

Powering social entrepreneurship

SYNERGOS IN THE ARAB WORLD



Synergos in the Arab World

Synergos is a global nonprofit organization that brings people together to solve complex problems of poverty and create opportunities for individuals and communities to thrive.

Synergos supports **the Arab world's largest network of social entrepreneurs** -- these are agents of change that combine innovation and business skills to meet pressing needs of their communities and countries. We provide leadership building, financial support, and networking opportunities to help them sustain and scale up innovations in a variety of sectors -- including youth employment, economic development, education, health, energy and the environment, sanitation, arts and culture, and social inclusion. Together, our social entrepreneurs are reaching more than three million people.



The background image shows two children playing soccer on a dirt field. One child, wearing a white shirt and black pants, is on the left. Another child, wearing a blue and black striped shirt, is on the right, kicking a soccer ball. In the background, a densely populated hillside with many small buildings is visible under a clear sky.

A region of great change and great hope

Despite its potential, too many people across the Arab World face poverty, inequity, and other development problems. Unemployment is dangerously high, particularly among youth. Women's economic participation in the region is among the lowest in the world. Health disparities, social exclusion, and environmental degradation affect many communities.



WHO WE FUNDED

132 Pioneers

SOCIAL ENTREPRENEURS LEADING COMMUNITY INITIATIVES

307 Start-ups

SOCIAL ENTREPRENEURS LEADING HIGH-IMPACT COMPANIES

2,115 Youth

TALENTED YOUNG PEOPLE SEEKING MORE SKILLS AND TRAINING

Touching every corner of sustainable development



*Data pertains to 2015-2016 class of Social Innovators and Start0ups.

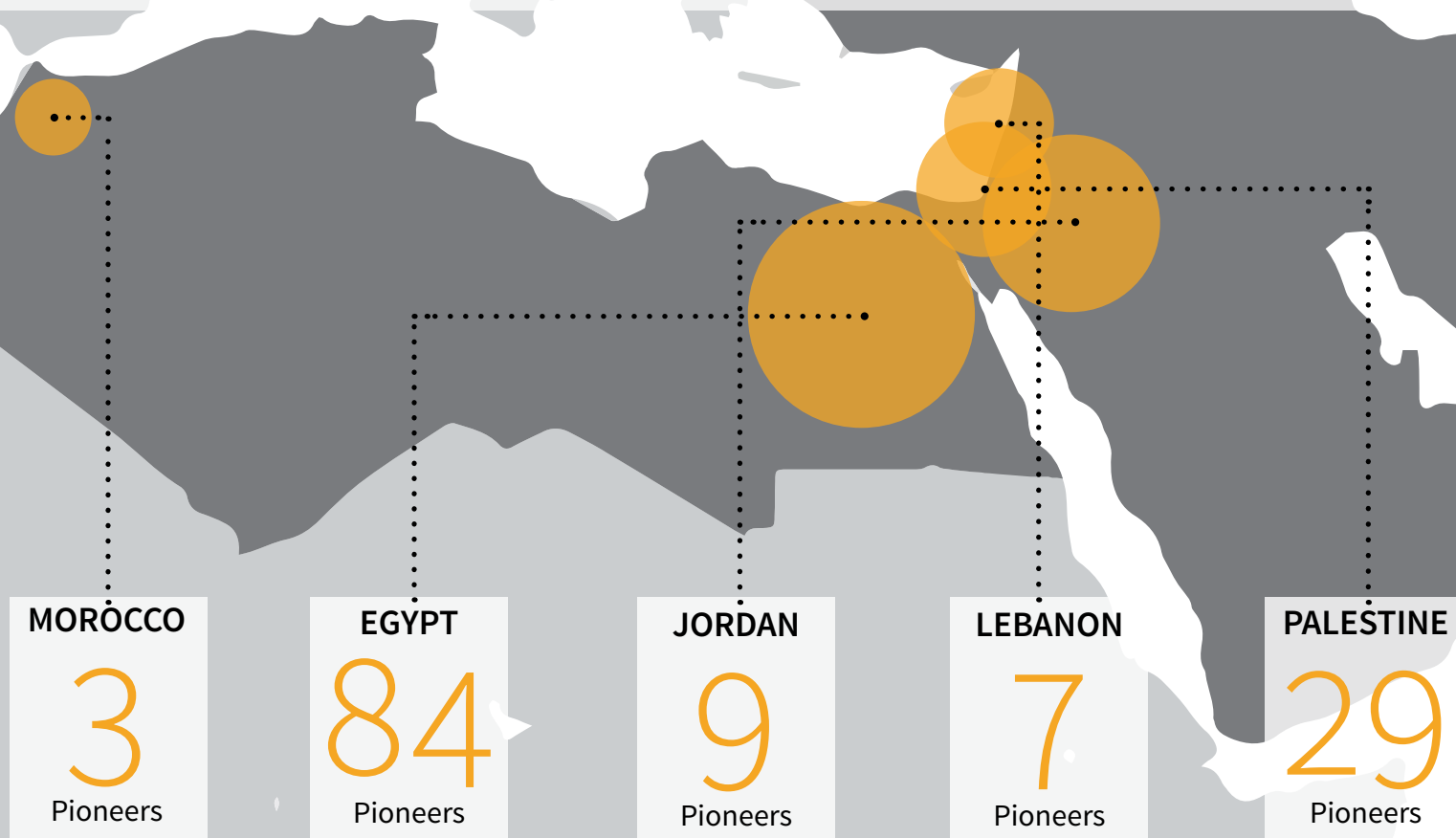


Equally empowered

Women are more than half of all program participants, and about 40 percent of start-ups and pioneers.

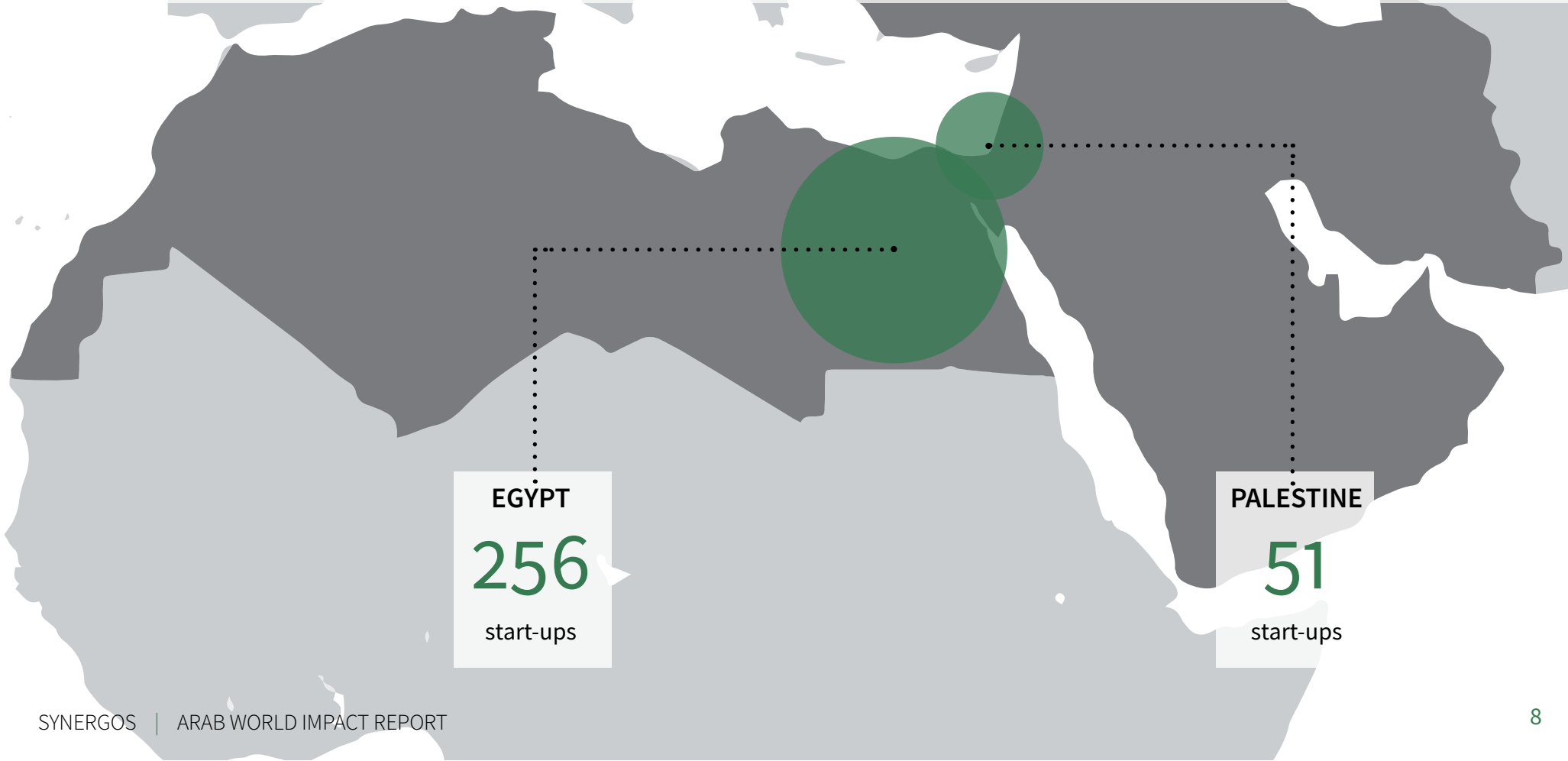
Nurturing leaders and changemakers

Since 2008, we've empowered a network of 480 social entrepreneurs across the Arab World who are pioneering original solutions to some of the most stubborn social and economic problems facing their communities.



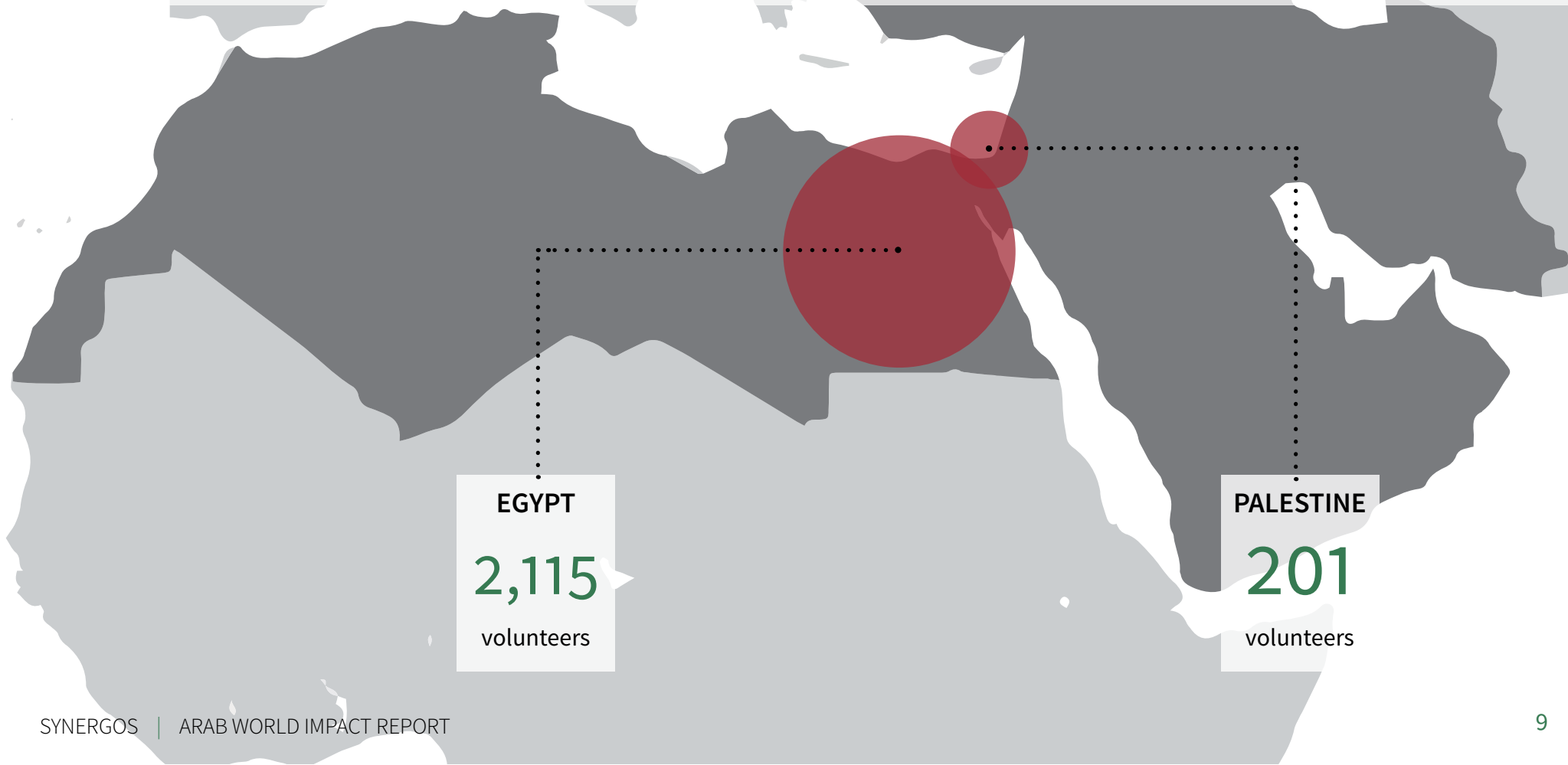
Start-ups

Our social entrepreneurs' network also includes start-ups: early-stage initiatives with social impact potential. Launched in 2011, this element of the program has proven effective in Egypt and Palestine, with promise for replication elsewhere.



Volunteers

Our program improves the employability of youth volunteers by providing them with skills trainings, networking spaces, and access to work opportunities with our entrepreneurs and start-ups.





WHERE FUNDS WENT

\$7.8 Million

TOTAL RAISED

\$2.8 Million

TOTAL GIVEN IN GRANTS TO PIONEERS

35 Start-ups

AWARDED SEED FUNDING

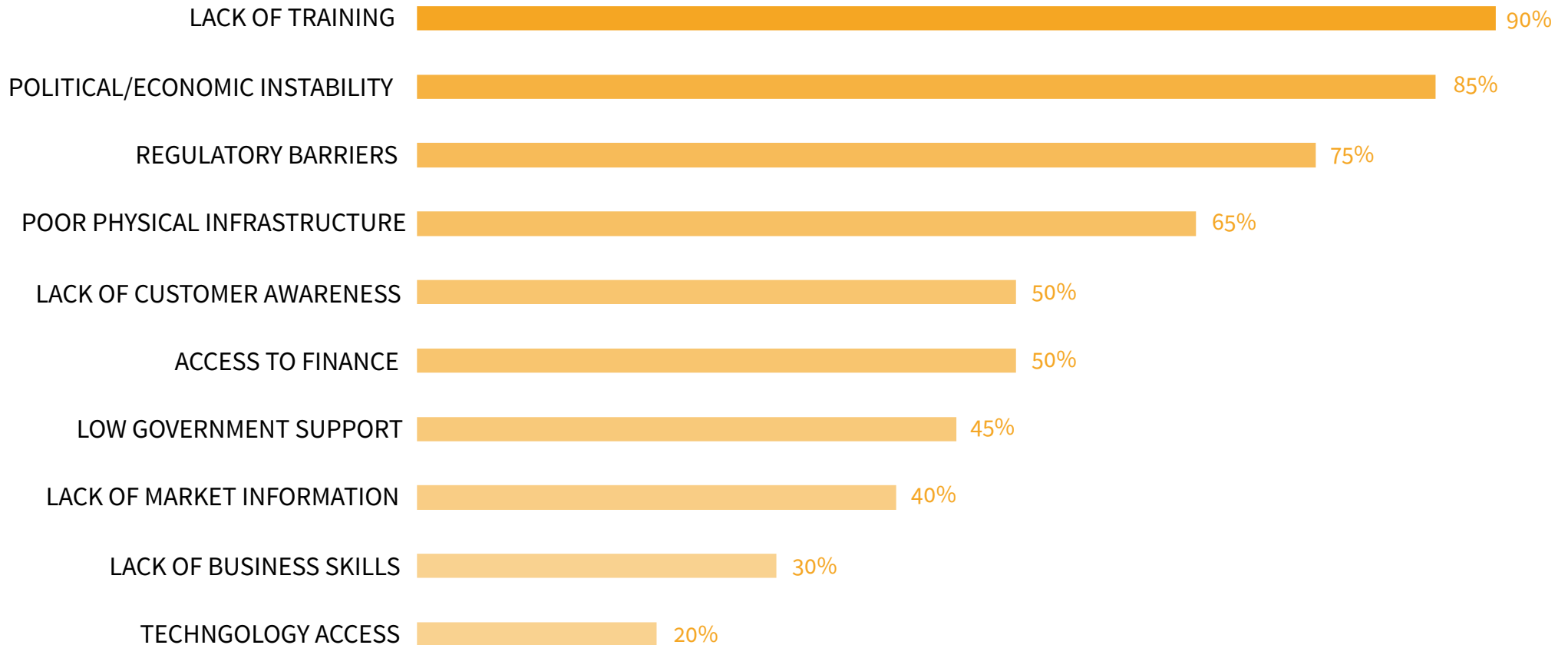
Doing more with less

AVG. COST PER PARTICIPANT

Pioneer	\$25,000-\$40,000
Start-up	\$3,000
Volunteer	\$250

What holds them back?

We asked Pioneers and Start-ups about the greatest challenges facing them. Here's what they said.*



*Data pertains to 2015-2016 class of Social Innovators and Start-ups.

What they get



FINANCIAL



STRATEGIC



NETWORKING



LEARNING



MENTORSHIP

Pioneer

Unrestricted financial awards

Customized capacity building plan

Annual convenings with peer network

Sector-specific workshops

Access to Synergos leaders and mentorship

Start-up

Opportunity to apply for seed funding

One-week intensive training on starting a social enterprise

Networking events with other social innovators

One day workshops on key topics

Mentoring from established entrepreneurs

Volunteer

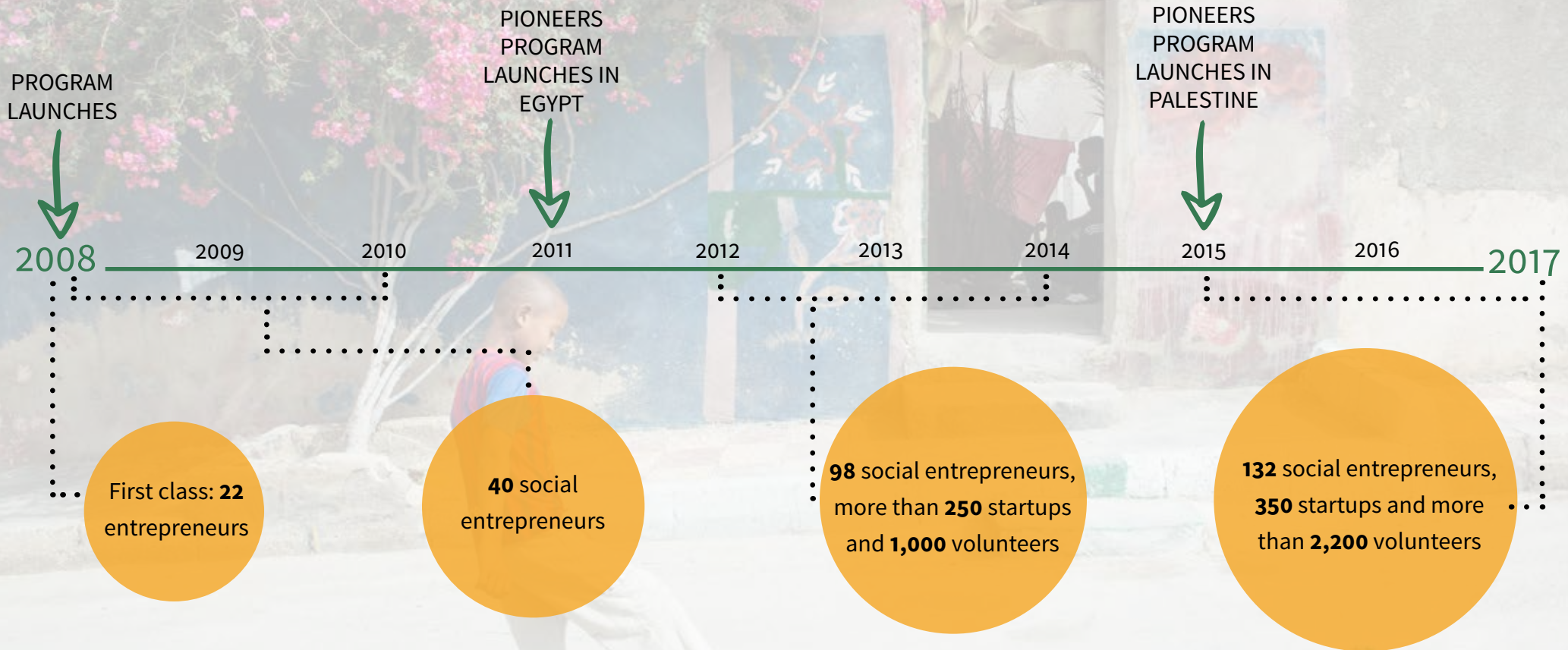
Training on how to be an effective volunteer

Invitations to social entrepreneurship events

Targeted training for job readiness

Opportunity to become trainer of trainers

Six-fold growth in 10 years



Proven results

- ✓ More than **3 million lives** improved
- ✓ **2,000 jobs** directly created or enhanced
- Thousands of jobs** created through the
- ✓ Pioneer initiatives
- Pioneers' programs expanded or
- ✓ replicated in **more than 30 countries**
- 1,200 youth** placed with volunteer
- ✓ assignments
- 450 youth volunteers** found jobs with
- ✓ program support

Shaping the public policy sphere

GENDER

Children of Female Prisoners is running an advocacy campaign to raise awareness of families with incarcerated mothers, and has submitted a proposal to Egypt's parliament to find alternative punishments for debt, a leading cause.

TRANSPORTATION

Transport for Cairo has been invited to meet with government officials to help develop Cairo's new mass transit system.

DIFFERENTLY-ABLED PEOPLE

Alhassan Foundation is raising awareness of public space accessibility for wheelchair users, and has inspired a ministry of education initiative on school accessibility.

TOURISM

Palterhal is helping Palestine's tourism ministry build its eco-tourism program.

HEALTH

Shamseya is meeting with top health officials to promote social accountability in the healthcare sector, and has been active in meetings on the new health insurance law.

Medicine For All is advocating the Behaira governorate to adopt its methodology.


EDUCATION

Knowledge for All helped modify Egypt's national high school exams, and continues to reform the country's public education system.

Qader serves with Palestine's ministry of education to assess its curriculum for differently-abled people.

ENVIRONMENT

Shagara fel Madrasa is helping the Egyptian government turn school roofs into gardens.



The Synergos advantage

Replicable, effective model

A tested model that promotes entrepreneurship as a vehicle for social and economic change, and helps youth access jobs or self-employment.

Profound regional presence


A cohesive, established network of social entrepreneurs, civil society leaders, philanthropists, and business leaders.

Trusted by partners of all sizes

From local supporters to international donors like the U.S. Agency for International Development, the Aga Khan Foundation, Microsoft, Alwaleed Philanthropies, and individual philanthropists.

A proven approach to social change

Honed over 30 years with partners around the world, the approach uses bridging leadership, personal reflection, systems thinking, and collaboration to overcome poverty and enable individuals and communities to thrive.



Why Synergos in the Arab World?

Largest network in the region

Over the last ten years we have built the largest network of social entrepreneurs and start-ups in the Arab world.

Selecting great people

We are good at identifying a diverse group of future leaders, and have the track record to prove it.

Empowering at every level

Our program supports entrepreneurs at every stage, from promising young people seeking experience, to established social ventures wanting to scale-up.

A wide reach

Our social innovators have improved millions of lives across the region, especially in poor and marginalized communities.

Meet the changemakers

PROFILES OF FOUR LEADERS MAKING AN IMPACT

Spreading the joy of reading

RANA DAJANI, FOUNDER, WE LOVE READING

A native of Jordan, Rana Dajani started **We Love Reading** after returning home upon completing a PhD in the United States, where her two young daughters had benefited from a local library reading program. She noticed that such programs didn't exist in Jordan, and decided to do something about it.

Since its founding in 2006, We Love Reading has reached more than 16,000 children and trained 750 adults in reading aloud. The program has been replicated in more than 800 libraries across 30 countries.

WE LOVE READING:
TRACKING THE IMPACT



16,000

CHILDREN REACHED BY THE PROGRAM



750

ADULTS TRAINED IN READING ALOUD TO CHILDREN



30

COUNTRIES WHERE PROGRAM HAS BEEN REPLICATED

Leader
Profile



A portrait of Mostafa Shahat, a man with a beard and short dark hair, wearing a dark blue button-down shirt. He is smiling and has his arms crossed. The background is slightly blurred, showing what appears to be an office or classroom setting.

Leader Profile

Reinventing education in Egypt

MOSTAFA SHAHAT, FOUNDER, NAFHAM

Mostafa Shahat founded **NAFHAM** as a startup in 2012 with the vision of bringing free online education to grade school students across Egypt. NAFHAM now helps fill the enormous gap created by a severe shortage of funding for public schools, where Egypt's growing population of children fill overcrowded classrooms, attend short lessons in multiple shifts, and face a high likelihood of dropping out early.

NAFHAM now attracts more than 700,000 unique users each month and has spread to students in four other Arab countries.

NAFHAM: TRACKING THE IMPACT



60 Million

VIEWS GARNERED ON NAFHAM VIDEOS



700,000

ACTIVE USERS REACHED EACH MONTH



100,000

NEW VIEWERS ADDED EACH MONTH IN 2014

About Nafham الدخول اشترك الآن

الجزائر

الكويت

سوريا

السعودية

مصر

Leader
Profile

500 ألف
طالب

60 مليون
مشاهدة للفيديوهات

23 ألف
فيديو



Leader Profile



Growing a rural food movement in Lebanon

KAMAL MOUZAWAK, FOUNDER, SOUK EL TAYEB

Kamal Mouzawak founded Souk El Tayeb in 2004 as an experimental farmers market featuring produce from small-scale farmers and producers. It has since grown into a mature organization working at the national and international level to promote and preserve culinary traditions, rural heritage and the natural environment.

Souk El Tayeb's vision is to celebrate the food and traditions that unite communities and support small-scale farmers and the culture of sustainable agriculture.

**SOUK EL TAYEB:
TRACKING THE IMPACT**



First

FARMERS MARKET TO OPEN IN LEBANON



100

SMALL PRODUCERS HOSTED EACH WEEK



Almost all

CHEFS AT SOUK EL TAYEB ARE WOMEN

Leader
Profile





Building an empowering space for women

RASHA ALY SOLIMAN, FOUNDER, LADIEZ CORNER

Rasha Aly established Ladiez Corner to give Egyptian women a safe, interactive platform where they can socialize, learn, and grow businesses. LadiezCorner.com offers a free virtual office space to sell goods and services from home, and serves as a central conversation space, with regular articles on self-development, parenting, art, and health.

In a country where women face severe restrictions to work, Ladiez Corner is opening doors of opportunity to millions.

LADIEZ CORNER: TRACKING THE IMPACT



10 Million

PAGE VIEWS PER YEAR



7,000

PAGES CREATED BY WOMEN ON THE PLATFORM



2 Years

BEFORE PROJECT BECAME FULLY SUSTAINABLE

Leader Profile



“

My participation with Synergos has influenced me at the personal level and empowered the organization I work for. No matter the success we build or will create over time, we're sure that Synergos created a footprint in our lives and the people we serve.

-MOHAMMED KILANY, PALESTINE

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The region's largest network of its kind



What's next?

Despite its potential, too many people across the Arab World face poverty, inequity, and other development problems. Unemployment is dangerously high, particularly among youth. Women's economic participation in the region is among the lowest in the world. Health disparities, social exclusion, and environmental degradation affect many communities.