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THE GLOBAL GOALS  
For Sustainable Development

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# INN ON NEWS



UNDP/Fatma Elzahraa Yassin

## UPCOMING EVENTS



March 7-10	Design Thinking Workshop @Bibliotheca Alexandrina
March 17-19	EMPOWER International Youth Conference
March 20	Afaaq Foresight Project Launch @UNDP Egypt website

Visit the Innovation for Development page on UNDP Egypt website:  
<http://j.mp/i4d-eg1>



## Social Innovation Hub Launch In Presence Of Microsoft CEO Satya Nadella And UNDP Country Director

Aiming to empower young talented women to achieve more through technology, the first “Social Innovation Hub” has been launched at the National Council for Women in Cairo.

In line with Microsoft’s commitment to empower every person and every organization on the planet to achieve more, Microsoft’s General Manager for Egypt Khaled Abd El Kader said, “In the year ahead we will continue to ask ourselves what are the challenges facing Egyptians, how can technology help, and what is the contribution Microsoft can make?”

Addressing the challenge, Microsoft has partnered with the United Nations Development Programme (UNDP), and the Woman Business Development Center at the National Council for Women in the “Social Innovation Hub”, to address the gender gap in Egypt through fostering innovation and entrepreneurship among young women. The hub aims to reach 5,000 young women in Egypt – to expose them to computer science for the first time, to bridge the gap between public education, and job market needs, and to foster employment and entrepreneurship opportunities for young women developers.

“We are proud to launch the first women innovation and entrepreneur hub in partnership with Microsoft and the National Council for Women, and looking to replicate this successful initiative across Egypt & the Middle East”, said Ignacio Artaza; UNDP Country Director. “Our long term partnership with Microsoft aims at leveraging technology to address societal challenges leading to sustainable development”.

The Hub will initially open in Cairo, expanding to four other regions in Egypt including Ismailia, Aswan, Luxor, and Alexandria.

As part of his visit to the region, Microsoft CEO, Satya Nadella, visited the Social Innovation Hub on Tuesday, January 5, 2016, and met some of the young women already utilizing technology to develop solutions: Saydality, one of the applications developed by the young women, helps people easily locate pharmacies or medicines in the vicinity, and provide patients with information on medicines and important medical updates. Another developed application provides refugees with much needed information and services, of critical importance in the Middle East. Two more applications developed by the hub involve a solution for missing and abducted children and first aid information.

“We are keen to create economic opportunities for women in Egypt,” said Effat El Shooky, Director of Woman to Work National Initiative at the National Council for Women. “Our Cooperation with Microsoft aims at developing and fostering woman social entrepreneurs in technology across Egypt.”

The Social Innovation Hub is a part of Microsoft’s “Aspire Woman” Initiative which aims to empower young women leaders of the future; build the technology, business and soft skills and create economic opportunities for young women. Launched in 2014, the initiative has reached almost 60,000 Egyptian youth and provided economic opportunities for over than 2,000 women through freelance, micro-entrepreneur and job placement opportunities.







# Cairo Hosts First Data-Driven Innovation Week in MENA

From February 18 to 23, 2016, the United Nations Development Programme (UNDP) and Canada's International Development Research Centre (IDRC) in collaboration with the Embassy of Canada in Egypt, Cairo University, the International Labor Organization (ILO) and the Information Technology Institute (ITI), organized a full week of activities in Cairo (Egypt), focusing on data-driven innovation and digital entrepreneurship. The initiative is part of UNDP and IDRC's efforts to promote the use of data and technology in finding solutions to development challenges in the Middle East and North Africa (MENA). The Data-Driven Innovation Regional workshop in Cairo is the first-of-its-kind event in the Middle East and North Africa.

A wide range of activities brought together more than 300 students, policy-makers, communication specialists and academics from across the region, including Jordan, Lebanon, Morocco, Palestine, Qatar, Saudi Arabia, Tunisia, and United Arab Emirates.

UNDP Resident Representative in Egypt Anita Nirody said: "Here at UNDP Egypt, we are firm believers that youth, once empowered and engaged, can together with the public and private sectors, assist in the implementation of the Sustainable Development Goals (SDGs). One of the innovation tools we have employed to do so is data, both big and open."

Speaking ahead of the event launch, IDRC Regional Director in the MENA, Bruce Currie-Alder said: "In the past few years, we have witnessed a flourishing of the start-up scene and young talented entrepreneurs in the region. Our event is an attempt to support these local efforts and to raise awareness of the benefits that data can bring to these emerging businesses; in being more effective, exploring new markets and even creating new products and services."

The event kicked off on February 18 with a three-day big data hackathon at ITI that brought together

youth from all over Egypt. The solutions that were conceived were a true testament to UNDP Resident Representative's statement. In support to youth, UNDP is sponsoring an internship opportunity at one of UN Global Pulse's regional labs for the winner of the individual ideas track. Hisham Razzaz, the winner, devised an electronic device to measure the turbidity of water by passing an infrared signal to penetrate the water and calculate the light intensity after penetration.

On February 23, a data-rich communication training took place to enable journalists, and communication specialists in governments and non-governmental organizations to produce and visualize more fact-based and multi-dimensional news and stories.

For more details, please visit the website:

[www.ddi-mena.org](http://www.ddi-mena.org)



UNDP/Fatma Elzahraa Yassin/AbdelHamid Ezzat



## THE GAME CHANGER FELLOWS



UNDP officially launched the "Game Changer Fellowship" which aims to promote and accelerate leadership and innovation in the use of games for social change. This one-year programme is in partnership with the Engagement Lab at Emerson College in Boston USA.

This year's fellows:



**Ali Azmy**

Part of Weladna team and working on developing "Vegetarian Lions", an African themed board game about how our world's view dictates our thoughts and behaviors.



**Menna Samir**

A science communicator working on "Vountizer", a board game that aims to encourage the youth to participate in solving their country's challenges through raising one's awareness of such challenges and how to tackle them.





# Innovating For Aswan: Engaging Youth, Realising their Potentials

In an attempt to tackle development challenges in Aswan, UNDP, in partnership with the Industrial Modernization Centre (IMC), the "ICT for Comprehensive Community Development" Project (ICT4CCD), GESR, Information Technology Institute (IT), and Microsoft, held a three-day innovation camp entitled "Innovating for Aswan". The workshop was held in Aswan between the 26th and 28th of November, and called upon the youth of Aswan to take matters into their own hands and help improve their governorate. 45 enthusiastic participants have attended the workshop and, through developing their capacities in the design thinking methodology, came up with solutions that could eventually become sustainable businesses to development challenges in Aswan.

The facilitators walked the participants through the steps of the design-thinking process and the methodology's value when coming up with a solution. They were then asked to come up with the main development challenges in Aswan they would like to solve and were split into teams based on the development challenge they wanted to work on the most. Education, tourism, health, transportation and employment were perceived by participants as the most pressing challenges faced by the citizens of Aswan. The teams then carried out, with the help of the facilitators, a number of tasks and exercises that allowed them to

define the problem, familiarise themselves and empathise with their target user, and ideate a possible solution to the problem. In addition, an expert on business models explained the most important aspects of starting and running a business. A representative from GESR walked them through the Business Model Canvas in order to help the participants develop the business side of their idea and refine their pitching skills. Microsoft and ICT4CCD provided the participants with presentations on technology enablers for Small and Medium Enterprises (SMEs). In the end, each team pitched their idea, presented their Business Model Canvas and received feedback to help them improve their solutions. After the workshop, GESR will provide follow-up and support to all the teams for two months, and then a pitching session will be held in front of a panel of judges, and the winning team will receive a cash prize of 5,000 EGP.

In the end, the camp proved to be successful as all the teams came up with exciting and promising solutions to persistent challenges they face in Aswan. The participants got the opportunity to learn about design thinking usage, develop other vital business skills, expand their network, and ultimately, demonstrate that in just three days, youth can begin to solve major developmental challenges.



UNDP/AbdelHamid Ezzat



**Atef Mohsen**

An architect currently working on "Sign Heroes", a collaborative digital game that aims to teach the players sign language and enable communication with people with hearing impairment.



**Fady Michel**

An assistant professor currently working on "Enterprize", an entrepreneurship board game where players launch and manage a startup in a competitive ecosystem.



**Radwa Abdelhalim**

A student currently working on "Tetra", an environmental game focusing on raising awareness on the environmental pollutants and how our actions contribute to the destruction of the environment.



# Foresighting For Egyptian Youth Employment In ICT Sector

Youth unemployment is one of the challenges in Egypt. In 2014, the national unemployment rate reached 13% and youth constitute 70% of it, which means that more than 2.5 million young women and men do not have a job!

Our new pilot project "Afaq: Foresighting for Egyptian Youth Employment in ICT sector" is an innovative attempt to address the issue of youth unemployment with a focus on ICT sector by exploring its possible future scenarios. Through this project, UNDP supports Information Technology Institute (ITI) to utilize the methodology of foresight to develop a coherent, responsive, and resilient strategy for building competent ICT calibers and professionals for a better future of youth employment in ICT sector.

The project conducts an online crowdsourcing survey to engage various stakeholders, especially, youth, academia, and industries in sharing their diverse perspectives on not only the current situation of youth employment in ICT sector but also its situation in 2025.

After the survey, the project will organize a workshop where participants will co-create different future scenarios of Egyptian youth employment in ICT sector in 2025.

Please follow UNDP's Twitter and Facebook pages to know more about the project updates.

Your visions and insights are seeds of a better future for Egyptian youth employment!



## مستقبلنا بأيدينا

مشروع دراسة تحسين فرص توظيف الشباب المصري في المستقبل في مجال الاتصالات وتكنولوجيا المعلومات



- More job opportunities.  
- Better job opportunities.



Youth



Industry

- Qualified human resources.  
- Reduction in employment cost.

Provide qualified vocational technical education.



Education



# INNOCTIONARY

## Foresight

Foresight is the umbrella term for methodologies and approaches that take VUCA (volatility, uncertainty, complexity and ambiguity) as their starting point, explore possible and probable futures including a preferred one, and generate insights and 'cross-sights' that enable transformative actions in the here and now.

In the current global context, UNDP hopes to seize the opportunities foresight presents to

- Help developing countries build resilience and capacities for preventive rather than post-facto action

- Adapt to the changing demands of its clients and partners who increasingly seek futures-based scenarios and pathways of planning and intervention
- Strengthen its "global public good" value by positioning itself to offer foresight solutions.

More details: <http://bit.ly/20iubK>, <http://bit.ly/1nty9sr>

## Our Partners



All our activities are in line with the SDGs.

For more about the SDGs, visit: [www.sustainabledevelopment.un.org](http://www.sustainabledevelopment.un.org)



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Innovation For Development In Egypt



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