AFSD 2023

Arab Forum for
Sustainable Development
Solutions and Action

Forum arabe pour
le développement durable
Solutions et action

المنتدى العربي للتنمية المستدامة
حلولٌ وعمل

14-16 March 2023 — 2023 آذار/مارس 16-14

50 YEARS PARTNERING FOR PROSPERITY

ESCWA Digital Arabic Content Award
for Sustainable Development 2022-2023

جائزة الإسكوا
للمحتوى الرقمي العربي
من أجل التنمية المستدامة

Wednesday, 15 March 2023

Winners 2023

A new award by ESCWA, taking action on the SDGs

UNITED NATIONS
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Shared Prosperity **Dignified Life**

SUSTAINABLE DEVELOPMENT GOALS

In partnership with the World Summit Awards

WSA

The present newsletter was prepared by Nibal Idlebi, Chief of the ESCWA Innovation Section, and Zahr Bou-Ghanem, Senior Research Assistant at the ESCWA Innovation Section.

Digital Arabic content

Digital content is one of the pillars of the information society and of a knowledge-based economy. It is an essential element for advancing digital transformation, and a facilitator for the open sharing of information and knowledge in all vital fields. It is also a catalyst for economic and social development as it contributes to the creation of new job opportunities, supports the advancement of startups, and helps diversify the projects of small and medium enterprises.

It is also key to promoting linguistic diversity on the Internet, as it enables all peoples to benefit from a digital space that has become a driver of business and activities. The outputs of the World Summit on the Information Society (WSIS) stressed the importance of linguistic diversity, and the need to develop local digital content to meet the social, cultural and economic needs of peoples and societies. The findings of the WSIS review in 2015 also emphasized the need to promote the development of local digital content so as to bridge the digital divide between countries worldwide, especially between developed and developing countries. The Secretary-General's Roadmap for Digital Cooperation, issued in June 2020, stressed the importance of content related to local community issues and of its provision in various languages, as well as the importance of open digital content in several languages to maximize the use of digital public information globally that contributes to achieving the Sustainable Development Goals (SDGs).

ESCWA is interested in developing digital Arabic content, given its great importance in building the Arab knowledge society and enabling Arabic speakers to access and use information of interest to them on the Internet. Promoting digital Arabic content contributes to improving the use of the Internet by Arabic speakers, reducing the digital divide, and preserving Arab cultural and historical heritage in digital forms, by ensuring the sustainability of Arabic as a vital global language that keeps pace with emerging issues.

Despite efforts and initiatives to develop distinctive digital Arabic content, the share of such content on the Internet remains low compared with other vital languages worldwide. Although Arabic is one of the most widespread languages and ranks fourth globally in terms of the number of Internet users, the proportion of digital Arabic content on the Internet does not exceed 3 per cent. Numerous surveys and studies show that 80 per cent of Internet users in Arab countries prefer using Arabic on the Internet.

Digital Arabic content is weak for the following reasons:

- A lack of Arab initiatives encouraging the production of digital Arabic content and poor funding.
- Dominance of individual works over digital Arabic content projects.
- Weak institutional efforts to develop and sustain publishing systems in Arabic.
- Predominance of the use of other languages, such as English and French, in vital scientific and economic fields in the Arab region.
- Weakness and fragmentation of informatic research in the Arab region on technological tools to assist publishing and research in Arabic.

There are many good websites and applications for digital Arabic content on the Internet, but the main characteristics of digital Arabic content, based on the findings of many studies, are a poor diversity of topics, and repetitive and similar texts, indicating weak original Arabic content, and a modest level of content and applications.

ESCWA Award

In 2021, ESCWA launched the ESCWA Digital Arabic Content Award for Sustainable Development as part of the activities of the 2021 Arab Forum for Sustainable Development. After organizing the first cycle of the Award (2021–2022), the second cycle was organized (2022–2023). The award aims to highlight best practices on digital Arabic content, and disseminate those practices in the Arab region and globally. It also aims to demonstrate the role of technology and digital platforms in advancing sustainable development, and promoting the creation of high-quality digital Arabic content related to the SDGs.

To accomplish this activity, ESCWA cooperates with the World Summit Awards (WSA), which is an international platform that brings together a large network of experts and innovative activists in the digital world, with nearly 20 years of experience in organizing awards for the information society and sustainable development at the global level.

The award was launched to honour the producers of the best digital content projects in the Arab region, and to publish and promote their distinctive projects, under the following two categories:

1. **The "institutions" category**, which represents digital Arabic content projects that support the achievement of the SDGs, and were developed by institutions affiliated with the public or private sectors, academia, non-governmental organizations, civil society organizations, or any other stakeholders.

2. **The "young entrepreneurs" category**, which is dedicated to digital Arabic content projects that support the achievement of the SDGs, and were developed by startups, individuals and youth teams, most of whom must be under 35 years of age.

ESCWA will honour the winners of this award at the regional and international levels. It will cooperate with WSA to give the winning young entrepreneurs an opportunity to network with other entrepreneurs, and will invite them to attend the WSA Global Congress and the Arab SMEs Summit that is organized by ESCWA, so as to enable them to benefit from valuable workshops and training opportunities.

Several committees participate in the work of the ESCWA Digital Arabic Content Award for Sustainable Development. These committees collaborate to ensure quality and integrity in implementation. These committees are:

a. **Management and Coordination Committee:** responsible for organizing the award, preparing the platform and related activities, coordinating between the various committees, and interacting with jury members and with the community and partners.

b. **Steering Committee:** responsible for the overall supervision of the award, selecting topics and categories, and defining evaluation criteria.

c. **Jury members:** comprising digital content experts from the Arab region, who are responsible for evaluating projects in both categories.

d. **Media Committee:** promotes the award from the moment it is launched, during the applications stage, up until the announcement of the winning projects.

The second session of the award was announced in mid-July 2022, and a three-month period was allocated to receive projects from Arab countries (until mid-October 2022). The following is a summary of participation in the award, and of the evaluation process that leads to the selection of winners in each of the two award categories.

Participation

The ESCWA Digital Arabic Content Award received 215 projects from 19 Arab countries and three non-Arab countries. The number of projects submitted to the institutions category was 120 projects from 17 Arab countries, and the number of projects submitted to the young entrepreneurs category was 95 projects from 18 Arab countries and three foreign countries. A total of 18 projects were excluded from the screening phase for incompleteness. The jury evaluated 197 projects, including 118 in the institutions category and 79 in the young entrepreneurs category.

The following table sets out the eight Arab countries that recorded the highest participation rate in the Award.

Country	Number of projects	Institutions category	Young entrepreneurs category
Qatar	27	25	2
Egypt	25	16	9
Sudan	21	7	14
Jordan	15	8	7
Oman	14	12	2
Saudi Arabia	14	13	1
State of Palestine	11	5	6
Syrian Arab Republic	10	2	8

Project evaluation

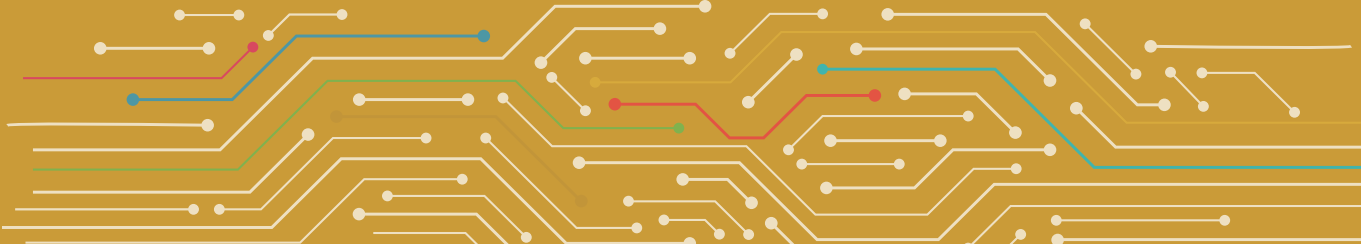The projects were evaluated according to the following award criteria:

Two strategic criteria – social/societal

- **Impact |** the impact on communities in the Arab region.
- **Value |** addressing the SDGs, narrowing the digital divide and promoting digital inclusion.

Five technical criteria

- **Content |** quality and comprehensiveness.
- **Functionality |** ease of use, user experience, appropriate interactivity.
- **Design |** navigation and visual appeal.
- **Technology |** using the latest technologies and technical quality in implementation.
- **Innovation |** originality and modernity in business models and for target users.

The Steering Committee determined the evaluation criteria, and also prepared the Award rules and conditions that governed the conduct of the award's organization process in its second cycle 2022–2023.

Two following committees evaluated the projects:

- **The jury members for the Institutions Category:** comprising 16 regional experts in the field of digital Arab content and digital development.

- **The jury members for the Young Entrepreneurs Category:** comprising 16 experts in digital content and entrepreneurship.

ESCWA applied a fair methodology for evaluating projects, which took place in two stages.

- **The first stage:** sorting the completed projects, conducting an initial evaluation, and qualifying them for a detailed evaluation conducted by the jury members for each category on a platform designated for the award. This stage resulted in the selection of a list of projects that moved to the second stage of evaluation.

- **The second stage:** the jury members evaluated the projects, resulting in the nomination of a list of projects for the finals. During the second stage, meetings were held between the jurors in each category to discuss, evaluate and propose the list of winning projects.

The Steering Committee endorsed the winning projects, totalling five projects in the enterprise category and three projects in the young entrepreneurs category.

Award hashtag: #DAC_Award

Teams and committees

Project Manager	Coordination Team

Nibal Idlebi

Chief of Innovation Section, ESCWA

Nora Wolloch

Executive Manager, World Summit Awards

Zahr Bou-Ghanem

Senior Research Assistant, Innovation Section, ESCWA

Steering Committee (in alphabetical order)

Abdulsalam Haykal

Executive Chairman, Majarra, United Arab Emirates

Ahmed Alhujairy

Chairman and CEO, Gulf Future Business, Bahrain

Alia El Kattan

PhD Student, New York University and WSA Youth Ambassador, Egypt

Haidar Fraihat

Cluster leader, Statistics, Information Society and Technology, ESCWA

Maisaa Youssef

Cluster Leader, 2030 Agenda and SDG Coordination, ESCWA

Manar Alhashash

CEO, DotDesign, Kuwait

Mirna El Hajj Barbar

Programme Management Officer, Statistics, Information Society and Technology Cluster, ESCWA

Nora Wolloch

Executive Manager, World Summit Awards

Jury members for the Institutions category (in alphabetical order)

Ashraf AlAstal

Board Member, Telecom Regulatory Authority, State of Palestine

Diana Bou Ghanem

Director of Telecom Sites and Equipment, Ministry of Telecommunications, Lebanon

Driss Kettani

Professor of Computer Science, School of Science and Engineering, Alakhawayn University, Morocco

Ghaida Rebdawi

Director of Research, Higher Institute for Applied Sciences and Technology - HIAST, Syrian Arab Republic

Hoda Baraka

Advisor to the Minister of Communications and Information Technologies, Egypt

Khalil Ajami

President of Syrian Virtual University, Syrian Arab Republic

Laila Al Hadhrami

Smart and Sustainable Cities Advisor, Oman

Manar Alhashash

CEO, DotDesign, Kuwait

Mirna El Hajj Barbar

Programme Management Officer, Statistics, Information Society and Technology Cluster, ESCWA

Mohamad Nawar Al Awa

Regional Adviser on Technology for Development, Statistics, Information Society and Technology Cluster, ESCWA

Mohamed Jemni

Director of ICT, ALECSO, Tunisia

Mustafa Jarrar

Professor of Artificial Intelligence, Birzeit University, State of Palestine

Nada Khater

Programmes Manager, Al-Hayat Consultancy for Development Research, Jordan

Sana Ghenima

Founder and CEO of Sanabil Med for e-Publishing, Tunisia

Taiseera Al Balushi

Associate Professor, Sultan Qaboos University, Oman

Zouheir Lakhdissi

CEO, Dial Technologies, and WSA Grand Jury Member, Morocco

Abdellah Aouf

Founder and CEO at GO Platform,
Algeria

Alain Daou

Associate Professor of Entrepreneurship and Director of Nature Conservation Center, American University of Beirut, Lebanon

Ali Hilli

Head of MarCom, Ishtar Gate, (Blue) FinTech,
Iraq

Alia El Kattan

PhD Student, New York University and WSA Youth Ambassador,
Egypt

Ammar Joukhadar

Managing Director, Elixir for Intelligent Software, Syrian Arab Republic

Hania Sabbidin Dimassi

Associate Programme Management Officer
2030 Agenda and SDG Coordination Cluster, ESCWA

Ismail Wahdan

Head of E-government Section, Amman Municipality, Jordan

Joelle Yazbeck

Regional Coordinator, ICC-ESCWA Centre of Entrepreneurship,
ESCWA

Kareem Hassan

Executive Director, ESCWA Technology Center, ESCWA

Mohamed Haithem Medani

Chief Operating Officer, GO Platform, Algeria

Nada Ghneim

Natural Language Processing Researcher, Associate Professor, Arab International University, Syrian Arab Republic

Patrick Habib

Educational Technologies Expert and former Head of Solutions at Lebanese Alternative Learning,
Lebanon

Ramy Soliman

Co-founder and COO, Bonocle Inc., Qatar

Rudy Shoushany

Founder and CEO DxTalks,
Lebanon

Samira Dhayyat

Director General, Arab Smart Cities Forum,
Jordan

Sana Hawasly

Co-Founder and CEO, Daraty, Syrian Arab Republic

Media and Events Teams

Manuela Wagner

Global Community Manager, World Summit Awards, Austria

Katharina Weber

Events Manager, World Summit Awards, Austria

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ESCWA Media Team
ESCWA Conference Services Teams
ESCWA
Lebanon

Winning projects 2023

Institutions category (in alphabetical order)

Agrogatemasr

https://agrogatemasr.com/

Egypt

IoT Kids Platform

https://iotkidsiq.com/

Iraq

Learn Arabic Alphabet

App on Apple Store and Google Play

Algeria

Syrian Researchers

https://www.syr-res.com/

Syrian Arab Republic

Unified Arabic Braille Portal

https://braille.mada.org.qa/

Qatar

Summary of winning projects – Institutions category

⟳ Agrogatemasr

Category	Institutions
Producers	Heba Labib – Principal Researcher Ahmed Saleh – Assistant Principal Researcher and Project Manager Sanaa Haroun – Scientific Advisor Doaa Nassef – Product Manager AbdelRahman Fani – Site Developer Fayrouz Saeed – Content Creator Amira Shalash – Site Editor Ali Tarek – Training Curriculum Designer and Video Editor Salma Salah – Graphic Designer
Country	Egypt
Video	Get to know the platform.

Description

Agrogatemasr is a digital platform that serves the local population working and investing in agriculture. The platform provides a variety of agricultural extension content, including written, visual and audio content, such as articles, training courses and short radio episodes, in addition to an atlas. The content covers all stages of establishing agricultural projects, including inception, establishment, production, sale or export, and also touches on topics such as organic farming and land reclamation. The platform provides specialized agricultural advisory services, upon request.

Innovation

Agrogatemasr provides agricultural extension services that do not depend on the geographical presence of an expert or guide near the farmer or investor, through an electronic platform and free content that has been carefully prepared (written, audio and visual). The platform provides a forum for questions and answers, in which the site's pioneers and a number of experts in the agricultural field participate. Experts provide interested farmers with specialized advice upon request. The content is presented in an interesting and innovative way, in contrast to specialized and academic agricultural content that may be difficult for farmers to understand. The Facebook platform is used for communication and conversations between the pioneers of the site, the page, the project team and agricultural experts.

Impact

The platform's services and content contribute to achieving many of the SDGs, including eradicating poverty and hunger by improving the productivity and income of agricultural workers (who make up more than 5.5 million people, of whom the poor represent about 50 per cent), and enhancing agricultural production and livestock to provide food; and health education related to organic agricultural transactions. The platform provides interesting scientific content for students in the field of agriculture, and job opportunities for agricultural experts by including their data on the platform and networking them with those wishing to obtain agricultural advice.

IoT Kids Platform

IoT KIDS

Category	Institutions
Producers	Mohamed Khaled – Co-Founder and Chief Executive Officer
	Ali Taher – Co-Founder and Chief Operating Officer
	Ahmed Dawood – Co-Founder and Chief Technology Officer
	Mustafa Ramzi – Account Manager
	Fatima Jassim – Technical Programmes Director
Country	Iraq
Video	Get to know the platform.

Description

The IoT Kids platform offers trainings in programming, robotics, electronics and artificial intelligence for children between the ages of 7 and 15. The main objective of these trainings is to introduce children to the skills they need to build a brighter future and to become experts in coding. Through this project, children can learn techniques in a fun and easy way, which helps them develop their critical thinking. This also helps children to use discipline and reasoning skills to solve problems, and contribute to the development of their minds and cognitive skills. These skills are essential for a child to understand how things work in the real world, to visualize creative ideas, and to develop a growth mindset.

Innovation

This platform is the first e-learning platform for children in Iraq, and has helped thousands of children acquire new technical skills via the Internet. The platform has also contributed to educating children living in suburbs and remote areas who face difficulties in accessing quality education and extra-curricular programmes to gain knowledge and skills like their peers from big cities. Moreover, the IoT Kids platform has bridged the digital divide by providing dozens of courses in Arabic, making it easier for locals to learn digital skills. The platform has been developed in a user-friendly manner and is equipped with a self-learning system and other features, such as a reward system and online competitions to encourage children to continue developing their skills.

Impact

Through the IoT Kids Platform, more than 12,000 children have been trained in Iraq, with girls making up 45 per cent of beneficiaries. Many of these children participated in global coding and artificial intelligence competitions, and have won first places. In 2021, IoT Kids students won first and second place in the Coveavour Global Coding Competition. This achievement encouraged more parents to register their children on the platform, as they saw the benefits resulting from the training courses. Moreover, the platform has created a community of thousands of children in Iraq that contributes to raising awareness of the importance of learning technology at an early age and of how technology contributes to shaping a career path in technology-related fields, and to increasing the participation of young girls in the fields of computer science and engineering.

Learn Arabic Alphabet

Apple Store and Google Play

Category	Institutions
Producers	Dehouche Nazih – Company Director
	Haid Islam – Technical Director
Country	Algeria
Video	Get to know the App.

Description

Learn Arabic Alphabet is a comprehensive and entertaining educational application that enables users to learn the Arabic alphabet in a modern, simple and smart way through lessons and exercises to learn the alphabet accurately. This application aims to provide the opportunity of learning the Arabic alphabet in terms of pronunciation, writing and knowledge, and it contains games that enable users to practice for as long as possible.

Innovation

To facilitate learning the Arabic language, which is difficult to learn, pronounce and write, this application was developed to teach the Arabic alphabet in various ways with examples, exercises and games. It is possible to learn the letters, each separately, and listen to how they are pronounced, with an example for each of them. It is also possible to learn how to write letters in an innovative way, so that the tracing of a letter can be learned by connecting the dots, and in an unrestricted way that enables users to choose the thickness and colour of the line. The application contains a set of exercises and games that generate different questions each time, and include options for linking a picture to a word, recognizing a letter and its shape, and assembling letters to write a correct word.

Impact

The application provides educational content of high quality and in an entertaining way, and has a positive impact on children's use of technology for learning. Currently, Learn Arabic Alphabet is witnessing an increase in its users and receiving excellent reviews, which encouraged the production team to develop a new version of the application that is larger than the current version.

⟳ Syrian Researchers

Category   Institutions

Producers   Suleiman al-Rustom – Chairman of the Foundation
Hasan Issa – Executive Manager
Tamim al Sulaiman – Deputy Executive Manager
Walaa Abdul Rahman – Scientific Quality Coordinator
Ola Qaseer – Scientific Content Coordinator
Ahmad Aisha – Partnerships and Projects Coordinator
Dima Yaziji – Technical Affairs Officer
Farah Halima – Social Sciences Content Coordinator

Country   Syrian Arab Republic

Video   Get to know the platform.

Description

Syrian Researchers is a scientific network and a non-governmental, non-profit organization, targeting Arab individuals and society. It was launched in collaboration between a group of academics in the Syrian Arab Republic and abroad to raise the scientific and academic level in the Syrian society in particular, and in Arabic-speaking societies in general, to spread knowledge in various interactive forms: written, audio and visual. The foundation has produced more than 22,000 scientific articles in Arabic through its platform and over a period of more than 10 years, backed by scientific evidence and following the best scientific quality standards. These materials cover all vital areas, and are available free of charge on the website and on various social media platforms.

Innovation

Providing content in 23 different scientific disciplines, covering all topics and areas for all knowledge groups, in simplified and excellent Arabic. The published materials are subject to several stages of quality control to ensure the information is clear, accurate and adheres to the scientific method. Quality assurance is supervised by researchers in several fields, which means that information reaches readers in the best possible linguistic and scientific form. Providing information by all possible means and in several forms (written and visual, for example) to ensure that it reaches all groups. The content on this platform is completely free and open to readers, which distinguishes it from many other platforms that provide paid content for fees that may not be affordable for many interested parties.

Impact

This platform has reached millions of followers, and has kept pace with many global developments and events reflect the present and the future, such as climate change and the COVID-19 pandemic. The foundation has established many projects and campaigns, such as the ASMT project with the United Nations International Children's Emergency Fund (UNICEF) in 2017, aimed at empowering young people and adolescents through community leadership skills and by solving societal problems; and the academic advisory project for postgraduate studies that has been ongoing since 2020, which has helped more than 60 students find scholarships outside the country. The foundation has launched several campaigns over the past years to raise awareness of the COVID-19 vaccines, and various campaigns to raise awareness of the importance of environmental and climate action, thus empowering women and girls in the fields of science and academic guidance.

Unified Arabic Braille Portal (by MADA)

Category	Institutions
Producers	Team of MADA Center
Country	Qatar
Video	Get to know the portal

Description

The Unified Arabic Braille Portal from MADA Center aims to develop the Arabic Braille table for maths and science symbols, in addition to the first computerized Arabic Braille table with eight dots to take benefit from the multiple advantages of this table, such as writing or reading one symbol in one cell and supporting some computer symbols. It is the only Braille method that enables people who are visually impaired or deafblind and have difficulty accessing printed materials to read and write using assistive technology.

Innovation

The Unified Arab Braille Portal is the first worldwide in terms of providing an eight-dot Braille table in Arabic to support Braille abbreviations in the fields of mathematics and science, so as to benefit from its multiple features, such as writing or reading one symbol in one cell and supporting some computer signals. More than 120 new symbols that were not previously present in Arabic Braille have been added, ranging between mathematical, engineering and computer symbols. The portal also provides simplified lessons for learning to read and write in Arabic Braille, and contains the first Liblouis software library based on the Arabic Braille table.

Impact

The Unified Arabic Braille Portal supports efforts on equal opportunities and on ensuring a comprehensive education system at all levels through information and communication technology. It also enables people with disabilities to obtain quality education regardless of age, gender or type of special needs, which ensures a reduction in inequalities. The portal contributes to increasing the quantity and quality of digital Arabic content by providing Arabic content, supporting the various Arabic tables included in the Lipolois software library, and providing simplified lessons for learning to read and write in Arabic Braille.

Young Entrepreneurs category (in alphabetical order)

AlQalam

https://al-qalm.co/

Egypt

Martha EDU

https://learn.marthaedu.com/

Jordan

Therappy

App on Apple Store

Qatar

Summary on winner products - Young Entrepreneurs category

⊙ AlQalam

https://al-qalm.co/

Category	Young Entrepreneurs
Producers	Mohamed Nasser Wahdan – Creative Director and Founder Nancy Tarek Radwan – Manager of Operations Radwa Salem – Programme Manager Mohamed Samir – Web Developer Eslam Ramadan – Calligrapher Mustafa Emary – Calligrapher
Country	Egypt
Video	Get to know the platform.

Description

Alqalam is a comprehensive online platform for Arabic calligraphy arts and decoration. It provides several options for distance learning, purchasing products and artworks, and requesting custom designs and products, with options for electronic payments and local and international shipping. Alqalam also includes a digital library of visual explanations, educational books, and documentaries on Islamic art.

Innovation

Alqalam is an integrated and comprehensive platform for creative calligraphers, decorators and craftsmen, working to provide wider opportunities and resources for creators to unleash their imaginations, discover their latent potential, and help them market and promote their art in a better way by using digital solutions to make their work more sustainable. The platform also provides access to explanations and requests for customized products and designs.

Impact

- Revitalizing and disseminating Arabic calligraphy, and creating new generations of calligraphers.
- Enhancing the public's artistic tastes, raising awareness and improving the societal view of Arabic calligraphy and its workers.
- Encouraging families to acquire various works of art.
- Unleashing the potential of creators and restoring the cultural value of Arabic calligraphy and its applications.
- Highlighting the Alqalam platform as an integrated destination for those interested in Arabic calligraphy, locally and globally.
- Enriching the traditional and creative industries based on Arabic calligraphy as a source of strength for the local economy, while creating marketing channels to sell it locally and internationally to create artistic prosperity.
- Developing methodologies for teaching Islamic arts in line with global developments by employing technology and techniques in support of art.

Martha EDU

MARTHAEDU
مارثا للتعليم

SDG icons: 4 QUALITY EDUCATION, 5 GENDER EQUALITY, 10 REDUCED INEQUALITIES

https://learn.marthaedu.com/

Category	Young Entrepreneurs
Producers	Ehab Kahwati – Chief Executive Officer and Co-Founder Rasha Abu Shakhdam – Chief Operating Officer and Co-Founder
Country	Jordan
Video	Get to know the project.

Description

Martha EDU aims to remove barriers to literacy for persons who have been hearing impaired from childhood, through the use of interactive flashcards and mobile application technologies. It is intended to reach every home by designing flashcards equipped with augmented reality and Arabic sign language, so that hearing impaired individuals and their families can benefit from a fully interactive learning experience. Through the use of various educational tools, English and Arabic words are gradually added to the vocabulary and imagination of children and their families. In addition, projects can be expanded and localized to cover a wide range of contexts and cultures. When no Internet access is available, the project still works, enabling its use in communities in transition, including displacement and other forms of economic deprivation.

Innovation

Arabic sign language is used alongside augmented reality and mobile phone technologies to help hearing impaired children, their families and their community overcome illiteracy through the applications. The application for teaching sign language to hearing impaired children and adults is based on the latest research. It can also be used through touch in both Arabic and English, and participating children contribute to teaching other children in an interactive way with unique and fun visuals. In view of the project's work in conflict-prone areas and with refugee communities, 14 cartoon characters with Arabic names were created, which contribute to enhancing children's self-confidence.

Impact

The project contributes to eradicating illiteracy through a collaborative approach that allows children, parents and guardians to learn together, and to building peace by contributing significantly to dialogue and creating time and space for conversations in communities, instead of widespread violent and inhumane practices against people with hearing disabilities. It also contributes to advocacy for children and persons with hearing impairments by developing special content that reaches the wider community and raises awareness about the importance of children's individuality when stereotypes are used. The project helps families and communities take initiative and collaborate to reduce the burden on women and girls.

⟳ Therappy

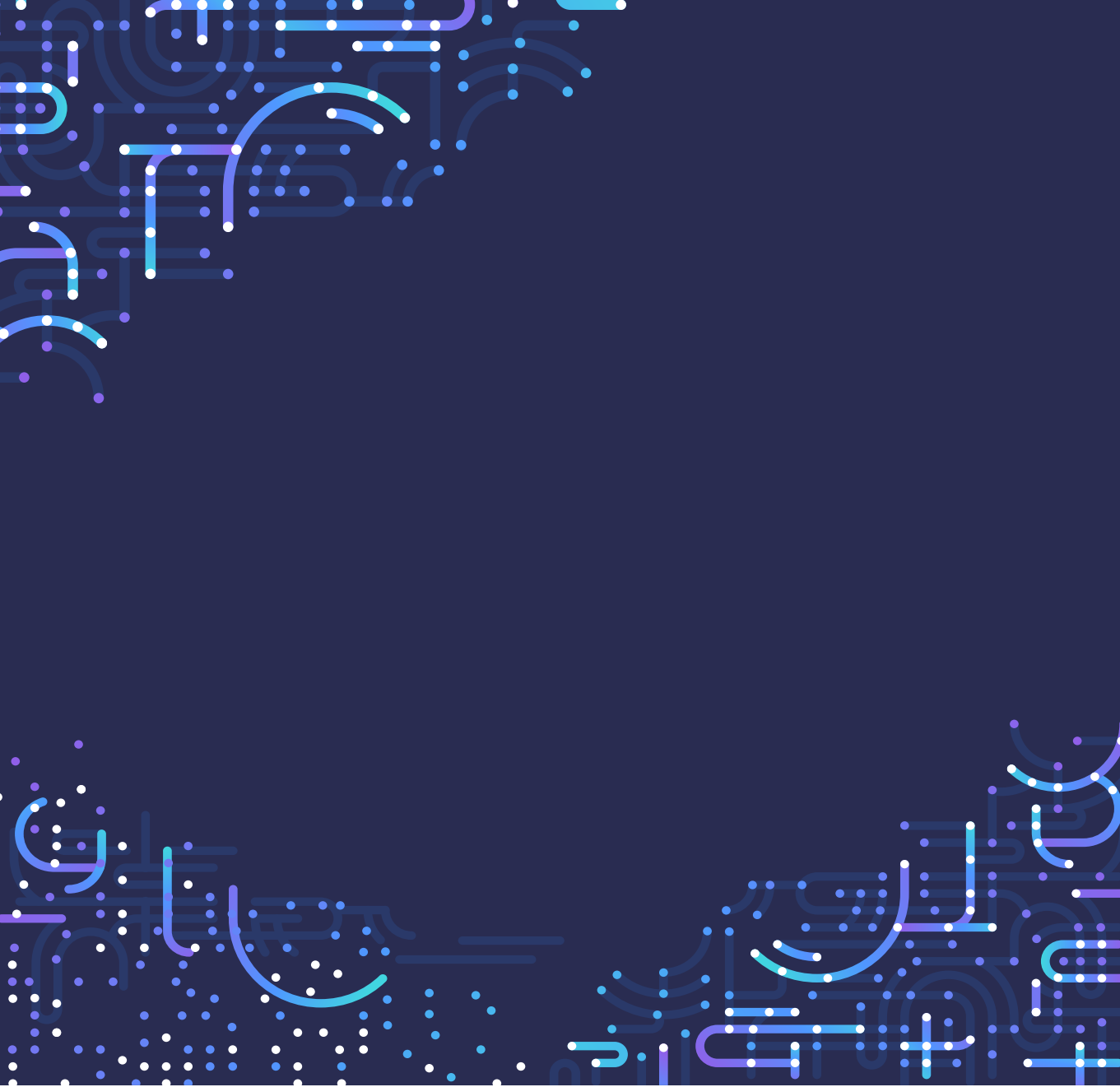|	
Category	Young Entrepreneurs
Producers	Najlaa Alkuwari – Co-founder
	Noof Almahmood – Co-founder
	Sara Almisned – Content Writer
	Bizawit Marawi – Content Creator
	Azma Mulundika – Content Creator
Country	Qatar
Application	Apple Store.

Description

Therappy is a mobile application for receiving psychological counselling anywhere and at any time. The application connects individuals with qualified psychotherapists worldwide. With Therappy, online sessions can be booked by users with different options for live sessions, whether via text chat, voice or video call. Users can also get the treatment they need from the comfort of their own home, without waiting or having embarrassing encounters.

Innovation

The project makes psychological counselling easier, as it overcomes the barriers imposed by society through stereotypes and prejudices regarding mental health issues. It is hoped that the project will contribute to removing all barriers that prevent people from reaching and getting the help they need. Therappy puts psychologists in direct contact with the people who need them without hindrance, while ensuring privacy and confidentiality away from prying eyes.

Impact

Through the project's Instagram page, we aim to educate and raise awareness of mental health issues. The team succeeded in gaining 3,900 followers on Instagram, 64,000 viewer accounts were reached within a month; more than 90 per cent of them are in the Middle East and North Africa. Within six months of launching the application, it had been downloaded over 2,000 times, had more than 1,000 users, included 30 psychotherapists and more than 180 sessions.