



Social Entrepreneurship Conference 2016

# GYF 2016 Report



**CSR**

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



Social Entrepreneurship Conference 2016

Nov. 27 - 28. 2016

**The Global Youth Forum (GYF)** is a two-day forum created and managed by the CSR Division of Al Ahli Holding Group that aims at fostering peoples' creativity, aspirations and engagement in responding to their ownr community challenges.

Designed and organised by



In collaboration with



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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.



**Mohammed Khammas,  
CEO, Al Ahli Holding Group  
UAE**

# THANK YOU NOTE

## 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 Chamber, Tejar Dubai and the Amercian University in Dubai (AUD), for supporting this forum, and express my gratitude to every partner, speaker, 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.

It's very inspiring and motivating to witness the outcome and the interest of our new generation in developing their projects, startups and global ideas coming from different cultures and backgrounds.



**Ms. Lina Hourani**  
**Division Director**  
**CSR Al Ahli Holding Group**

# CSR AL AHLI HOLDING GROUP



## CSR

قسم المسؤولية الاجتماعية لمجموعة الأهلي القابضة  
A Division of 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 Emirati and Arab youth. Using the power of partnership and cooperation 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.



**The 'Dubai Chamber Sustainability Network'** serves as the focal point for the business community to share and exchange best practices in implementing Corporate Social Responsibility (CSR). This network offers companies the opportunity to network, learn, share experiences and constitute CSR leadership.

The key objectives of the Dubai Chamber Sustainability Network are to:

- Raise awareness, build capacity, promote and support the development and implementation of CSR and sustainability best practices.
- Discuss and build strategy on various CSR, sustainability and good governance topics and issues.
- Develop collaborations with peer companies to lead on specific CSR, sustainability and good governance issues and build learning resources.
- Provide feedback to the CRB on the value, effectiveness and efficiency of a company's services and products.
- Encourage CSR reporting among members.



**Tejar Dubai** (Entrepreneurs Development Program, hereafter Program) is designed to identify and develop nascent entrepreneurs amongst UAE nationals and their respective promising business ideas which are economically feasible and able to withstand the tests of the marketplace.

Tejar Dubai is aimed at fostering the development of a more diverse, knowledge-based economy to enhance Dubai's position in the global economic landscape. This Program will work to create a supportive environment in which knowledge activities can be cultivated, gestate and mature. Together, the concerted efforts of Dubai Chamber will seek to leverage existing Emirati entrepreneurial expertise and offer a dedicated program to pass on lessons learned as well as impart new talents. Fostering start-ups and entrepreneurs will allow Dubai's economy to continue flourishing for years to come while ensuring standards of living will be preserved well after oil production ceases.

# AMERICAN UNIVERSITY IN DUBAI



**The American University in Dubai** is a private, non-sectarian institution of higher learning founded in 1995. AUD's enrollment in 2012-2013 averaged 2,600 students. In spring 2013, over one hundred nationalities were represented in the AUD student body. AUD offers both undergraduate and graduate degrees and a Certificate in Middle Eastern Studies.

AUD's multi-complex facility has been conceived with the objective of supporting the university's programs (both academic and extra-curricular) to an American standard. The campus surroundings include Dubai Internet City and Media City.



# OVERVIEW

**The Global Youth Forum (GYF)** is a two-day forum created and managed by the CSR Division of Al Ahli Holding Group that aims at fostering peoples' creativity, aspirations and engagement in responding to their ownr community challenges.

As the MENA region continues to endure socio-economic challenges in a rapidly changing environment, businesses, governments and non-governmental organizations are struggling to find long-term solutions to a myriad of social, economic, environmental, security and technological challenges.

The conference focuses on social innovation as a mean to promote a social entrepreneurial mindset, to achieve social impact and to supply change rather than demand it. It brings together social entrepreneurs, investors and ecosystem actors, along with private sector and academic leaders in the social entrepreneurship field.

The conference is an opportunity to uncover the social entrepreneurship ecosystem, to foster learning of social entrepreneurship practices, and to promote an enabling policy environment for social enterprises.



# THE AGENDA

## Agenda - 1st day - AUD

From	TO	Activity	Speaker	Topic
<b>8:30 AM</b>	<b>9:00 AM</b>	<b>Welcoming and Registration</b>		
9:00 AM	9:10 AM	Welcoming Speech	Lina Hourani (CSR Division Director - AAHG)	
9:10 AM	9:20 AM	Keynote Speech	Provost Dr. Jihad Nader (AUD Provost and Chief Academic Officer)	
9:20 AM	9:50 AM	Motivational Session	Matt Trenchard & Sarah Anthony	What's your grander vision for society?
10:00 AM	10:45 AM	Session	Hisham Al Gurg - CEO of the Private Office of Sheikh Saeed bin Ahmed Al Maktoum and SEED Group	Innovation
<b>10:45 AM</b>	<b>11:00 AM</b>	<b>Coffee Break</b>		
11:00 AM	11:30 AM	Panel - Social Entrepreneurship	<ul style="list-style-type: none"> <li>Lina Hourani - CSR Al Ahli Group</li> <li>Joshua Rajkumar - Sustainability Platform</li> <li>Medea Nocentini - CEO, C<sup>3</sup></li> <li>Moderated by Tena Pick</li> </ul>	Introduction to Social Entrepreneurship, The difference between philanthropy & social entrepreneurship?
11:30 AM	12:00 PM	Social Business Case Study	Francisco Pellegrini	Global social enterprise success stories
12:00 PM	12:30 PM	CSR	Dr. Stavros Sindakis, Ph. D (AUD)	ECSR & Entrepreneurship
12:30 PM	1:00 PM	Group Show	Gold's Gym	
<b>1:00 PM</b>	<b>1:30 PM</b>	<b>Lunch</b>		
<b>1:30 PM</b>	<b>2:45 PM</b>	<b>Workshops</b>		
		<b>Workshop (1)</b>	<b>Workshop (2)</b>	<b>Workshop (3)</b>
		Leadership: Knowledge Group	Knowledge Group: Professional business communication (meetings, emails, problem solving & networking)	How can social entrepreneurship affect future societies? Abdulmufallib Hashim, Managing Director, TBH Consultancy
<b>2:45 PM</b>	<b>3:00 PM</b>	<b>Closing</b>		

## Agenda - 2nd day - Dubai Chamber

From	TO	Activity	Speaker	Topic
<b>8:30 AM</b>	<b>9:00 AM</b>	<b>Breakfast and Registration</b>		
9:00 AM	9:15 AM	Welcoming speech	Lina Hourani (CSR Division Director - AAHG)	
9:15 AM	9:30 AM	Welcoming speech	Mr. Essa Ali Al Zaabi, Senior VP, Support Sector, Dubai Chamber	
9:30 AM	10:15 AM	Panel Discussion (1)	<ul style="list-style-type: none"> <li>Reem Saeed Al Ghaith General Manager (Enable)</li> <li>Mike Wakefield, Head of KM/ Pro Bono Counsel (DLA Piper)</li> <li>Rachel Slough (Crechendo UK)</li> <li>Dr. Fayiz Shah, Director (Yunus Center)</li> <li>Moderated by Vineetha Mathew</li> </ul>	Influence and Impact of Social Enterprises
<b>10:15 AM</b>	<b>10:30 AM</b>	<b>Coffee Break</b>		
10:45 AM	11:30 AM	Panel Discussion (2)	<ul style="list-style-type: none"> <li>Osman Hamid, Ryerson University,</li> <li>Francesco Rullani Ph.D., LUISS University, Rome</li> <li>Dr. Marc Poulin, Canadian University Dubai</li> <li>Moderated by Lina Hourani</li> </ul>	What is the Role of the University in Pursuing Social Entrepreneurship
11:30 AM	12:00 PM	Standup Comedy Session	Simeon Goodson	Entrepreneurship
<b>12:00 PM</b>	<b>12:45 PM</b>	<b>Lunch</b>		
12:45 PM	1:15 PM	One on One Discussion	<ul style="list-style-type: none"> <li>Mr. Essa Ali Al Zaabi, Senior VP, Support Sector, Dubai Chamber</li> <li>Lina Hourani (AAHG CSR Director)</li> </ul>	Role of Governments in promoting Social Entrepreneurship
1:15 PM	1:45 PM	CSR Al Ahli Students Projects Presentation and Judging		<ul style="list-style-type: none"> <li>Luigi Pezzilli, LUISS Guido Carli, Rome</li> <li>Hamda Khalil, Dubai SME</li> <li>Panos Manolopoulos, Stanton Chase</li> </ul>
<b>1:45 PM</b>	<b>2:00 PM</b>	<b>Winners Announcement &amp; Awards</b>		
<b>2:00 PM</b>	<b>2:15 PM</b>	<b>Closing &amp; Press Conference</b>		

# SPEAKERS & SESSIONS



Provost Dr. Jihad Nader

Provost and Chief Academic Officer, **American University in Dubai (AUD)**

Session: Keynote Speech



Hisham Al Gurg

CEO - Private Office of Sheikh Saeed bin Ahmed Al Maktoum, **SEED Group**

Session: Innovation

## Pannel Session 1: Introduction to Social Entrepreneurship



Tena Pick

CEO  
**Sustainability Platform**



Medea Nocentini

Co-founder & CEO  
**C3**



Joshua RajKumar

COO  
**Sustainability Platform**



Lina Hourani

CSR Division Director  
**Al Ahli Holding Group**

## Motivational Session: What's your grander vision for society?



Matt Trenchard

Founder & Coach  
**North Point Coaching Academy**



Sarah Anthony

Entrepreneur Coach,  
**North Point Coaching Academy**



Dr. Stavros Sindakis

Assistant Professor of Management, **American University in Dubai (AUD)**

Session: Corporate Social Responsibility



Abdulmuttalib Hashim

Managing Director, **TBH Consultancy**

Session: How can social entrepreneurship affect future societies?

# SPEAKERS & SESSIONS



Mr. Essa Ali Al Zaabi

Senior Vice President, Support Sector, **Dubai Chamber**

Session: Role of Governments in promoting Social Entrepreneurs

## Pannel Session 2: Influence and Impact of Social Enterprises



Reem Saeed Al Ghaith

Founder & General Manager  
**Enable**



Mike Wakefield

Head of Knowledge Management /  
Pro Bono Counsel  
**DLA Piper**



Veneetha Mathew

Senior Sustainability & Corporate  
Social Responsibility Specialist  
**Dubai Chamber**



Dr. Fayiz Shah

Director and Head of Development  
Management  
**Yunus Center AIT**



Rachel Slough

Lead Partner, Management and Leadership  
**Crechendo, UK**

## Pannel Session 3: What is the Role of the University in Social Entrepreneurship



Osman Hamid

Manager, Student Engagement  
and Business Development,  
**Ryerson University, Toronto**



Dr. Marc Poulin

Director of MBA and MIT Program  
**Canadian University Dubai**



Francesco Rullani

Assistant Professor in  
Entrepreneurship and Management  
of Innovation  
**LUISS University, Rome**



Lina Hourani

CSR Division Director  
**Al Ahli Holding Group**

# JUDGING PANEL



Hamda Khalil  
Principle Analyst Fund Department  
**Dubai SME**



Luigi Pezzilli  
Entrepreneur and Senior Advisor  
**LUISS Guido Carli, Rome**



Panos Manolopoulos  
Managing Partner  
**Stanton Chase International**



Osman Hamid  
Manager, Student Engagement and Business Development,  
**Ryerson University, Toronto**



Leadership

**Rabei Wazzeah & Michael Castle**

Knowledge Group

Professional Business Communication  
(meetings, emails, problem solving and networking)

**Johan Hartzenberg**

Knowledge Group

How Can Social Entrepreneurship Affect  
Future Societies

**Abdulmuttalib (Talib) Hashim**

(Managing Director- TBH Consultancy)

# COMPETING PROJECTS

## Khazaen - UAE



Khazaen is a company that is specialized in upcycling furniture and storage units, it is a 100% Emirati company that was founded to provide its customers with the highest levels of security, upcycle disowned furniture and give it a new home to make a family smile again.

Trust, Security and Empathy are our core values.

Led by emirates youth Khazaen will gain the trust of its costumers on their belongings, secure it, and use the revenue to re innovate houses to the proper standards of living.

## Green Track - Lebanon



Green-track aims to reduce the waste problem at Tripoli "Jabal-Mohsen" through the recycle method and creates jobs for the poor families that have been affected from the battles in the past 7 years. The goals is to increase awareness on the society especially for women, on the new recycling program, and how to sort appropriate items to recycle for health nature. In addition to opening opportunities for young unemployment.

The project is about recycling to avoiding the waste problem or as we called "a mountain of rubbish" the recycling begin from the sources by collecting waste from all the houses and stores.

# THE OUTCOME

During the forum, on the first day at the AUD, over 170+ attendees were present, that underwent multiple sessions discussing introduction to social entrepreneurship, business planning, innovation, basics of entrepreneurship and CSR, in addition to adding an active flavor to the day by participating in a group exercise given by a group of professional trainers from Gold's Gym, and after that all students were divided into 3 groups that attended a 2 hour workshop covering fundamental topics:

- Leadership
- Business Communications
- How Can Social Entrepreneurship Affect.

On the second day, at the Dubai Chamber, over 150+ attendees were present from different companies and universities, with 3 panel discussions covering social entrepreneurship related topics:

- Influence and Impact of Social Enterprises
- What is the Role of the University in Pursuing Social Entrepreneurship
- Role of Governments in promoting Social Entrepreneurship

At the last session the 2 finalist projects of 2016, "Khazaen" from United Arab Emirates, and "Green Track" from Lebanon, presented their business plan to the judging panel for the chance to win the annual award of 10,000\$ to help them kickoff their business, whereby the Emirati team managed to walk away with the prize.





# PARTICIPATION

The Global Youth Forum succeeded in engaging over 300 participants from different local and international universities such as:

- American University in Dubai (AUD)
- Wollongong University Dubai
- Manipal University
- Canadian University Dubai
- Amity University
- Middlesex University Dubai
- Al Mawakeb International High School

In addition to 15 international and local expert speakers, trainers and judges.



Al Mawakeb Schools  
managed by AMSI



# TESTIMONIALS

Mr. Essa Al Zaabi, Senior VP - Institutional Support Sector  
General Coordinator - Tejar Dubai  
Dubai Chamber of Commerce and Industry



It was a real honour for Dubai Chamber and Tejar Dubai to host the Global Youth Forum as the event serves as a unique platform that brings together talented youth and the leading figures from the UAE's entrepreneurial ecosystem.

The conference was a great opportunity for young entrepreneurs to learn more about social entrepreneurship, while it also helped us identify new ways to support businesses that are creating a positive impact on our society.

Hamda Khalil, Principle Analyst Fund Department  
Dubai SME



"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."

# TESTIMONIALS

## Namratha, Bba - Manipal University Dubai

First of all, we would like to express my gratitude for arranging such a wonderful platform for open discussions and workshop. We, being business students and aspiring entrepreneurs, this forum shed a new light in the area which is less discussed by us students in this community. CSR is a common trend that is not practiced much in this area we presumed but with the discussion panel from various CSR corporations we understood the depth of practice of CSR in UAE and also in other countries. CSR not only fills the social gaps but also gives a new opportunity for any entrepreneur to fill the market gap. We got to learn a lot about social entrepreneurship and the legal aspects of it and also the sustainability of such entrepreneurial ventures. Through this forum our thoughts of becoming entrepreneurs have changed, we now aspire to become social entrepreneurs. Thank you for allowing us to be a part of such informative forum.

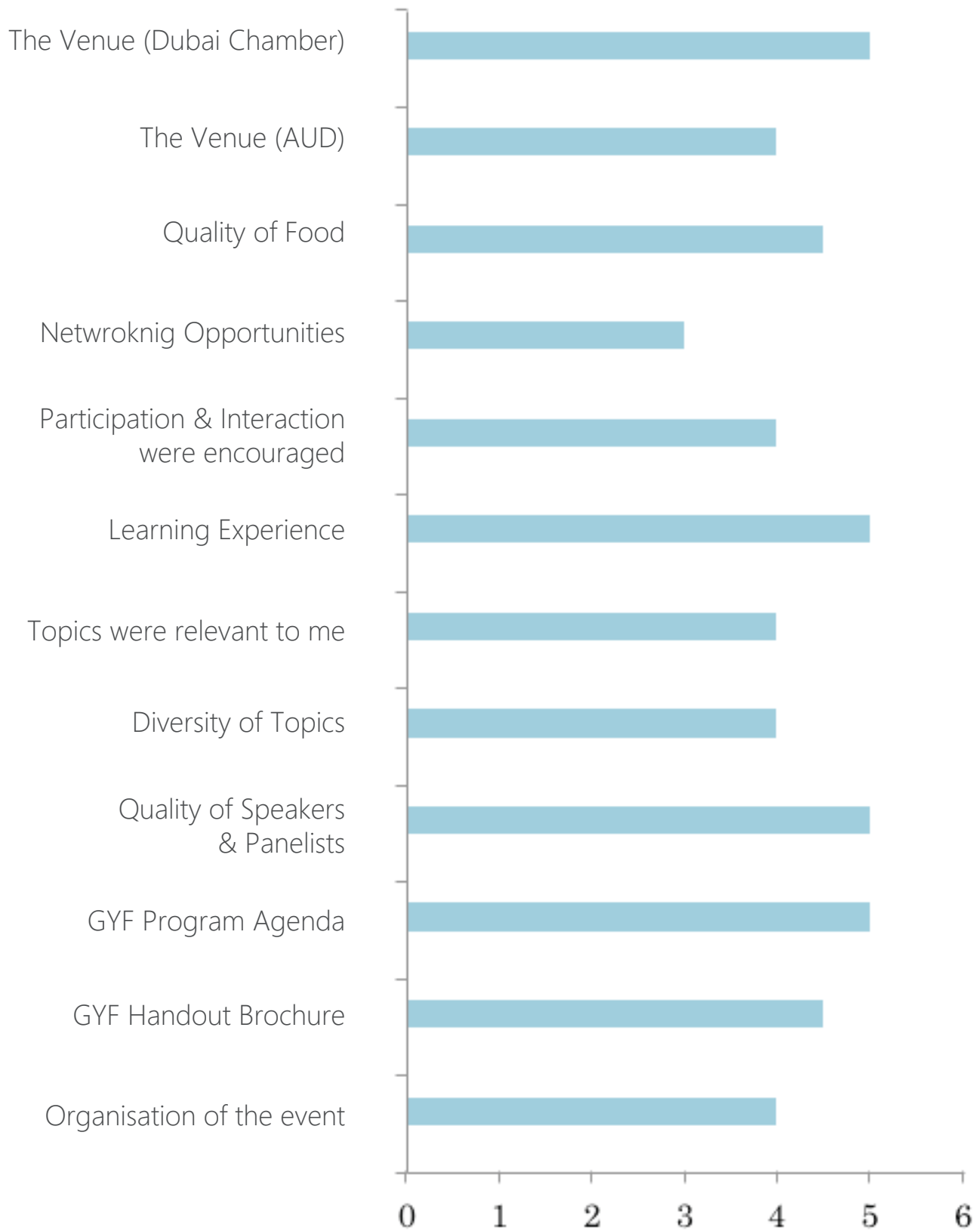


## Travis Pereira - - Manipal University Dubai

Had an amazing time at the Global youth forum, it was very educational and inspiring. Great motivational speeches by a lot of the speakers and overall a great event which has helped increase my knowledge on a lot of topics. Would be looking forward to it next year as well.



# EVALUATION



# MEDIA COVERAGE

الاقتصادي - Allktsadi.com



MENA Herald

<http://bit.do/cT7yM>

CSR Al Ahli Holding group recognises Emirati entrepreneurs for their 'Khazaen' social initiative at The Global Youth Forum 2016



Dubai – MENA Herald: This Year's Global Youth Forum, organized by CSR Al Ahli Holding group in collaboration with the American University of Dubai and Dubai Chamber Sustainability Network, was an unprecedented success. Over 300 students and young professionals gathered from around the world to hear from global CSR leaders and learn how to conceptualize, build and expand a social enterprise. With a focus on innovation, the two-day forum comprised interactive panel discussions, seminars and workshops. The event culminated in a heated pitch competition between two social entrepreneurship finalists, where Emirati 'Khazaen' walked away with the US\$10,000



## جريدة الخليج Al Khaleej Newspaper - Online

<http://bit.ly/2fHH3le>

**خام منتدى الشباب العالمي**

أسدل الستار، مساء الأول في دبي، على فعاليات «منتدى الشباب العالمي» في طبعته الخامسة، الحدث الشبابي السنوي من تنظيم قسم المسؤولية الاجتماعية لمجموعة الأهلي الفاضة، وبشراكة العديد من المؤسسات المهنية بمجال المسؤولية الاجتماعية كعرة دبي للتجارة وجامعات وشركات محلية ودولية، التي تولي أهمية قصوى للشباب باعتبارهم رواد الأعمال التجارية والتنمية المستقبليين.

تأول المنتدى محاور متعددة بالنقاش والحوار المباشر من خلال محاضرات قيمة ألقاها مختصون في مجال الريادة الاجتماعية والتنمية المستقبليين.

## Mubasher

<http://bit.do/cT7Em>

**خاتمة فعاليات "منتدى الشباب العالمي 2016"**

أسدل الستار، مساء أمس، على أشغال "منتدى الشباب العالمي" في طبعته الخامسة، الحدث الشبابي السنوي من تنظيم قسم المسؤولية الاجتماعية لمجموعة الأهلي الفاضة، وبشراكة العديد من المؤسسات المهنية بمجال المسؤولية الاجتماعية كعرة دبي للتجارة وجامعات وشركات محلية ودولية، التي تولي أهمية قصوى للشباب باعتبارهم رواد الأعمال التجارية والتنمية المستقبليين.

الدورة الحالية للمنتدى، وعلى مدار يومين، تناولت محاور متعددة بالنقاش والحوار المباشر من خلال محاضرات قيمة ألقاها مختصون في مجال الريادة الاجتماعية والتنمية المستقبليين، إلى جانب تنمية مهارات الشباب في العمل التطويرية حيث لم يتم التركيز فقط على الجانب النظري والأكاديمي، بل منحتهم فرصة ممارسة مهارات الشباب المشاركين بين من الساعدين عشر والثلاثين سنة، واستمتعوا إلى فضاءاتهم ومختلف المحاور التي تواجدهم في حياتهم العملية الحالية والمستقبلية، وتوجههم لأختيار التخصصات التي تناسبهم في الجامعة، علاوة على منحهم فرصة حقيقية للتقاء برؤساء أعمال شباب من مختلف أنحاء العالم.

وعن مبادرة مجموعة الأهلي الفاضة قالت لنا نورا، مديرة المسؤولية الاجتماعية بمجموعة الأهلي الفاضة: «مجموعة الأهلي الفاضة تهتم بشباب الشباب المستقبليين وبالمشروعات التي يقدّمونها ويقدّمها الشباب»

## جريدة البيان

Al Bayan

Newspaper - Online

<http://bit.do/cT7Ao>

**البيان**

الرئيسية: الإمارات • عالم واحد • اتجاهات • اقتصادي • الرياضي • 5 الحواس • الكتب • البيان TV • إنفوجرافيك • البيان الصحي

**يسعر يبدأ من 1,675 درهما شهريا.**

الرئيسية: الإمارات • أخبار وقارير

**الافتتاح وريادة المشاريع الاجتماعية أهم محاور منتدى الشباب العالمي يفتح جائزته لشركة خزانة الإمارات**

المصدر: دبي - أحمد يحيى

التاريخ: 30 نوفمبر 2016

أجتمعت منتدى الشباب العالمي أول من أمس، فعاليات دورته الخامسة، بفتح جائزته لشركة خزانة الإمارات، والذي ينظمه قسم المسؤولية الاجتماعية لمجموعة الأهلي الفاضة، وبشراكة العديد من المؤسسات المهنية بمجال المسؤولية الاجتماعية، مثل عرة دبي للتجارة وجامعات وشركات محلية ودولية، التي تولي أهمية قصوى للشباب باعتبارهم رواد الأعمال التجارية والتنمية المستقبليين.

وتأولت هذه الدورة محاور متعددة بالنقاش والحوار المباشر من خلال محاضرات قيمة ألقاها مختصون في مجال الريادة الاجتماعية وتنمية المهارات المهنية للشباب، إلى جانب ورش عمل تطبيقية وتنمية مهارات الشباب المشاركين بين سن 16 - 30 عاما.

ويجسد «منتدى الشباب العالمي 2016» جائزته الأولى في مسابقة ريادة الأعمال للشباب، إلى شركة «خزانة» وهي شركة إماراتية ناشئة تضم خمسة أعضاء من طلبة الهندسة المدنية بجامعة خليفة بأبوظبي. وفي عبارة عن جائزة مالية تبلغ للذين انتقوا عالم

# MEDIA COVERAGE

## Al Bayan Newspaper - Print



## Al Etihad Newspaper



**Al Watan Newspaper - Online**  
جريدة الوطن  
<http://bit.do/cT7H8>



**UAE News App**  
<http://bit.do/cT7CP>

**Al Business**  
مجلة الأعمال العربية  
<http://bit.ly/2hx5pz2>

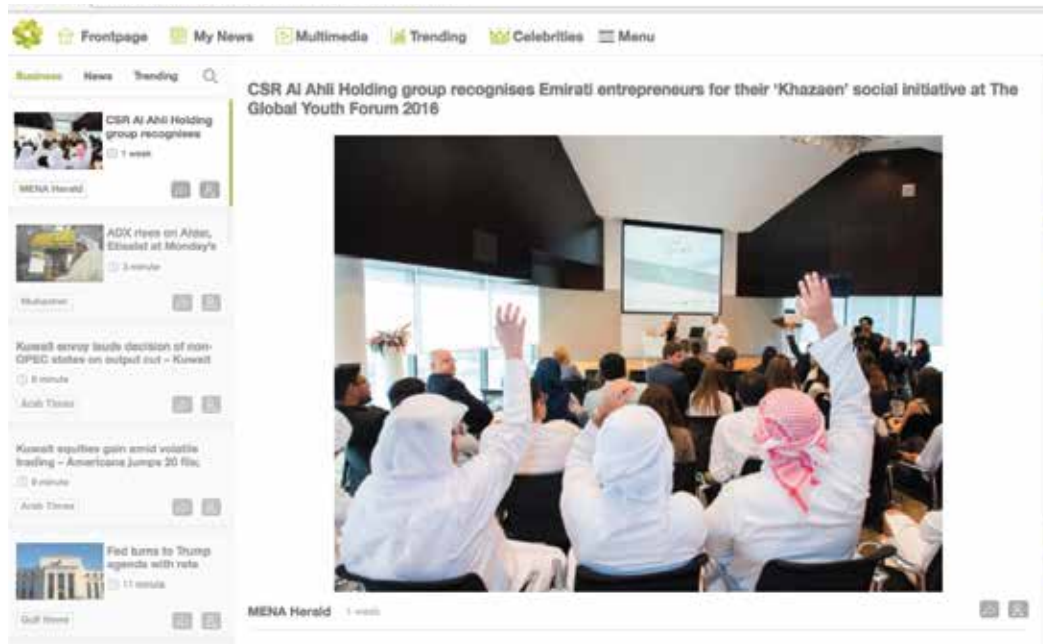




# MEDIA COVERAGE

## DotEmirates.com

<http://bit.ly/2hVdDSy>



## Media Avataar ME - Online



# GALLERY



Registration - Day 1 - AUD



Registration - Day 1 - AUD



During opening ceremony - Day 1 - AUD



During opening ceremony - Day 1 - AUD



During one of the first session - Day 1 - AUD



During the "Innovation" session of Mr. Hisham El Gurg  
- Day 1 - AUD



# GALLERY



Students group work during one of the workshops



Students presenting during one of the workshops



During opening ceremony - Day 2 - Dubai Chamber



Mr. Ali Al Zaabi welcome speech  
- Day 2 - Dubai Chamber



During of the panel sessions - Day 2 - Dubai Chamber



Musical entertainment break - Day 2 - Dubai Chamber



Judging Panel - Day 2 - Dubai Chamber



During the one on one session with Mr. Ali Al Zaabi



Awarding the winners of the GYF



Khazaen Team - GYF 2016 Winners with Al Ahli Holding Group CSR Director



Al Ahli Holding Group CSR Team with the GYF winners



Closing Group Photo - Day 2 - Dubai Chamber

# SEE YOU NEXT YEAR!



Designed and organised by



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



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