



BUILDING A SUSTAINABLE FUTURE

An initiative to enhance effective CSR
practices among practitioners and youth

www.csralahigroup.com

CSR in Action UAE

2015

➔ Overview

Awareness of sustainability and corporate responsibility as a vital business practice is growing significantly in the MENA region. However this awareness has not yet spread effectively across all parts of the MENA region and capacity to implement practice is at a very early level.

Social entrepreneurship has developed amongst youth globally as an empowering tool 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 world.

CSR in Action is an initiative designed by Al Ahli Holding Group's CSR division, in partnership with Informa Middle East, which aims to develop and enhance sustainability activities among students and professionals from the UAE. Building on the highly successful 2011 program in Dubai and the subsequent additions in Lebanon, Dubai and Jordan, CSR in Action 2015 will return to the UAE engaging multiple Emirates.

Taking place from the 19th of April to the 25th of April at Villa Rotana in Dubai , CSR in Action engages 30 participants, consisting of 25 University students and 5 CSR professionals (target audience: 20% CSR Practitioners and 80% Students). Each CSR professional will be a representative of CSR in Action's partner organizations who will commit to building impactful sustainability projects, in a team alongside 3 University students. Each team will design a project that fits with the sustainability agenda of their CSR professional's organization. The project must operate externally to the organization/company so that it can scale through social enterprise principles and the company can exit.

Participants will attend five workshop sessions that are designed to train participants how to develop such impactful sustainability projects and social enterprises, covering idea conception through to developing a business and implementation plan.

CSR in Action will close at Informa's annual CSR summit, where the best three projects will present to an audience consisting of VIP guests, government representatives, and key stakeholders in the CSR sphere.

For more information about the closing ceremony please see here:

<http://www.iirme.com/csrsummit>

Goals and Objectives

- 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

➔ The Program

The CSR in Action program consists of 3 stages:

Stage 1: Training Workshops & Projects Conception

- 5-day interactive trainings with high caliber trainers and speakers, learning from the best national and international best practices, covering the topics detailed in the training agenda.
- Building the projects teams and conceptualizing the projects' ideas
- Teams working in groups under the mentors supervision
- Participants in teams present their projects ideas to an esteemed judging panel, which will qualify them to move to the second stage.

Stage 2: Pilot Project Implementation

- 1 month period whereby the teams will be working on piloting their projects
- Progress reporting that shows the management and impact of their respective projects

Stage 3: Projects Assessment and Award Ceremony

- An esteemed panel of judges will assess the projects progress and success, and nominate best 3 projects for the award
- Prestigious awards ceremony (CSR Summit) attended by VIP's, government representatives, students and various other key players in the CSR sphere, where the best project will be awarded.

Program Timeline

Timeline	Activity
Apr 19 th – Apr 23 rd	Training Workshops & Project Conception
Apr 25 th	Group Working & Teams Presentations
Apr 26 th – May 16 th	Pilot Project Implementation
May 17 th – May 19 th	Progress Reporting & Projects Assessment
May 20 th	CSR Summit (Presentations & Awards Ceremony)

The workshop program includes group work time between each session to give the teams more time to implement the concepts into their project conception whilst following a structured flow. As the idea is more developed when new concepts are introduced, participants will be able to engage with the concepts better. The on-going parallel group work also allows for particular ideas to fail and iterate whilst maintain pace with the program's general trajectory.

Daily, each team will receive one hour of mentoring from managers of CSR projects or social entrepreneurs. The mentors will be consistent throughout the program with relevant industry expertise in the social challenge each team will tackle. Receiving mentoring daily will allow for expert critique and give teams time to integrate these suggestions in their ideas.

On Apr 25th, teams will present their projects ideas in front of judging panel by which the projects will be given either the green light to proceed in the implementation, or the red light to shut down the project, or the orange light where some amendments on the projects are required.

Post Apr 25th, teams will be given 1 month to implement their pilot projects, where mentors will keep working with their teams during the implementation through meetings, calls, or emails. Assessing the progress achieved during the pilot project implementation, 3 projects will be nominated to present their ideas in the CSR Summit in which the winning team will be awarded.

➔ Workshop Agenda

Apr 19 th	Apr 20 th	Apr 21 st	Apr 22 nd	Apr 23 rd	Apr 25 th
9.00 - 11.00	9.00 - 12.00	9.00 – 11:00	9.00 - 11.00	9.00-11.00	9:00 – 11:00
Understanding CSR Concept	Creativity & Innovation	Ideation	Teams' Ideas Presentation (Presentation Skills)	Scaling & Fundraising Proposal Writing	Group Working (Participants, Mentors, and Judges)
			11:00 – 12:00		
			Intellectual Property		
11:00 – 13:00	12:00 – 13:00	11:00 – 13:00	12:00 – 13:00	11.00-13.00	11:00 – 13:00
Understanding Social Entrepreneurship	Teams Selection & Mentors Matching	Project Modeling and Agile Development	Microsoft BizSpark	Project Management	Teams' Presentations (Judging Panel)
13.00 – 14.00					
Lunch					
14.00 - 16.00	14.00 - 15.00	14.00 - 15.00	14.00 - 15.00	14.00 - 15.00	14:00 – 16:00
Social Challenges Identification Mapping the Value Chain	Case Study – Exploring a Social Challenge	Case Study – Developing the Idea	Case Study – The Business Model	Case Study – The Maturity Model	Judges Feedback & Closing
16.00 - 17.00	15.00 - 17.00	15.00 - 17.00	15.00 - 17.00	15.00 - 17.00	
CSR Case Studies in the UAE and the Globe	Group Working	Group Working	Social Impact Measurement	Group Working	

➔ Projects Specification

1. The project team must consist of 1 CSR practitioner and 3 University students.
2. The company of the practitioner in the group should consider adopting the project: the project must be relevant to the sustainability agenda of the company and the company should support the project in committing resources (employee time, company competencies and seed funding if required).
3. Practitioners must be of senior management level with decision making capacity.
4. Teams are allocated on matching participants in their area of interest, alongside ensuring each team has a complementary set of skill/domain expertise.
5. The project should tackle the issue externally to the company to properly engage the student participants. (eg. Environment projects shouldn't aim to reduce water consumption in the company; rather the project should find a way water consumption can be reduced in the UAE). For example, Mars supporting coco farmers in the Ivory Coast (<http://marsfarmersfirst.com/about/> & <http://www.mars.com/global/brands/cocoa-sustainability/mars-and-cocoa-sustainability.aspx>)
6. The project must be designed to be self sustaining from the medium term (post year 1) and to be scalable (no obvious limits to its growth) – thus the project should follow social enterprise principles.
7. The project must have an exit strategy for the practitioner's company of less than 3 years.
8. Each team must identify the social challenge they wish to work on from a set list before the program starts.

➔ Participants Criteria

Following are the participants' criteria:

- Emirati national
- Age (20 - 30) years old
- Fluent in English
- Eager to learn
- Passionate about social entrepreneurship
- Determined in achieving social change and community empowerment
- Committed to attend the whole training workshop and implement the pilot project

➔ How to Apply

Application Process:

Applicants complete an online application form with their personal details and short questions about CSR on the following link:

<https://csralahligroup.wufoo.com/forms/csr-in-action-uae-2015/>

Post submitting the form, the applicant will receive an acceptance letter and commitment form to attend the program.

Registration deadline is Apr 15th 2015

➔ Contacts

For registration issues and more information, contact:

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