



ANNUAL REPORT 2013-2014



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DIRECTOR'S LETTER

Dear Friends,

The last two years have seen en.v undergo a crucial change in its role within the civil society sector. As part of our continued commitment to promoting social responsibility within the Arab world, we have geared all of our efforts towards playing a more targeted part in three focal areas—education, the environment and capacity building - in order to nurture a culture of proactive engagement and empowerment.

As our work in the sector has become more layered, it has also highlighted the need for a more cohesive civil society. Kuwait, for example, is home to a burgeoning and vibrant community of social entrepreneurs, activists and non-profit initiatives, all dedicated to creating positive change within their society. But the latter often lack the support and tools needed to effectively achieve their goals in a sustainable manner. Thus, beginning with our Support for Training, Advocacy and Networking for Development (STAND) program launched in 2013, we have increasingly focused on building capacity through the development of training workshops and the creation of reference tools for the benefit of budding non-profits and civil society organizations (CSOs). By providing high-quality, locally relevant training in collaboration with our regional and international partners, we hope to serve as a leading incubator and facilitator of civil society development.

While the above has become a central part of our work, we remain committed to actively fostering environmental sustainability and education. Through our Al Yaal and REUSE programs educational roadshows and student competitions, we have sought to cultivate a critical appreciation of environmental challenges where it matters most - the youth. Our capacity building workshops aimed at educators have complemented this effort by equipping the latter with the tools and know-how needed to effectively engage students on environmental projects within the classroom.

Further, as part of our renewed focus, we have also come to appreciate the necessity of embracing technology as a catalyst for effectively executing our ideas in today's digital era. We believe technology-driven cross-sectoral collaboration, data collection, and knowledge sharing will prove vital to informed decision making looking forward. Through our recently developed mobile and web platform (Jawa), we aspire to create seamless connectivity between grassroots initiatives and the community. Not to mention, adopting a 'virtual office' model as an organization, has created a more streamlined, creative and flexible environment for our team as we take on new challenges.

We would like to extend our gratitude to the partners, collaborators, and wider community in general, whose tremendous support has enabled us to achieve the milestones highlighted in this report. We look forward to building on these accomplishments together and hope that you will continue to lend us your active encouragement as we forge ahead.

Zahed Sultan
Managing Director
en.v



ABOUT

en.v (a subsidiary of El Boutique Creative Group) is a Kuwait-based organisation founded in 2008 to promote social responsibility and 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 outreach activities, en.v raises awareness for pressing social issues as well as leading development initiatives in the region. en.v's programs focus on three main areas including education, environment and capacity building, with a particular emphasis on empowering youth, civil society organizations, and social entrepreneurs.



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.



PRIORITIES

01

EDUCATION

Education is an empowering process that enables individuals to contribute to the creation of more sustainable, just and innovative communities and nations.

The MENA (Middle East North Africa) region devotes around 5.4% of its public expenditure to education, at par with North America; however, the World Bank (2010) has identified several challenges currently being faced by Arab countries. First of all, there is an important gap between what education systems currently deliver and what the region needs to achieve its development objectives. The region has produced fewer educational outcomes than many competitors, as measured by years of educational attainment in the adult population. Educational achievements to date are in part compromised by high dropout rates, and relatively low scores on international tests.

In the case of Kuwait, although the level of expenditure in education is higher than the EU average, the outcomes are not even comparable. Kuwaiti students still rank near the bottom of the list in international benchmarking exams (e.g. TIMMS and PIRLS) and the low university enrolment rate (27%) indicates that the current labor market structure does not provide incentives for most Kuwaitis to pursue a higher education. Moreover there is a substantial lack, particularly in public schools, of environmental and civic education, which is an essential component of fostering the development of the next generation of conscientious and responsible citizens.

For all of these reasons, education has always been one of en.v's main priorities, both in Kuwait and in the region.



PRIORITIES

02

ENVIRONMENT

One of en.v's key concerns from its inception has been to promote environmental sustainability in the MENA region. Environmental issues in the Arab world have often been ignored and overshadowed by other socioeconomic and political concerns. The challenges the region faces due to climate change include, but are not limited to, the degradation of coastal areas, increased urbanization, and desertification. Any escalation can and will cause further destabilization of the precarious situation of the region, which is why more efforts must be spent on alleviating the effects of climate change.

Kuwait, for example, faces 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 problems promptly, Kuwaitis need to develop a stronger environmental culture. Indeed, Kuwaitis are already one of the highest per capita consumers of electricity in the world. While the hot summer climate is a key reason for high consumption levels, many things can still be done to save energy and protect Kuwaiti ecosystems.

Through the funding of key environmental programs and the creation of its own programs, en.v seeks to spread awareness about the most important strains on the environment in the region and contribute to the amelioration of the adverse effects of climate change.



PRIORITIES

03

CAPACITY BUILDING

Capacity Building refers to the development of sustainable skills, organizational structures, resources and commitment within the local community; this encompasses not only promoting knowledge and awareness, but also creating channels, by means of partnerships, policy and leadership, through which learning can be transferred into sustainable action. The importance of building local capacity in the MENA region in order to promote social and environmental development cannot be overstated, as the will to promote sustainable and positive change which is clearly evident in large segments of the population, is often lost in implementation.

In Kuwait for example, it is commonly said that the reason for the relative “stagnation” of the country’s social and economic development in

recent years is due to a general lack of ambition, motivation and nurtured local talent amongst the Kuwaiti population. However, en.v has found that there is an increasing number of young entrepreneurs, activists and emerging CSOs characterized by great potential and dedication, who are committed to promoting a more just, responsible and sustainable development in the country. Nonetheless they often lack visibility or specific skills that would allow them to be more effective and achieve greater results. That is why, through cooperation with public and private sector bodies and civil society organizations, en.v aims to act as an enabler (and an incubator) of civil society capacity- and community-building initiatives, offering greater exposure and training to promising young activists and entrepreneurs throughout the region.



PROGRAMS

REUSE

In 2013, REUSE was re-launched as an ongoing eco-friendly program for the community. After five years of organizing the very successful REUSE annual event, the new yearlong program expanded to include a wide span of interactive and educational activities focusing primarily on youth empowerment, advocacy and capacity-building, engaging a variety of stakeholders from the public, private and civic sectors. Some highlights from the program were:

the REUSE Design for Social Change workshop held in January 2014 targeting local non-profits and social entrepreneurs; the REUSE Recycled Art School Competition, also held in January at The Avenues Mall, as well as the REUSE Upcycled Art Workshop, held in May 2014 in collaboration with local non-profit group ARTronauts to enable art teachers and professors from local educational institutions to incorporate eco-friendly art into their curriculum.



AL YAAL

Al Yaal is a sustained marine conservation initiative in Kuwait developed by en.v in partnership with the Kuwait Society for the Protection of Animals and Their Habitats (K'S PATH). The multi-pronged initiative was launched in April 2011 seeks to mobilize all factions of society to protect Kuwait's rich marine ecosystem. Through preventive and reactive measures such as clean-up activities, education, advocacy and community ownership, Al Yaal aspires to include volunteer groups, non-profit

organizations, companies, government agencies, educational institutions and local media in its efforts to preserve Kuwait's coastal environment. In 2013 and 2014, en.v and K'S PATH partnered with Dow Kuwait to implement a total of eight clean-ups with up to 382 volunteers from 12 different organizations, and delivered educational presentations to 443 students.



PROGRAMS

PERSONAL STORY BY **BASHAYER AL SHIMMARI** REUSE PARTICIPANT

I have always been passionate about art and design, but it's only after participating in REUSE 5.0 that I expanded this interest beyond my home and school. I was a member of the ARTronauts Team, a group of art enthusiasts from various schools and colleges in Kuwait. We represented different nationalities, ages and backgrounds, and possessed a diverse range of skills. But we had a common passion; we wanted to make a change in society by creating culturally, socially and environmentally themed art. So, in 2012, at REUSE 5.0, I exhibited my work for the first time and won first place for "The Best Artwork" for my piece, "Pixelated" which was a portrait of the "King of Pop", Michael Jackson, made out of recycled egg cartons. Furthermore, REUSE gave me this great opportunity to meet incredible artists and creative minds not only from Kuwait, but also from the entire Middle East. I was really encouraged by the audience, artists, and other contributors to continue working on the "Pixel Theme", and as a result, I've been able to exhibit my work at many galleries in

Kuwait including MOMA, Tilal, FA gallery, 360 Mall and the Scientific Center. The magic still continues. In May 2014, I was thrilled to participate in en.v's Upcycled Art Workshop at Sadu House and share with the audience some artistic techniques and ways to recycle their old materials. Indeed I encourage all talented youth to participate in programs like REUSE and engage with en.v, because it's one of the few avenues in the Middle East where young creative people can share their work with the world and make the change they want to see in our society.



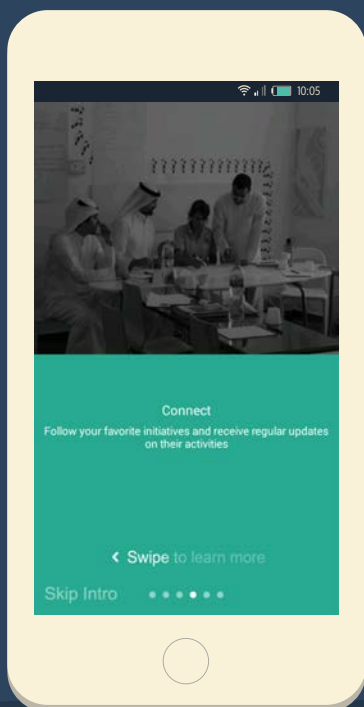
PROGRAMS

STAND

STAND is a regional program which is funded by the Middle East Partnership Initiative (MEPI) through an international organization, PARTNERS (PDC), and implemented in collaboration with local NGOs. The three-year program aims to build the capacity of the local civil society sector through the provision of training, advocacy and networking opportunities. During 2013 and 2014, STAND developed the capacity of five local trainers through a series of training of trainers, and delivered hands-on training to up to 10 local civil society organizations in 13 different topics related to NGO governance and project management. A total of 16 subgrants were also distributed over the course of the program's three phases- Bedaya, Injaz and Ta'awun, allowing local CSOs to implement projects promoting a variety of causes including environmental awareness, human rights, youth empowerment and good governance.



JAWA



Jawa is a mobile and web application developed by en.v in collaboration with the Middle East Partnership Initiative (MEPI). The platform's main objective is to promote collaboration and community involvement by making it easy for social initiatives to connect with one another and the general public. By bringing everyone together under one platform, we make it easier for social initiatives to find the support they need to make a greater impact on their community, and for people to contribute to the causes they feel passionate about. The project was launched in March 2014 and as of December 2014, en.v had held three workshops with a total of 12 local civil society organizations to gather their input and feedback at the various phases of the development process. en.v also launched an educational roadshow in early December, educating the local school and university students on the concept and value of civic engagement and social responsibility. The project was finalized, and iOS and Android applications launched, in January of 2015.

ACHIEVEMENTS

EDUCATION

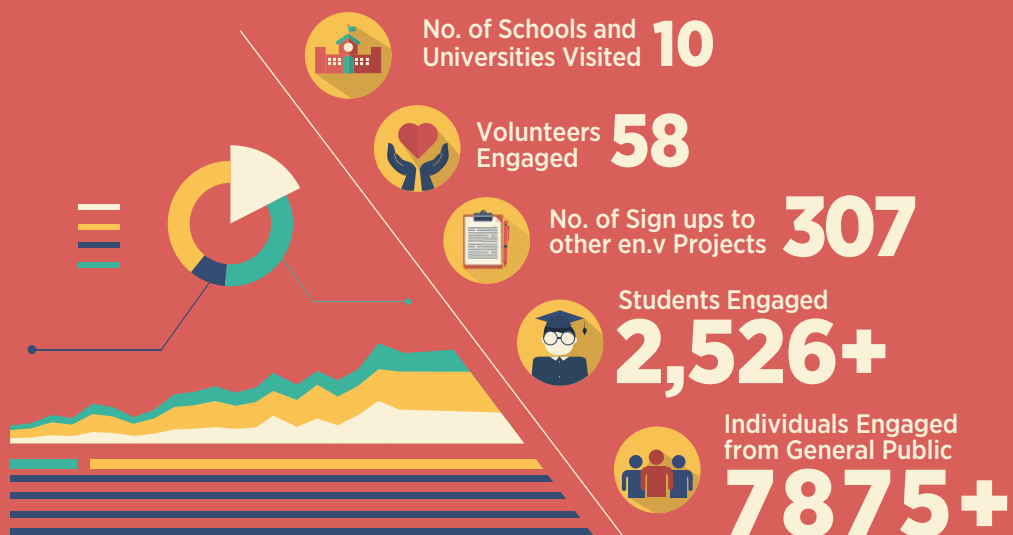
Organizing educational roadshows, in collaboration with several local civil society groups, at Kuwaiti private and public schools and universities has been a key aspect of our overall strategy to raise awareness about environmental challenges and civic responsibility. As part of the REUSE program, we conducted both general and specialized presentations on various aspects of the local environment and sustainable living. The Al Yaal presentations and a booth at Kuwait University's Open Day, meanwhile, focused specifically on the need to conserve Kuwait's marine ecosystems. Several presentations were aimed to promote civic responsibility among students and to familiarize them with the Java application as a means to search for volunteering opportunities. The roadshows were designed to interactively engage students of a variety of age groups, from kindergartners to high school seniors, in a motivating dialogue about how they could contribute to sustainability in Kuwait. They also proved effective in recruiting young volunteers and participants for hands on activities such as the Al Yaal beach clean ups and the REUSE Recycled Art Competition.

Additionally, in an effort to target a larger audience, we also organized several interactive activities at various public events. In August and September 2013, Al Yaal's Summer Awareness Campaign used a mock beach setup to educate the general public about the importance of marine conservation. The campaign

drew hundreds of visitors at the Avenues Mall, the Scientific Center, Al Kout Mall and the Contemporary Art Platform's Peace One Day Art Exhibition. In April 2014, the REUSE program's booths at the Qout Market and at Zain's Earth Day event along with a live art installation at the Scientific Center engaged students and the public with fun, hands-on activities. Each of these events, often managed in collaboration with our local civil society partners and volunteers, elicited a tremendously positive response and encouraged families and individuals to sign up for further volunteering opportunities.

We have also leveraged our social media platforms to raise awareness about our ongoing programs and their objectives. The REUSE Social Awareness Campaign in June 2014 involved three eco-friendly challenges on Instagram and was aimed to provide users with practical tips on how to lead a more sustainable lifestyle. The campaign was particularly successful in introducing REUSE to a new audience. It also allowed us to connect with individuals, artisans and small businesses promoting sustainability in Kuwait in different fields, increasing potential cross-sectoral collaboration. Overall, both conventional press and social media coverage of our activities has helped encourage more individuals to engage in our environmental and social programs.

STATISTICS



ACHIEVEMENTS

PERSONAL STORY BY
ANGELIQUE BHATTACHARJIE
DIRECTOR OF PROGRAMS, K'S PATH



I worked with Al Yaal right from the commencement of the program in 2011 till the end of 2014 in the capacity of Program Manager and as a staff member of the program's official implementation partner, K'S PATH. At our first cleanup at Sulaibikhat beach, neither the summer heat nor the early hour kept our volunteers from toiling for over two hours with little more than disposable gloves and recyclable garbage bags to clear an incredible 280 kg of waste. Mid-way through, I remember being distracted by a beautiful line of pink flamingos on the horizon. Suddenly, the gravity of what we had set out to accomplish and the herculean task that lay ahead became self-evident to the group. It injected more enthusiasm, resolve, and dedication to clear a few more bags of

trash, to visit more schools to teach students about Kuwait's bio-diversity, to network with more civil society organizations willing to lend a hand. And at each victory and challenge, en.v has been extremely supportive. By constantly renewing sponsors' interest, obtaining permits from the government, taking Al Yaal to prominent malls to raise awareness, and offering its staff's full consultation and skills, en.v has brought the program to where it is today. Al Yaal is a great example of communities, NGOs, educational institutions, corporations, and news media coming together to make a meaningful difference by designing and promoting a program that is truly the first sustained environmental initiative of its kind in Kuwait.



ACHIEVEMENTS

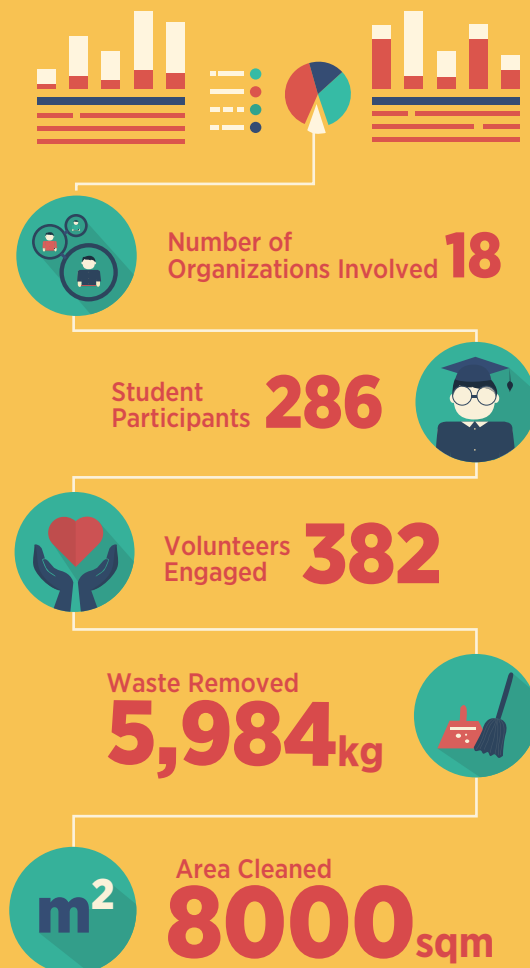
ENVIRONMENT

Sustained beach clean-ups are part of our continued efforts under Al Yaal, an initiative dedicated to marine conservation and the protection of the rich marine ecosystem of Kuwait. These are carried out in partnership with our sponsors and different volunteer groups and educational institutions. Each beach clean-up is conducted after securing permits from the Kuwait Ministry of Interior and follows the program methodology and defined safety guidelines. Volunteers are briefed on-site and each clean-up is assessed on a number of key performance indicators.

en.v also conducted a number of activities focusing on the use of creativity to promote responsible waste

management. One of these was the REUSE Recycled Art Competition which took place at the Avenues Mall in January 2014. Two-hundred and eighty-six students from eight local schools and universities competed with each other to create the best works made entirely out of recycled materials, and the top 50 pieces were selected for display at the exhibit. Visitors voted for their favourite art piece to decide the winner. Various media also attended the event, and an Instagram hashtag was created to monitor social media interactions. A cheque for \$1,000(USD) was awarded to the winner of the competition, AUK student Moustafa El-Khashab.

STATISTICS



ACHIEVEMENTS

PERSONAL STORY BY
ELSA BAPTISTA

HEAD OF ENGLISH LANGUAGE & LITERATURE DEPARTMENT,
THE AMERICAN INTERNATIONAL SCHOOL OF KUWAIT



Our school, the American International School of Kuwait, is privileged to have worked with en.v in one of their environmental social programs, the beach clean-up and rejuvenation of Sulaibikhat in Kuwait. Over the time span of three years, I took a team of anywhere from five to 25 students aged 13-18 to Sulaibikhat early Friday mornings. It was challenging to convince students to donate their time and to sacrifice their sleep. But, once we arrived at the site and were greeted by the enthusiastic Angelique and her team, and were outdoors in beautiful weather, my students

often boarded our bus back to school rejuvenated, refreshed, and feeling proud of themselves. During the three years we participated in the beach clean-ups, we saw Sulaibikhat transformed from a beach buried in metres of plastic, to a mangrove where new life started to grow and birds returned. I also noticed a change in my students—the once weary and tired students dreading Friday morning labor began to appreciate their morning outdoors, giving back to their community.



ACHIEVEMENTS

CAPACITY BUILDING

The STAND program has been the keystone of our capacity building efforts over the last three years with its combination of training workshops and sub grants enabling emerging civil society organizations to both learn about various aspects of NGO governance and put their newly acquired skills into practice. The first phase of the program, Bedaya, provided training in leadership, strategic planning and cooperative advocacy. The Injaz phase covered fundraising and proposal-writing, project management, monitoring and evaluation, and financial and HR management. The Ta'awun phase focused on coalition building, communication and conflict management. We then used the range of topics covered to create 12 training manuals and videos, tailored to the Middle Eastern context. These resources, available online in English and Arabic, are meant as an introduction for organizations interested in strengthening their knowledge and promoting collaboration and sustainability within the civic sector. As part of this program in collaboration with global law firm DLA Piper, we also held an interactive seminar on the regulatory framework for non-profits in Kuwait in February 2014, followed by legal clinics where organizations seeking to register or in the process of registering as

non-profits were able to consult with lawyers in hour-long one-on-one sessions.

Moreover, we have incorporated capacity-building activities into our other programs as well. In January 2014, the REUSE Design and Social Change workshop, conducted by internationally recognized designers—Tarek Atrissi and Sahar Ghaheri—focused on design solutions and equipped participating civil society groups with practical skills to promote their causes more creatively and effectively. In May, the REUSE Upcycling Workshop, led by Roma Soni a lecturer at Box Hill College Kuwait's Department of Art and Design, focused on how educators could raise environmental awareness and promote upcycling through the classroom.

More recently, during the second half of 2014, we also conducted three workshops in order to test run the Jawa application and familiarize civil society organizations with the platform. The first workshop provided useful feedback that was incorporated into the app's development, while the second included a practical demonstration of how to register and create and manage listings on Jawa.

STATISTICS



ACHIEVEMENTS

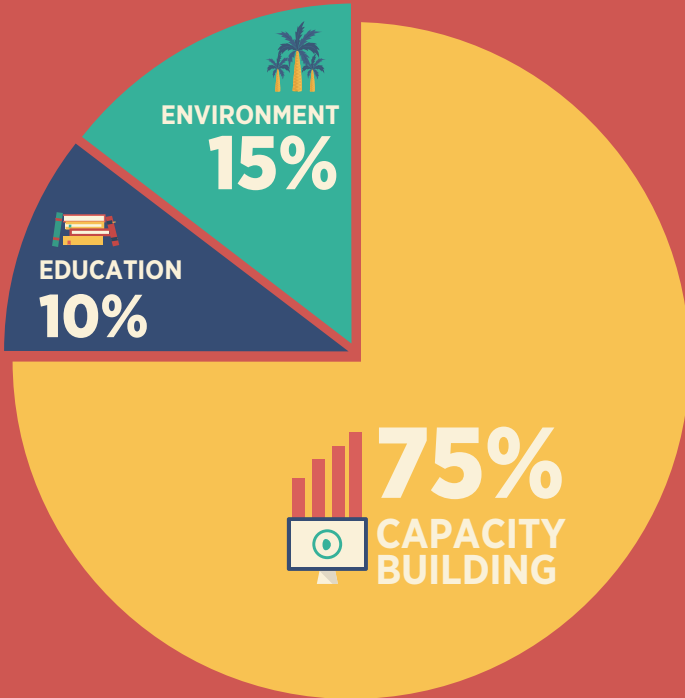
PERSONAL STORY BY
HAYTHAM AL HAWAJ
MANAGING DIRECTOR, DESIGNED VALUE INNOVATION

Having had the pleasure of being part of this program over the past several months has afforded me access to some very invaluable knowledge. By attending and participating in such a comprehensive and well-constructed program I was able to acquire crucial knowledge pertaining to the methodology behind properly structuring non-profit organizations. In addition to learning from the program itself, there was also much to learn from the carefully selected participants of the program, which were comprised of organizations that shared similar experiences in different fields. The information that those organizations were willing to share was not only useful but also quite eye-opening at times. In the end, the whole group proved to be a motivational network especially for those like myself

who still had their non-profit initiative in its infancy phase. This program has therefore duly contributed to helping the project blossom from a simple idea to a fully-functioning platform with some 2000 active users and growing.



FINANCIALS



% SPEND BY CATEGORY

- CAPACITY BUILDING
- EDUCATION
- ENVIRONMENT

CATEGORY	AMOUNT (USD)
CAPACITY BUILDING	558,235.25
EDUCATION	74,834.61
ENVIRONMENT	113,391.02
TOTAL	746,460.88

Disclaimer: Amounts reported are related to en.v's not-for-profit programs only. en.v's other professional engagements are not included in this report.

GRATITUDE

We extend our gratitude to all the wonderful organizations and individuals who have supported us through the years. In particular, we would like to thank our corporate partners, Zain Telecommunications, Dow Chemical Co. and HSBC, for their continued commitment to the success of our social programs. Also, the significant support we have received from our international donors, MEPI, PDC and The Body Shop Foundation, has been especially invaluable in carrying out our capacity building efforts.

A special thank you to Al Nibras International Bilingual School for their donation and Sadu House, Scientific Center, and ARTronauts for their unwavering support. Last but certainly not the least, we would like to thank our community of partners, civil society organizations, entrepreneurs, educators, participants and volunteers, without whose enthusiasm and diligence, our success would not have been possible.



HIGHLIGHTING ONE EXEMPLARY VOLUNTEER
MOUSTAFA EL-KHASHAB
STUDENT, AUK

Moustafa El-Khashab, a 26 year-old student from the American University of Kuwait (AUK), who also won the REUSE Recycled Art Competition in 2014, deserves a special mention here for his exemplary efforts. He is what any organization would describe as the ideal volunteer. He is dependable, punctual, committed to giving back to the society and does his job with utmost sincerity.

