INNONEWS

UPCOMING EVENTS 2015

November 19-21	The 1st Social Entrepreneurship Knowledge Sharing Conference
November 26-28	Innovating For Aswan: The Port & Logistics, Social Innovation Camp
November 30	Introduction to Crowd-Funding Session

■ i4D Event

Visit Innovation for Development in Egypt Website: http://j.mp/i4d-eg1

6 Days Camp Supporting The Global Goals For Sustainable Development

On the occasion of the launch of the Sustainable Development Goals (SDGs) the ICT4CCD project, Open It and UNV Egypt organized the "Open Code for Sustainable Development Camp", a 6-day event aimed at raising awareness on the new global development agenda and enhancing young people's digital knowledge and Entrepreneurship skills. Over 50 youth completed a 4-day series of trainings on Open Source, Digital Marketing and Entrepreneurship Skills and were invited to identify and analyze key development challenges in Egypt by using Design Thinking. Furthermore, representatives from national startups, namely

Transito and online United Nations Volunteers shared with the participants their experience in developing IT oriented solutions to tackle development challenges. By the end of this first round of sessions, the camp hosted a 2-day Hackathon where 10 teams were challenged to develop solutions to deal with what they perceived as Egypt's greatest development challenge that IT could address. The two top ideas youth came out with are "Save me" (health) and "Abqary" (education), which are currently being supported by national partners with the aim of building a sustainable social enterprise project.

Design Thinking and Big Data at the GESR Social Innovation Summit

GESR organised their first social innovation summit under the theme of "Technology with Impact". Global experts, entrepreneurs, innovators and investors were invited to transfer their knowledge and experiences as a means of building Egypt's entrepreneurial ecosystem. We were invited to run two introductory workshops on design thinking and big data!

The "Design Thinking and Participatory Design for Social Innovation" workshop targeted those interested in achieving social impact through structured co-creation and co-design. Participants were guided through the design thinking phases and actually came up with simple solutions for: assistive technologies for persons with disabilities, youth employment and gender equality.

As pioneers in hackathons and innovation camps, the Lab was invited by IDRC to deliver an ideathon session during which participants were to come up with data-driven innovation ideas that are locally relevant to the needs of the Egyptian market and society as part of a workshop on the Economic Power of Data. Participants were taught how to, in a very limited time span, use design thinking to brainstorm ideas for the use of open data.

Both workshops were interactive and hands-on where participants gained great insights and can hopefully apply it to their field!

Microsoft Egypt and UNDP Recent Projects

Microsoft

Code4Youth Hackathons hosted 400 students in Ismailia, Cairo, Alexandria and Suez, where Microsoft Egypt partnered with UNDP to empower youth to create innovative solutions using technology to help solve youth problems in Egypt. The Hackathons were 2 day events where students learned coding for advanced and beginner levels. Over 11,000 youth also followed the events on social media channels. Many students learned coding for first time in their lives, learning basic computer science and the TouchDevelop tool, while advanced attendees developed Universal Windows Apps on Windows 10. The main themes for the developed apps in the events were: Youth Development & Leadership, Women Empowerment, Entrepreneurship and Employment. "Computer Science can unlock the best opportunities in the world," said Satya Nadella – and it is in this light that Citizenship Egypt has developed "Code4Youth" Hackathon Events, to inspire the potential of Egyptian youth to create innovative solutions using the power of technology.

FreelanceME is a response to needs identified by the private sector for reliable skilled talents that small and medium businesses can use. In collaboration with UNDP, Microsoft Egypt's FreelanceME is a social development initiative and online platform launched in February 2015. It aims to develop Egyptian youth skills and experience, create new freelancing opportunities, foster small and medium enterprises, and connect freelancers with employers on a national scale through an online platform. The development started with market research with Egyptian university student focus groups to understand their interests and knowledge of freelancing. FreelanceME then held an employer roundtable discussion on the challenges in hiring, freelancing needs, pricing of freelancing projects and hiring outlets. Microsoft Egypt and UNDP also launched Egypt's first freelancing summit which brought together 200 youth and the freelance community in Egypt to raise the awareness of Egyptian youth on the benefits of freelancing, inspire and empower them to develop their knowledge skills, and to provide guidance on how to start their freelancing career. The FreelanceME Academy was also launched with three tracks in ICT, Multimedia and Writing & Translation with over 350 aspiring Egyptian youth and featured prominent professionals in the three fields that introduced youth to freelancing as an alternative employment model for youth. Lastly, the FreelanceME training initiative, with two areas of Basic IT and Computer Sciences, aims to provide disadvantage Egyptian youth with a competitive edge to gain employment and create awareness about being a digital Citizen. 4339 youth were trained in Basic IT centers located in 24 governorates, and an additional 1312 youth were trained in computer science education through workshops across 9 governorates.

Aspire Woman visions for a greater presence of women in leadership and technology. Microsoft Egypt Citizenship partnered with UNDP to host the Aspire Woman four day technical camp which brought together 30 youth female students to develop their leadership and technical skills. The female youth learned how to develop universal applications that focused on women's empowerment, including object oriented programing, C#, Windows 8.1 applications & windows phone applications. The female youth in the camp represented 18 university clubs in Egypt with over 450 members. The last day of the camp consisted of a competition that was held between 12 teams to develop an application with a focus on women's empowerment. The winning team implemented an awareness application for breast cancer- how to avoid the disease, awareness of the symptoms, and how to overcome such a disease.

In addition to the camp, Aspire Woman also launched the Aswan Coding, an initiative that is building the technical capacity of 100 female youth from Upper Egypt in Aswan. In Aswan, female youth have limited access to advanced technical trainings and technology companies for successful careers. The initiative provides training on how to develop applications for Windows Phone and Windows 8 to increase their employability and freelancing skills.

The Social Innovation hub, the first of it's kind in Egypt, aims to address the gender gap by fostering innovation and entrepreneurship among young women. The project will focus on building the capacity of 1000 young women on computer science & entrepreneurial skills creating employment and entrepreneur opportunities for 300 young women beneficiaries. The project will kick start on December 2015 in Cairo, and will reach out to more governorates all over Egypt in 2016."

THE GAME CHANGER FELLOWSHIP

UNDP Egypt launched the first "Game Changers" fellowship program to promote and accelerate leadership and innovation in the use of games for social change. In this first round, five young innovators from Egypt will be accepted in this one year program, where they will be supported in the work of applying games to tough development challenges in the country. Fellows will be provided with office space, mentorship, training opportunities and a connection to global networks of game and design professionals.

Innovate for Fayoum Challenge

UNDP Egypt supported GESR, a local social innovation lab, in launching the "Innovate for Fayoum" challenge. UNDP Egypt supported the organisation of a 5 day innovation camp in Fayoum governorate, designed to tackle the challenges faced in the fishing sector. The camp brought together youth from all over the country to design their own innovative solutions through the use of design thinking. Teams had the opportunity to speak to the Chief of Fishermen and visit the fishermen, their wives, public fish markets, and the authority responsible for the fish stocking process. Teams came up with exciting solutions such as aquaponics systems, technologies to improve the fish stocking process, innovative designs for household sewage systems, recycling fish waste and efficient tools for shrimp peeling. After the camp, the teams are to be given 6 weeks to prototype their products which will then be judged and evaluated by a panel of experts. GESR will incubate the top 3 teams, and the first place team will also win a cash prize.
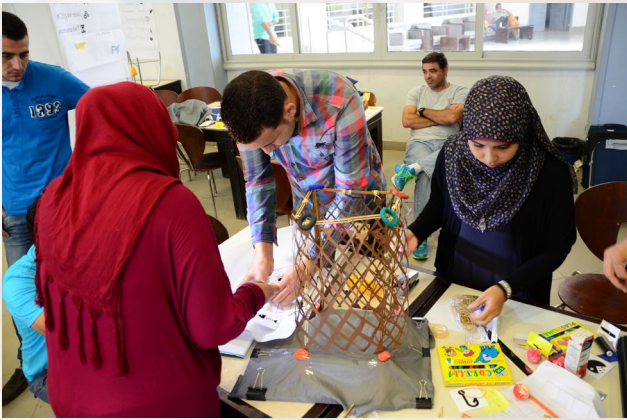
Games for Social Change: Play Testing

We organised a "Games for Social Change" workshop last September where youth came up with early stage prototypes for games tackling entrepreneurship and civic engagement challenges. As part of the follow up process, we invited the public to play test their games and to give them feedback. Through this play testing process, the teams can improve and develop their ideas into playable games. We will be organising these play-testing events on a monthly basis!

STARTUP ACCELERATOR
WORKSHOP

In keeping with efforts to pioneer blends of innovation tools, the Lab launched the Startup Accelerators which not only targeted a segment of entrepreneurs commonly neglected: start ups going through a rocky period, but targeted them by using a mix of design thinking as well as business and communication tools. The Startups Accelerator workshop was a 3-day hands on learning program organized by the Egypt ICT Trust Fund and the Industrial Modernisation Centre. We sought out not individuals with great ideas, but startups' teams with a strong interest in scaling their activities, ready to co-create and willing to work as a team. After working with 18 teams, the accelerator ended with a pitch and the panel of judges chose 5 teams with which the Egypt ICT TF and IMC will work for a month. Egypt ICT TF and IMC

co-designed, with the finalists, the training and mentoring to be provided by identifying the weakest links in the startups. The final pitch following two intensive weeks of coaching and mentorship, held on the 10th of November 2015, saw the winning of three teams of a Lab sponsored trip, for a representative from each, to Kuala Lumpur later this month to attend the first ASEAN Entrepreneurship Summit. Congrats goes to Frien10, Have a Dream and InterAct Labs. Be sure to check them out!

Designing Technological Applications for Youth Inclusive Employment

Under the framework of United Nations Partnership to Promote the Rights of Persons with Disabilities (UNPRPD), UNDP Egypt launched a joint project entitled "jobs and skills for persons with disabilities with a focus on ICT-based solutions" in partnership with International Labour Organization in Egypt (ILO) and Egypt ICT Trust Fund (ICT-TF) in September 2014.

As part of this joint project, ICT-TF and UNDP Egypt co-organized the second Design Thinking workshop on Youth Inclusive Employment in partnership with ITI, TIEC, FDSPS, and the Bibliotheca Alexandria in October 2015 at the Bibliotheca Alexandria. This 3-day workshop brought together persons with disabilities, NGOs/ DPOs, designers, ICT students/ professionals, and enterprises.

Having Janine Huizenga and Andrew Bullen of the Creative Cooperative and Gazbia Sorour of UNDP Egypt as facilitators, the participants went through different activities of Design Thinking and leaned about challenges facing employment of persons with disabilities, co-designed ICT solutions to achieve Inclusive Employment, and prototyped their suggested solutions.

to learn more about our UNPRPD project, visit: kenanaonline.com/taheel

ICT4CCD Project

The Information and Communication Technology for Comprehensive Community Development project

Implemented by MCIT, this project aims to develop and advance citizens' lives using ICT, through targeting local economic development and empowering citizens to become active members of their social communities.
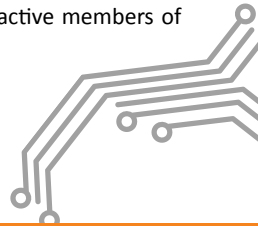
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Business Model Canvass

Developed by entrepreneur and business model innovator Alexander Osterwalder, this one pager replacement for the now outdated 100 page business plan is a strategic management and entrepreneurial tool. It is a visual chart with elements describing the value proposition, infrastructure, customers, and finances, thus allowing entrepreneurs to describe, design, challenge, invent, and pivot their business model, thus better creating, delivering and capturing value.

Our Partners

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