

en.v



the en.v initiative
Annual Report 2011 / 2012

"I increased my will and self-trust, and I can now express myself freely"

Arij Program Participant





MESSAGE

From the Programs Director

DEAR FRIENDS,

2011 and 2012 were crucial years for en.v as an organization. After several years of working towards our goal of promoting social responsibility in the Arab world through initiatives such as our en.v publication and eco-friendly REUSE events, we launched en.v's Social Programs in early 2011. Through our Social Programs, en.v takes on a more active and targeted role in promoting social and environmental development, in Kuwait as well as in the region, by developing more long-term, sustainable mechanisms to generate lasting outcomes.

en.v's Social Programs focus on three main areas. The first is education: through our multimedia campaigns, presentations and seminars in schools and universities, as well as other interactive activities, we strive to generate awareness and engage youth as well as the larger community in all of our programs. We strongly believe that education should be at the core of any social initiative, as the promotion of a more just, sustainable and equitable form of development will only occur with

the participation of an informed and actively engaged citizenry.

Our second area of focus is the environment: this has been one of our priorities as an organization from inception, and we strive to group and gather together individuals, organizations and corporations with similar goals of sustainability in order to maximize our impact through collaboration. Unfortunately the Arab world in general, and Kuwait in particular, is currently facing a myriad of environmental challenges ranging from waste management, high CO₂ and SO_x emissions per capita and degrading desert and coastal habitats. To address these challenges, a stronger environmental culture needs to take root, and we hope to contribute to this endeavor by raising awareness about these serious threats and taking on an active role in developing sustainable solutions.

Our final area of focus is capacity-building: since becoming involved in this field, particularly in Kuwait, we have found that there is an

increasing number of social entrepreneurs, activists and civil society initiatives characterized by great potential and dedication, who are committed to promoting a more just, responsible and sustainable form of development. However, they often lack the support that would allow them to be more effective and achieve greater results. Through our programs, we aim to provide these inspiring role models with tailored platforms to raise awareness for their initiatives as well as the skill sets needed to maximize the impact of their activities. It is our belief that fostering greater collaboration and knowledge-sharing between civil society actors and the public and private sectors will achieve lasting change in the years to come.

The tremendous support we received from our partners and the larger community allowed us to accomplish some very important milestones, which are highlighted in this report. We are very excited to keep building on them and hopefully have you join us in the journey ahead.

Elisa Franceschinis
Programs Director



BY THE NUMBERS



Volunteers
Engaged
600+



Students
Educated
4000+

Financial
Support
Received
\$600,000+



Impressions
34,500,000+

DONORS

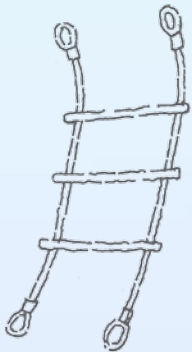
- Middle East Partnership Initiative (MEPI)
- Dow Chemical
- The Body Shop Foundation
- HSBC
- Exxon Mobil
- Partners (PDC)
- Zain Telecommunication Co.

ABOUT



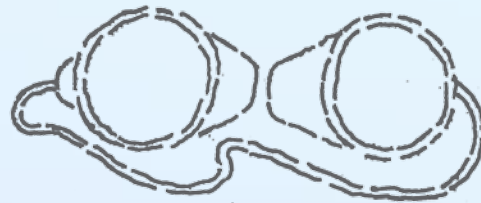
en.v (a subsidiary of El Boutique Creative Group www.elboutique.com) is an organization dedicated to promoting social responsibility and environmental sustainability in the Arab world. The organization's activities include planning and implementing social development and environmental programs in the Middle East by creating strategic partnerships with local civil society organizations, governmental actors, and the private sector. Through collaborative efforts and online platforms, en.v raises awareness for pressing social issues as well as leading development initiatives in the MENA region.

MISSION



en.v aims to increase social and environmental awareness in the Arab world through its educational programs and digital media platforms. It also seeks to empower civil society initiatives and responsible businesses through capacity-building and awareness raising activities

VISION



en.v envisions a society in which people are socially and environmentally aware and feel empowered to take direct action in favor of the development of their community.

PLATFORMS

en.v Social Programs



Through cooperation with public sector bodies, private enterprises, and civil society organizations around the region working in our key areas of focus – en.v will act as an enabler (and an incubator) of civil society capacity- and community-building initiatives.

en.v will seek out like-minded organizations in need of financial or technical assistance, and create programs and areas of cooperation between the two entities for the betterment of the community.

www.socialprograms.envearth.com

en.v Media



en.v creates and disseminates content related to social responsibility in the MENA region via an interactive (bilingual) online news portal (www.envearth.com). The portal features a diverse array of functions for users to interact with and share their opinions online. Content is regularly updated on the online news portal and shared on en.v's social media platforms through targeted media awareness campaigns to further raise awareness for pressing issues in the region.

en.v also created a microsite, (www.socialprograms.envearth.com), which is dedicated to documenting its social programs in conjunction with the work done by civil society initiatives, volunteers & the community at large.

www.envearth.com

AL YAAL PROGRAM



Promoting Marine Conservation in Kuwait

"The Al Yaal model is a great example of how communities and companies can work together to preserve and protect the environment, while striving to set new standards for future generations."

Omar K. Al Ghanim
CEO, Al Ghanim Industries

In April of 2011, The env Initiative launched a dedicated incubator Marine Conservation Program entitled "Al Yaal", under the mandate of preserving and protecting the marine environment of Kuwait. In alignment with its goals to not just raise awareness for the environment but also proactively seek solutions, Al Yaal was envisioned as a sustained, multi-pronged initiative seeking to mobilize all factions of society to protect Kuwait's rich marine ecosystem. Through preventive and reactive measures such as educational presentations, awareness campaigns and regular beach clean-ups, Al Yaal aspires to include volunteer groups, companies, government agencies, educational institutions and local media in its efforts to preserve Kuwait's coastal environment.

To date, Al Yaal has received support from Dow Chemical, HSBC, Al Ghanim Industries and Exxon Mobil. Dow's Marine Conservation program, a unique corporate platform launched under the 'Al Yaal'

umbrella focuses on protecting and restoring beaches along the Bay of Kuwait from Doha to Shuwaikh. These areas are rich in marine life and coral reefs, and serve as natural nesting grounds for birds and turtles. Their fragile equilibrium is endangered by unsustainable human activities such as indiscriminate disposal of waste. Al Yaal's preservation and educational efforts are being implemented in partnership with the Kuwait Society for the Protection of Animals and Their Habitat (K'S PATH).

17+ Tonnes of Waste Collected
42+ Beach & Island Clean Ups Completed
500+ Volunteers Engaged
3000+ Students Educated
300,000 SQM+ of Shoreline Covered

ARIJ PROGRAM



Creating Opportunity From Trash

"I am very happy with the results! I have been very impressed by the motivation of the women. I personally believe that it is a great group. The work I asked them to do was completely new to them and must not have been easy. I was very touched by the courage and perseverance of the women."

Deborah Di Fiore
Designer and Guest Trainer

In March 2011, en.v established Arij, a paper recycling and art cooperative for underprivileged women in the Al Na'meh area of Beirut, Lebanon. The project was funded by The Body Shop Foundation and implemented in collaboration with a local NGO working with marginalized populations in Lebanon, The Arab Resource Centre for Popular Arts - Al Jana.

Through Arij, 13 women between the ages of 30 and 60 were trained in the art of making paper using recycled items and agricultural waste. They were then taught how to utilize this handmade paper in various design mediums such as stationary, post cards, gift bags, etc., and made to develop a marketing strategy to begin selling these products and generating income. During the first six months of the program, Arij also included creative and character-building workshops for the cooperative members led by local artists and trained professionals. Through the support of en.v and The Body Shop Foundation, all of the cooperative's training,

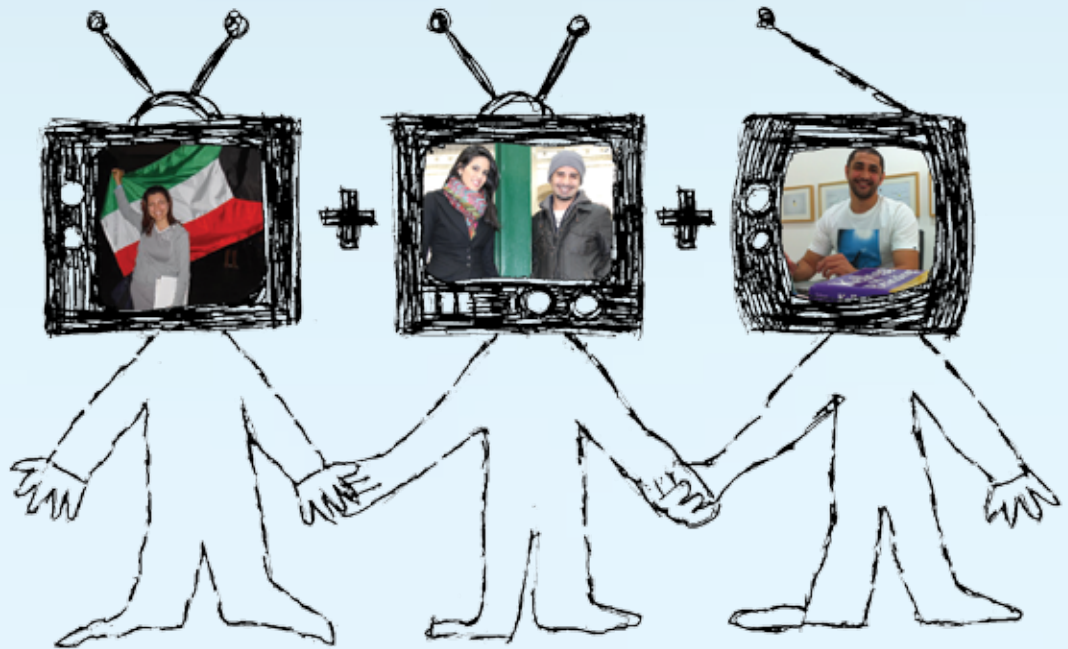
equipment and rent costs were covered during their first year. This investment gave the women the necessary time to refine their skills, develop their first collection, and begin selling their products in stores, markets and crafts fairs.

The program has now been handed over to the local implementing partner and to the women themselves, as they continue on their journey to become a financially sustainable business, and begin transmitting the skills they have acquired to other local women, using a Training of Trainers approach. The ultimate goal of the Arij initiative was to create a proactive and empowered community of women who would become the primary owners and direct beneficiaries of the program.

4 Training Cycles
8 Women Graduates
400 Products Created

VOICE FOR SUCCESS

PROGRAM



Promoting Youth Activism in Kuwait

"en.v's efforts and support were great in raising the visibility of my project to a wider audience. Thank you for all your hard work, you guys are simply the BEST!"

Hanouf Al Juhail
Founder of House of Butterflies
Voice for Success Participant

In September 2011, en.v officially launched the Voice for Success Program to promote Kuwaiti civil society by giving greater visibility to local social activists through targeted media platforms and campaigns.

Through this program, which was funded in its entirety by the Middle East Partnership Initiative (MEPI), en.v created nine articles and 15 videos to illustrate the initiatives of outstanding individuals and organizations trying to make a positive contribution to Kuwaiti society.

The ultimate aim of the program was to celebrate these activists' achievements and give them greater visibility in hopes of inspiring others, particularly Kuwaiti youth, to follow in their footsteps. en.v engaged in a year-long social media campaign and issued several press releases and articles to promote the content created. We also embarked on a "Voice for Success Educational

Roadshow", presenting to over 277 students from 21 different schools and universities throughout the course of the year, and held an online Voice for Success Competition in September 2012 to further raise visibility for all the initiatives.

All the materials created through the program are available on the website.

24 Kuwaiti Activists/ Initiatives Featured
24 Videos / Photographic Reports & Articles Created
277 Students Engaged In Educational Roadshow
32,952 Total Views



Promoting eco-Friendly Living

As a global leader in sustainability, we are proud to have taken part in and supported REUSE 4.0 as the Title Partner. The successful event was in line with our 2015 Sustainability Goals, and also with our commitment to encourage sustainable practices and environmental awareness in the Kuwaiti community. We are looking forward to a continued fruitful relationship with en.v to promote sustainability in Kuwait.

Markus Wildi
President, Dow Middle East

REUSE is an annual exposition that serves as an opportunity for non-profit organizations, companies, professionals and aspiring creative talents to showcase their accomplishments in the fields of social responsibility and sustainability via a range of artistic mediums and interactive activities for the general public.

In January of 2011 the 4th edition of REUSE, REUSE 4.0, was held under the patronage of Sheikh Jaber Al Muhbarak Al Hamad Al Sabah on the Australian College of Kuwait (ACK) campus. The event featured a dynamic mix of art galleries, music, film screenings, mixed media installations, eco-retail outlets, competitions and more.

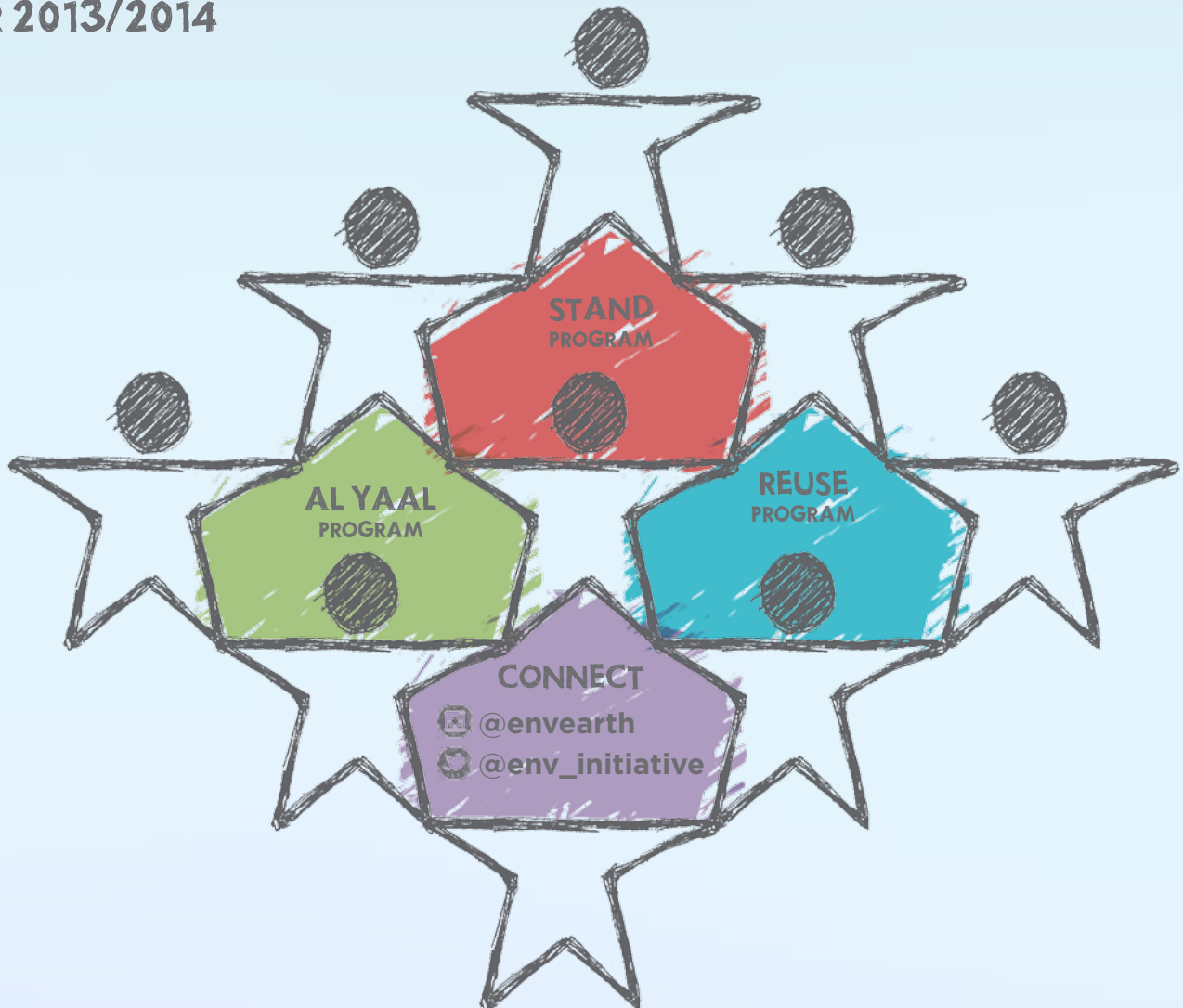
The 5th edition of REUSE, REUSE 5.0, was also held at ACK in April of 2012 and featured a similar mix of public and private schools and universities, art galleries, musicians, designers, artists, short films, eco-friendly

retail & more. REUSE 5.0 also hosted a series of lectures & workshops entitled "The Designer as an eco-Friendly Activist" on 19th & 21st April 2012 at Bait Sadu featuring award winning Graphic Designer Tarek Atrissi, as well as a three hour interactive "Earth Day Celebration" on 22nd April 2012. The event targeted students from seven public and private schools in Kuwait to celebrate International Earth Day in a fun and educational way; learning about key environmental issues in Kuwait & innovative ways of addressing them.

50+ Dignitaries Attendance
104 Art Pieces Created From Recycled Materials
400+ Participation
10,000+ Visitor Attendance
29,777,538 Total Media Impressions

HIGHLIGHTS

FOR 2013/2014



STAND

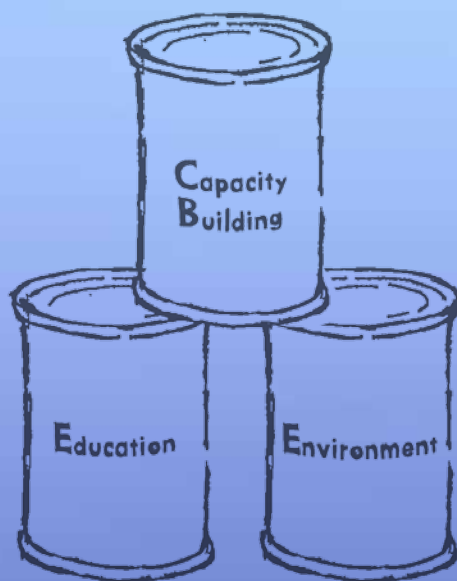
en.v will begin implementation of a new two year capacity-building program for civil society organizations in partnership with The Middle East Partnership Initiative (MEPI) and Partners (PDC).

AL YAAL

en.v continues to partner with K'S PATH to promote marine conservation in Kuwait by educating the youth through interactive presentations and on-site learning at regular beach clean-ups.

REUSE

en.v will be re-positioning REUSE from an annual event to an ongoing social development program to further its goal of raising environmental awareness in Kuwait while engaging the local community.



www.envearth.com