

UAE Social Leaders Report





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 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.



جامعة عجمان
AJMAN UNIVERSITY

About Ajman University

Founded in 1988 as the first private institution of higher education in the United Arab Emirates and the Gulf region, Ajman University (AU) is now being recognized as an emerging leader on the global academic map. Whether researching on campus or volunteering in the community, AU students and faculty – from 35 and 72 countries, respectively – demonstrate a great passion for innovation and deep compassion for society and are focused on putting imaginations into action for the greater good.

UAE Social Leaders program

Social Leaders program is a practical training program for youth, aged 18 – 27, who are exposed by professionals and advance speakers to help youth harness their energies and channel them as social leaders to create change. The UAE Social Leader Program's objective is to develop understanding of complex social issues and global Sustainable Development Goals and how to contribute to their achievement. In addition to develop youth creativity and innovation in problem solving also to develop practical project management skills.



The UAE Social Leader program is organized by CSR Al Ahli Holding Group in partnership with Ajman University that was held at Ajman University Campus from 12th to 13th of February 2019 and followed by a follow up session on 21st of February 2019. The participants of the program were students from various faculties of the university, such as Business Administration, Graphic Design, Dentistry and Engineering.



The program started with welcome notes introduced by Community Engagement Office Director Mr. Shadi Abu Khalid and CSR Al Ahli Holding Group Director Ms. Lina Hourani followed by sessions about social leadership, social entrepreneurship and the SDG's.

Therefore, CSR Al Ahli Holding Group hosted an experienced trainer from Lebanon Mr. Andre Abi Awad the founder of Entreprenurgy who introduced the concept of entrepreneurship, case studied and success stories. Following up Ms. Lina Hourani introduced a session to the students for designing their ideas and framing them to be successful social leaders. She introduced to them the concept of social leadership and how to be a great social leader. She assisted the students to have a full understanding about social entrepreneurship and how to do a business for a cause. Ms. Lina Hourani also helped them to design their ideas, therefore Mr. Andre took it from there to help them with designing their ideas.

One of our speakers, Mr. Abubaker El Toun is a sustainability and CSR researcher formed a session about the Sustainable Development Goals. Mr. Abubaker connected what has been discussed with the students about social entrepreneurship to their ideas with the 17 goals of SDG's. He explained to them the 17 goals such as the right of public health, how to reduce poverty in poor countries and suitable usage of resources to relate it with their projects.



After two days of extensive training for the students they were identified to success stories and case studied, they were able to form their groups and design initial ideas during day two. On that day they formed the groups and they were able to put their ideas together where they had mutual interest between them. On 21st February 2019 they were introduced to the project management skills and how to manage their projects in a session done by Abir Habbal a Project Manager of the IT department at Al Ahli Holding Group. After this this session each team presented their project ideas and got a feedback of how to pilot their project within the timeline given to implement it different places some in Ajman and other in Jordan.

The outcome of the program was forming 6 teams where they will tackle these topics such as providing good education, help people to have a better way of living and preparing events and services for charity programs. The students came from different backgrounds and faculties where they all agreed on their goal and objective of their project. Ajman University and CSR Al Ahli will give them the needed support to implement the project successfully and make them sustainable.



Speaker List

| Name | Position |
|------------------|--|
| Lina Hourani | CSR Director of Al Ahli Holding Group |
| Abubaker El Toum | Sustainability and CSR Researcher |
| Andre Abi Awad | Founder, Entreprenergy |
| Abir Habbal | Project Manager of the IT department at Al Ahli Holding Group. |

Teams & Projects

Team 1 – Al Riyada FI Ta’leem

| | |
|-------------------|--|
| Sally Al Bishawi | They will raise awareness in reading and education and Lina’s comment was to go to Jerash to contribute in JARedu. |
| Omar Ahmed | |
| Qutiba Al Shalash | |
| Nathem Zuhair | |
| Eman Abu Assi | |
| Budoor Mohammed | |

Team 2 – Ata’a Bela Hudood

| | |
|------------------|---|
| Mohamad Kayed | The team will organize an event inside the University to collect funds. They will be supporting 12 women in buying tailor machines. For them to collect the funds, they will create events that includes standup comedy and talk shows. |
| Mohanad Metwally | |
| Awab Esam | |
| Abdullah Radwan | |
| Kholoud Mohammed | |
| Raghad Faisal | |

Team 3 – Anaml Al Khair

| | |
|----------------------|--|
| Abdulrahman Ahawaami | The team will fix houses for the less fortunate people living in Ajman and partnering with paint houses. They will get their funds through selling coffee. (on social media) |
| Eman Dalleh | |
| Maitha Al Shamsi | |
| Mohammed Tayseer | |

Team 4 - Healthy Minds

| | |
|-------------------|--|
| Jafar Al Shadidi | Provide important health advising complementary services to multiple segments of the community |
| Abdulrahman Ahmed | |
| Fatima Munqith | |
| Noor al Shehhi | |
| Musdalifa Nouman | |
| Jawaher Yaser | |

Team 5 – Cycling for Good

| | |
|----------------|--|
| Roula Baroudi | Using bicycles to initiate energy that can be used in Jordan for heating system in an orphanage and schools. |
| Sara Mubarak | |
| Hamada Dahrouj | |
| Aref Alamri | |
| Ahmad Mowafq | |

Team 6 – Helping Hand

| | |
|----------------|--|
| Riham Ghraizi | A program that strives to encourage more helping hands achieve food security for those who don't have it |
| Mohamad Ahmad | |
| Kalthoum Osman | |
| Yasmina Bourji | |

Conclusion – Lina's Note:

In conclusion the coming steps will be that the teams will work on their projects within two months. There will be a closing ceremony, a piloting phase and implementation within two months.

Photo Gallery



