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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 UK 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 University of the west of England, Bristol 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 UK 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

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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.







University of the West of England, Bristol

UWE Bristol Can traces its roots back to the foundation of the Merchant Ventures Navigation School, which was founded in 1595.

UWE Bristol is one of Britain's most popular universities with over 27,000 students and 3,000 staff. Students come to UWE from all parts of the UK, as well as a significant and growing number of international students from over 140 countries worldwide.











Overview

CSR in Action UK 2016, took place on May 23rd – June 1st. Organized by CSR Al Ahli Group in collaboration with University of the West of England, Bristol with 28 participants varying from different universities and nationalities.

14 different Nationalities Participated in the CSR In Action Program and that is one of the major points which has made it successful, because of the Diversity and different experiences and cultures.

CSR AI Ahli Holding group and the University of the West of England in Bristol both aim for the same vision, which is making the CSR In Action Program the only International Program that is focusing on Corporate social responsibility and Accredited from a prestigious UK university in 2017.





Program Outline

During the 10 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	
Panel Discussion	Jonathan Collinge, Vimla Appadoo and Ian Brooks	
Team Building Activity	Dr. Carol Jarvis	
Understanding CSR Concept	Ian Brooks	
The Importance of Branding	Jenny Anderson	
Case Study	Michael Smith	
Best UK Social entrepreneurship Practices	Eddie Capstick	
Best CSR Practices in the UK	Eddie Capstick	
Designing the Idea According to your passion	Katie Martin, and Mhairi Threlfall	
Practical Leadership	Dr. Hasan Youness	
CSR Strategy	Dr. Hasan Youness	
Case Study	Greenpreneurs	
Media/Social Media and CSR	Tom Bowden	
Communication Skills	Sara Spear	
Case Study	Caroline Thompson	
How you lead your CSR Initiative	Rachel Slough	
Case Study	Hernan Griboff	
Leadership Best Practices	Dr. Carol Jarvis	
Marketing your social Business- Motivation	Ramona Da Gama	





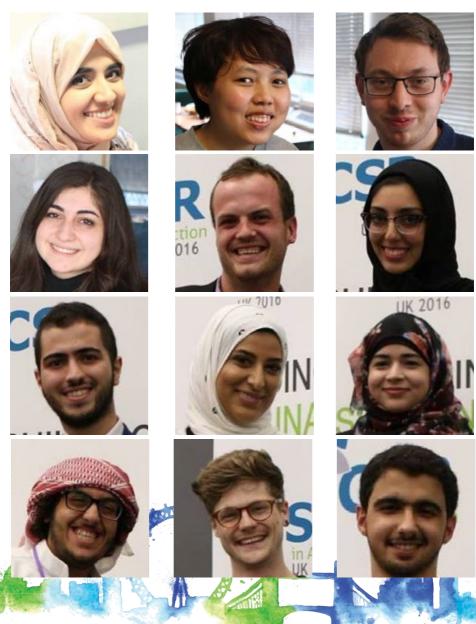
Judges				
Name	Title	Company		
Steve Vince	UK University Partnership Officer.	Hewlett Packard Enterprise		
Caroline Thompson	Entrepreneur Development Manager.	Natwest Bank		
Dr. Fiona Jordan	Associate Dean (Ext Engagement) for the Faculty of Business and Law.	University of the West of England Bristol.		

Mentors			
Name	Title	Company	
Dr. Carol Jarvis	Associate Professor in Knowledge Exchange	University of the West of England Bristol.	
Ainhoa Esnaola	Team Coach	University of the West of England Bristol.	
Katie Martin	Enterprise Advisor	University of the West of England Bristol.	
Mhairi Threlfall	Enterprise Development Manager	University of the West of England Bristol.	
Dr. Hasan Youness	Managing Partner	Insights for Consultancy	
Dr. Muhammad Qutubuddin Siddiqui	Head of Marketing Department	University of Ajman	





Participants





























The Outcome





Outcome:

During the workshop the 21 participants were divided into 7 groups/ Projects, 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 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 (Professionals under construction)

Team Members

- Fatima Ahmed
- Hala Chatara
- Nehal Magdy

Mission Statement

Professional under Construction group is to provide internship to the graduating and current students of the universities. We serve them as intermediaries between the large companies and the graduating students. Our mission is to allocate the student to the right place in which he/she is what capable of. And also to help those students who can't afford their studies or can't continue their studies because of financial problem. We provide scholarships to those students as well.





Team 2 (JFA)

Team Members:

Mohamad Mahmoud Dbouk

Mission Statement

Improving lives and creating happiness, harmony and fulfilment of youth dreams through football, training amateurs and talented kids mostly the unprivileged to become professional athletes and also produce maven coaches.

Team 3 (Free education for the Poor)

Team Members:

• Lisa

Mission statement:

EMIP is not an educational organisation. Mission of EMIP is to help young people gradually understand themselves and to orient them to find their futures based on their abilities and personalities. Attending the programmes, at very young age, participants can determine which career is suitable for them. They will be confident in their future with practical and soft skills provided by EMIP. EMIP's mission is to ensure young people are always positive, confident, and always willing to do the good things for society and enjoy their lives with whatever they do.





Team 4 (THE UPCYCLE PROJECT)

Team Members:

- Alex
- Oueila
- Julia
- Maria

Mission Statement:

Our mission is to educate the community of the importance of Upcycling, and to provide them with the tools and location to create their innovative ideas under the supervision of talented professionals. We aim to achieve this by connecting with schools and local community groups to form workshops, events, and open discussions.

Team 5 (Relief)

Team Members:

- Dhoha Alhayen
- Amal Khawaja
- Muaadh Al Hubaishi
- Ayah Fares
- Zaid Aiman





Team 6 (Always Grow)

Team Members:

- Sirapat Mhuean-ngern
- Tuyen Tran
- Thomas O'kelly

Mission Statement:

Build application functionality to suit the lifestyle of the target Audience, Connect people or investors with agriculturists having lands from Thailand, Develop the Company as a place to educate the organic farming and social business ventures, Develop a knowledge of organic farming and keep pace withtechnology, and create a reciprocal benefit model where all parties can benefit equally.







Testimonials





- "I loved the Fact that I Acquired knowledge that I will not be able to obtain if I didn't get enrolled in this amazing program. I will make sure to use every bit of Information I gained from the Program in my career and daily life. I am truly inspired by the Management of the CSR Division and especially by the CEO Mohamad Khammas"
- "The program was organized perfectly, especially the Speakers. I would like to thank you for your big effort and hope to organise the program in a wider range to reach more students and change their lives, just like you did to me"
- "Inspiration! All the speakers inspired me significantly. I get more motivation to believe in what I love to do in the future. Doing business with CSR is a hard work but possible to achieve if I keep trying. Learning from mistakes, confidence and networking are all things I learn from this programme and change my mind. I hope CSR Al Ahli Group can expand their activities to Asia and I can bring this programme to my country"
- " As a result of this Program, my perspective of having my own social business is different. Having the chance to meet new speaker every day is an opportunity you cannot miss, especially with the diverse cultures of Participation"
- "This was an amazing experience getting involved with highly experienced people in and of the particular feeds that benefited us in designing our projects. Its Prospects to the tasks of aligning relationship with different stakeholders. It was also beneficial in terms of meeting new people from different backgrounds and nationalities "
- "The intensive group work activities, and how diverse was our class with the different cultures and nationalities, brought up a lot of new ideas and creativity. I believe that I am a totally different person now, I would like to have more programs to be a part of. It was really a mind shaping experiment and I could not be any thankful for this amazing opportunity that id for the youth to become the best in their areas."















Trainers and Sessions Evaluation

Trainer Name	Session Title	Rating/5
Caroline Thomspon	Case Study- Natwest Bank	5
Dr. Hasan Youness	Practical Leadership	4.5
Eddie Capstick	Social/CSR Practices in the UK	4.5
Hernan Griboff	Case Study- Globant	4.0
lan Brooks	Understanding CSR Concept	4.5
Jenny Anderson	The Importance of Branding	4.0
Jonathan Collinge	Panel Discussion- Adidas	4.5
Katie Martin	Designing the Idea	4.5
Mhairi Threlfall	Following your passion	4.5
Michael Smith	Case Study- Author	4.0
Rachel Slough	How you lead your CSR Initiative	4.0
Ramona Da Gama	Marketing your social Business- Motivation	4.5
Sara Spear	Communication Skills	4.5
Tom Bowden Green	Media/Social Media and CSR	4.5
Vimla Appadoo	Panel Discussion- Dotforge Impact, accelerator	4.5





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