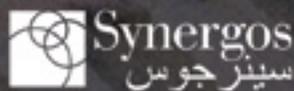




**Pioneers of Egypt**  
**Semi-Annual Report**  
**(July 2015 - January 2016)**



*in Shalateen, Egypt, women work on handicrafts to sell through the KonoZ Yadaweya online platform led by a Pioneer of Egypt.*

## Synergos goals in the Middle East and North Africa

### Social Entrepreneurship for Systemic Change

Since 2008, Synergos has worked in the Middle East and North Africa, creating enabling environments that allow social entrepreneurship to thrive, directly supporting outstanding entrepreneurs across the region, and focusing attention on particular geographic areas to ensure greater success for such entrepreneurs.

We are not only helping raise the number of people and communities these social entrepreneurs serve directly, but can also test ideas that can be replicated by others, inform public policy, and provide opportunities to engage business, government and civil society to modify in new efforts.

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*In Cairo, Families with low income generate revenue by selling crops planted on their rooftop farms built through Schaduf led by a Pioneer of Egypt*

## Pioneers of Egypt, Promoting Social Entrepreneurship and Volunteerism in Egypt.

Pioneers of Egypt, has an overall goal to expand employment and self-employment opportunities, particularly for youth, and supporting the new generation of social innovators.

**The program aims to achieve the following specific objectives:**

#### Pioneers program

Strengthen Social enterprises in Egypt, by supporting **20 Social entrepreneurs** and helping them scale up their social enterprises.

#### Startups program

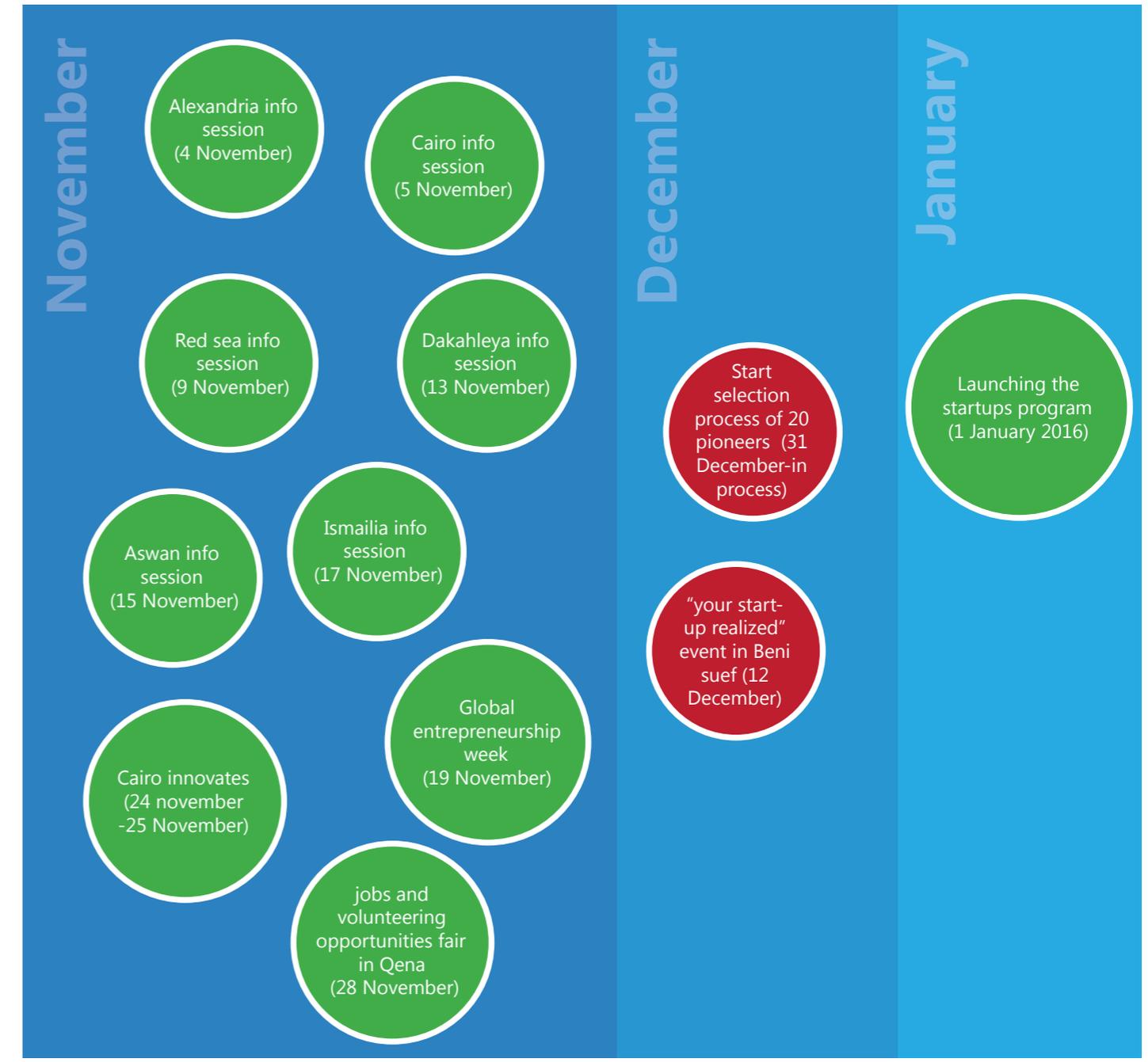
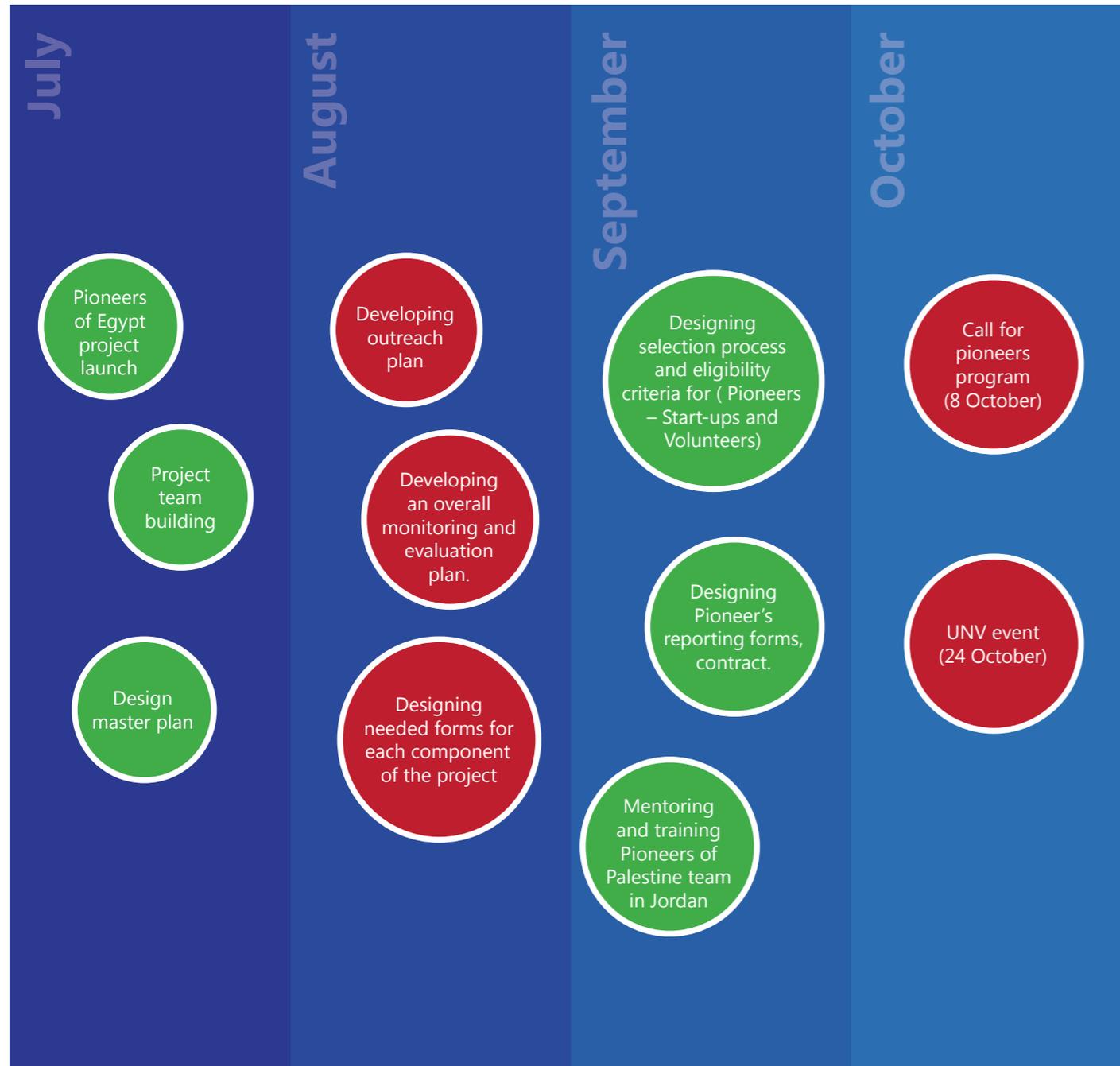
Enhance the skills and leadership potential of **50 start-up** social entrepreneurs who are engaged in promising work, by providing them with training and networking opportunities, to advance their ideas and programs.

#### Volunteers program

Enhance the skills of Egyptian youth through a Volunteerism program that will place **1,000 young people** at businesses and social enterprises.

*In Cairo, organizing art performances in public spaces by D-Caf ( Downtown contemporary Art Festival ) led by a Pioneer of Egypt.*

# Pioneers of Egypt (July 2015 – January 2016) Timeline



## Pioneers of Egypt outreach activities

Pioneers of Egypt team engaged in several activities to spread the idea of the program in different governorates. Below is a non-exhaustive set of practical outreach activities that we have implemented in the last three months.

### Participating in Entrepreneurship & volunteerism related events.

Pioneers of Egypt team participated in different Entrepreneurship and Volunteerism related events to raise awareness of the program among varied potential participants, and to network with key players of the entrepreneurial eco system.

### Information sessions

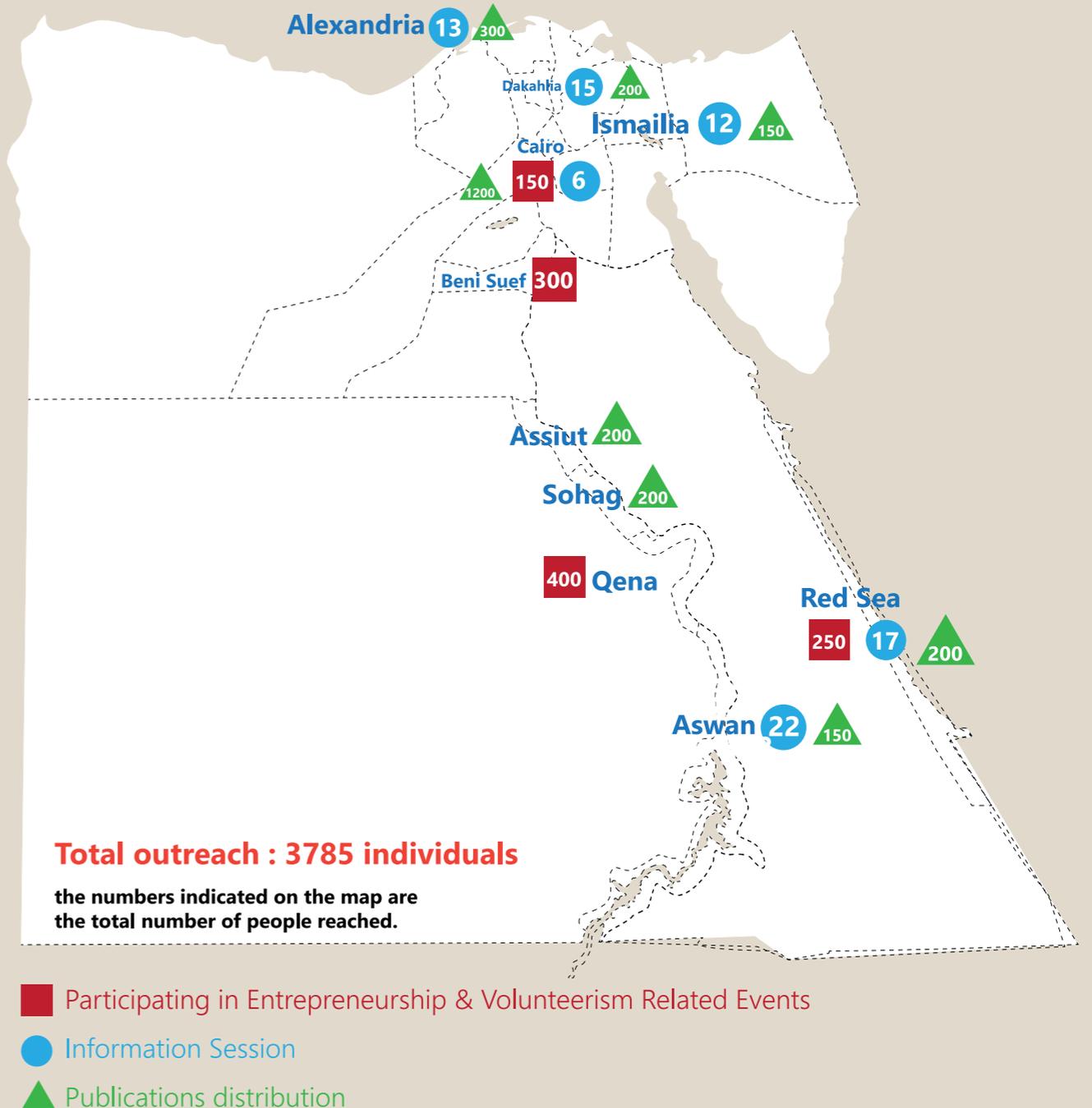
Pioneers of Egypt team organized 6 information sessions across Egypt. Its main objective was to raise awareness of the program, clarify the eligibility criteria of the Pioneers, start-ups and volunteers program and familiarize potential applicants to the application and the selection process.

### Publications Distributing

Publications is one of the important tools that helped us to expand the geographic coverage. That meant to/ that was planned to reach not only different governorates within short time period but also to spread the project idea among diverse applicants. Over 2500 flyers were distributed to promote for the three components of the pioneers of Egypt program.

### Social Media

Facebook is the most popular social network in Egypt, Egypt is ranked as the 14th worldwide in terms of audience size and 1st in the Arab region with 22.4 million users, which is why Facebook was chosen to be the main platform for Pioneers of Egypt social media campaign. Facebook provides a great opportunity to engage in a creative and dynamic way.



## Participating in Entrepreneurship & volunteerism related events.

### Cairo Innovates

Location: Cairo

Organizer: Nahdet Elmahrousa

Audience: Start-ups, Social innovators.

Objective: Cairo Innovates is an annual international exhibition that aims to activate interest and enthusiasm for science and innovation, increasing Egypt's productivity and global competitiveness. It gathers innovators, inventors, entrepreneurs in addition to banks, civil society representatives, with presence of media outlets.

Participation: Networking with entrepreneurs and civil society representatives.

### United Nations volunteers fair

Location : Cairo

Organizer: United nations volunteers program.

Audience: Volunteers, Social innovators.

Objective: offering volunteering opportunities, highlighting the positive impact of the participating projects on the society.

Participation: Through an assigned booth, we spread the word about the program and explained the applications and the selection process.

### South Valley university ( jobs and volunteering opportunities fair)

Location : Qena

organizer: Career development center – South valley University

Audience : Volunteers

Objective: introducing "the volunteers can" program to South Valley University students. Networking with development associations in Qena

Participation: Through an assigned booth, we spread the word about the program and explained the applications and the selection process.

### Global Entrepreneurship week conference

Location : Red Sea

Main organizer: Middle East Council for small Business& Entrepreneurship

Target Audience : Pioneers and start-ups

Event objective : Networking with the most Entrepreneurship eco system in Egypt

Type of participation:

A Session on community engagement as a driver for social entrepreneurship.

### ODAR Academy – your start-up realized

Location: Beni Suef

Main organizer: Beni Suef governorate and ODAR Academy

Target Audience: Start-ups

Event objective: promote social entrepreneurship and social investment in upper Egypt. Networking with organizations, initiatives and student activities in Beni Suef

Type of participation: Through an assigned booth, we spread the word about the program and explained the applications and the selection process.

## Social Media Outreach

The members of our Facebook page "Mobaderoon" before launching of the second phase of the program were 4924 members, but by the end of the first quarter the page likes almost doubled to reach 8,632. Below you will find some statistics related to gender classification, members age, and Engagement and members countries.

### Gender classification



44% Males



56% Females

### Our Facebook page is popular among different countries`

1  Egypt

3  USA

2  Saudi Arabia

4  Jordan

5  Syria

### From October 2015 to January 2016:

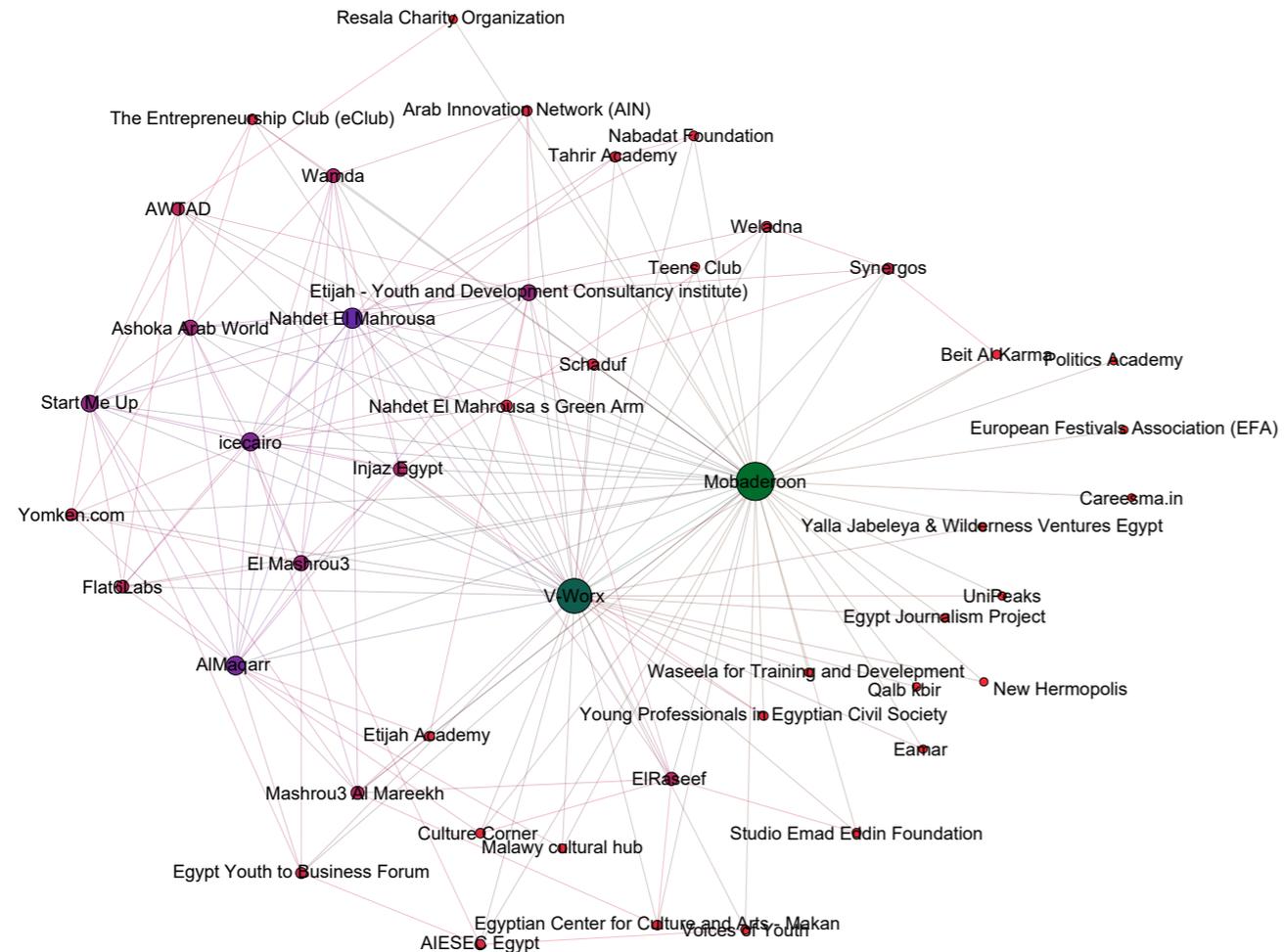
• Total Page Engaged Unique users : **13,869**

• Total Reach : **219,767**

## Social Media Analysis – Pioneers of Egypt Facebook page

The analysis of this data helps to assess the strength of the Pioneers of Egypt network, 47 different pages have a connection with “Mobaderoon masr” Facebook. The diagram below illustrates the state of the Pioneers of Egypt network on January 2016, which will be used as a baseline diagram to monitor the growth of the network during the program. Each circle representing an individual, organization or entity.

The closeness of each entity to another through a link signifies a close relationship between the two entities. This is determined by frequency and type of interactions between the two entities. The larger circles identify entities with a large following within the network.



## Selection process of 20 pioneers (31 December-in process)

Duration of the application was set for 3 Months, which started from the 8th of October till the 31st of December 2015.

The selection process is divided to three stages,

### 1) Application Evaluation

The first stage which consists of two steps, is an ongoing process starting with opening the call for the applicants and ending by the 31st of January 2016. The first step is the filtration of applications by two internal evaluators according to five selection criteria; project’s registration, proven success, innovation, social impact and sustainability. The second step is the screening of applications by external judges, who are familiar of the social entrepreneurship ecosystem in Egypt. External judges will evaluate the application according to very specific criteria, first the Idea, they score the originality, creativity of adaptation, Urgency and feasibility of the idea. Then the entrepreneur’s commitment to society, their proven track record, network and partners, their organizational capacity. The impact of the idea on reducing poverty and sustaining social justice, the final criteria is the potential of idea replication and expansion.

### 2) One to one interview and field visits: Planned on February

### 3) Contacting the references: Planned on February

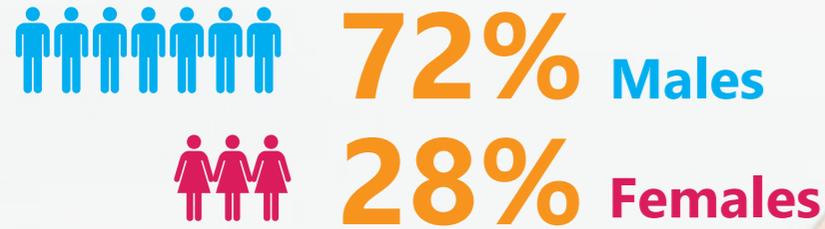


In Cairo, organizing art performances in public spaces by D-Caf ( Downtown contemporary Art Festival ) led by a Pioneer of Egypt.

## Pioneer's applications analysis:

The applications received were very diverse, 155 applicants covering 81 % of Egyptian governorates, 11 different thematic areas, their financial resources varied investments, grants, donations and self-funded projects.

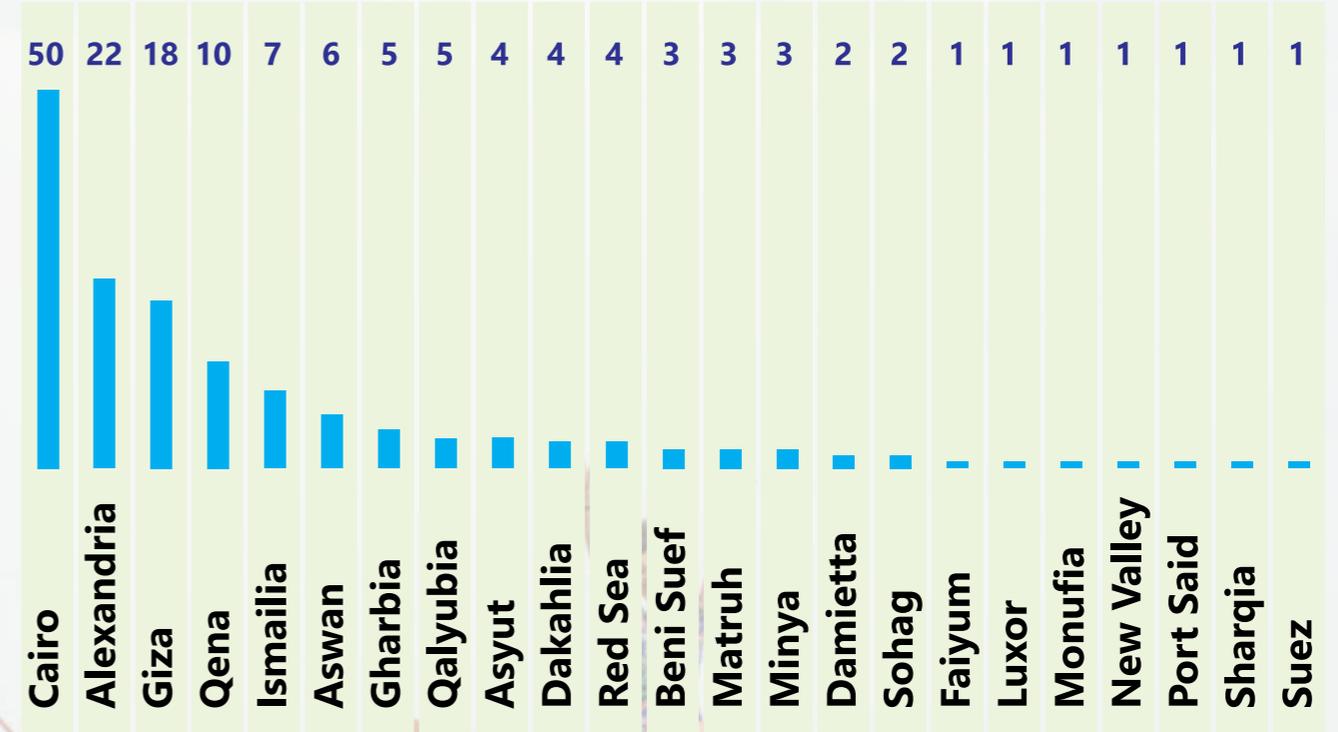
### Gender Disaggregation:



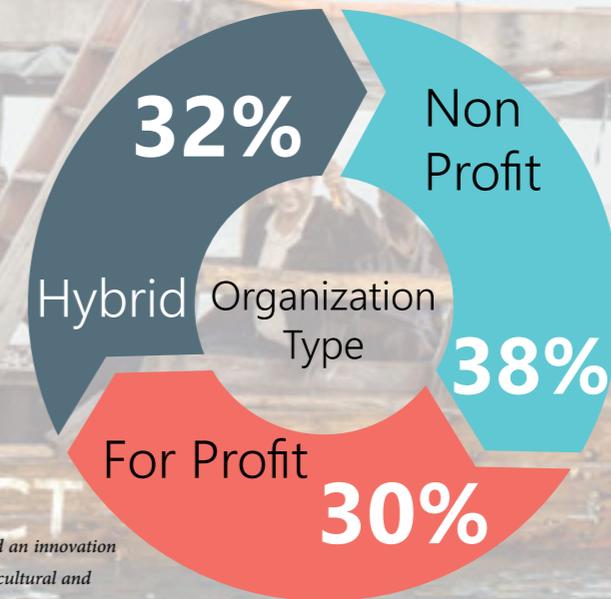
### Thematic area



### Geographic Distribution



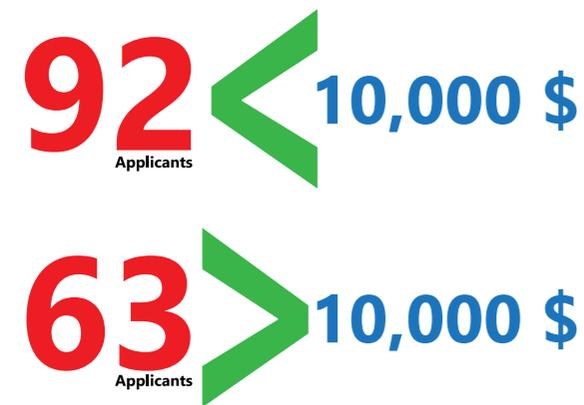
### Organization Type



THE NILE PROJECT

Through an innovative approach combining music, education, and an innovation platform, the Nile Project led by a Pioneer of Egypt addresses the cultural and environmental challenges at the root of the Nile conflict.

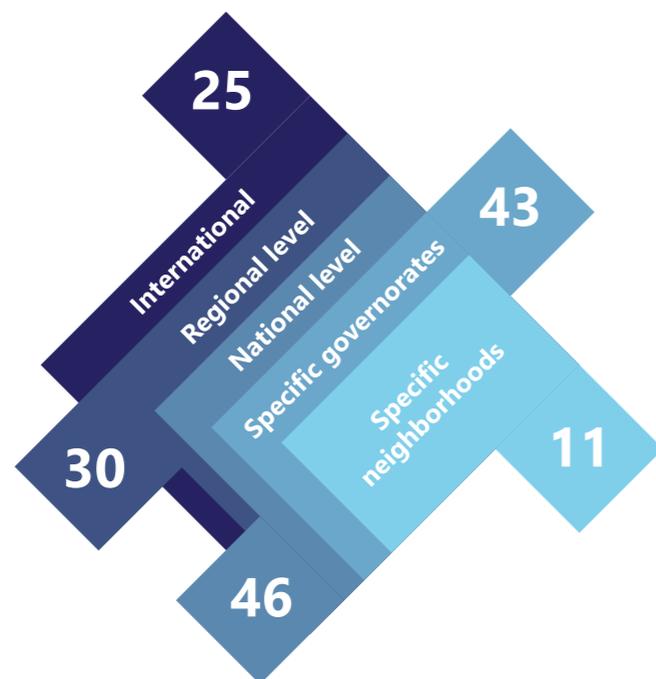
## Applicants Annual budget



## Applicants financial resources



## Areas Served



## Conclusion and recommendations:

In the preparation stage, we redesigned announcement, application, reporting forms according to the lessons learned from the first phase of the program. We used different strategies of outreach (info sessions, events, contacting stakeholders, flyers distribution, and social media coverage) to attract the target beneficiaries of our program (social entrepreneurs, startups social innovators, and volunteers).

While we were scoring the pioneer applications we noticed that we succeeded to reach approximately all the governorates of Egypt, except four governorates out of the 27 governorates (Kafr el-Sheikh, Beheira, North Sinai, south Sinai), so we are preparing to cover these governorate in the startups & volunteers projects. The thematic areas, covered by pioneer program applicants, were very diverse, and we are planning to approach more projects working in the health, agriculture and human rights sector for the startups project.



