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.
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

Number of social innovators working on each Sustainable Development Goal*:

- Peace, Justice and Strong Institutions: 6
- Partnerships for the goals: 24
- No Poverty: 10
- Zero Hunger: 23
- Good health and Well-being: 7
- Quality Education: 20
- Gender Equality: 79
- Clean water and sanitation: 31
- Affordable and Clean Energy: 3
- Decent Work and Economic growth: 4
- Reduced Inequalities: 34
- Industry Innovation and Infrastructure: 57
- Sustainable Cities and communities: 8
- Responsible consumption and Production: 73
- Life below water: 1
- Life on Land: 3
- Climate Action: 19

*Data pertains to 2015-2016 class of Social Innovators and Startups.
Equally empowered

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

Start-ups

EGYPT
256 start-ups

PALESTINE
51 start-ups
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

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pioneer</td>
<td>$25,000-$40,000</td>
</tr>
<tr>
<td>Start-up</td>
<td>$3,000</td>
</tr>
<tr>
<td>Volunteer</td>
<td>$250</td>
</tr>
</tbody>
</table>
What holds them back?

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

- Lack of Training: 90%
- Political/Economic Instability: 85%
- Regulatory Barriers: 75%
- Poor Physical Infrastructure: 65%
- Lack of Customer Awareness: 50%
- Access to Finance: 50%
- Low Government Support: 45%
- Lack of Market Information: 40%
- Lack of Business Skills: 30%
- Technology Access: 20%

*Data pertains to 2015-2016 class of Social Innovators and Start-ups.
# What they get

<table>
<thead>
<tr>
<th>FINANCIAL</th>
<th>STRATEGIC</th>
<th>NETWORKING</th>
<th>LEARNING</th>
<th>MENTORSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted financial awards</td>
<td>Customized capacity building plan</td>
<td>Annual convenings with peer network</td>
<td>Sector-specific workshops</td>
<td>Access to Synergos leaders and mentorship</td>
</tr>
<tr>
<td>Opportunity to apply for seed funding</td>
<td>One-week intensive training on starting a social enterprise</td>
<td>Networking events with other social innovators</td>
<td>One day workshops on key topics</td>
<td>Mentoring from established entrepreneurs</td>
</tr>
<tr>
<td>Training on how to be an effective volunteer</td>
<td>Invitations to social entrepreneurship events</td>
<td>Targeted training for job readiness</td>
<td>Opportunity to become trainer of trainers</td>
<td></td>
</tr>
</tbody>
</table>

**Pioneer**

**Start-up**

**Volunteer**
Six-fold growth in 10 years

- **First class:** 22 entrepreneurs
- **2008**
- **2009**
- **2010**
- **2011**
- **2012**
- **2013**
- **2014**
- **2015**
- **2016**
- **2017**

**PROGRAM LAUNCHES**

- 40 social entrepreneurs
- PIONEERS PROGRAM LAUNCHES IN EGYPT

- 98 social entrepreneurs, more than 250 startups and 1,000 volunteers
- PIONEERS PROGRAM LAUNCHES IN PALESTINE

- 132 social entrepreneurs, 350 startups and more than 2,200 volunteers

**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.

**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.

**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.

**TRANSPORTATION**

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

**ENVIRONMENT**

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

**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.
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
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.
60 Million
VIEWS GARNERED ON NAFHAM VIDEOS

700,000
ACTIVE USERS REACHED EACH MONTH

100,000
NEW VIEWERS ADDED EACH MONTH IN 2014
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.
First
FARMERS MARKET TO OPEN IN LEBANON

100
SMALL PRODUCERS HOSTED EACH WEEK

Almost all
CHEFS AT SOUK EL TAYEB ARE WOMEN

SOUK EL TAYEB: TRACKING THE IMPACT

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.
10 Million
PAGE VIEWS PER YEAR

7,000
PAGES CREATED BY WOMEN ON THE PLATFORM

2 Years
BEFORE PROJECT BECAME FULLY SUSTAINABLE
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
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.