



BE THE CHANGE YOU WANT TO SEE IN
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PROGRAM REPORT

ORGANISED BY



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

STRATEGIC PARTNER



TRABLOS FIRST

PROGRAM PARTNERS



LEARNING PARTNER



TRIPOLI
ENTREPRENEURS
CLUB

Who is Al Ahli Holding Group?



Al Ahli Holding Group is a multi-diversified international conglomerate with over four decades of successfully dealing with business activities ranging from real estate to turnkey construction, engineering and infrastructure, retail and trading, technology and logistics, lifestyle and fitness, entertainment, hospitality and innovative developments. With around 9,000 employees, AAHG is headquartered in the UAE, with representative offices across 20 countries globally.

About the CSR Division of Al Ahli Holding Group



CSR Al Ahli was founded in 2008 as a special division of Al Ahli Holding with an aim to develop Arab and Global youth, build their skills and widen their horizons and exposure, as well as fostering women empowerment. In its 10 years of activity, the Division expanded its operations from the UAE to 15 other countries and has successfully trained thousands of young people and women in social entrepreneurship, social responsibility and leadership through its renowned national and international programs. Through the power of partnership with different organisations, CSR Al Ahli Group collaborates with governments, other private sector entities, academia and non-governmental organisations (NGOs) to create the business and community leaders of tomorrow



Our Strategic Partner



Trablos First is a non-governmental organisation established by Dr Dima Jamali with the special aim to foster social initiatives and socio-economic development in Tripoli and the North. Trablos First, since its foundation has been very active in developing projects to support the community and enhance the living conditions and possibilities of citizens as well as their participation in the development of the city.

The Program Partner



Founded in 1988 by Patriarch Ignatius IV, Patriarch of Antiochian Orthodox Christian Church, the **University of Balamand** is a forward-thinking institution for higher education that empowers scholars and graduates to pursue innovative and cross-disciplinary educational programs. The University of Balamand holds the view that thought without application and relevance to human needs is incomplete, thus it offers its students hands-on application, relevant training and practical knowledge in their respective fields.

The Learning Partner



Tripoli Entrepreneurs Club (TEC) is an apolitical, non-religious and non-governmental organisation founded in 2013. Launched by a dynamic and vibrant team, the club aims to create, foster and nurture entrepreneurial culture in Tripoli. In doing so it provides educational opportunities for youth on idea generation, entrepreneurship, social entrepreneurship, business planning, fundraising and pitching with focused workshops, competitions and boot camps.



About the Tripoli Social Leaders Program

Social Leaders is a practical training program for youth, aged 20 – 35, who will be trained by professionals and advanced speakers to help them harness their energies and channel them to create valuable social change. Participants will be exposed to case studies and experienced trainers who will broaden their horizons to develop their leadership skills and provide guidance on how to develop a social project starting from need assessment to prototyping and impact modelling, through innovative design thinking sessions and concept development.

The program will be divided into 2 phases: a 3-days interactive workshop and a 2-months mentorship and coaching phase. The aim of the training workshop is to develop concrete projects or social initiatives targeting concrete community needs and challenge them towards achievement of the Sustainable Development Goals (SDGs). The training will be followed by a 2-months mentorship and coaching period, where the participants will further develop their ideas and plan for implementation. At the end of this phase the participant will present their project proposal to a pitching deck and the best three initiatives will be awarded.

Each initiative or project developed by the participants are associated with social challenges and will build upon one or more SDGs and will provide innovative solution for the sustainable development of Tripoli city and the north district, while enhancing awareness about the SDGs.

The Launching of the Program

The Tripoli Social Leaders Program was launched on the 27th of March 2019 during a ceremony hosted at the headquarters of Trablous First Foundation, Tripoli. During this event Ms Lina Hourani, Director of the CSR Division of Al Ahli Group, and Dr Dima Jamali, founder and director of Trablous First, reinforced their reciprocal commitments to the program in support of the development of youth-driven social initiatives for the city of Tripoli and signed a Memorandum of Understanding for cooperation between the two organisations. The event was attended by Their Excellencies Jörgen Lindström, Ambassador of Sweden, Emir Elfic, Ambassador of Serbia, and Luis Ricardo Nario Fagundez, Ambassador of Uruguay.

During her speech Ms Hourani stated that the program “is designed to stimulate the potential of youth in Tripoli and activate their role as skilled social and community leaders capable of leading the development and transformation of the city”. Dr Jamali also addressed the importance of developing concrete community-based initiatives to better address the social challenges that people in Tripoli face every day and greatly welcome the partnership with CSR Al Ahli Group. Furthermore, Dr Jamali re-state that Trablous First would provide a 10’000\$ prize to be assigned during a pitching competition that will sign the end of the program.



The Training Workshop

The training workshop took place from the 29th to the 31st of March 2019 at the Ghassan Rizk Auditorium at the University of Balamand. During the opening Ms Lina Hourani and Dr Walid Mbayed, Acting Dean of Admissions & Registration and Acting Dean of Student Affairs, welcomed the 24 students who attended the training program and reinforced their reciprocal commitment towards the implementation of the Tripoli Social Leaders Program and to open for further cooperation by signing a Memorandum of Understanding.

The first day of the Tripoli Social Leaders Program provided the participants with an introduction to the concept of Leadership and the Sustainable Development Goals, to be used as a framework for the development of the proposed social projects thanks to a presentation by Dr Hasan Younes, strategic adviser of the UN Global Compact Network Lebanon. The day continued with Ms. Renee Aoun, Agriculture Technical Field Officer at UNDP, who presented the community needs assessment framework pointing out the interventions that are already ongoing in Tripoli and surrounding areas and highlighting the areas that still needs development to channel the participants' energies towards these thematic areas. Ms. Aoun, who participated in CSR in Action in 2012, gave also a brief overview of the social enterprise that she co-funded in the aftermath of the training, FoodBlessed, and told the participants about her experience with CSR al Ahli's program and how it supported her in becoming an entrepreneur. The day ended with a presentation by Khoder Eid providing a case study about his social enterprise, GreenTrack, aiming to solve the issue of waste management in Tripoli through a combination of sorting at source and awareness initiatives for households. Mr. Eid, who also participated in CSR in Action, but in 2016, presented the audience the opportunities and benefits he had because of its participation in the program.

The second day was allocated for a design thinking seminar conducted by Najwa Sahmarani, vice-president of Tripoli Entrepreneurs Club (TEC), and Obeida Takriti. The seminar, based on a people-centred approach, was divided into three sessions: empathise & define; divergent & convergent thinking; and rapid prototyping & concept development. During this day the participants had a comprehensive experience on how to design an idea to tackle a concrete social issue and, by the end of the day, developed 6 project ideas for the development of the city aiming to support youth, elderly people, women, unprivileged and marginalized people.

The third day began with a session by Ms Nada Kadri, independent consultant, on how to develop an action plan and a budget outline to start planning a pilot of the projects developed the day before. This was followed by a presentation and workshop by Ms Tracy El Achkar, Viridis Investment Fund Project Manager at Fondation Diane, to learn how to do impact assessment and how to model a project to maximise social and environmental impacts. At the end of the day the students presented their ideas and the CSR Al Ahli Team gave feedback and set up guidelines and a schedule for the following phase.



The **agenda** for the training was as following:

Day 1	Day 2	Day 3
9:00-11:00	9:00-11:00	9:00-11:00
Welcome Speeches Dr. Walid Moubayed, Dean of Student Affairs, University of Balamand Ms Lina Hourani, CSR Division Director, Al Ahli Group 10:00 Introduction of the Program Lina Hourani	Design Thinking Part I: Empathize & Define Najwa Sahmarani Obeida Takriti	Action Plan & Financial Forecast Nada Kadri
11:00-11:15	11:00-11:15	11:00-11:15
Break	Break	Break
11:15-13:00	11:15-13:00	11:15-13:00
The Leadership Concept & Sustainable Development Goals as a framework for human development Dr Hasan Younis	Design Thinking Part II: Divergent & Convergent Najwa Sahmarani Obeida Takriti	Impact Assessment (Social and Environmental) Tracy Al Achkar
13:00-14:00	13:00-14:00	13:00-14:00
Lunch	Lunch	Lunch
14:00-16:00	14:00-16:00	14:00-16:00
Community Needs Assessment Renee Aoun	Design Thinking Part III: Rapid Prototyping & Concept Development Najwa Shamarani Obeida Takriti	Group Work
16:00-17:00	16:00-17:00	16:00-17:00
Case Study (Social Enterprises) Greentreack - Khoder Eid	Pitching & Feedback	Projects' Presentation Closing



Speakers and Trainers

Dr. Hasan Youness is specialized in international business management, educational administration, and educational leadership. Having acquired his degrees from Notre Dame University, KEDGE Business School and Saint Louis University respectively, he went on to pursue an executive CSR program at Harvard Business School Executive Education. Hasan started teaching at the university level at the age of 23 and has been teaching at five universities since then. In addition, he is also a news anchor, TV presenter, researcher, author, mentor, and trainer on a wide array of management, entrepreneurship, social entrepreneurship, CSR, and communication topics both in Lebanon and abroad. In addition, he has been a Tedx speaker and guest on top TV channels in the Arab world. Despite having worked with leading companies, Hasan did not limit himself to the business sector. Rather, he has chosen to work with UNIDO and UNRWA, in addition to other NGOs. Over time, he participated in multiple national and international conferences, workshops, and competitions, and was awarded several prestigious awards for representing Lebanon on several occasions. Hasan is also the cofounder and managing partner of Insights' for Consultancy S.A.R.L and EON Training and Development Centre S.A.R.L. Hasan is the author of #TrendsOfBusiness and the Strategic Advisor of Global Compact Network Lebanon.



Renée Aoun is an agriculture technical field officer at UNDP who identifies, elaborates development projects, provides technical inputs in agricultural projects, undertakes the field coordination and supervises the implementation of such projects. Renee is a holder of a dual master's degree in "Agricultural Engineering" and "Dynamique Territoriale et Aménagement Rural". She is experienced and has a demonstrated history in development, she was previously employed as a project coordinator in Makhzoumi Foundation, and later in AVSI as agri-innovation expert. She was also a co-founder of Foodblessed Initiative, a pioneering national hunger-relief initiative led by a group of passionate volunteers driven by the need to reduce hunger in Lebanon. The co-founding team won the Corporate Social Responsibility in Action Award with Foodblessed Initiative. She is skilled in sustainable development, agriculture and livelihood, entrepreneurship and corporate social responsibility. She is an active social member, she was a member of the Lebanese Scouts Association, a member in the choir of Saint Joseph Batroun, and has nurtured her skills in ballroom dance and Latin dance. She loves traveling and discovering foreign countries, their cultures, natural beauty and food.





Khoder Eid, a former participant in our CSR in Action 2016, now a green and social entrepreneur. Following his studies in Management of Sustainable Innovation and Finance, he found himself pursuing a dream of a green enterprise capable of promoting sorting at source while building social cohesion in unprivileged areas of Tripoli. This is how he ideated Green Track, a green and social enterprise, led by a group of “green women” who creates awareness for households and promote sorting at source in Jabal Mohsen and a team of “green man” who collects the recyclables and bring them to recycling plants.



Najwa Shamarani is a social entrepreneur and programs designer, as well as the co-founder



and Vice President of Tripoli Entrepreneurs Club where she designs and manages programs aimed at enabling youth to start their own entrepreneurial journey. She trains and coaches on business modelling and social entrepreneurship with local and international organizations. Najwa also Co-Founded Alkindy, a collaborative space for Tripolitan youth - launched following a successful crowd funding campaign on Zoomaal. Earlier in her career, she was part of the founding team of CardioDiagnostics, a high-tech

biomedical venture based in Lebanon specialized in the design of innovative heart monitoring solutions targeting mainly the US market. Najwa pursued a bachelor's in mechanical engineering at the Lebanese American University. She was the Chair of the Weekly Entrepreneurs Brunch in Tripoli, co-organizer of TEDxAzmiStreet. She is the current curator of Global Shapers TripoliLB Hub. She believes that committed and passionate youth can and will change the world one community at a time.

Obeida Takriti is an innovation, storyteller, and wellbeing trainer and coach. He is also



pursuing a Master of Arts in Public Policy and International Affairs at the American University in Beirut. He was the community manager at Alkindy, a social innovation accelerator that empowers changemakers to induce positive change to their community in a systematic and systemic way. He used to work as a junior business architect at Intelligile, a pioneer in providing the latest excellence methods and tools. As a junior business architect, his main duty is to work hand-on-hand with clients, private and public sector organizations, to provide them with the needed



methods to improve their operation. Obeida is currently residing in Tripoli, his hometown but he had the opportunity to study and work for 5 years in one of the most dynamic cities in the Middle East, Dubai. Obeida has a multidisciplinary background as he has 2 bachelors; one in Psychology from the Lebanese University and one in Communication & Information Studies from the American University in Dubai, where he has also got a certificate in Middle Eastern Studies. Obeida is also active in promoting psychological and spiritual well-being through weekly meditation sessions.

Nada Kadri with her long-lasting experience in the banking sector, acquired with Byblos Bank



in Lebanon and HSBC Bank in Dubai, and in the aviation sector thanks to her collaboration with the Department of Civil Aviation in the UAE, is a consultant for business and non-for-profit based in Beirut. Among her consultancy portfolio there are some of the top brands in Lebanon such as ABC, Unidrug and Saramed, but also a series of NGOs like Ayadina, Alzheimer's and MMKN.

Tracy El Achkar is the project manager at Viridis Investment Fund / Fondation Diane since



February 2016. When investing, Tracy's role is to identify, evaluate and select start-ups based on their sustainable business models and positive environmental impact. She also organizes coaching activities for green entrepreneurs to help them develop a green business model and pitching skills. Tracy holds a master's degree in Environmental Science and Management from the Université Saint -Joseph de Beirut and has proven over the years to have a good experience in implementing specifications documents for environmental projects.

List of participants

Pascale Abaji, student, bachelor's in business administration, University of Balamand

Nivine Ahdab, unemployed, bachelor's in business administration, Lebanese University

Aya Arabi, student, Civil and Environmental Engineering, Beirut Arab University

Alaa Chaarani, student, bachelor's in law at Lebanese University



Ali Dakkak, student, bachelor's in business administration, University of Balamand

Joelle Rabih Fahd, student, University of Balamand

Abdelmalek Hamdach, unemployed

Raed Hassoun, unemployed

Abdallah Hawchar, unemployed

Joud Hwalla, student bachelor's in civil engineering, Beirut Arab University

Hana Jabber, master's in business management, Lebanese University

Kareem Khadem, unemployed

Samer Amer El Kork, bachelor's in mechanical engineering, Beirut Arab University

Mhammad Loubani, bachelor's in business Administration, University of Balamand

Ahmad Abdul Wahab Moraabi, bachelor's in mechanical engineering, Beirut Arab University

Haya Naman, bachelor's in business administration, University of Balamand

Shakib Neman, bachelor's in mechatronics engineering, University of Balamand

Yara Raffoul, bachelor's in computer science, University of Balamand

Hicham Houssam Ramadan, bachelor's in mechanical engineering, Beirut Arab University

Ahmad Salah Eddine, student, bachelor's in mechanical engineering, Beirut Arab University

Dani Shmait, bachelor's in mechanical engineering, University of Balamand

Majida Zaarour, Graduated in Business Management

Abdallah Zakaria, bachelor's in civil engineering, Beirut Arab University

Talal Zeer, unemployed, bachelor's in engineering

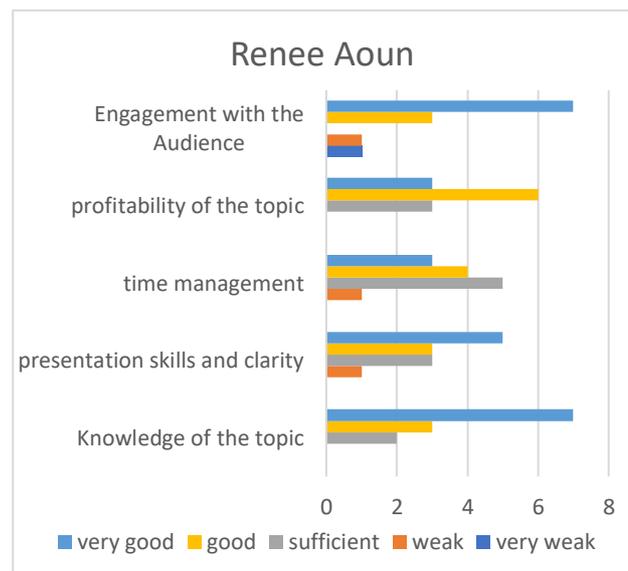
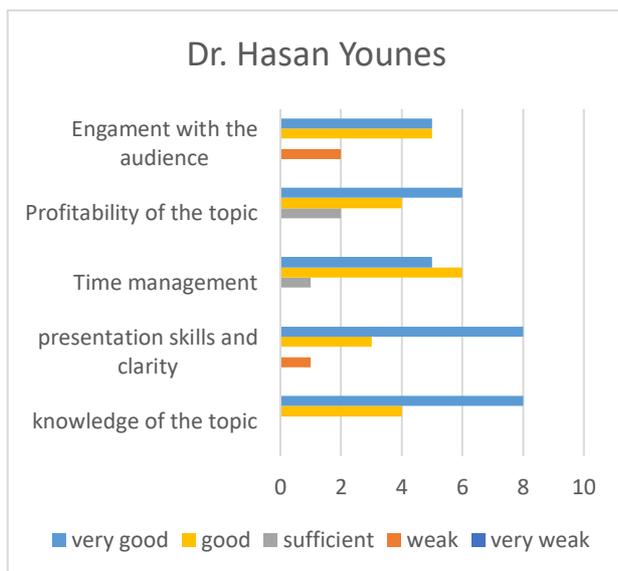
Wajih Zoaabi, unemployed



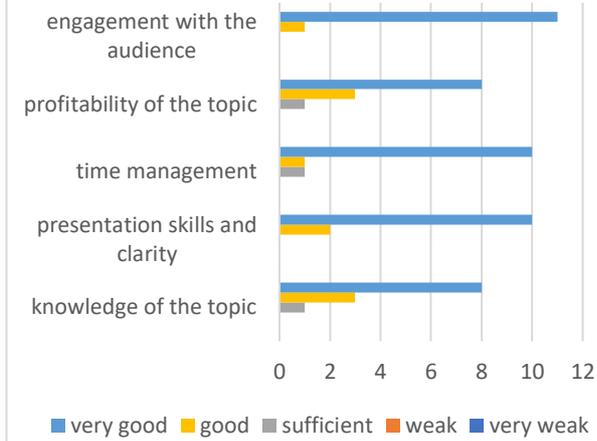
Evaluation of the workshop and speakers

Overall the participants rated the training workshop as an excellent one and were positively impressed by all speakers as coming from evaluation conducted at the end of each training day. All participants believed that the training sessions build one upon the previous one and that trainers were not only knowledgeable and clear in their presentation, but that they engaged greatly with the audience and were straight to the point and used highly innovative way of teaching supporting the building of individual capabilities and skills. All the participants recognise the value in participating in such a project and affirmed that without it they would have never been able to develop their ideas and to understand how to impact the community. Overall, they would recommend the participation in similar workshops and programs.

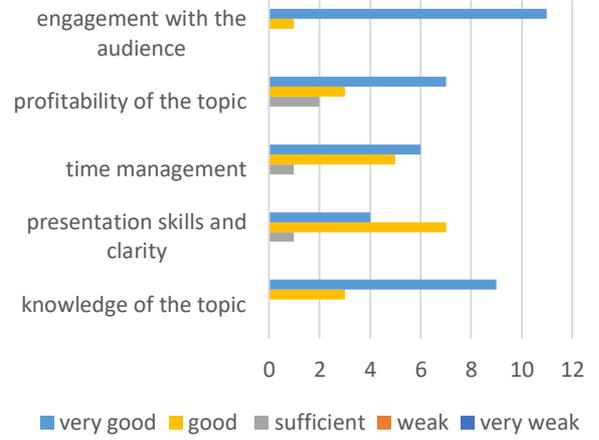
Evaluation for each speaker can be found below.



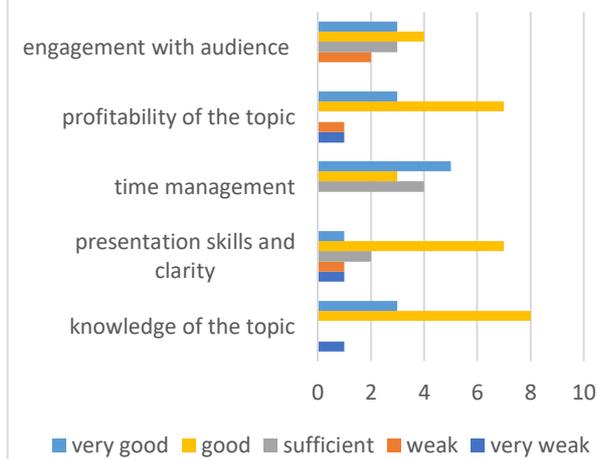
Obeida Takriti



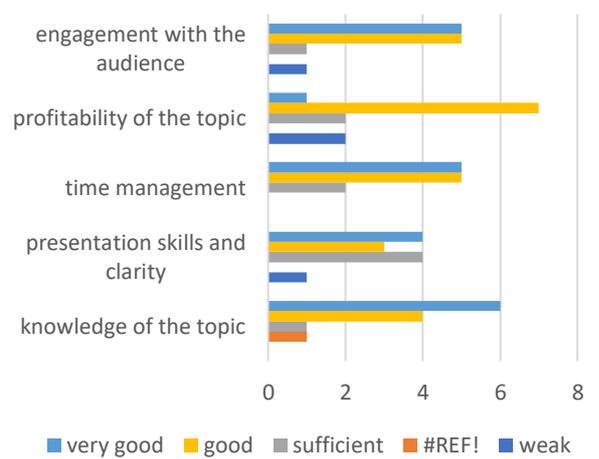
Najwa Sahmarani



Nada Kadri



Tracy El Achkar



Projects developed in the Tripoli Social Leaders Workshop

TeenAgent – Aya Arabi, Joud Hwalla, Abdallah Zakaria



TeenAgent provides professional orientation services for school students in order to bridge the gap between education and the labour market. The overall goal is to establish a multifunctional career service centre in Tripoli to guide high school students (14 to 18 years old) in choosing the job that better suit their profile, but also in acquiring the necessary skills in order to start a specific job. TeenAgent will focus on the jobs that are more required in the market, with a specific focus to technology and innovation. TeenAgent will provide its services through an innovative method based on gamification, whereby the students will acquire experience and skills while completing different levels in a similar fashion as what they do in

video games. In particular each job position will be divided into levels and each level will be structured to develop a certain skill (or set of skills) needed in the particular job. At the end of each level the students will have a reward. Furthermore, once the students will be in higher levels, they will also have the chance to have short placement with companies to try their acquired skills before they enter the market as labour force.

3ta – Life Team – Alaa Charaani, Joelle Fahd, Raed Hassoun

3ta aims to establish a free pharmacy for poor and unprivileged people in Tripoli. The pharmacy will be established inside the governmental hospital and will serve those people that have medical records assessing their critical health status and that cannot afford the medicines needed in their cases. The pharmacy will work through donations from national and international manufacturers who will provide the needed drugs as part of their corporate social responsibility activities, whereas income will come from the selling of beauty products, cosmetics and toiletries.



Shabablek Senior Club – Nivine Ahdab, Mhammad Loubani



Shabablek Senior Club will provide a space to empower elderly people through physical and recreational activities as well as training and classes tailored for ageing people. The club will be part of a holistic approach to the promotion of healthcare for old people in the city of Tripoli. The services offered will all be for free for the users, who, through some of the activities, will be able to create revenue for the club (e.g. food production, cake design, handcraft, training courses, etc.). In this way the elderly people from Tripoli will have a place where to go and where they can feel that they are part of the society and not outsiders. Here they can engage with their peers in gym and healthcare classes, watching movies, play music, chess and other games, have classes on hospitality and cooking in a way of opening and running a small café inside the club, and many more activities. Furthermore, the members of the club will have ad hoc training sessions to further develop their capabilities as human beings but will also host training sessions to share their areas of expertise with the younger generations.

Buy-Fi – Ahmad Moraabi, Hicham Ramadan

Buy-Fi provides affordable internet in poor areas of Tripoli thanks to a newly developed technology. The users can buy a pre-paid bundle and connect to the line that can serve up to 20 users at the same time. Beside the intrinsic social cause of this start-up, the revenue coming from selling the service will be further invested in educational activities for children with mental disabilities and/or learning disfunctions to support their inclusion in the classrooms. Thanks to gamified activities and a pool of volunteers from the community, Buy-Fi will provide an exclusive learning experience for children with mental disabilities and other learning disfunction in a way of supporting their inclusion in school classes and fostering their interactions with the other children.



Fursa – wings beyond bars – Pascale Abaji, Ali Dakkak, Haya Naman, Shakib Neman, Dani Shmait



Fursa will launch its activities with a Festival for families to be held in Abd El Wahab Island, El Mina, Tripoli. The festival will provide several recreational activities and entertainment for children and families, good and healthy street food, and will be the platform to launch a training for women prisoners on how to upcycle clothes and furniture. This will sensitise people on two social causes such as the rehabilitation of prisoners and women empowerment as well on the importance of re-using and up-cycling old garments and furniture and reduce the environmental footprint of the mentioned industries. Each year the team will organise a festival to present the products made by the women in jail and to create more awareness on the mentioned topics. The

first festival will be a fundraising event in order to launch the following training for women prisoners. The festival, together with the entertainment, will aim to raise awareness about the conditions of women in jail and the shame that comes with it. Furthermore, during the festival the team will collect donations of old clothes and furniture that will be the object of the up-cycling project during phase 2.

Development of the projects and pilots

After the completion of the training workshop, the participants started to work on a pilot initiative to launch their projects. During this phase the participants were followed closely by Mr Danny Casprini, CSR Al Ahli Group, and Dr Hiba Sbaity, Trablous First, who provided weekly meetings and presentations to provide all teams with practical tools for project management and to follow on the advancement of the project ideas. Furthermore, the participants benefitted from the experience and advices of three mentors active in North Lebanon Ms Renee Aoun, Mr Obeida Takriti and Mr Wael Saad, as well as from the support of University of Balamand and the Beirut Arab University for the enrolled students.

All teams worked for two months in implementing their own activities or in creating partnerships towards implementation with the following results.

Shabablek Senior Club, following a survey to assess the needs of retirees in Tripoli, launched its activities on the 26th of April with the first general meeting of the club members hosted at the café-resto Chay w 3ssal. During this event all the people that took the online survey were invited to discuss the upcoming activities and agree with the founder, Nivine Ahdab, to organize a yoga session, a cycling tour, and historical tour and a souhour during



Ramadan. The yoga session took place on the 30th of April and provided a physical and spiritual experience tailored for the age of the attendees, 20 in total. Whereas cycling tour took place on the 3rd of May and brought together 76 participants of all ages to support the Shabab-lek project and activities. Lastly on the 16th of May 51 people met for a tour of the city guided by Jamal, a member of Shabab-lek club, and joined the other members of the club for refreshments at Coffee Fahim. All the activities organized by Shabab-lek so far has been possible through a good network of partners that Nivine and her team built during this phase. Throughout summer Shabablek organized many more activities, such as a hike against drugs in the Chouf in June, 2 Pilates sessions in July and another cycling tour in Tripoli in September. Throughout its activities, Shabablek reached out almost 300 elderly and got the support of several sponsors from Tripoli.

Buy-Fi is still working its way toward the launching of their activities for disabled children, while developing an advanced model of the wi-fi router to be placed in several areas of Tripoli and adjoining villages. In this path on the 15th on April the team met with the Beirut Arab University (BAU) administration to pitch the idea and describe the positive impact it could have on the local community. Convinced by the importance of the project, BAU conceded the team to use the university premises for training as well as for the activities with the children. At present the teams have the support of Khaled Abo Ali, who developed an interactive teaching method for children with disabilities and autistic children, and that will offer a TOT session for the Buy-Fi team and volunteers to implement the activities for children. Furthermore, thanks to the mentorship of Wael Saad, the team is working to connect with field actors active in the north governorate and to strengthen their idea. All activities will start after the 25th of May, due to exams.

Fursa – wings beyond bars first planned to host the launching festival for their project on the 1st of May. However, as preparation took longer than expected the festival got postponed to after Ramadan. In the meantime, the team got to know better the surroundings and background around the position of women in jail and started to develop a counter-narrative to tackle the shame and unacceptance existent at the community level. During this time, the team is working with the municipality of Al Mina to host the festival in the Abd El Wahab island and is outreaching several sponsors to further support their activities with the women prisoners.

3ta – Life Team, after trying to pursue their original project, decided to change the original idea and organise a donation campaign to collect clothes for poor families. In particular the campaign took place during the month of Ramadan where the participants worked restlessly to involve shop owners and citizens to donate their clothes for the people living in rural and unprivileged areas. Just before Eid-el-Fitr the team distributed all donations and are currently working on a way to expand their operations.



TeenAgent, following a very positive start with the team being able to create momentum around their idea, had a stop due to several commitment of the participants with finals and graduation projects.

The pitching competition and award

On the 9th of July 2019, together with the University of Balamand and Trablos First, CSR Al Ahli Group organised the closing ceremony of the Tripoli Social Leaders Program to present its achievement and allow the finalist projects to pitch their ideas in front of an esteemed jury panel. The event, hosted at the Ghassan Rizk Auditorium at the University of Balamand and moderated by Hasan Youness, was opened by welcome speeches from Ms Lina Hourani, Director of CSR Al Ahli, MP Dr Dima Jamali, director of Trablos First, and Dr Elias Warrak, President of the University of Balamand. The latter, being personally pleased and impressed by the program, in his speech thanked our CSR Division and the Director for having developed such a program and having decided to have the University of Balamand as one of the partner in its implementation and opened for more cooperation for the years to come. Before leaving the floor for the pitching, Dr Dima Jamali gave a keynote speech about the UN Global Compact Network Lebanon and the importance of developing sustainable projects as the one presented on the day.

The second part of the event was left for the two selected finalist projects, Shabab-lek and Buy-fi, to pitch their ideas to a jury panel formed of Dr Omayya, chairperson- undergraduate programs at the Faculty of Business and Management at the University of Balamand, Dr. Fadi Mikati, president of Tripoli Entrepreneurs Club (TEC) and Ms Lina Hourani. Nivine Ahdab and Hicham Ramadan, representing respectively Shabab-lek and Buy-fi, presented their projects and achievement through the pilot phase, highlighting the social needs they tackled, the innovative approached they undertook and the spill-over they generated so far. Not only they presented good ideas, they also proved that thanks to the participation in the program they nurture their interpersonal and communication skills showing great confidence on stage, as it was the first time for both of them pitching in front of a public.

Upon unanimous vote of the jury, Shabab-lek won the contest and was awarded a 10'000\$ prize in seed funding, provided by Trablos First, to further grow as an organisation and provide for more consistent actions to support the elderly people in Tripoli and its surroundings.

The closing ceremony was also an event to further engage with the other participants and speakers to award the first with certificates of completion and appreciate the work of the latter throughout the months in which the program was implemented.



Testimonials

“The greatest assets a community will ever have are the minds of youth. We believe that it is our duty to direct their potential to solve community problems with innovation, and we trust that the Social Leaders Program is an ideal platform for such action”

Dr Walid Moubayed, Acting Dean of Admissions & Registration and Acting Dean of Student Affairs, University of Balamand

“We would like to mention here the impact of participating in this workshop and the research on this project on us: this project added very big experience to our lives, we have learned how things work, how to make deals, how to gain sponsorships and mainly how to handle differences.”

**Pascale Abaji, Ali Dakkak, Haya Naman, Shakib Neman and Dani Shmait
Fursa team - Participants in Tripoli Social Leaders Program**

“Before I attended the training program provided by CSR Al Ahli Group, I wanted to start my business but I didn’t know where to start from. Already during the training, I realised I made the best decision ever to attend it because we were fully supported in designing, developing and plan our projects and startups. Within the 4 months following the workshop I was supported by the CSR Al Ahli Team to establish my project “Shabablek” that aims to promote the well-being and inclusion of older Lebanese people in the north by raising awareness on their rights, reducing discrimination and tensions throughout different intra-generational activities. Until date “Shabablek” organized 9 activities to raise awareness about aging the connected health concerns and reached out 296 people from Tripoli and the surrounding areas.”

Nivine Ahdab, Shabablek – Participant in the Tripoli Social Leaders Program (award winner)

Gallery

The launching event March 27th, 2019



Opening Ceremony at the University of Balamand March 29th, 2019



The training workshop March 29th to 31st, 2019 – University of Balamand





The pitching and closing event July 9th, 2019 – University of Balamand





The winner of the award for the best project Nivine Ahdan – Shabab-lek



Media Coverage

Launching the program and establishing new partnerships



<https://www.facebook.com/jamalidima/posts/423532925076794>



<https://www.facebook.com/CSRAlAhliGroup/posts/2289265521285102>

UOB & CSR AHLI HOLDING GROUP SIGN AGREEMENT



The University of Balamand signed a memorandum of understanding with CSR Ahli Holding Group for the implementation of several social initiatives and social projects mainly in social entrepreneurship.

This program is designed to stimulate the potential of university youth and activate their role as social community leaders capable of leading the development of their community.

<http://www.balamand.edu.lb/Style%20Library/PDFs/Balamandians/balamandian-final.pdf>

<http://www.balamand.edu.lb/news/Details/Pages/Memorandum29-3-19.aspx>

The training Workshop

 **CSR AI Ahli Group** is with Lina Hourani and Hasan Youness. ...
Published by Danny Casprini [?] · March 29 · 🌐

Where to start when you develop a social project?! Your passion, good motivation, good support from the ecosystem and experienced speakers!!!!



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 **CSR AI Ahli Group** ...
Published by Danny Casprini [?] · March 29 · 🌐

The first day of Tripoli Social Leaders is over and we are extremely happy with the passion and commitment we saw in all participants who are eager to develop projects for their city!!!!

A special thank to Trablos First and University of Balamand - UOB who made possible to have this landmarking program!



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CSR AI Ahli Group

Published by Danny Casprini [?] · March 30 · 🌐

Great design thinking sessions today at our Tripoli Social Leaders Program organised in partnership with Trablos First, the University of Balamand and TEC - Tripoli Entrepreneurs Club

Today our social leaders divided themselves into teams and started to develop their ideas for social projects and social enterprises for the city of Tripoli!

An immense thank you to our learning partner TEC and to Najwa Sahmarani and Obeida Takriti for delivering such an outstanding workshop.



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CSR AI Ahli Group

Published by Danny Casprini [?] · April 1 · 🌐

Final Day at the Tripoli Social Leaders Program organised by CSR AI Ahli Group in partnership with Trablos First, the University of Balamand and Tripoli Entrepreneurs Club

Great energy during the 3 days and extremely powerful project ideas to support the development of the city of Tripoli! All projects will now go through mentorship and implementation of a pilot! We are looking forward to see the first results!



<https://www.facebook.com/CSRAIAhliGroup/posts/2291545497723771>

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Closing of "The Social Leaders Program" organized by the CSR Al Ahli Group in partnership with the University of Balamand - UOB, Trablos First, and

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CSR Al Ahli Group is with Lina Hourani.

Published by Danny Casprini [?] · July 10 ·

Yesterday we concluded the Tripoli Social Leaders Program with the victory of ShababLek!!!!!!

The program was implemented by our CSR Division in partnership with Trablos First, University of Balamand - UOB and TEC - Tripoli Entrepreneurs Club. Since the beginning of the program we have been working with highly motivated youth to provide solutions for the social development of the city of Tripoli and we are extremely proud of the outcome! The closing event saw the presentation... See More



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Conclusions

Overall, we are extremely glad about the outcome of the program and despite some minor complications we are happy that the implementation of all its phases went well. The program is the first of its kind implemented in Tripoli and has been welcome extremely warmly by our partners and by the local communities. At present there are 4 established and operating projects, out of which 2 have a strong business plan capable of supporting the transformation in social enterprises able to generate long-term impacts in the societies where they operate.

We are extremely thankful of having had the opportunity to work with Trablous First, the University of Balamand and TEC to make this program a success in developing the capabilities of many youths to become social entrepreneurs and social activists able to bring changes in their lives and in their communities. We hope that this is just a first step and that there will be more alike programs for the years to come.

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