



## المنتدى العربي للتنمية المستدامة التعافي والمنعة

15-17 March 2022 – 17-15 آذار/مارس 2022

# ESCWA Digital Arabic Content Award for Sustainable Development 2021-2022

Wednesday 16 March 2022

## WINNERS 2022

A new award by UNESCWA, taking action on the SDGs



Shared Prosperity Dignified Life



In partnership with the World Summit Awards



## ABOUT

In 2021, ESCWA launched the ESCWA Digital Arabic Content Award for Sustainable Development during the 2021 Arab Forum for Sustainable Development (AFSD). Intended to be an annual activity, the Award is aimed at highlighting the role of digital technologies and platforms in advancing sustainable development and promoting the creation of quality content related to the Sustainable Development Goals (SDGs). For the implementation of this Award, ESCWA partnered with the World Summit Awards (WSA), an international platform with more than 15 years of experience in organizing international digital content awards.

The Award recognizes and promotes the best digital Arabic content (DAC) products in the Arab region in two categories:

- 1. Institutions:** represents existing DAC products that support the achievement of SDGs and that have been developed by the public sector, the private sector, academia, non-governmental organizations, civil society organizations or by any other relevant stakeholders.
- 2. Young Entrepreneurs:** dedicated for new DAC products developed by young entrepreneurs (aged 18-35), and that support the achievement of SDGs.

ESCWA will promote the winners of this Award at the regional and international levels. ESCWA will also collaborate with the WSA towards offering the young entrepreneur winners an opportunity to network with other entrepreneurs at a global event and attend the WSA Global Congress to benefit from its valuable workshops and coaching opportunities.

The Winners are selected according to the evaluation criteria of this Award:

### Two Strategic Criteria – social/societal

- **IMPACT** | Local impact on the community and society in the Arab region.
- **VALUE** | Addressing the United Nations SDGs, narrowing the digital divide and promoting digital inclusion for sustainable development.

### Five Technical Criteria

- **CONTENT** | Quality and comprehensiveness.
- **FUNCTIONALITY** | Ease of use, user experience, appropriate interactivity.
- **DESIGN** | Navigation/orientation and visual appeal.
- **TECHNOLOGY** | State of the art in technology and quality of technical realization.
- **INNOVATION** | Originality and newness to targeted users, businesses and the market.

The evaluation criteria of the ESCWA DAC Award were set by a Steering Committee as part of the preparation of the Award's Rules and Conditions that governed its process in its first cycle 2021-2022.

The following four committees were formed and have collaborated together to ensure the quality and integrity of the Award process:

- 1. Steering Committee:** Responsible for the overall supervision of the Award, selection of the theme and categories, determining the evaluation criteria and more.
- 2. Coordination Committee:** Prepares the material and platform needed for this Award and guarantees smooth interaction and cooperation among the other committees and with the Arab community.
- 3. Judging Committee/Jury:** Formed of experts in digital content from the Arab region, responsible for the evaluation of products in both categories of the Award.
- 4. Media Committee:** Promotes the Award from the launching, and during the application period, to the announcement of winner products.

## PARTICIPATION

The ESCWA DAC Award received a total of 100 applications in both categories, from 15 Arab countries, namely Algeria, Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Mauritania, Palestine, Qatar, Saudi Arabia, the Syrian Arab Republic, Tunisia, the United Arab Emirates, and Yemen, in addition to three applications from Cameroon, Turkey and the United States of America. From these applications, 12 were screened out in the pre-selection phase as they were not complete, and 88 products were evaluated by the jury, among which 53 are in the Institutions category and 35 in the Young Entrepreneurs category.

## PROCESS

The process started in March 2021 with the announcement of the ESCWA Digital Arabic Content Award, by the Executive Secretary of ESCWA during the AFSD 2021, for addressing the weak digital Arabic content and recognizing efforts to develop quality content related to sustainable development in the Arab region.

A Steering Committee was formed of regional experts and representatives from both ESCWA and WSA, to supervise the Award process and define its themes, categories, participation, applications and evaluation criteria. The committee relied on the WSA experiences and produced the Rules and Conditions that governed the Award process and adapted the WSA database for receiving applications and conducting evaluations.



Following the official announcement of the Award, a number of teams were designated to work on the eligibility and evaluation criteria, media and communication, web applications for the Institutions and Young Entrepreneurs categories, and the identification of Jury members for the evaluation of products.

Applications for the Award were open from June to October 2021 through a dedicated database, and the process was open to all institutions and young entrepreneurs who could submit products that have a clear impact on society in the Arab region.

A Jury of 20 experts was formed to review and assess the submitted products based on the evaluation criteria, and the members were designated to either of the two categories based on their expertise and backgrounds. The evaluation criteria were grouped into three blocks, with each including sub-criteria and designated weights.

The evaluation process was conducted in two phases, each including individual evaluations by jurors using the web applications database, conducting group discussions and making interactions to have common understandings on the evaluation criteria. The first phase of evaluation resulted in the selection of a shortlist of products for each category, and the second phase included a pitching exercise for the Young Entrepreneurs category and resulted in the selection of winner products for each category.

The Jury evaluations and discussions have led to the selection of five winners in the Institutions category and three winners in the Young Entrepreneurs category. The results of the Award were validated by the Steering Committee before their announcement during AFSD-2022.

## ▶ TEAM BEHIND THE SCENES

### Project Manager



**Nibal Idlebi**

Chief of Innovation  
Section, ESCWA

### Coordination Team



**Nora Wolloch**

Executive Manager,  
World Summit Awards



**Zahr Bou-Ghanem**

Innovation Section,  
ESCWA

### Steering Committee (in alphabetical order)



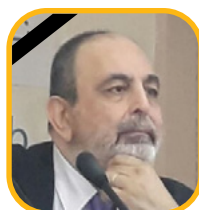
**Ahmed Alhujairy**

Chairman and CEO,  
Gulf Future Business,  
Bahrain



**Alia El Kattan**

World Summit Awards  
Youth Ambassador,  
Egypt



**Gabriel Deek**

President, Internet  
Society Chapter,  
Lebanon



**Maisaa Youssef**

Cluster Leader, 2030  
Agenda and SDG  
Coordination, ESCWA



**Manar Alhashash**

CEO, DotDesign,  
Kuwait



**Mirna El Hajj Barbar**

Programme  
Management Officer,  
ESCWA



**Nora Wolloch**

Executive Manager,  
World Summit Awards

## Jury Members for the Institutions Category (in alphabetical order)



**Ahmed Abdelmoteleb**

Adjunct Faculty, Higher Colleges of Technology, United Arab Emirates



**Amel Saidane**

Tech Entrepreneur, CEO and Co-founder, BetaCube, Tunisia



**Fadwa Mrad**

Monitoring and Evaluation Manager, Venture LLC, Syrian Arab Republic



**Haidar Fraihat**

Cluster leader, Statistics, Information Society and Technology, ESCWA



**Hoda Baraka**

Advisor to the Minister of Communications and Information Technologies, Egypt



**Mansour Al Ghamdi**

Consultant, Education and Training Evaluation Commission, Saudi Arabia



**Mirna El Hajj Barbar**

Programme Management Officer, ESCWA



**Mohamed N. Al Majed**

Director of Digital platforms, Takamol Co, Saudi Arabia



**Nawar Al Awa**

Regional Advisor on Technology for development, ESCWA



**Nouredin Cheikh Obeid**

Digital Arabic Content Expert, Syrian Arab Republic



**Taiseera Al Balushi**

Sultan Qaboos University, Oman



**Zouheir Lakhdissi**

CEO, Dial Technologies, Morocco

## Jury Members for the Young Entrepreneurs Category (in alphabetical order)



**Ali Hilli**

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



**Alia El Kattan**

World Summit Awards Youth Ambassador, Egypt



**Gabriel Deek**

President, Internet Society Chapter, Lebanon



**Hania Sabbidin Dimassi**

2030 Agenda and SDG Coordination, ESCWA



**Kareem Hassan**

Executive Director, ESCWA Technology Center, ESCWA



**Mohab Anis**

CEO, Innovety, and Professor at the American University in Cairo, Egypt



**Mohamed Haithem Medani**

Project manager, Vertex World, Algeria



**Ramy Soliman**

Co-founder and COO, Bonocle Inc., Qatar

## Media Team



**Manuela Wagner**

Global Community Manager, World Summit Awards



**Grace Farah**

Communication Assistant, ESCWA





# ▶ WINNER PRODUCTS 2022

## Institutions Category



### Easy Laws

<https://easylaws.me>

Lebanon



### Kamkalima

<https://kamkalima.com/>

Lebanon



### Mahara-Tech

<https://maharatech.gov.eg/>

Egypt



### Jeel App

<https://jeelapp.com/>

Egypt



### Madrasa e-learning Platform

<https://www.madrasa.org/>

United Arab Emirates



## Summary on Winner Products - Institutions

### EASY LAWS



<https://easylaws.me>

<b>Category</b>	Institutions
<b>Producers</b>	Mr. Eddy Sader Ms. Patricia Sader
<b>Country</b>	Lebanon
<b>Video</b>	<a href="#">About Easy Laws Application</a>

### Description

Easy Laws is a mobile application and a website that explains the Lebanese laws, legislation, rules, and regulations, using a simple language and a comprehensive question and answer format. It includes around 6,000 questions and answers, 3,650 real-life examples, 11,000 additional notes and clarifications, and more than 2,850 references linked to the related legal text as it was originally published in the official Gazette. It is aimed at promoting the rule of law and raising awareness of individuals on their rights and responsibilities, and attends to quality, credibility and transparency of content that is prepared by professional legal researchers.

### Innovative solution

Simplifying the laws was never an easy or accessible task for the non-legal person in the world. Easy Laws has taken the challenge to be the pioneer in venturing into this area despite all the challenges. It is a Lebanese innovative solution that was made for the purpose of clarifying legal information and laws to all people, raising awareness on public rights and responsibilities, and allowing a two-way communication with the users to enable personalized support. A team of experienced legal researchers explained the Lebanese laws using simple language and real-life examples. The application includes a smart search; users can search for information using Arabic, English, or French languages.

### Impact

Easy Laws' team uses a native language [Arabic] to communicate with its users; it provides users with a third-party opinion to support them in taking appropriate legal decisions. So far, the efforts have enabled around 1,600 persons get access to justice through connecting with specialized lawyers, judges and property or financial experts. Maintaining this impact on our society and helping this number of people, in an individual manner, requires tremendous commitment and perseverance.



<https://kamkalima.com/>

<b>Category</b>	Institutions
<b>Producers</b>	Ms Siroun Shamigian, Chief Executive Officer/Co-founder Ms Nisrine El Makkouk, Chief Strategy Officer/Co-founder Ms Samar Asso, e-Curriculum Specialist Ms Hiba El Jazzar, Head of Education Ms Sara Kichly, Creative Director
<b>Country</b>	Lebanon
<b>Video</b>	<a href="#">Kamkalima Demo</a> , <a href="#">Kamkalima Bot Explainer</a>

### Description

Kamkalima is an educational platform that supports education systems and schools teaching Arabic, and that are searching for innovative, student-centered solutions that are aligned with local curricula and international standards. The Kamkalima Arabic literacy framework covers four language competences (Reading, Writing, Listening and Speaking) and six levels of thinking as per Bloom's Taxonomy. The content covers eight themes including science and technology, sustainability and climate change and serves to amplify existing curricula and provide school classrooms with the tools, resources, and support needed to raise a generation of students armed with 21st-century skills.

### Innovative solution

The observed decline in student performance in Arabic in the Arab region was attributed to outdated content and lack of quality educational resources; Kamkalima seeks to address this problem through providing quality content, tech-enabled teaching tools, and capacity-building programs for teachers, focusing on improving ICT competence and e-learning pedagogies in Arabic.

### Impact

The platform is accessible for all and includes engaging and updated quality content, with more than 433,000 unique lessons assigned and 24,000 active users. The content, design, and technology used contribute to enhancing the student perceptions of the Arabic language, and support teachers' development. The preparation of content also considers gender equality and existing gaps.



<https://maharatech.gov.eg/>

<b>Category</b>	Institutions
<b>Producers</b>	Information Technology Institute Platform Technical, Communication and Production Managers
<b>Country</b>	Egypt
<b>Video</b>	<u><a href="#">Mahara Tech Demo 2021</a></u>

### Description

The platform serves Arabic speakers who are passionate about technology learning and offers rich online learning content, career awareness talks and freelancing opportunities to tie between talents and market demand. The platform is provided by experts in different areas of specialization and is targeted at a wide range of learners to update their technical skills on new technologies and on starting technology careers. It includes specialized freelancing content and success stories from various educational areas and enables networking with a number of freelancing platforms.

### Innovative solution

The limited Arabic content for training on new technologies and the challenges of employability facing Arabic speaking learners required raising awareness and developing skills on digital transformation and its potentials for Arabic speakers. The learning platform supports the digital inclusion of all and the use of simple and sign language to reduce barriers. It also links between the trainings and freelance job opportunities and enables mentoring learners by a community of experts. In addition, it adapts the content to new technological trends and market needs and standards, and supports the provision of rich content across the governorates and remote areas in Egypt.

### Impact

During the covid-19 pandemic, the number of students has significantly increased to reach 242,000 students, with an increase in the number of career talks and courses. The platform provides open training courses in Arabic in 13 technology fields and encourages the enrolment of women. The learning content is availed through many channels to be widely accessible and reach remote areas and people who have no Internet access at home, and people with special needs.

## JEEL APP



<https://jeelapp.com/>

<b>Category</b>	Institutions
<b>Producers</b>	Mr. Ahmed Sobeih, CEO and Founder Mr. Ayoub Arab, Vice President and Co-founder Mr. Ibrahim Hamdy, Media Production Head and Co-founder
<b>Country</b>	Egypt
<b>Video</b>	<a href="#">Jeel - Educational App</a>

### Description

The Jeel app is an educational and entertaining mobile application for children aged from three to nine years old, and their parents. It provides tailored Arabic content that is prepared by education specialists and based on a value system operating in a safe and reliable environment. The content is prepared under supervision of parenting specialists and includes series, songs, tales, podcasts and games, and is provided in an exciting way to support certain values in children behaviour. The parents educational section Jusoor (Bridges) highlights the values conveyed in the content and the ways to instil these values in Children.

### Innovative solution

With the scarcity of educational content in Arabic for children and parents, the Jeel application was developed to address this weakness through the following: (a) Providing quality educational content that is based on specialised educational systems and revised by specialists; (b) diversifying the formats of the content in a way to be suitable for children learning; (c) integrating values and skills that are essential for the 21st century's children in the content; (d) supporting the engagement of parents through a designated section that includes educational tools and content; (e) providing guiding documents on the programs and the sought educational values.

### Impact

The Jeel application has a monthly engagement of around 15,000 active users, which include both children and parents. It also involves various media and public entities in the education sector and contributes to increasing the digital Arabic content that is available for all. Moreover, the functionality of the application accounts for gender considerations.



e-Learning Platform

<https://www.madrasa.org/>

<b>Category</b>	Institutions
<b>Producers</b>	Dr. Waleed Al Ali, General Coordinator Ms. Farah Al Azab, Program Development Manager Ms. Sara Al Mansoor, Project Manager for Media and Communications Mr. Ahmed Medhat, Project Coordinator
<b>Country</b>	United Arab Emirates
<b>Video</b>	<a href="#"><u>The Story of Madrasa</u></a>

### Description

Madrasa e-learning platform provides free educational content in Arabic on various subjects. It is part of the Mohammed bin Rashid Al Maktoum Global Initiatives aimed at spreading education and knowledge in the Arab region, where more than 450 million people speak Arabic with only around 3.5 percent of online content in Arabic. The platform includes more than 6,000 videos covering five main core subjects: mathematics, physics, chemistry, biology and science, in addition to Arabic language lessons and the sciences of the future covering various curricula. Madrasa offers open learning opportunities for all, while targeting all levels of students from kindergarten to grade 12. It is the result of a translation challenge that brought together volunteers to translate and localize educational content for Arab students.

### Innovative solution

With the limited digital educational content available in Arabic, and the reluctance of students to study scientific disciplines, the Madrasa initiative sought to bridge the gap by a continuous production of educational videos in Arabic. This was done in collaboration with experts in education and e-learning in order to create an innovative and interactive style in covering science and math subjects in a fun way. The solution was developed to be user friendly with self-paced learning, and introduced methods for motivating students.

### Impact

The product contributes to bridging the educational content gap through (a) offering more than 6,000 educational videos, (b) adopting innovative and engaging methods for teaching Arabic, and (c) using a smooth language and modern methods of presentation that interest the new generation. The platform has more than 3 million subscribers and is used in more than 100 countries. Additionally, it is used by teachers as a reliable source and reference for students.

## Young Entrepreneurs Category

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### Alkhattat Platform

[www.alkhattat.net](http://www.alkhattat.net)

Saudi Arabia



### Soundeals Platform

<https://soundeals.com/>

United Arab Emirates



### Basma: Smart Education System

[Google play](#), [Apple store](#)

Kuwait



## Summary on Winner Products - Young Entrepreneurs

### ALKHATTAT PLATFORM



[www.alkhattat.net](http://www.alkhattat.net)

<b>Category</b>	Young Entrepreneurs
<b>Producers</b>	Mr. Mohamed Ahmed AlSharkawy
<b>Country</b>	Saudi Arabia
<b>Video</b>	<a href="#"><u>Learn Arabic Calligraphy with Alkhattat platform</u></a>

#### Description

Al Khattat Platform is the first platform for online teaching of Arabic calligraphy and arts, and it offers free online courses covering different types of calligraphy for different uses and levels of education. The courses are provided by a group of elite calligraphers and professional artists who share their experiences, products and services.

#### Innovative solution

With the difficulty of finding calligraphers and artists, and learning Arabic calligraphy in the traditional way, together with the high cost of courses and art products and services, the platform offered an innovative solution to link between users and calligraphers. Users can learn calligraphy at any time, save time and resources, and connect with various artists. Moreover, Calligraphers can benefit from additional income when customers around the world are interested in buying their products.

#### Impact

Through 30 free courses, the platform engages more than 72,000 users from more than 36 countries around the world and involves the participation of more than 100 artists and professionals. Furthermore, the partnership with the Ministry of Culture and other government entities and stakeholders contributes to increasing and enriching the content.



## SOUNDEALS PLATFORM



Technologies & Multimedia Solutions FZ-LLC



[www.sounddeals.com](http://www.sounddeals.com)

<b>Category</b>	Young Entrepreneurs
<b>Producers</b>	Mr. AbdAllah Usama Khashaba, Co-founder and Chief Technical Officer Mr. Khuzi Alrawas, Co-founder and Chief Executive Officer Mr. Ahmed Anwar, Operations Manager Mr. Ziad Mousa, Marketing Manager Mr. Mahmoud Nasr, Communications Manager Mr. Maher Sami, Public Relations Officer Mr. Ahmed Hamed, Digital Marketing Officer
<b>Country</b>	United Arab Emirates
<b>Video</b>	<a href="#">Sounddeals platform (in Arabic)</a>

### Description

Sounddeals is the first freelancing platform specialized in producing high quality digital Arabic content and voice-over services for businesses in the Middle East. Professional freelancers in Sounddeals can provide high quality recordings and content services in Arabic and in 20 other languages, with various dialects and accents. As a mediator between talents and media workers, Sounddeals ensures their financial rights and enables safe and private communication, and a timely delivery of quality products.

### Innovative solution

The solutions offered through Sounddeals platform enabled Arab youth to work remotely on the production and provision of digital Arabic content services, and allowed customers to remotely benefit from these services and products. Efforts included setting quality standards, spreading culture of quality content, building a dynamic automated pricing system and launching an online training platform for building related skills. All of this served in addressing a number of issues, including unemployment, weak digital Arabic content industry and market, and lack of quality standards.

### Impact

The platform operations included the implementation of around 10,000 digital Arabic content projects, and it resulted in the employment of around 7,000 emerging talents, educating thousands of people about the culture of quality. This has enabled Arab youth and the established businesses to engage in the digital economy within a safe and trusted environment that also serves to promote peace, tolerance, quality and strong institutions.

## **BASMA: SMART EDUCATION SYSTEM**



Formerly Follow-Up Student App



[Google play](#), [Apple store](#)

<b>Category</b>	Young Entrepreneurs
<b>Producers</b>	Mr. Fahad Saad Aldhafairi
<b>Country</b>	Kuwait
<b>Video</b>	<a href="#">About the application</a>

### **Description**

The application contributes to enhancing the school study environment through enabling the school management to follow up on students and to partner with their guardians towards a better performance. It provides a range of services that support teachers' work in classrooms, which enhances classroom learning and reduces the need for private lessons outside school hours.

### **Innovative solution**

For reducing the administrative tasks that burden schoolteachers with lengthy manual work, the application supports both teachers and school management through the automatic generation of student profiles that show their participation and feedback on performance. It enables teachers to better focus on the curriculum and classroom teaching. The system has also supported the distance learning efforts during the covid-19 pandemic.

### **Impact**

The various services provided by this application have saved time and efforts, and enhanced performance and communication within the school education system and with the students and their parents. Through periodic updates, the product continues to ensure quality and effective completion of tasks, as well as developing new features that better serve and sustain the education system.





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[www.unescwa.org](http://www.unescwa.org)