good friends. This workshop taught me a lot just in 6 days and it was worth the time and effort."



### **Dana El Sakka**

"It was a great pleasure to participate in the CSR in Action UAE 2016, it was my first time that I participate in such an event, I think that such a program left a positive impact on everyone that has participated in it. Everything was well organized, and the whole staff were very friendly and helpful, they made sure that we are aware of everything and presented to us all the help we needed."



Participants presenting their project's mission and vision



Group picture with Dr. Omran Zubaidah at the end of the team building session



Session with Ms. Sirine Fadoul on How to build your business model



Group Working – Business Modeling



Group Working – Presentation Skills



During the session of Mrs. Tena Pick on the understanding of Social Entrepreneurship.



Ms. Lina Hourani – Director of CSR Al Ahli Group with some of the participants.



During the session of Mr. Habib Al Asad on the understanding of Social Entrepreneurship.



Group Exercise with Ms. Lina Hourani – Director of CSR Al Ahli Group



Group picture with Mrs. Sahar Abdullah from Dubai SME after her session on Dubai SME services.



During the session of Mr. Munir Sobuh on Intellectual Property



During the session of Mrs. Aglaia Ntilli on CSR and Sustainability.



Group working.



Group working during the session about how to build a social business.



Group working



During the session of Mrs. Reem Obeidat on how to build a social business.



During the session of Ms. Aya Sadder about Social Return on Investment (SROI).



During the session of Mr. Moath Hamdan on Project Management



Participants working on their business idea.



The jury Panel (Mrs. Reem Obeidat, Ms. Lina Hourani, Mr. AbdelAziz Al Mazzmi, Mrs. Fatina Abu Okab, Ms. Heba Al Nasser).



Participants presenting to the Jury panel.



Participants presenting to the Jury panel.



The jury panel in the judging phase.



CSR Al Ahli Holding Group team

## The Participants



Trainer Name	Session Title	Rating
Aya Sadder	Social Return on Investment (SROI)	4.5
Munir Suboh	Intellectual Property (IP)	4.4
Ahmad Ibrahim	MircroSoft BizSpark	4.4
Habib Al Asad	Understanding Social Entrepreneurship	4
Reem Obeidat	Presentation Skills	4.7
Moath Hamdan	Project Management	4.7
Aglaia Ntili	CSR Reporting	4.47
Dr. Omran Zubaideah	Team Building	4.94
Sirine Fadoul	Business Modelling	4
Carlos Costa	CSR International Case Study	3.5
Dr. Franziska Apprich	Media Relations	4.1
Tena Pick	Understanding Social Entrepreneurship	3.8
Islam Abu Shousha	Funraising Proposal Writing	4.3
Sahar Abdullah	Dubai SME Services	5
Jassim Al Bastaki	Creativity, Innovation and Desgining Ideas	4.7





## «محمد بن راشد لتنمية المشاريع» و«الأهلي القابضة» تطلقان برنامجي «المسؤولية الاجتماعية» وفرص الأعمال العالمية»

دبي - الوطن

ترحب جميع البرامج سواء كانت من القطاع الحكومي أو الخاص، حيث أن تطوير بيئة الأعمال هي من أهم ركائز التنمية الاقتصادية في دبي، وبالتالي تفعيلها من خلال تعزيز الابتكار وتوطين عمارته من أنشطة المسؤولية الاجتماعية والتنمية المجتمعية وتحمل الأفكار والإسهامات إلى واقع من المشاريع الناجحة. وأضاف: يمثل برنامج فرص الأعمال العالمية تجربة فريدة للأعمال والقطاع الخاص، حيث أنها تتيح للشباب الإماراتيين الذين سيقامون مع كبار رجال الأعمال والأدباء من الدول المشاركة، ومبتدئين البرنامج جدول من الزيارات للشركات الكبرى بهدف الإطلاع على أفضل الممارسات، إلى جانب التفاعل على دور شبكات التواصل، والتي تتفاعل مع أصحاب الخبرات والمهنيين في عالم الأعمال.

وهي تدعو للعمل، قال محمد خسان، مديراً إدارياً القابضة القابضة الصغيرة باتلانس واليوم ومن متعلق أيضاً في دعم القائمين على المشروعات الصغيرة والمتوسطة التي تسلمى القابضة الدعم، يسر مجموعة الأعمال القابضة أن تتعاون مع مؤسسة محمد بن راشد للتنمية المشاريع القابضة والقابضة في ترويج المشاريع الصغيرة على هذه المنابر، ومعهم بالمهارات والبركات التي ستساهم في النجاح والتفوق.



وأشارت وتقرير دور المسؤولية الاجتماعية في استدامة الأعمال، حيث تهدف إلى زيادة الوعي لدى المؤسسات والأفراد، وبالأخص القطاع الخاص والأعمال الاجتماعية والجهات الحكومية في وضع استراتيجيات أكثر استدامة لاحتياجات التنمية، والتعريف بدورها في تحقيق التنمية المستدامة في مبادئ العمل. وسيرعى اللقاء مع الأئمة القابضة والشركات القابضة هذا المجال التنموي الجيد، وسيرعى طولة الأئمة. وأبدى سعيد مطر المري أن المؤسسة

والتي هي بين الممارسين، حيث تعمل هذه المبادرة على زيادة الوعي الذي تلعبه من خلال الشبكات سواء الشركات، كما يقدم برنامج فرص الأعمال العالمية الفرصة إلى المبتدئين وتنشيط الشباب من مختلف الثقافات مما يساهم الإطلاع على طرائق العمل، وسجل تنمية مهارات زيادة الأعمال. وفي هذا الصدد، قال سعيد مطر المري: «في شعبة المسؤولية الاجتماعية، دوراً محورياً في تفعيل الشراكات بين مؤسسات الأعمال والجهات الحكومية، ولدينا برغبة

ولقد مؤسسة محمد بن راشد لتنمية المشاريع الصغيرة والمتوسطة، إحدى المؤسسات القابضة الاجتماعية الاقتصادية، وهي، مدارة بالتعاون مع مجموعة الأعمال القابضة إلتزام برنامج تنمية المسؤولية الاجتماعية للشركات القطاع الخاص، والأوساط الأكاديمية والجهات الحكومية، وبرنامج فرص الأعمال العالمية، وأرواح الأعمال والمهنيين في حلول عالم المشاريع، وتأتي هذه المبادرة ضمن جهود مؤسسة محمد بن راشد للتنمية المشاريع الصغيرة والمتوسطة الرامية إلى توعية الأفراد حول أهمية المسؤولية الاجتماعية، وتنشيط الشباب وتنمية مهاراتهم في مجال زيادة الأعمال.

وقام بتوليع المبادرة، سعيد مطر المري، نائب الرئيس التنفيذي في مؤسسة محمد بن راشد لتنمية المشاريع الصغيرة والمتوسطة، والسيدة كندا حجازي مدير إدارة الخدمات المجتمعية لمجموعة الأعمال القابضة، إلى جانب حضور عدد من المسؤولين والقراء المشاركين في هذا الحدث.

يهدف برنامج تطبيق المسؤولية الاجتماعية القابضة إلى تطوير وتعزيز ممارسات أنشطة المسؤولية الاجتماعية

### برنامج المسؤولية الاجتماعية

دبي - الوطن

وقد تم إطلاق برنامج المسؤولية الاجتماعية للشركات القابضة، وهو برنامج يهدف إلى تعزيز الوعي لدى المؤسسات والأفراد، وبالأخص القطاع الخاص والأعمال الاجتماعية والجهات الحكومية في وضع استراتيجيات أكثر استدامة لاحتياجات التنمية، والتعريف بدورها في تحقيق التنمية المستدامة في مبادئ العمل. وسيرعى اللقاء مع الأئمة القابضة والشركات القابضة هذا المجال التنموي الجيد، وسيرعى طولة الأئمة. وأبدى سعيد مطر المري أن المؤسسة



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T +971 4 367 96 00  
F +971 4 367 90 09

PO Box 115648 Dubai, UAE  
info@csralahligroup.com  
www.csralahligroup.com