



# CSR

in Action  
UAE 2017



Organised and Designed by



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

[www.csralahligroup.com](http://www.csralahligroup.com)

In partnership with



مؤسسة محمد بن راشد للتنمية  
المشاريع الصغيرة والمتوسطة  
إحدى مؤسسات دائرة التنمية الاقتصادية - حكومة دبي  
An Agency of the Department of Economic Development - Government of Dubai

## CSR IN ACTION DUBAI

### Building Sustainable Future

An initiative to enhance effective CSR practices among practitioners and Youth

Designed and Organized by



In partnership with





## 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 2017 and wish you and this program all the success.

Mohammed Khammas,  
CEO, Al Ahli Holding Group, UAE



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

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

### Overview

Building on the highly successful 2011 program in UAE and the subsequent additions in Lebanon, UK and Jordan, CSR in Action 2016 will return to the UAE engaging 30 participants, consisting of 25 University students and 5 CSR professionals. Taking place in 2017.

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

This exciting edition opens an excellent opportunity for partnerships from across business sectors. Efforts to break down barriers such as cultures, ethnicity, religion, and race, to name a few from a business perspective, CSR in Action Dubai May 2016 opens a door for business communities to join the efforts while enjoying the CSR recognition and getting a hand into the emerging Arab markets

## About CSR Al Ahli Holding Group

CSR Al Ahli is a division of Al Ahli Holding Group found in 2008. The division aims to develop professional Arab youth by building their skills and widen their horizons and exposure. Through our CSR initiatives, we aim to help them develop full capacity in entrepreneurship skills in order to compete and lead at national and international business levels. Believing in the power of partnership and collaboration, the CSR Division joins hands with different organizations including government and non-government to create the business leaders of tomorrow.

CSR 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.

## Goals & Objectives

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

## How do we achieve the program Objectives?

- Recruit participants from diverse backgrounds
- Engage participants in practical training workshops with best practitioners in the field
- Develop critical entrepreneur's skills through participant projects created from the workshop
- Stimulate learning outcomes with a competition on CSR related project initiatives
- Connect world class CSR practitioners and participants from fastest growing economies in the world

## Benefits for Participants

- Inspire to change the world from what they do for a living.
- Understand the concept of CSR and social enterprise.
- Learn from case studies and best CSR practitioners in an engaging and stimulating environment.
- Create a business plan with CSR initiatives.
- Develop teamwork skills from project works, Understand important aspects of diversity in business practices in an emerging economy.
- Walk away with ready-to-implement initiatives from their own project

	Activity
	Training Workshops & Project Conception
	Group Working & Teams Presentations
	Pilot Project Implementation
	Progress Reporting & Projects Assessment
	Game Changers – Social Ent. Conference (Presentations & Awards Ceremony)

## Projects Specification

1. The project team must consist of 1 CSR practitioner and 3 University students.
2. The company of the practitioner in the group should consider adopting the project: the project must be relevant to the sustainability agenda of the company and the company should support the project in committing resources (employee time, company competencies and seed funding if required).
3. Practitioners must be of senior management level with decision making capacity.
4. Teams are allocated on matching participants in their area of interest, alongside ensuring each team has a complementary set of skill/domain expertise.
5. The project should tackle the issue externally to the company to properly engage the student participants. (eg. Environment projects shouldn't aim to reduce water consumption in the company; rather the project should find a way water consumption can be reduced in the UAE). For example, Mars supporting coco farmers in the Ivory Coast (<http://marsfarmersfirst.com/about/> & <http://www.mars.com/global/brands/cocoa-sustainability/mars-and-cocoa-sustainability.aspx>)
6. The project must be designed to be self-sustaining from the medium term (post year 1) and to be scalable (no obvious limits to its growth) – thus the project should follow social enterprise principles.
7. The project must have an exit strategy for the practitioner's company of less than 3 years.
8. Each team must identify the social challenge they wish to work on from a set list before the program starts.

## The Program

CSR in Action program consists of 3 stages:

### Stage 1: Training Workshops & Projects Conception

- 6-days interactive trainings with high caliber trainers and speakers, building the participants capacities in underlying principles of CSR, and exposing them to the best national and international practices.
- Forming the teams and conceptualizing the projects' ideas.
- Teams working in groups on their projects, under the mentors' supervision.
- Participants in teams present their projects ideas to an esteemed judging panel, which will qualify them to move to the second stage.

### Stage 2: Pilot Project Implementation

- 2 months period whereby the teams will be working on piloting their projects.
- Progress reporting that shows the management and impact of their respective projects.

### Stage 3: Projects Assessment and Award Ceremony

- An esteemed panel of judges will assess the projects progress and success, and nominate best 3 projects for the award.
- During a prestigious awards ceremony in (Game Changers - Social Entrepreneurship Conference) attended by VIP's, government representatives, students and various other key players in the CSR sphere, the best project will be awarded.



## Judging Criteria

CSR in Action - Judging Criteria	
<b>Impact</b>	<b>Team's Score (Out of 5)</b>
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:	
<b>Project Implementation</b>	<b>Team's Score (Out of 5)</b>
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:	
<b>Sustainability</b>	<b>Team's Score (Out of 5)</b>
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 a financial and organizational perspective?	
Does the project generate its own organic revenue? Or does it purely rely on continuous sponsorship?	
Total:	
<b>Reach</b>	<b>Team's Score (Out of 5)</b>
How many people will benefit from this project?	
Is there 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:	
<b>Final Total:</b>	<b>/65</b>

## Program Agenda

Day 01	Day 02	Day 03	Day 04	Day 05	Day 06
9:00 – 11:00	9:00 – 11:00	9:00 – 11:00	9:00 – 11:00	9:00 – 11:00	9:00 – 11:00
<b>Welcome note</b> - by Lina Hourani, CSR Al Ahli Holding Group Director  Understanding CSR concept  Panel Discussion	<b>Creativity &amp; Innovation</b> “Ways to BE more Creative”	<b>Marketing Strategy</b>  “Designing your Marketing Plan”	<b>Financial Plan</b>  “How to build your Financials”	<b>Presentation Skills</b>  “Pitching Techniques”	<b>Group Working</b>  “Last Review”  (Participants and Mentors)
	11:00 – 12:00				
	How to put your Ideas into Action (Canvas Training)				
11:00 – 13:00	12:00 – 13:00	11:00 – 13:00	11:00 – 13:00	11:00 – 13:00	11:00 – 13:00
<b>Understanding Social Entrepreneurship</b>  Panel Discussion	<b>Team Building</b>  “Training workshop”	<b>Social Media Plan</b> “The power of Social Network”	<b>Financial Strategy</b>  (Cost-Revenue Model)	<b>Intellectual Property Framework</b>	<b>Teams’ Presentations</b>
		<b>CSR case study</b>		<b>Social Impact Measurement</b>	
13:00 – 14:00	13:00 – 14:00	13:00 – 14:00	13:00 – 14:00	13:00 – 14:00	13:00 – 14:00
Lunch					
14:00 – 16:00	14:00 – 17:00	14:00 – 16:00	14:00 – 15:00	14:00 – 16:00	14:00 – 16:00
<b>Social Challenges Identification</b>	<b>Project Modeling</b>  “Draft your Business Plan”	<b>The power of Media to shape your Business</b>	<b>Fundraising &amp; Crowdfunding</b>  “Strategies to raise funds”	<b>Group Working</b>	<b>Judges Feedback &amp; Closing</b>
<b>Project Management</b>					
16:00 – 17:00		16:00 – 17:00	15:00 – 17:00	16:00 – 17:00	
<b>CSR Case Study</b>		<b>Group working Meeting the Mentors</b>	<b>Dubai SME Why? What? How?</b>	<b>Case Study</b>	



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 2017 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.

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