

AFSD 2024

Arab Forum for
Sustainable Development
Delivering for sustainability
and peace



Forum arabe pour
le développement durable
Agir en faveur de la durabilité
et de la paix

المنتدى العربي للتنمية المستدامة

العمل من أجل الاستدامة والسلام

بيروت، 5-7 آذار/مارس 2024 – Beirut, 5-7 March 2024

ESCWA Digital Arabic Content Award

for Sustainable Development 2023-2024



Winners 2024

An award by [ESCWA](#), taking action on the [SDGs](#)



Shared Prosperity Dignified Life



In partnership with the [World Summit Awards](#)



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THE AWARD

In 2021, ESCWA launched the [ESCWA Digital Arabic Content Award for Sustainable Development](#) for recognizing the best digital projects that focus on or relate to the Sustainable Development Goals (SDGs). ESCWA collaborates with the [World Summit Awards](#) on implementing the Award, which encompassed three cycles since the launch.

The Award is open to institutions and young entrepreneurs from Arab countries that have created digital Arabic content applications or projects with a clear impact on society. The rules and conditions for participation are set by a Steering Committee of experts.

Categories of the Award:

- Institutions: projects can be implemented by public, private, academic, civil society, non-governmental, or other stakeholders, with existing products that support the achievement of the SDGs.
- Young entrepreneurs: projects can be implemented by start-up founders, or teams of young people or individuals where at least one of the founders and most of the team are younger than 35 years old.

Annual cycles of the Award extend around 10-months and the results of each are announced during the annual [Arab Forum for Sustainable Development](#) (AFSD). The results of previous cycles of the Award are available through the Award's pages for [2021-2022](#) and [2022-2023](#).

This document on "Winners 2024" includes the results of the 2023-2024 process of the [third cycle of ESCWA DAC Award](#), and is prepared for the special session of [AFSD-2024](#) that features the announcement of Award winner projects.

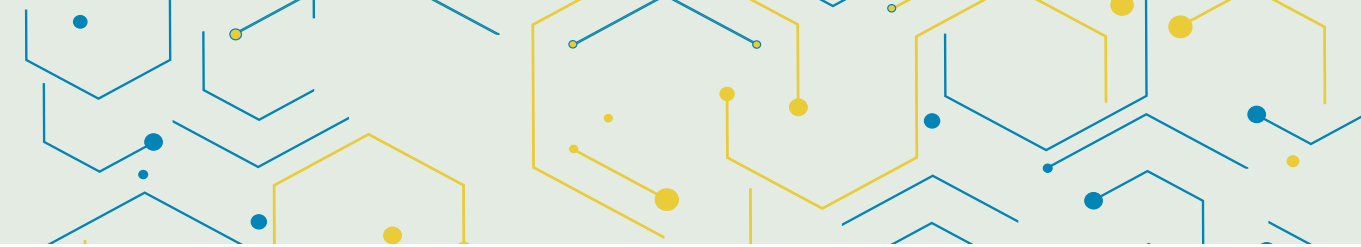
THE AWARD PROCESS

The process involves collaboration between the Award Steering committee, the Management and Coordination committee, the Jury Evaluation committee, and the Media and Promotion committee.

Digital projects are submitted in two categories – institutions and young entrepreneurs, through the [WSA platform for the Award](#); and an initial screening identifies projects for Jury evaluation, based on the Award conditions.

A Jury evaluation committee is established for each cycle to evaluate projects based several criteria, covering content and innovation, technical aspects and strategic values. The weights for these criteria are pre-defined and integrated in the Award platform where jurors make their evaluations.

The first round of evaluation results in listing projects based on their calculated average scores; and the Jury of each category discusses the results and proposes to move the top-scoring projects to the second round of evaluation.



The results of the second round of evaluation also list projects according to the average scores. For the institutions category, the Jurors discuss the results and vote for three high scoring projects; and the projects with the highest vote-count are the proposed winners.

For young entrepreneurs, the Jurors discuss the results of the second round of evaluation and shortlist the highest scoring projects for further evaluation through pitching. The Jurors evaluate project pitches based on the project solution, team and impact, and vote for three high scoring projects. Projects that receive the highest vote-count are the proposed winners for this category.

The results of Jury evaluation for the Award categories - institutions and young entrepreneurs, are then endorsed by the Award Steering committee.

PARTICIPATION

The Award platform recorded more than 200 applications for the 2023-2024 cycle, of which 108 projects were submitted and screened for Jury evaluation.

A Jury of 9 experts evaluated 60 projects in the institutions category; and 22 of these projects moved to the second round of evaluation. In the young entrepreneurs category, a Jury of 11 members evaluated 40 projects; and 23 of these projects moved to the second round of evaluation.

In this cycle, the Jury committee for the institutions category proposed Three (3) winner projects and One (1) special mention project. In the young entrepreneurs category, the Jury committee proposed Four (4) winner projects and One (1) special mention project. The Award Steering Committee endorsed the selections made by the Jury committee.

Award hashtag: #DAC_Award

TEAMS AND COMMITTEES

Project Manager



Nibal Idlebi

Acting Director, Statistics,
Information Society and Technology Cluster,
ESCWA

Coordination Team



Nora Wolloch

Executive Manager,
World Summit Awards



Zahr Bou-Ghanem

Innovation Section,
Statistics, Information
Society and Technology
Cluster, ESCWA

Steering Committee (in alphabetical order)



Alain Daou

Dean, Faculty of Business
AUB- Mediterraneo, Cyprus, and
Director of Nature Conservation
Center, American University of
Beirut, Lebanon



Alia El Kattan

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



Maisaa Youssef

Cluster Leader, 2030 Agenda and
SDG Coordination, ESCWA



Manar Alhashash

Member of Board of Directors,
World Summit Awards



Mirna El Hajj Barbar

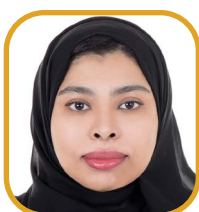
Programme Management
Officer, Statistics, Information
Society and Technology Cluster,
ESCWA



Nora Wolloch

Executive Manager,
World Summit Awards

Jury members for the Institutions category (in alphabetical order)



Amel Ismail

Senior Digital Transformation Planning Specialist and UAE Hackathon Project Manager, Telecommunications & Digital Government Regulatory Authority, United Arab Emirates



Diana Bou Ghanem

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



Fadwa Mrad

Monitoring and Evaluation Manager, Venture LLC, Syrian Arab Republic



Hoda Baraka

Advisor to the Minister of Communications and Information Technologies, Egypt



Laila Al Hadhrami

Executive Director Oman IT Society - Smart and Sustainable Cities Advisor, Oman



Mohamad Nawar Al-Awa

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



Mustafa Jarrar

Professor of Artificial Intelligence, Birzeit University, Palestine



Nada Ghneim

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



Zouheir Lakhdisi

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

Jury members for young Entrepreneurs category (in alphabetical order)



Abdellah Aouf
Founder and CEO
at GO Platform,
Algeria



Alain Daou
Dean, Faculty of Business AUB-
Mediterraneo, Cyprus,
and Director of Nature Conservation
Center, American University of
Beirut, Lebanon



Ali Hilli
Marketing and Communications
Director
at Miswag, Iraq



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



Mohamed Haithem Medani
Co-founder and Chief Operating
Officer at GO Platform, Algeria



Ramy Soliman
Co-founder and COO,
Bonocle Inc., Qatar



Rudy Shoushany
Founder and CEO DxTalks,
Lebanon



Samira T. Dhayyat
General Manager, Arab Forum
for Smart Cities, Jordan



Sana Hawasly
Co-Founder and CEO, Daraty,
Syrian Arab Republic

Media and Events Teams



Katharina Weber

Events Manager,
World Summit Awards



Michaela Gelnarová

Global Network Lead,
World Summit Awards



Shared Prosperity **Dignified Life**



Conference Services Teams

Media Team

ESCWA
Lebanon

WINNERS 2024

Institutions category (in alphabetical order)



Ayn Platform

منصة عين

<https://ayn.om/>

Oman



BravoBravo

براقوبراقو

<http://bravobravoapp.com>

United Arab Emirates



Ofoq

منصة أفق

<https://ofoq.education/>

Palestine



Young Entrepreneurs category (in alphabetical order)



Almnssa alarabya

المنصة العربية

<https://almnssa.com/>

Palestine

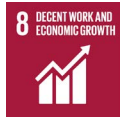


Huroof project - Loghati

مشروع حروف - لغتي

<https://www.instagram.com/loghati.lb/>

Lebanon



Kolona Ummahat

منصة كلنا أمهات

www.ummahat.net

United Arab Emirates

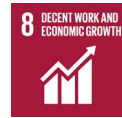


Lenabtaker Platform

منصة لنبتكر

<https://www.lenabtaker.entro4kids.com/ar/>

Jordan



SPECIAL MENTIONS 2024

Institutions category



Soundeals Platform

منصة سونديلز

<https://soundeals.com/>

United Arab Emirates



Young Entrepreneurs category



Come To Palestine

يلا معنا ع فلسطين

[https://youtube.com/](https://youtube.com/ComeToPalestine)

[ComeToPalestine](https://youtube.com/ComeToPalestine)

Palestine



ABOUT WINNER PROJECTS

Winner Projects - Institutions category

 Ayn Platform | منصة عين



<https://ayn.om/>

Category	Institutions
Producers	Dr. Amal Alnoofli, Director of electronic content, Ministry of Information, Oman Mr. Abdullah Abri, Head of technical support, Ministry of Information, Oman
Country	Oman
Video	Through the link .

Description

Ayn is the largest platform for digital audio and visual media content in the Sultanate of Oman. It is a video-on-demand platform that includes a wide range of content, documentaries, radio and television programmes, live broadcast of radio and television channels, exclusive works, and content for Arab children. Ayn platform hosts a group of Arab digital content makers, and includes several video clips filmed with 360 VR technology

Innovative solution

Ayn is an Arab platform aimed at strengthening Arab media in Arabic language. It responds to the needs of the Omani Arab media by offering electronic media services utilizing modern technologies. This includes transforming live broadcasts of radio and television channels into accessible electronic services, as well as providing video-on-demand options for diverse media content.

Impact

The platform promotes digital culture and modern cultural strategies by offering free awareness and educational content accessible to all. Through partnerships with content creators, it encourages the production of high-quality digital content. A key focus is the provision of digital educational resources, such as the Lesson on Air programme, offering diverse lessons for various educational levels. Additionally, Ayn raises awareness about responsible production and consumption through programmes like Sharakah and the Economic Forum. It fosters partnerships with government and private agencies to disseminate information through audiovisual programs, as well as collaborations with electronic content creators to achieve its goals.

Bravo Bravo | تطبيق براڤو براڤو



<http://bravobravoapp.com>

Category Institutions

Producers Mr. Zeid Fahoum, General Manager
Mr. Jalal Masarweh, Business Development Manager

Country United Arab Emirates

Video Get to know the [platform](#) and the App on [Apple store](#) and [Google play](#).

Description

BravoBravo is designed to enable teachers, schools and parents to engage in enhancing students' learning experience through encouraging practice and simplifying assessment. BravoBravo streamlines school assessment and provides a real-time evaluation tool. Students learn Arabic while playing a game comprised of questions, and teachers save time through automated assessments and assignments.

Innovative solution

BravoBravo is an innovative platform that integrates Artificial Intelligence (AI) to revolutionize classroom performance monitoring in educational institutions. For teachers, it offers AI-driven analytics and personalized learning material recommendations, enhancing student progress assessment. Students benefit from a gamified approach to learning Arabic, with AI adjusting game difficulty and content based on individual learning speeds and preferences. This tailored approach maximizes educational outcomes, making the learning experience dynamic and highly effective.

Impact

The educational technology product has a positive impact on the Sustainable Development Goals (SDGs):

SDG 4: Quality Education – It enhances access to and engagement in quality education, particularly in underserved areas.

SDG 9: Innovation and Infrastructure – It leverages technology to innovate educational infrastructure, fostering essential language skills for the modern workforce.



<https://ofoq.education/>

Category	Institutions
Producers	Dr. Osama Mimi, Director, Center for Continuing Education, Birzeit University Dr. Asma Hamdan, Learning Design Specialist Mr. Malik Rimawi, Learning Design Specialist
Country	Palestine
Video	Through the link .

Description

Ofoq platform provides three main models: Experiential Learning Objects (xLOBs) model for teachers to implement in classrooms, the Independent Learning Objects (iLOBs) model for online learning, and Learning Projects (LPs) model for extracurricular activities. These models aim to enhance students' knowledge production and life skills.

Innovative solution

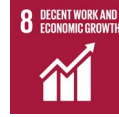
The Ministry of Education endorses national curriculum textbooks developed by a team of experts. To support educational development, the Center for Curriculum Enhancement (CCE) created the xLOBs model for rigorous lesson plans that integrate curriculum objectives with life skills, such as critical thinking and communication. These employ diverse teaching strategies such as project-based learning and drama. The online version iLOBs was introduced during COVID lockdowns. Learning Projects were also developed for home use, enhancing curriculum knowledge through stimulating projects. Digital safety xLOBs were introduced in 2022. Ofoq developed an online alternative learning pathway using xLOBs methodology. These initiatives seamlessly integrate into traditional teaching schedules without burdening schools with additional requirements.

Impact

The Centre introduced the xLOBs model as an innovative solution for educational reform. The model aligns with national curriculum and emphasize essential life skills. Developed by experts and educators, xLOBs integrate diverse teaching strategies such as project-based learning and drama, enhancing student engagement. The xLOBs seamlessly integrate into traditional teaching schedules without imposing additional burdens on schools. Its online version iLOBs and Learning Projects provide flexible learning options. Digital safety xLOBs and an alternative online learning pathway further extend the model's adaptability and effectiveness in teaching the school curriculum.

Winner Projects - Young Entrepreneurs category

Almnsa alarabya | المنصة العربية



<https://almnsa.com/>

Category Young Entrepreneurs

Producers Ms. Areej Maali Selmi, Founder and CEO
Mr. Muhannad Afaneh, Executive Assistant and Programmer
Ms. Rasha Sammour, Programmer
Mr. Mohamed Hamid, Director of Programming
Mr. Fadi Arandas, SEO and Sponsored Advertisements Officer

Country Palestine

Video Through the [link](#) - Creating online stores.

Description

Almnsa Alarabya is a groundbreaking platform dedicated to assisting Arab merchants in seamlessly establishing and managing their online stores. Offering a hassle-free, two-step, and zero-code solution at an affordable price. The platform provides integrated services and direct technical support, and offers a free trial to encourage adoption by potential clients.

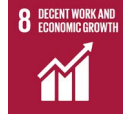
Innovative solution

The need to purchase product online increased after the emergency of Covid-19 pandemic, and this became easy and fast with the advancement of technology. Almnsa Alarabya platform helped the Arab merchant create an integrated store quickly and easily without the need for technical experience. It also helped facilitate the purchasing process by creating easy-to-use online stores.

Impact

The platform started in April 2021 and have up to 886 registers in a free plan and 284 annually paid customers; and income from paid customers reached \$83100 in end-December. The clients store sales reached \$550000, most of which are from Arab Gulf countries; and the platform connected their stores with the main payment gateways and shipping companies. Annually, around 30% of paid clients renew their subscription.

Huroof project - Loghati | حُرُوف - لغتي



<https://www.instagram.com/loghati.lb/>

Category	Young Entrepreneurs
Producers	Ms. Hanin Jawhari, Co-founder of Loghati Ms. Maya Zaytoun, Co-founder of Loghati Ms. Fatima Ghamlouch, Co-founder of Loghati
Country	Lebanon
Video	Get to know the <u>Huroof</u> and <u>method of use</u> .

Description

Loghati is a startup managed by three speech and language therapists who are specialized in instructional design. It aims at providing Arabic educational material for speech therapists, educators, and parents. The work of Loghati contributes to reducing the shortage of Arabic fun and interactive educational tools for all students, including students with learning difficulties, in Lebanon and the Arab region.

Innovative solution

Huroof "حُرُوف" is one of Loghati's main projects and is an educational toolkit to help children learn Arabic letters without any visual or auditory confusions between letters. The toolkit contains stories for each letter along with mental images that help the child remember the shape and sound the letter. It also contains animated videos for each story and interactive digital worksheets.

The innovative nature of Huroof project stems from the fact that it is the first multimedia product for teaching Arabic letters, and it covers all the criteria needed for children with learning difficulties according to the latest research evidence. The toolkit is not only presented in different modalities but also it also stimulates student learning through a multisensory approach; and it was designed with the notion to provide visibility and representation of children with various difficulties and of different ethnicities.

Impact

Through Huroof project, Loghati team seeks to provide children with learning difficulties an inclusive and enjoyable path to learning Arabic language. Success in this area contributes to enabling these children to fully participate in language and cultural exchanges, which in turn fosters a more inclusive and empathetic society. The project was launched in Lebanon that is facing economic crises and difficulties, and the scale up of its scope is expected to provide job and economic opportunities.



www.ummahat.net

Category	Young Entrepreneurs
Producers	Ms. Mera Horani, Founder and CEO Ms. Tasnim Omran, Content Writer Ms. Fatima Zohra Boubendir, Content Writer
Country	United Arab Emirates
Video	Through the link .

Description

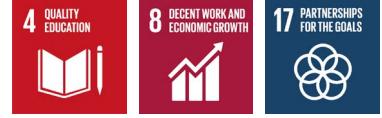
Kolona Ummahat contributes to enhancing digital Arabic content and targets Arab mothers. The story started with the challenges faced by many mothers, including those who stopped working after maternity leave, working mothers, and mothers of children with special needs. The platform provides services related to maternal mental health, child rearing, and professional development in a safe, judgment-free environment that fosters learning. The platform's team consists of Arab mothers from around the world, working to empower mothers through online training and assistance from experts in career, well-being, and parenting.

Innovative solution

The platform connects between Arab mothers around the world and experts in the areas they need for career development in parallel to their responsibilities. It provides educational content that includes videos, articles, publications and workshops and access to professional consultations.

Impact

The training on Arabic content writing was the start of capacity building and upskilling activities that target the job market and include freelancing work from home. The training was given to more than 50 mothers for enhancing their job opportunities. The training programme have contributed to developing the writing skills of mothers, including mothers who are out of work in the medical field and others who are on a career break and are living in war conditions.



<https://www.lenabtaker.entro4kids.com/ar/>

Category Young Entrepreneurs

Producers Ms. Samar Mohammad Amin Obeidat, Founder & CEO.
Ms. Rand Ayman, Project Coordinator
Ms. Azhar Al Azam, Programs Coordinator
Mr. Ahmad Lahlouh, Full Stack Developer
Mr. Kareem Al – Sayed, UI -UX Designer
Mrs. Nisreen Naymat, Multimedia Designer
Ms. Hala Faleh, Educational Expert
Mr. Hothaifah, Accountant

Country Jordan

Video Through the [link](#) – Success stories of student entrepreneurs.

Description

The Lenabtaker platform is a leading Learning Management System in the MENA region, focusing on fostering entrepreneurship and innovation among students. Its activities include of establishing Entrepreneurship and Innovation clubs in schools and offering accredited curricula to empower students, towards a next generation of innovators and leaders. Their mission targets empowering 5 million students as young entrepreneurs by 2025. The achievements include establishing clubs in more than 200 schools and reaching around 7000 students, and accrediting the curricula in 11 schools, as well as expanding the competition to a regional level and to various countries, including Egypt, Saudi Arabia, Palestine, Oman, and Yemen. Efforts also include cooperation with the Ministry of Education in Jordan.

Innovative solution

The Lenabtaker Platform is a comprehensive solution for schools, fostering entrepreneurship among students through project-based learning and the Jeel Incubator. It features an academy with accredited curriculums and online courses in Arabic, along with skills assessments. Students access a digital workplace with interactive tools, a reward system, and innovation resources like an entrepreneurial roadmap and digital library. The Jeel Blog offers articles on various topics, including entrepreneurship and mental health. Teachers can create quizzes, assignments, and interactive games using innovative tools.

Impact

The focus of Lenabtaker platform is on providing programmes, resources, and tools, including curricula, in Arabic, and on supporting the educational environment in schools, both public and private. Over four years, its activities reached more than 450 schools and thousands of students, contributes to developing skills for the future and entrepreneurial projects. Through the Jeel incubator, the platform has incubated more than 28 entrepreneurial projects from six Arab countries, with a total of 2069 prototypes.

Special Mention Project - Institutions category

Sounddeals Platform | منصة سونديلز



<https://sounddeals.com/>

Category Institutions

Producers Mr. Khuzi Elrawas, Co-founder and Chief Executive Officer
Mr. Abdallah khashaba, Co-founder and Chief Technical Officer
Ms. Salma Omar, Talents Manager
Mr. Ahmed Hamed, Operations Manager
Mr. Maher Samy, Public Relations Manager
Ms. Noha Kamel, Quality Manager

Country United Arab Emirates

Video Get to know the [platform](#).

Description

Sounddeals Technologies and Multimedia Solutions FZ-LLC is a pioneering force in the audio and digital content industry, offering remote job opportunities and training for content creators. The Sounddeals platform fosters skill development, enables remote collaboration and provides consultation services for entrepreneurs. It also facilitates marketing through influencers and exclusive content sales, making it a one-stop solution for quality digital content creation and promotion.

The platform won the Award in its first cycle 2021-2022; and since winning, updates and developments were made to its process and methodology towards better content, services, quality and communication.

Innovative solution

Sounddeals sets standards for digital content quality, prioritizes safe communication, and ensures customer satisfaction and financial security. It psychologically, socially, and scientifically prepares content creators for the job market, equipping them with skills in debate, marketing, negotiation, quality adherence, patience, and ethics. It fosters a professional work environment with electronic CVs, business fairs, project teams, chat systems, and communication groups, emphasizing its mission beyond profit-making.

Impact

Sounddeals provides job opportunities for more than 5,500 professional content creators and 110,000 beginners. It offers training to elevate beginners into professionals, sets quality standards to enhance digital content, and boosts the digital content industry in the middle east. Sounddeals promotes work ethics, peace, respect, and religious tolerance among its users, fostering a strong community based on values of justice and peace.

Special Mention Project - Young Entrepreneurs category

Come To Palestine | بلا معنا ع فلسطين



<https://youtube.com/ComeToPalestine>

Category Young Entrepreneurs

Producers Mr. Moin Abu Shkhaidem, Owner of the idea and presenter of episodes
Mr. Numan Salhab, Videographer, Montair and Director
Mr. Abdullah Salhab, Videographer Assistant Camera 2
Mr. Azzam Salhab, Videographer Assistant Camera 3 and equipment

Country Palestine

Video Get to know the project through the [YouTube](#) and [Facebook](#) links.

Description

Come to Palestine is a cultural and touristic initiative showcased on YouTube, Facebook, Instagram, Twitter, and TikTok. It produces documentary episodes, video clips, and high-resolution images that feature the natural, religious, historical and cultural landmarks of Palestine. Using various technologies, including 360-degree views, the initiative presents an adventurous exploration of Palestine in a creative and suspenseful manner.

Innovative solution

This documentary channel offers an adventurous and engaging approach to exploring the landmarks and history of Palestine. Using classical and colloquial Arabic, it presents high-resolution 4K aerial and ground footage, 360-degree videos and photos, and 8K aerial panoramas for landmarks, cities and villages. Despite the challenges of occupation, the producers continue to develop the channel and encourage and guide all, Palestinians, Arabs, Muslims and tourists, to visit and explore the Palestinian landmarks and natural areas.

Impact

The channel introduces and guides viewers to the various landmarks of Palestine, in the spirit of adventure and exploration; and it encourages all to visit these landmarks. It also builds the largest online video reference library on Palestine with high-resolution ground and aerial imaging and 360-degree technology.



#DAC_Award #AFSD2024

@UNESCWA @WSAoffice