



Report



Organised and Designed by



CSR

مُسَدِّدُ الْمَسْئُولِيَّةِ الْإِجْتِمَاعِيَّةِ لِمَجْمُوعَةِ الْأَهْلِيِّ الْقَابِضَةِ
A Division of Al Ahli Holding Group

In partnership with

www.csralahligroup.com

مُؤَسَّسَةُ مُحَمَّدَ بْنَ رَاشِدٍ
لِلتَّنْمِيَةِ الْمَشَارِيعِ الصَّغِيرَةِ وَالْمَتَوَسِّطَةِ
DUBAI SME





قسم المسؤولية الاجتماعية لمجموعة الأهلي القابضة
A Division of **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 to build their skills and widen their horizons and exposure.

Through our CSR initiatives, we aim to help youth develop full capacity in entrepreneurship skills 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 UAE, 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.

About 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 of small and medium enterprises sector. We aspire to transform Dubai into a global center of innovation and excellence among small and medium businesses. As one of the most dynamic cities in the world, Dubai values new ideas and approaches to today's challenges. As a driver in the economic development of the nation, we aim to nurture this spirit of creativity and originality.





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.

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

CSR In Action UAE 2018 Program

CSR in Action 2018 was held at the Dubai Entrepreneurship Academy in partnership with Dubai SME from October 22nd to 29th 2018. Participants were a mix of students and alumni from American University in Dubai, Curtin University Dubai, Ajman University, American University of Sharjah, and the private sectors, such as CSR Division interns from Emirates NBD and a youth from Jordan, who wished to learn more about social enterprises and sustainability.



As the focus of the program is social entrepreneurship and corporate social responsibility, the first day was dedicated to CSR and social entrepreneurial experts. Following opening speeches were given by CSR Al Ahli Holding Group Director Lina Hourani and Deputy CEO of Dubai SME Mr. Saeed Al Marri. Following this introductory session, there was a panel discussion about CSR between Elena C. Cruz VP, Head of Brand & Corp. Responsibility at Emirates NBD, Stephen King Lecturer in PR & Media Studies at Middlesex University and Lina Hourani.

The program hosted prominent speakers including representatives of the private, public and third sectors in the UAE and overseas. Nour Moghrabi from Jordan who talked about SDGs and Identifying Social Challenges, Dr. Jamil Samawi who is a Lawyer also came from Jordan to give a session about Marketing Strategy and Osama Al-Bitar, a President of Regional Branch of the Arab Union for the Protection of Intellectual Property Rights, also came from Jordan to give a session about the subject. Els Kolster Co-founder of WEBOX came all the way from UK to give a session about how to have a championship mindset to confront the challenges.



The program moved to the "how to" phase leaving the floor to Dr. Abdulla Al Awadhi, a financial freelance consultant, who thanks to his over 25 years of expertise in the field delivered an outstanding session on how to develop ideas into actions using Business Model Canvas. Head of Entrepreneurship for Zayed University Dr. Waseem Abazza explained to the participants the importance of the Project modeling, what are the true travers of value, and how they make use of it to develop their projects.



Dubai SME also contributed by sending one of their representatives, Hamda Khalil, Senior Manager at the Credit and Underwritings Department talked about fundraising and crowd funding and what kind of supports Dubai SME can provide to newly established businesses and startups. Further sessions on project management and social media, and media relations were hosted by Al Ahli Hold Group's digital marketing team. Monaem Ben Lellahom closed the training with a session on measuring social impact.



On the final day, held on November 21st, participants polished their ideas, which they then presented to a panel of prestigious judges from Dubai SME, Middlesex University, Zayed University, S.P Jain School of Global Management and Al Ahli Holding Group. Judges gave feedback on the strengths and weaknesses of each project in a way to develop them further. Furthermore, the participants will have 2-month piloting period with mentors like Stephen King, Sabi Behzadi, Mary Tannous and Alaa Odeh who will be following up on their projects to help develop them and their projects.



Speakers list

Elena C. Cruz	VP, Head of Corp. Responsibility at Emirates NBD
Giuseppe Saba	CEO at Dubai International Humanitarian City
Tatiana Antonelli Abella	Founder and managing director of Goumbook
Christina Andreassen	Womomentum Accelerator Manager
Dr. Abdulla Al Awadhi	Financial Consultant Freelancer
Mashal Waqar	Co- Founder of The Tempest
Nour Moghrabi	National Program Manager for EconoWin
Dr. Michel Naguib Michel	Owner and Managing Director of “DATAMATION”, “INSIGHT INTERNATIONAL” Management consultant and Managing Partner of GITEC
Dr. Jamil Samawi	Lawyer – Managing Partner, University member of academic staff Trans Orient Law Firm
Hamda Khalil	Senior Manager at the Credit and underwritings Dept. at Dubai SME
Osama Al-Bitar	President of Regional Branch of the Arab Union for the protection of Intellectual Property.
Abir Al Habbal	Project Manager of the IT department at Al Ahli Holding Group
Rania El Shafey	Marketing and research analyst.
Els Kolster	Co- founder of WEBOX
Dr. Wasseem Abaza	Head of Entrepreneurship at Zayed University
Stephen King	Lecturer in PR & Media Studies
Rashid Mikati	Business Development and Partnerships at Melltoo
Marc Ruiviejo	Founder of Companies for Good
Bruno El Adm	Co-founder and managing director of MAD RECIPE
Monaem Ben Lellahom	Co-founder and CEO of Sustainable Square

CSR In Action UAE 2018 Program

Group Name: Group Unity

Members: Fariba Zoulfaghari , Carmen Al Bittar , Nahla Al Bunni

The project is to put look up messages that will be displayed in metro station that ignite the positiveness and act of kindness for metro passengers, in corporation with ministry of happiness in goals and mission.

Group Name: Edu Camp

Members: Sarah Simah, Priti Vaishnav, and Tasneem Ezzy

Target a construction workers camp in the Al Quoz area. Most workers have close to no formal education, and therefore our intent is to provide English language lessons that teach these workers basic reading, writing and speaking skills.

Aim: To help workers get better job prospects and encourage them to positively change their attitude towards educating their children.

Group Name: Coffee for a cause

Members: Michelle Kokatnur, Ksenia Matofonov, Asfeen Alikhan, Anjana Harish

Building awareness of people with disabilities (PWD) and the various options/opportunities/outlets that are available for them in Dubai. Bringing together PWD communities Educating the public on how to be a good ally, Promoting inclusion and equal opportunity. How do we do that? Through tactical sponsor/ volunteer efforts, we hope to host inclusive social gatherings at Dubai's most Instagram-able cafes

Group Name: EduAll

Members: Martin Andrei Marquez, Abishek Soman and Rohan George

The idea of the project is that we would be offering educational courses and certifications for people in Dubai that needs further training. This would mostly be applied to the laborers that need further education and certification so that they can find better jobs that would provide a better life for their families.

Group Name: Nogoosh

Members: Madiya Al Falasi and Amal Malik

Nogoosh is an Online Emirates Fine Art Society, for Artists and Art collectors. Artists will be able to create their own gallery to exhibit and sell their artworks. On the other hand, Art collectors can sign in easily to buy any artworks they would like to own. This online society will help many Young Artists to improve their skills and show their abilities to others. The online society includes an online channel to interview artists every week, and an auction can be run for a cause. The website offers free membership for students in addition to other memberships for artists.

Target: Young Artists and Art collectors

Type of business: Online Business.

Group Name: Carnival Café

Members: Lamia, Noor El Khair, Khalid Akeila, Omar Elkhailidi and Ahmad El Mansy

Turn a normal café into a place social healthy environment to present the social activities for the customers. Beside their coffee, clients can have fun and enjoy the show that will be presented on the stage such as standup comedies, concerts, but also talent shows open up to the public or even inspirational people who would like to share their experience.

Group Name: Hemom

Members: Jafar Raid

An educational network for mothers mainly, and parents of hemophilic kids. The CSR portion is through cooperation's with schools, universities and other hemophilia communities abroad. Providing educational lectures and workshops.

Group Name: Arab Code Girl

Members: Sara D'cunha and Sandi Nkala

An initiative encouraging Arab women to learn more about coding. Since fewer women are into coding, we encourage them to learn more about it.

Group Name: Explore 7

Members: Suaad Elmi and Buthaina Al Nuaimi

Explore7 is a hospitality online-based business that allows the tourists in United Arab Emirates (UAE), to experience the Emirati culture by participating in a range of cultural activities with the locals. This is a great opportunity to promote intercultural exchange between the Emirati people and the tourists. Explore7 intends to provide adventure packages, such as desert adventure, mountain adventure and sea adventure to the international visitors. It is a unique business since it helps tourists to learn about the local culture, religion, heritage and language. With the increase in the number of tourists entering the country, explore7 has a great opportunity to penetrate the market as the tourism industry is growing rapidly every year. Many international visitors want to interact with the Emirati people and learn about their culture and heritage, but nothing is available to facilitate the interaction between them. Thus, Explore7 is the solution, since it provides a platform where the tourists can meet and interact with the locals. Through their interaction, tourists will get a chance to learn about the Emirati traditions, religion and language by participating in different cultural activities.

Group Name: Nahnu Nisaa

Members: Nikhita Nithan, Ashmitha Shafi and Sadiya Navas

Objective: Women Empowerment

Judges on final day:

Name	Organization
<i>Dr. Michael Kloep</i>	Middlesex University
<i>Dr. Abdulla Al Awadhi</i>	Financial consultant freelance
<i>Lina Hourani</i>	Al Ahli Holding Group
<i>Aditya Shah</i>	Jain School of Global Management

Conclusion – Lina's Note:

We would like to thank DUBAI SME, and each of speakers, mentors and judges for contributing in the CSR In Action UAE program. We are proud of the high quality educational experience each person and institution invested in these potential young people, who now have the training and networks that can facilitate their own entrepreneurship experiences through sustainable business that can serve them and the community. With all the mentoring and speeches from prominent speakers, the participants are now ready to implement their ideas. We look forward to watching their ideas develop and facilitating their success.



Group photo after the panel

Photo Gallery



Welcome speech from Deputy CEO of Dubai SME Mr. Saeed Al Marri



Understanding CSR concept Panel



Understanding Social Entrepreneurship Panel Discussion



Participants asking questions to the panelist



Participant contributing with the session



Team building session

Photo Gallery



Social Impact Measurement session



Carnival Cafe Team with their mentor
Mary Tannous



Participant preparing for his presentation



Participant explaining to Lina her concept



The Judges



The participants are now ready
to implement their idea

Photo Gallery



Emirati project on supporting young artists



Handing over certificates to participants



Handing the certificate to Dr. Abdulla Al Awadhi for contributing as a speaker and a judge



Handing the certificate to Marry Tannous for contributing as a mentor



Participants are proud of their achievement



Group photo with the judges, mentors speakers, participants and CSR Team



CSR

in Action
UAE 2018

Organised and Designed by



In partnership with

