



نيابة  
محفص للتعديل

eti'ah

المؤسسة الاستشارية للشباب والتنمية  
Youth and Development Consultancy Institute



## Etijah Profile

## About

Youth and Development Consultancy Institute - Etijah was founded and registered in 2006 in Cairo, Egypt to serve youth using local resources, while fighting inequality in all its forms including economic, gender and geographic inequalities.

Etijah seeks to empower youth through providing them with the necessary skills to promote active participation and leadership, while building the capacity of both governmental and non-governmental youth-serving organizations.



"Etijah enhances understanding and appreciates youth as one of the most important assets a country could have. This is why it reinforces effective methodologies that are in compliance with the Arabic culture, especially in the area of community and youth development."

*Hisham El Rouby, Etijah CEO*

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# Etijah Partners



## Vision

Etijah seeks to promote and facilitate the establishment of an equitable society in which all members have an opportunity to participate in building the social, political and economic infrastructure of Egypt. All of Etijah's projects are geared towards creating a thriving environment, in which community members are granted an opportunity to progress, and to improve the quality of their lives, and subsequently, that of their families' and society.

## Mission

Etijah aims to build the capacities of governmental and non-governmental youth-serving organizations, so as to provide a professional and safe context for youth development assistance to lead in Egypt. This stems from Etijah's belief that providing other NGOs with different sorts of assistance will lead to strengthening the bond between those organizations, and youth. It will also lead to the transformation of youth from being solely beneficiaries to becoming active citizens. This will directly reflect on the efficiency of the partner NGOs.

# Organizational Values

## Vision

We value open and honest conduct at Etijah. This is reflected in our data management, recruitment, personnel relations and management, and financial management policies and procedures, as well as in our communication with our partners and above all, our beneficiaries.

## Freedom

We empower youth to exercise their economic, political and social freedoms through facilitating access to rights and equal opportunities.

## Equality

At Etijah, we take pride in enforcing our non-discrimination policy, and celebrating the diversity of our staff and participants in our programs. We aim to reach the equality of all people in terms of status, rights, opportunities and treatment.

## Respect

We recognize and respect the dignity of all people, and believe everyone is worthy of honor and respect regardless of any vulnerability, or social or economic conditions.

## Accountability

We have obligation to account and accept responsibility for actions/ activities, and to disclose the results in a transparent manner to our served communities, and to our partners.

## Confidence

We firmly believe in building and fostering healthy relations among community members, between Etijah team and communities, and internally between our team members. Ultimately, we seek to create an environment which enables development and growth.

## Cooperation

We partner directly with community members, partner organizations, and community leaders to achieve a sustainable impact in the communities we serve. We apply partnerships on community, national and global levels to attract all kinds of support for our collective objectives that are aligned with the United Nations Sustainable Development Goals (SDGs).

## Empowerment

The central purpose of our mandate is to equip youth with the capacity and skills to necessary to improve their livelihoods. Through this, we seek to inspire youth to become leaders in their own communities and to realize their own dreams.

## Sustainability

We plan, monitor and evaluate our impact based on our ability to maintain specific development outcomes with Economic, Environmental and Social lenses.

## Target Group



**Youth  
& Adolescents**



**Youth Workers**



**Youth-Serving  
organizations**

Etijah targets a comprehensive development approach of disadvantaged communities' utilizing the capacities of youth to serve and engage in responding to local development challenges. Etijah works to provide youth, and youth workers with education and training to support them with essential tools needed to work effectively with disadvantaged communities. The



The primary target audience for Etijah are youth individuals and organizations that work primarily to provide services for youth. Most youth workers make their way into the job market through the practice of their jobs, without formal education and training. Realizing this fact, Etijah aims to serve as a consultancy institute that develops and enhances professional cadre in Egypt and the Arab world.

Etijah works to build the capacity of governmental and non-governmental youth serving organizations through enhancing and dispersing development methodologies, which further empowers these organizations and enables them to maximize their abilities to better serve youth in a proficient manner in addition to ensuring the sustainability of their programs.

## Philosophy and Methodology

**Community Youth  
Development CYD**

Community youth development is defined as working to establish a supportive environment where meaningful and peaceful relationships are maintained between individuals and peers, while at the same time, providing different opportunities to enable youth to realize their full potential and become active and engaged in their own development and communities. (Perkins et al, 2008)

**"ABCD " Asset  
Based Community  
Development**

Asset Based Community Development (ABCD) is an approach for sustainable community-driven development. ABCD seeks to link the micro-assets of a specific community to the wider environment. The power of the ABCD strategy lies in communities themselves who can drive the development process independently by identifying and utilizing existing assets, and consequently forming local economic opportunities and solutions. (ABCD Institute, 2008)

**Participatory  
Approach**

Where youth practically contribute along different phases of projects from planning and designing all the way to implementation, execution and evaluation.

# Team

Etijah's team is made up of experienced and qualified individuals who have been involved in various disciplines of development for many years; especially those related to youth development and civic engagement, research methodology development, and community development approaches. Our staff possesses broad experience in approaching local communities and identifying the community's needs and assets. Our team encompasses the promising young people with the vast experienced youth workers under one umbrella.

Etijah, currently, owns a set of research tools and forms which greatly assist in painting a clear picture of local communities, but there is always room for more modification and innovation. Our staff is experienced in developing and adopting development methodologies that are tailored to suit different backgrounds, challenges, and cultures of the Egyptian local communities.

## (SDGs)Etijah Contribution towards Sustainable Development Goals







# Entrepreneurship and Employability

# Enterprise Development Programme

2021 – 2023

## Partner: International Labor Organization - Egypt

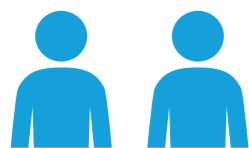
The programme targets 500 aspiring potential and existing youth entrepreneurs aged 18–35 years old residing in Greater Cairo Governorate, and at least, with a great focus on women beneficiaries. The program’s phase 1 has successfully qualified 500 trainees from Egyptian host communities to develop and scale up their businesses. The current program’s phase will include aspiring youth from refugees and asylum seekers, and highly focus on post-training customized support activities.

### The program aims to realize the following key results:

- Gain a thorough understanding of the Socio-Economic profiles of Refugees, Asylum-Seekers, and the most promising sectors for self-employment, especially how they are integrated economically with Egyptian host communities;
- Promoting Entrepreneurship in local communities to 1,000 youth aspiring and existing entrepreneurs in greater Cairo;
- Building the capacities of 500 aspiring potential and existing youth entrepreneurs from asylum seekers and Egyptian host communities on ILO certified curriculums GET AHEAD and Start and Improve Your Business (SIYB);
- And finally, providing post training support for persons who have participated and completed the training programs, in order to run and/or scale their Businesses successfully;



(Get Ahead round 1 - Asmaa Hassan - Selling clothes)



**292** participants received GYB and SYB training

**278** Women received GET AHEAD training

**254**

Business Plans were developed

**183**

one to one coaching sessions

**93**

beneficiaries attended the networking event

**22**

aspiring Egyptian youth received business awards/cash grants

# TOMOOH Program

2017-2025

Partner: Secours Catholique "Caritas France"

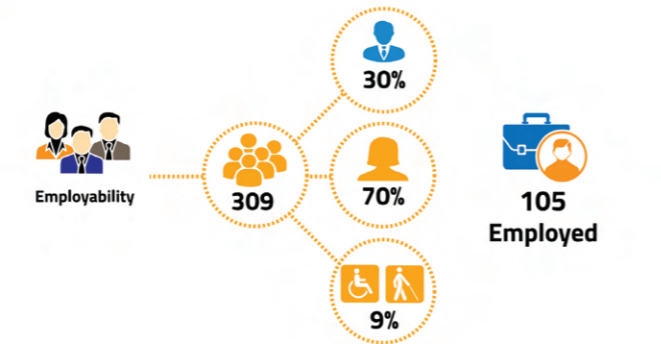
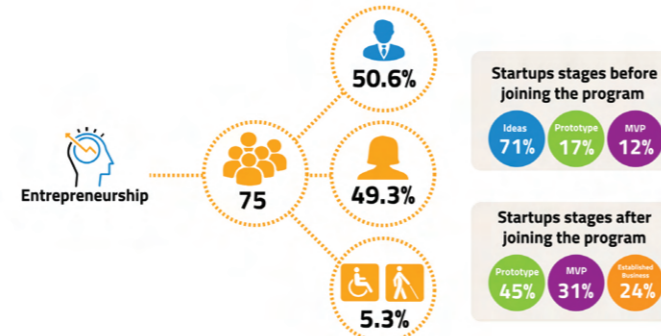
TomooH Program has started since 2017 as an Economic Empowerment program that offers diverse and evidence-based market led interventions to build the capacities of young Egyptian graduates of public universities and qualify them to the labor market. The program is currently running the third phase, which has started in 2022, after 2 successful phases between 2017 and 2021.

## Entrepreneurship Program

The program is oriented towards serving Early-Stage Non-Tech and Tech Startups, by providing comprehensive services of training, mentorship, coaching, networking opportunities with investors and relevant incubators and accelerators, and finally, an opportunity to access finance through pitching to a judging panel.

## Employability Program:

TomooH Employability program targets graduates of Egyptian public universities, to build their capacities in order to qualify them for the labor market. The goal of the employability program in the third phase of is to build the capacities of 450 young people, on



knowledge, skills and attitudes for employment, over the three years of the project duration. Furthermore, the program's mentors will work with each participant to develop a customized individual Personal Development Plan (PDPs), and match their profiles with internships in their relevant fields.

# Youth Entrepreneurship Network

2018-2019

Partner: Strengthening Entrepreneurship and Enterprise Development (SEED) Project

Inspired by the grave economic conditions that cripple the ability of youth and women find, seize and create economic opportunities, the objective of this project is to raise awareness on entrepreneurship and strengthen youth capacities.



3000 youth



Aged 18-28



Focus on women  
(at least 60% of participants)



2 Governorates  
Kafr El-Sheikh, Sohag

## This is implemented through:

- The establishment of 2 local hubs
- Desk review on entrepreneurship ecosystem
- ToT program including training on entrepreneurship skills, business management, and mentorship.
- Launching a networking event to link participants with various youth entrepreneurship organizations,

# Meshwar Aman

2017-2019

Partners: Sawiris Foundation for Community Development, Uber

The main objective of Meshwar Aman is to combat youth unemployment in Egypt.



Youth, aged 21-35



3 Governorates  
(Cairo, Giza, Alexandria)

Participants have received capacity-building training by specialists in each of the 3 governorates, with the aim of developing certain skills such as customer service, etiquette, basic English language skills, GPS usage.



# Job Opportunity - Forset 'Amal

2015-2017

Partners: European Union (EU), Social Fund for Development, World Bank

The aim of this project was to train and qualify unemployed youth in Cairo for job opportunities in the retail sector.



150 youth (aged 18-29)



3 district in Cairo  
(El Zawya El Hamra,  
Mansyet Nasser, Bulaq  
Aby El Ela)

The training program offered covers the following topics:

- English language course
- Marketing and sales skills
- Employability and life skills
- Customer service
- Resume writing and interview skills

# Pioneers of Egypt (Mobaderoon Masr)

2013-2017

Partners: The Synergos Institute (phases 1 + 2), USAID (phase 1), Alwaleed Philanthropies (phase 2)

The overall aims of Pioneers of Egypt was to expand employment and self-employment opportunities for youth, and to support a new generation of leaders in business and civil society.

The initiative was implemented in 2 phases **2012-2014 (phase 1)**, **2015-2017 (phase 2)** to achieve the following specific goals:

Strengthening community-led initiatives in Egypt that demonstrated economic and social development

**75**  
established Egyptian entrepreneurs

**257**  
start-up social entrepreneurs

**2070**  
youth





- Emphasis on initiatives promoting youth development, job creation and income generation opportunities
- Enhancing the skills and leadership potential of youth entrepreneurs through training, workshops and exchanges.
- Building the skills of Egyptian youth to enhance their employability
- Volunteers program which place youth in Businesses and Social Enterprises to provide them with employability skill-building and training

## Etijah Academy Retail Project

2012-2014

**Partner: Nahdet El Mahrousa**

Etijah established the Retail Project in 2012 after adopting a new integrated methodology of assisting youth in gaining employment through:

- Rehabilitation and job readiness
- Nomination for job opportunities, and follow-ups
- Guidance for unemployed youth
- Set of successive training sessions offered by Etijah's Academy for Retail Industry
- Life and functional skills





# Education and Training



# Coding with Empathy Program

2021 - 2023

Partners: Empatico - Stevens Initiative - Code.org

## Program's summary:

"Coding with Empathy" is a program implemented by Etijah in partnership with Empatico, and Code.org and funded by Stevens Initiative. The program targeted 225 preparatory schools' students in phase 1 and 200 students in Cohort II from all over Egypt, with the aim of building the students' capacities to understand the links between non-technical skills such as SEL (Social-Emotional Learning) and STEM (Science, technology, Engineering and Math) and how to integrate both skills to solve community challenges. Students got the opportunity to analyze and understand real community challenges and learn how to address these challenges using computer concepts and tools, as well as SEL skills and ethical considerations. Students have virtually shared their experiences, ideas and interest in computers with their American peers in a gamified manner created by Code.org, and under the facilitation of Computer Science Mentors. These sessions are interactive, allowing students to share their questions, and to discuss future visions utilizing coding and Artificial Intelligence (AI).

## Program's outcomes:

The student learn the following skills:

- Cross-cultural communication
- Empathy and Perspective taking
- Knowledge about another culture or country
- Problem solving
- Critical and creative thinking
- Importance of integrating non-technical skills (e.g., SEL) into STEM
- Global citizenship
- Awareness about how technology can help solve problems
- Awareness and interest in coding-related and CS careers





# Bridge Qualifying Scholarship

**2021-2024**

**Partners: Sawiris Foundation for Social Development**

**Bridge is a qualifying scholarship for public high school students who were enrolled in the Academic Year 2021/2022**

**Governorates: Behira, Kafr El Sheikh, Qena, Beni Suef**

Sawiris Foundation for Social Development presents Bridge Qualifying Scholarship Grant, managed and implemented by Youth and Development Consultancy Institute (Etijah). Bridge is a qualifying scholarship for students enrolled in the first year of secondary public schools in the Academic year 2021/2022. Bridge Qualifying Scholarship works to build the participating high school students' personal and linguistic capabilities in order to familiarize and qualify the students for various high-quality study programs and scholarships. In addition to, building a community sense of the students to promote societal change through volunteering with the local associations.

The project aims to empower high school students throughout the 3 years of secondary school a total of 220 students aged 14-16; whom qualified to start their first year of secondary governmental schools. The programme will be implemented in 4 Egyptian governorates; Behira, Kafr El Sheikh, Beni Suef and Qena. The targeted number of students will be gender balanced and includes %5 of students with disabilities.

## Program Objectives

Preparing and qualifying male and female students to be admissions ready to scholarships at distinguished universities inside or outside Egypt by:

1. Improving basic English language skills (Reading, Writing, Listening, Speaking) and Academic Writing skills.
2. Preparing and qualifying students to achieve a high score at the International English Language Test IELTS, which is required for admission to scholarships.
3. Enhancing personal and life skills, leadership skills and community participation skills.
4. Develop computer skills and distance learning skills.

## Bridge Scholarship Offerings

- Covering all the expenses of the qualifying programs
- Basic English language Program
- Academic Writing Skills
- IELTS preparation program and test taking
- Computer training
- Life Skills Program and leadership skills
- Follow-up on students' performance throughout the duration of the program, while providing academic guidance and psychological support
- Providing a tablet device for each participating student



# Public University Scholarship Program (Community Outreach)

2015-2023

Partners: AMIDEAST, USAID

The Public University Scholarship Program is a scholarship for high school graduates to attend excellence programs at public universities, as part of the joint US-Egypt Higher Education Initiative (HEI). The program involves 5 public universities and 8 faculties - Engineering, Information Technology (IT), Science, Agriculture, Law, Commerce, Mass Communication, and Economics. The program offers financial aid for tuition fees and ongoing academic support as well as scholarships for disabled students.

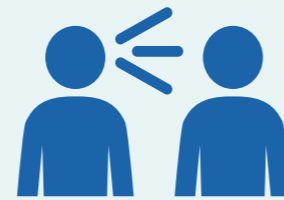
**The scholarship also includes supplementary activities, to enhance the students' experiences.**

- Intensive English language courses
- Study skills program
- Leadership training
- Character building and business development/entrepreneurship training
- Career planning services
- Mentoring and networking activities
- Community service opportunities
- Internships, and summer training in field of study
- Semester or summer abroad (in the US) for 65% of students

**Etijah conducted community outreach through:**

- Public awareness sessions
- Flyer distribution
- Social media coverage
- Partnerships with local community organizations

In 2018



613,057  
people reached



3,971  
applications submitted





# Public University Scholarship Program

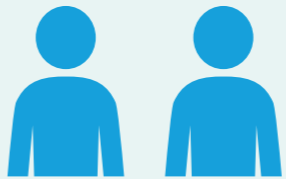
2015-2022

Partners: AMIDEAST, USAID

Community service is a vital component of the joint Higher Education Initiative (HEI). The main objective of this component is to assist HEI students in identifying community development issues, using their skills to find applicable solutions through local community service, enhancing their leadership skills, and contributing to development in Egypt as a whole.

The implementation strategy for this component is twofold:

1. Placement of HEI students in NGOs dealing with development issues in Egypt
2. Encouraging the students to create their own social initiatives, to fill the developmental gaps in their own communities



63,566

volunteer hours completed



11

education, childhood, health, sports, services for people with disabilities, women empowerment, senior citizens, environment, economic growth, animal rights, and civic engagement

16

social initiatives implemented

# Dream For My School

2015-2017

Partner: Gesellschaft für Internationale Zusammenarbeit (GIZ)

Dream For My School is an initiative composed of 2 projects, with the goal of improving the environmental conditions in primary schools located in their Cairo, focusing on the following two aspects:

## 1. Sanitation

- 3 schools - Al Nahda Al Moaana, Filsteen, Mahmoud Khater
- 3200 elementary students
- Renovation of water and sanitation systems in the schools
- Awareness-raising sessions as an introduction to personal hygiene and civic engagement

## 2. School gardens

- 3 schools - El Khansa'a, Mohamed Abdo, 6 October



**5640**  
students



**360**  
teachers

- Identifying their needs through a baseline survey
- Training sessions on capacity development + raising awareness on farming, climate change, shades/benches/fans for heat mitigation



## Young Arab Voices

**2011 - 2013**

**Partners: Anna Lindh Foundation, British Council**

This regional initiative aimed to provide Arab youth with debate skills and facilitate the exchange of ideas on various local, national and regional topics, in order to contribute to building more democratic and pluralistic societies in the Arab world.

The participants were from the following Arab countries: Egypt, Jordan, Libya, Morocco, Tunisia.



## Enhancing Youth Leadership

**2011 - 2013**

**Partner: Plan International**

This initiative aimed to train young volunteers in Cairo on the basics of development, volunteering, community studies and planning youth initiatives. In addition, some social initiatives were enacted, such as the training of managers and employees of youth centers on participation, strategic planning and networking among youth organizations.

## Public Debate and Dialogue Program (Monazra Land)

**2013**

**Partner: UN Women**

This program employed a new 'edutainment' technique through Monazra Land, an innovative debate board game geared towards the empowerment of women and girls. During the program, participants enter a simulation representing our world, and practice their debate skills while learning about topics such as human rights and peaceful coexistence, through an immersive, interactive experience.

ToT program

**Mostly from 4 governorates - Alexandria, Aswan, Cairo, Mansoura**

## Activating the Role of Youth in Public Life

**2011 - 2013**

**Partners: Egyptian Red Crescent (ERC), Young Men's Christian Association (YMCA)**

The goal of this project was to involve Egyptian youth in public life through supporting and improving their sense of social responsibility, and enhancing their leadership skills.

- This was achieved through providing youth with a space to create and implement their own initiatives in the fields of health, education, and the environment.
- The project was implemented in 8 governorates - Alexandria, Assiut, Cairo, Gharbiya, Kaliobiya, Minya, Monufiya, South Sinai.

## Education Reform in El-Marg District

2008

**Partner: Education Reform Project (ERP)**

The aim of this project was to provide technical assistance to the Education Reform Project (ERP) in 40 schools located in El-Marg district in two ways:

1. Strategic planning workshops, designed based on an initial study assessing the needs for each school, for the school principals, the training unit direct, and representatives of the board of trustees for each school. This was the first strategic planning program to be implemented in educational institutes in Egypt.

2. Forming and training youth groups to assist in health and education activities. The training involved studying community assets and needs, mapping local assets, utilizing assets to fulfill community needs. The activities involved reducing rates of school dropouts and illiteracy, as well as conducting health awareness campaigns.

## My School (Madrasty)

2017

**Partner: Vodafone Foundation for Community Development**

This project's goal of improving the educational environment in Egypt was realized through the renovation of primary schools, in 2 phases:

1. The first phase included educational reform, youth development and NGOs.
2. The second phase involved a number of 136 schools in all governorates.

## A Step Towards Our Future

2010

**Partner: Youth Association for Population and Development (YAPD)**

Through this project, Etijah aimed to raise the awareness of youth in Upper Egypt on health issues through establishing and delivering counseling services at youth centers.

The Etijah team was responsible for:

- Developing the counseling manual
- Assessing the needs of youth regarding reproductive health and social practices
- Training counselors and volunteers





# Humanitarian

# Sanad Project: Safe Spaces

2017-2023

**Partners: Ministry of Youth and Sports, UNFPA**

Women and girls from the refugee community receive case assessment, diagnosis, and case management services. These services include various psychosocial support services provided in group or individual settings.

The main objectives of Sanad Project is to support Syrian refugee women in El Haram and New Damietta by providing them with safe spaces to socialize, and express themselves freely, and gain access to physical and mental health support as well as education.

**The 3 main programs implemented are:**



With the objective of providing case management and psychosocial support services for women and Girls from Refugees and Host communities, the case management activities at Sanad Safe Space aimed at providing the beneficiaries with the required psychological support needed through counselling, group therapy, psychodrama and other activities.

**6,410** of beneficiaries assessed for case management & diagnosis

**18,548** beneficiaries reached with all types of SRH services and awareness activities.

**33,991** beneficiaries reached with GBV programming services and raising awareness activities.

**1,348** vocational training & economic empowerment beneficiaries.

**1,590** social integration activities attendees.

Etijah created a strategic partnership with UNFPA and the Ministry of Youth and Sports to work collectively on SRH issues including family planning, ending FGM, fighting early marriage and raising awareness on violence against women. The challenges facing women in the public sphere made it necessary to create Safe Spaces in targeted areas, where women can be encouraged freedom of expression away from responsibilities and presence of men. A safe space goes beyond the physical place. It is about the behaviors and interactions that create an open and accepting environment, a space where everyone feels respected and valued. Women can contribute actively without fear of being judged on any basis.

## Dignity/ Hygiene Kits

In its response to the COVID-19 outbreak, Etijah is ensuring its interventions address the needs of the most vulnerable, especially women and girls, as well as support Refugees against the pandemic. The effect of disease outbreaks on women differs from that on men. The COVID-19 outbreak has hindered the access of women and girls to services, hygienic products due to the lack of access to public spaces. Etijah with the UNFPA supported **2581** (Number in bold font) Dignity/ Hygiene Kits to support the vulnerable women & girls from Refugees. The kits included sanitary pads, hand soap, disinfectants, toilet paper/tissues, hand sanitizer and cloth Face mask. The cloth masks were made by Syrian women beneficiaries of the Sewing workshop delivered at Dammiata Safe space. They also include a leaflet providing information on preventive measures against COVID-19, including handwashing, the importance of social distancing, and addressing stigma, as well as information on menstrual hygiene for women and girls.





These safe spaces are meant to provide psychosocial support for women and offer empowerment and educational activities. The spaces provide psychological support services to mitigate the risk of SGBV, provide the necessary support to survivors, assist in early detecting cases and raise the awareness of SGBV, reproductive health and basic health topics among refugees. The safe spaces delivered GBV programming and services to 21063 beneficiaries. The project built a full cycle of referral mechanism and case management to address gender-based violence against women.

**Activities conducted in these safe spaces include:**

- Self-defense lessons
- Group therapy
- Theatre workshops (e.g. We are Here)
- Storytelling workshops
- Vocational training
- Recreational activities

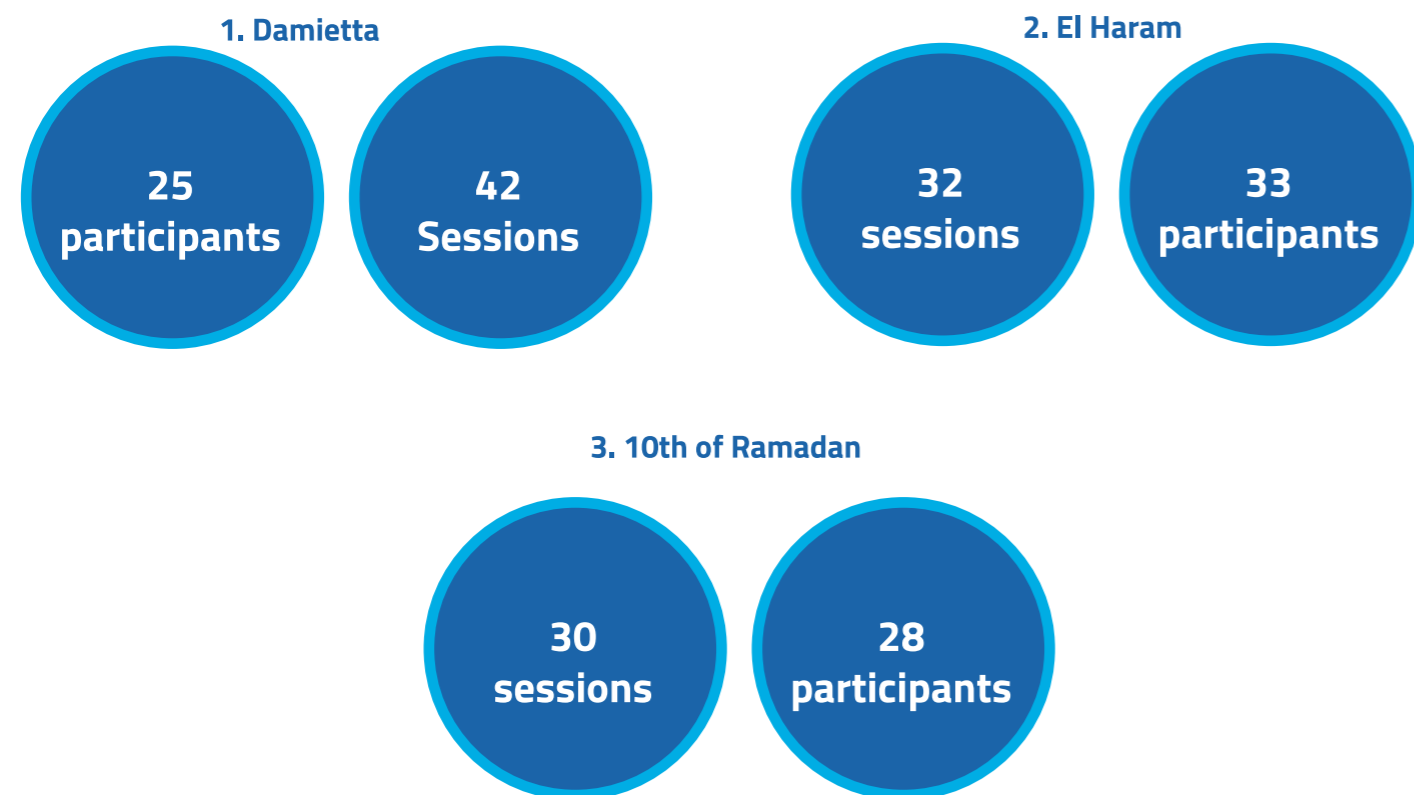


# Nawah Community Theatre for GBV and RH

2017-2021

Partner: UNFPA

As part of the Sanad Project, this program aims to raise awareness on the impact of GBV in Egyptian and Syrian communities, using theatre as a medium to inform, educate, entertain and engage the community. 3 teams were recruited and trained to use community theatre as an effective tool for social change in 3 governorates:



# Health and Women's Empowerment



# Destination Egypt

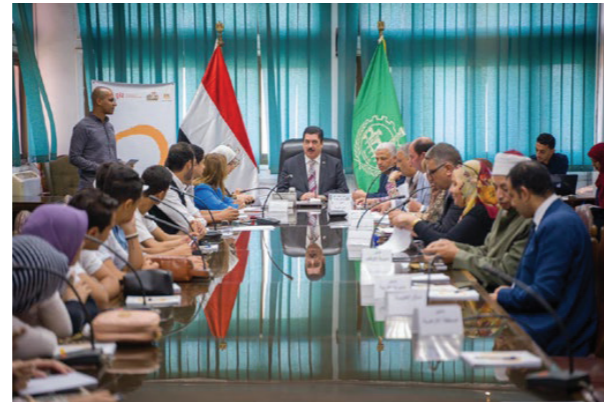
2019-2020

Partners: Ministry of Youth and Sports, UNFPA

Destination Egypt 2030 is a national initiative that aims at mobilizing young people to address developmental challenges through edutainment, promotion of youth engagement and contribution towards the achievement of Egypt's Vision 2030 in order to promote developmental achievements, historical heritage and Egypt as a destination to visit. Destination Egypt 2030 initiative has conducted nine rounds in different governorates of Egypt. The rounds were organized in cooperation with the Ministry of Youth and Sports and funded by the United Nations Population Fund "UNFPA". The initiative involves three-day activities, each promoting different developmental issues. Each round included different activities like awareness session, community theatre performance, art workshop, 2 km Run, policy dialogue and touristic visit.

Etijah, along its partners, use sports as an entry point for youth engagement, especially young girls' empowerment. The activities not only mobilize young people, but they create a platform for debate between adolescent girls and boys. In Qena, Destination Egypt 2030's activities coincided with International Women's Day, as participants spent the three days discussing women and girl empowerment.

- 9 rounds
- 38,867 youth participants
- 20,625 participated in the Run
- 218 youth participating in policy dialogue



# Football Juggling Marathon

2020

Etijah has conducted a Football Juggling Marathon event during the 16 days of activism against Gender-Based Violence in partnership with the UNFPA and the Ministry of Youth and Sports and with the support of the Italian Agency for Development Cooperation to raise awareness of population issues and combat GBV. During the event, which was streamed on Etijah's social media to reach 1652 individuals, the Egyptian freestyle footballer known as Yorok has covered a distance of 6 kilometers and 150 meters and thus broke the previous record of 5 kilometers and 820 meters achieved by John Farnworth (UK) in Morocco in 2019. The timing of breaking that record was selected to help the youth and others interested in the field of sports also get to know more about the 16 days of activism and the importance of combating GBV and other harmful practices using creative and innovative ways.



## Sports for Development

2017-2019

Partners: Ministry of Youth and Sports, UNFPA

Sport has the power to attract, mobilize and inspire people. By its very nature, sport is about participation, inclusion, and citizenship. It stands for human values such as respect for the opponent, acceptance of binding rules, teamwork and fairness.

We use Sports for Development as an outreach strategy for vulnerable communities. The Sport for Development project aims to raise awareness about sexual and reproductive health, and gender-based violence using 2 main Approaches:

### 1. Training of Trainers (ToT) Sessions on GBV

From 2017 to 2019, more than 5000 youth were trained to disseminate messages across Egypt on Sexual and Reproductive Health (SRH), Gender Based Violence (GBV) and Female Genital Mutilation (FGM).

### 2. Sports Awareness Events

- More than 5000 participants/beneficiaries
- 6 governorates - Assiut, Aswan, Beni Suif, Fayoum, Qena, Sohag

### The activities included:

- Zumba classes
- Football matches
- Theatre performances
- SRH sessions
- Medical convoys
- Art therapy
- Wendo classes

## Community Arts - Nawah Theatre Teams: Reproductive Health and Gender Issues

2015-2021

Partner: UNFPA

Funded by UNFPA and in cooperation with the Ministry of Youth and Sports, Etijah launched Nawah Initiative in 2014 in Sohag, Assiut and Sharqia. Nawah means "A seed" in Arabic. The initiative was formed in the belief that one person, or one initiative cannot change the whole community or do immediate change but it can plant a Seed for Change. The main goal of the initiatives is to promote and facilitate changes in knowledge, attitudes, beliefs and behavior toward different SRH and GBV challenges through empowering young people with the necessary tools to do so. We realized that there is a massive potential out there if effectively employed, it can be channeled towards making a significant contribution to achieving the Sustainable Development Goals (SDGs). Currently, there are 10 Nawah Teams in 10 different governorates, reaching out to more than 10,000 people in Egypt.



## Community Arts Festival

2018-2023

Despite the challenges met, Etijah was capable of conducting large scale events which optimized the gained experience conducting online campaigns in addition to the long-term experience and operational capacity in the field. Therefore, the Community Arts Festival took place in to celebrate the achievements of theatre, monodrama, music, and facilitation training participants who practice throughout the year to produce effective scripts and songs aiming at initiating dialogue about different population issues like Family Planning, FGM, Child Marriage, and GBV. During the festival, the 13 performances were streamed online through Etijah's Facebook page to reach 557,372 individuals. Eventually, the closing ceremony of the festival was attended by representatives of the EU, Italian ministry, the UNFPA, the Egyptian minister of Youth and Sports, and Mr. Hisham El Roby representing Etijah in honor of the young actresses and actors involved in the festival and to award the most remarkable teams.



## Population Awareness Clubs (PACs)

2015-2021

**Partners: Ministry of Youth and Sports, UNFPA**

The project focuses on two main activities including establishing and equipping new PACs and activating established and new PACs through building the capacities of its members to be able to raise the awareness of community members about SRH issues. PACs work as a hub for awareness dissemination on population issues that include RH issues. The PACs are in public youth centers in different governorates to ensure sustainability and outreach to the local communities and maintain high level of support and response.

During 2020, 100 PACs were newly established in 27 governorates and a number of 15,000 beneficiaries were reached.



## Banning Tobacco Advertising, Promotion and Sponsorship in Drama

2015-2019

**Partners: Ministry of Youth and Sports, UNFPA**

This purpose of this initiative was to advocate for policy changes regarding the regulations on tobacco advertising, promotion and sponsorship in Egyptian drama and television.

The main approach was to collaborate with policy makers, legislators and producers to propose legislation to achieve this purpose, in alignment with the principles of freedom of creativity and expression.

**The initiative succeeded in:**

- Signing a Media Charter of Honor between the Fund and the Media Syndicate
- Introducing new legislation to parliament regulating the prevalence of smoking scenes in dramatic productions





## Youth Club for Supporting Women's Rights

**2015**

**Partner: UN Women**

Self-development is a key concept, underlying many youth empowerment projects. The aim of the Youth Club project was to create a coalition of youth ambassadors, to advocate for women's rights in their communities.

This project consisted of 2 parts:

### 1. Training

200 youth in 5 governorates

Aswan, Beheira, Minya, Qena, Red Sea

- Designing development workshops
- Coalition building
- Resource management
- Collective advocacy and communication strategies
- Strategy building

### 2. Advocacy

Designing and implementing awareness campaigns to accessing rights locally.

A total of 6000 people were reached.

## Youth Citizenship Ambassadors' Group

**2014-2016**

**Partners: National Council of Women, UN Women**

The purpose behind the creation of this group was to promote civic engagement through enhancing women's basic citizenship rights, during a transitional period in Egypt.

The strategy for achieving this included:

- Training youth to become citizenship ambassadors
- Resource management
- Advanced communication and leadership skills
- Conducting community studies on the main obstacles hindering the civic participation of women (e.g. women without national ID cards)
- Aiding women in overcoming these obstacles (e.g. helping the women issue their ID cards)

**This strategy was enacted over 2 phases:**

**150 citizenship ambassadors**

**7,500** marginalized women and girls

**10** governorates - Alexandria, Assiut, Aswan, Beheira, Ismailiya, Minya, Port Said, Qena, Red Sea, Sohag

**300** ambassadors

**10,000** women and girls

**10** governorates



## Debate Club for Challenges Facing Women

2014-2015

Partner: Canada Fund for Local Initiatives

The aim of this project was to empower women through language and dialogue.

There were 3 main components to the implementation of this project:

### 1. Public debate and dialogue skills training

30 youth leaders, marginalized young women and girls in particular

3 governorates - Beheira, Cairo, Qena

2. Public events, hosted by the participants in their own communities

504 beneficiaries

3. Online campaign to supplement the public events

## Strengthening National Capacities for Community-Based Interventions in Reproductive Health and Gender Issues

2014-2015

Partner: UNFPA

The purpose of this project was to strengthen the capacity for community-based intervention in reproductive health issues in Sohag. Using the combined methodologies of the Asset-Based Community Development (ABCD) and Behaviour Change Communication (BCC) strategies, the project was completed in 2 rounds:



10 NGOs



20 volunteers per  
NGO - 200 total



10,000  
beneficiaries

### Training on volunteer management

This training involved reproductive health and gender issues workshops, 2 BBCs, 240 community leaders and 4,800 couples.

### The following activities were conducted in this round:

- Recruiting community leaders
- Training on sexual and reproductive health education
- Identifying services
- Delivering strategies to couples in the community



## Al Rased Magazine

2010-2013

Partner: World Health Organization (WHO)

Al Rased was an online anti-smoking magazine, issued jointly by the WHO and Etijah's Federation of Egyptian Anti-Tobacco Network (FATN).

The purpose of the magazine is to issue recommendations to anti-smoking civil society organizations

The magazine is published in both Arabic and English.

## Federation of Egyptian Anti-Tobacco Network (FATN)

2010-2013

Partner: World Health Organization (WHO)

In 2009, Etijah created the Federation of Egyptian Anti-Tobacco Network (FATN). The main purpose of FATN is to create a network of organizations and institutions working to combat smoking.

**The functions of the network are:**

- Providing technical assistance to organizations working to combat smoking
- Monitoring the implementation of the framework convention on tobacco control
- Conducting training courses to anti-smoking civil society organizations and non-governmental organizations
- Issuing an annual report on the outcomes of anti-smoking efforts in Egypt
- Hosting an annual conference to discuss the findings of the report

## Improving Water Quality Management

**2009**

**Partner: UNICEF**

The goal of this project was to improve water quality in 4 villages in the Luxor and Gharbiya governorates.

### **Etijah's contributions to this project include:**

- Raising public awareness on domestic solid waste management, household waste water management and treatment, and agricultural waste management
- Sorting livestock fodder ("sillage") from rice straw
- Cooperating with UNICEF to establish 4 water purifying stations

## Tobacco Free University Initiative

**2009**

**Partners: South Valley University, WHO**

Held in South Valley University in Qena, this initiative aimed to educate youth on the negative effects of smoking, with the overall goal of reducing smoking in university environments through:

- Capacity building training for university students, administrative representatives and assistant professors
  - Communication skills training
  - Collaborating with the Youth Together Against Tobacco Club at the university
- 3 initiatives to announce a tobacco-free university by May 31, 2009 (World No Tobacco Day)

## Egyptian Youth Together Against HIV/AIDS

**2008-2011**

**Partner: Ford Foundation**

The main goal of this project was to educate different groups in Egyptian society on the new definition of HIV/AIDS, methods of transmission and infection and the disease cycle.

To achieve this, Etijah issued training on 2 fronts:

### **1.University students**

10 universities in 10 governorates

- Raising awareness about HIV
- Establishing the Egyptian Youth Take a Stand Against HIV/AIDS Volunteers Club at each university

### **2.NGO representatives**

**10 governorates**

Establishing a network to link interested student volunteers and the NGOs

## Study on the Practices of Doctors Regarding FGM

2008

Partners: UNFPA, UNICEF

Female genital mutilation (FGM) is one of the most harmful, repeated practices against women and girls. In 2008, Etijah conducted a study examining the knowledge, attitude and practices of medical professionals regarding FGM in Egypt.

### Components of the study include:

- Reviewing literature
- Analysis of doctors' opinions, attitudes, practices and knowledge of reproductive and sexual rights, and FGM
- Recommendations to develop update curricula tackling FGM, and other sexual and reproductive health issues
- According to the National Demographic and Health Survey (DHS) of 2014:
  - **92%** of married Egyptian women (aged 15-49) have undergone FGM
  - **72%** of procedures were performed by doctors

### 2008 DHS

- 63% of women (aged 15-49) believed the practice should continue

## Harass Map

2005-2012

Partner: International Development Research Center (IDRC)

The purpose of this long-running initiative is to combat sexual harassment, and the rising tolerance towards it.

The 2013 UN Women Study on Ways and Methods to Eliminate Sexual Harassment in Egypt revealed the following:

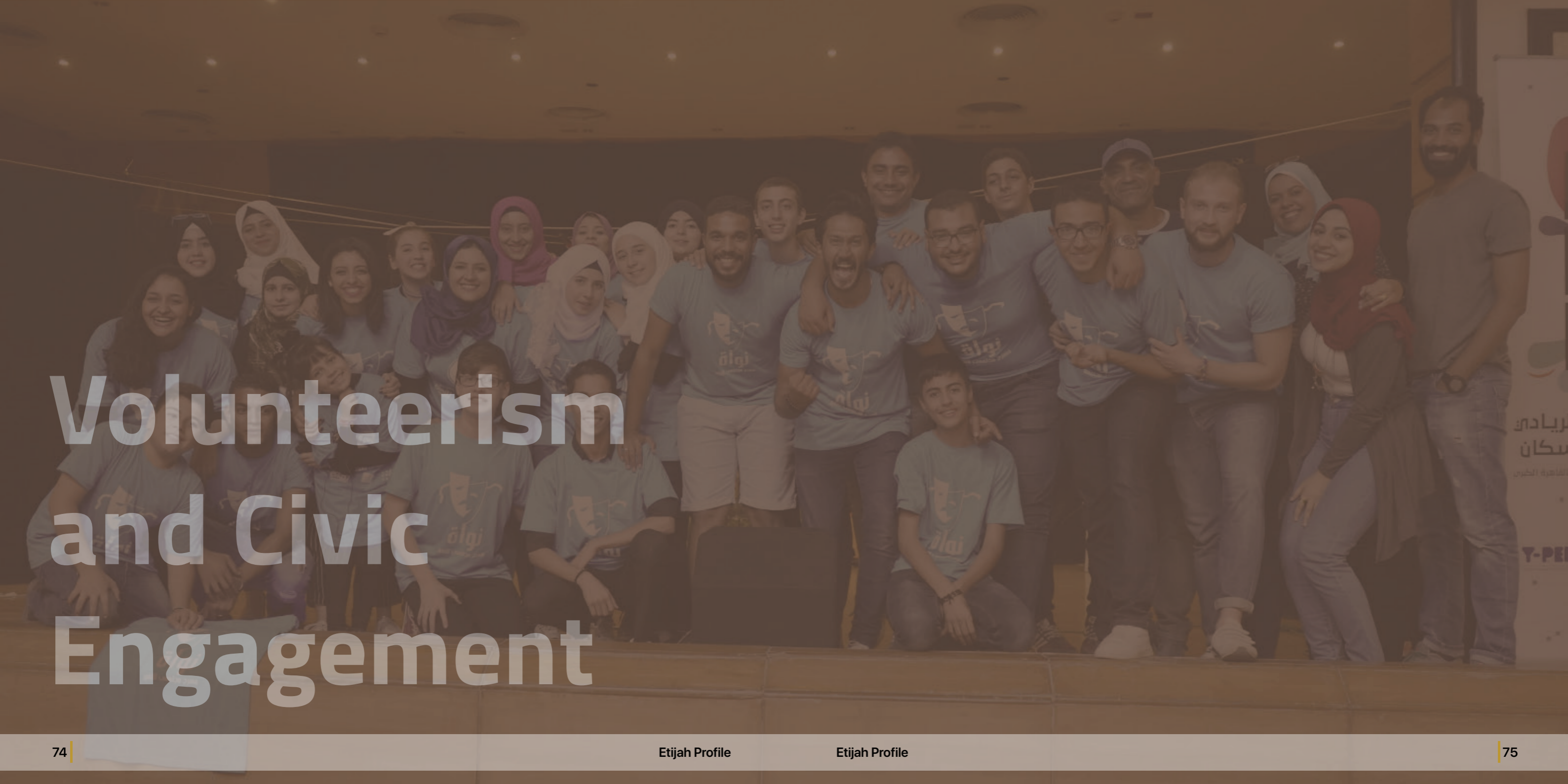
**99.3%** of Egyptian women have experienced some form of sexual harassment

**96.5%** of women surveyed experienced physical sexual harassment,

in the form of touching

**95.5%** of women surveyed experienced verbal sexual harassment





# Volunteerism and Civic Engagement

## Historic Cairo Youth Camp

2017

**Partners: Ministry of Youth and Sports, World Heritage Volunteers (WHV) initiative (managed by UNESCO)**

The Historic Cairo Youth Camp was a 12-day program, focused on reviving the cultural heritage of historic Cairo.

The Camp was conducted over 12 days involving International volunteers and local volunteers from Brazil, France, Japan, Switzerland, Romania, Romania, and England.

The camp included the following:

- Designing and implementing 2 initiatives to raise the awareness of youth about Cairo's historic monuments, and encourage the local community to get involved in the preservation of the sites
- 1. "Hold Cairo" Initiative
  - Instagram frame (3 boards) placed along El-Moez Street containing information about historical sites in Cairo
  - Collaboration with the Ministry of Youth and Sports - day of awareness at "Al Mowasla" Youth Center
- 2. Bringing Cairo Back Initiative
  - Surveys in El-Moez Street
  - Day of awareness in El-Moez Street
  - Brochures about solid waste management, importance of recycling, companies responsible for recycling waste in Cairo
  - Distribution of recycling baskets on Businesses in Historical areas



## Model of Youth Centers

2005-2012

**Partners: Ministry of Youth and Sports, UNFPA**

This research-based project focused on developing the administrative structure in youth centers in 10 governorates, in order to maximize efficiency and efficacy.

The research undertaken by Etijah and its partners was guided by the following aims:

- Developing a mechanism to increase the level of youth participation in the centers - female participation, in particular - by motivating women and girls to be more engaged in the activities and programs offered
- Improving the activities and programs offered by the youth centers
- Improving the capabilities of the targeted youth centers

## Allies Exchange Program between Egypt and Spain

**2016**

**Partner: Ecos do Sur**

Allies was an exchange program between Egypt and Spain hosted by two organizations: Youth and Development Consultancy Institute Etijah in Cairo and ONG Ecos do Sur (ES) at A Coruña, based on the common ground experience of both in working in community development and youth capacity building. The program gathered 20 young men and women from Egypt and Spain aged between 18 and 30, and lasted for six months. Allies program aimed at strengthening the Spanish-Egyptian cultural cooperation through young people, who are the main actors of community development, by increasing their social participation. It was a great opportunity that allows youth participants to appreciate the people's diverse cultures, gain knowledge and skills, and be more confident and



## Building the Capacity of Youth-Serving Egyptian NGOs

**2014-2016**

**Partner: Plan International**

**The objective of this capacity-building program was to train select youth organizations in 4 main areas:**

1. Assets-Based Community Development (ABCD)
2. Volunteer management
3. Designing initiatives
4. Proposal writing

**Etijah contributed to this program through providing a total of 25 participants in 2 districts - South Cairo, East Cairo - the following:**

- Designing a capacity-building program
- Tailor-made Training of Trainers (ToT) programs for selected organizations
- Curriculum built on international practices of dialogue and debate, conflict resolution, personal development, leadership, community service, problem solving, election campaigns, and volunteerism

### **Skills**

- Use of social media
- Leadership
- Organizing and marketing debate events
- Election campaigning
- Networking
- Raising public awareness



## Building the Managerial and Financial Capacity of Youth-Serving Egyptian NGOs

**2013-2014**

**Partner: Catholic Relief Services (CRS)**

This five-month program intensive capacity-building program was offered to 13 local NGOs, customized to their size and focus in the community.

The initiative involved a number of 20 leaders and 1500 volunteers (aged 15-25) in 5 governorates - Beheira, Cairo, Fayoum, Sharqia, and Suez.

The program consisted of:

- Workshops
- One-to-one coaching sessions
- Human resources systems
- Strategic planning
- Financial management
- Proposal writing
- Fundraising and monitoring
- Evaluation principles
- Organizing a networking event for NGOs and donors
- Database

## Drop of Water Initiative (No'tet Maya)

**2013-2014**

**Partner: British Council**

This initiative was designed to improve public awareness and health practices related to water consumption, and focus on youth volunteers' participation in the campaign.

The initiative involved a number of 20 leaders and 1500 volunteers (aged 15-25) in 5 governorates - Beheira, Cairo, Fayoum, Sharqia, and Suez.

Youth leaders and volunteers were able to:

- Establish a social media campaign to communicate their message to their communities
- Share their ideas and experiences with each other, and their communities
- Learn the value of collective action
- Recruit new members for local initiatives



## Initiate For Your Constitution (Bader Le Dostourak)

**2013**

**Partner: UNFPA**

This goals of this initiative were to generate a national youth dialogue regarding the constitution, and to conduct research on how to enhance the value of citizenship in Egyptian society.

These goals were tackled using a variety of approaches:

- Q&A sessions for youth representatives with Mrs. Mona Zol Fukar (member of the Khamsun Committee)
- Writing policy papers
- Launching a Facebook page
- Questionnaires for youth (aged 16-30) to determine their perception of the development of the constitution, and their top-priority amendments
- Anonymous comment boxes, placed in secondary schools

## Ezbet Khairallah Community Study Project

**2010-2012**

**Partner: Aramex**

The purpose of this community study was to map the existing resources - natural, human, and institutional - in the community of Ezbet Khairallah (Kafr El-Sheikh), in order to design future initiatives more effectively.

**The project consisted of 2 phases:**

1. Training youth on data analysis and other community study tools
2. Designing and creating initiatives

A total of 35 youth led to the creation of Ruwwad Egypt.



## Promoting Public Awareness of Egyptian Youth

**2011-2012**

**Partner: Plan International**

This one-year campaign was launched to raise the political awareness of Egyptian youth, in a neutral, non-partisan manner, over 2 phases.

The campaign reached over ~500,000 people in 1700 villages from 17 different governorates.

The campaign included the following activities:

1. Drafting the campaign's manual, and delivery methods of the academic curriculum

A number of 34 youth representatives were involved and a total of 10,000 print copies of the manual were produced.

2. ToT

A total of 350 leaders were trained.

20 youth - one male and one female from 10 regions within each governorate.

Other campaign activities included:

- Workshops
- Seminars
- Social media participation

## Directory of Organizations Working Against Human Trafficking in Egypt

**2010**

**Partner: IOM**

The aim of this project was to compile and produce a directory of organizations working against human trafficking in Egypt. The final directory involves a total of 42 organizations in 7 governorates - Alexandria, Assiut, Cairo, Giza, Minya, Qena, and Sharqiya.

## Active Citizens Program

**2009-2016**

**Partner: British Council**

Active Citizens is a global network of community leaders, whose goal is to build understanding and trust between communities through collaborating to address global issues in the 21st century.

Etijah was responsible for the implementation of the Active Citizens program, through conducting training sessions, followed by social initiatives:

- Drop of Water Initiative (No'tet Maya) (2013-2014)
- Planting 1000 trees in Al-Magd (Beheira) (2012)

5 training workshops in Dessya (Fayoum) with 153 participants - 105 male, 48 female 24/153 - 15 male, 9 female - also attended the community assets mapping workshop which resulted in 3 youth initiatives involving cultural centre, handmade carpets, classes to reduce illiteracy.

4-day ToT to equip youth with debate skills, leadership skills, community initiative tools. A total of 25 youth were trained from each governorate of Aswan, Red Sea, and Sohag.



## Global Changemakers

**2009-2011**

**Partner: British Council**

The mission of this programme is to empower youth through creating opportunities for them to raise awareness, advocate, develop and inspire others.

A total number of 5 training workshops were conducted in Dessya (Fayoum) with 153 participants - 105 male, 48 female - also attended the community assets mapping workshop which resulted in 3 youth initiatives involving cultural centre, handmade carpets, classes to reduce illiteracy.

### Projects of advocacy

- Raising awareness on climate change, HIV/AIDS, gender inequality Social challenges - hunger, poverty, unemployment Etijah took an active role in the implementation of this programme:
- Facilitate and monitor the activities of the youth teams
- Support and mentor them in managing their projects, and reporting their activities
- Helping them acquire additional funding, when needed
- Providing them with logistical support and training throughout the programme

## Youth Initiatives Project

**2008**

**Partner: Egyptian Red Crescent (ERC)**

The aim of this one-year project was to join various development projects together, in order to encourage youth to change, serve, and develop their own communities in their own communities. 6 areas in Cairo - El Daher El Kolaly, El Muqattam, El Nahda, Helwan, and Zeinohm.

## Mapping Youth Organizations Project

**2007-2014**

**Partners: World Bank (phase 1), UNDP (phase 2)**

The aim of this national research project was to document the various components of NGOs, informal or formal youth groups, and donors working with youth, in order to create a youth directory in all governorates. The components of NGOs included number, names, scopes, achievements, and obstacles.

The first phase of research was conducted in 2007. An updated second phase was completed in 2014.

## Enhancing the Well-Being of Al-Badraman

**2007-2008**

**Partner: IDAM**

The aim of this project was to improve the conditions in Al-Badraman, a village in the Minya governorate, through tackling issues of education, health and unemployment in order to:

- Reducing rates of school drop-outs
- Reducing illiteracy
- Conducting health awareness campaigns

**This was achieved through:**

- Forming and training youth groups to assist in activities focused on improving health and education
- Comprehensive training on researching and studying community assets and needs, mapping local assets, and the effective use of assets to fulfill community needs

## Economic Study for 10 Communities at El-Minya Governorate African Youth Charter

**2007**

**Partner: IDAM**

Etijah decided, in collaboration of IDAM in 2007, to execute an economic study across 10 rural communities at Al-Minya governorate aimed at training and developing youth leaders to make the community asset study. This study argued that economic development was the source of sustainable development in communities across Egypt, and that the Egyptian village is considered a living example for rural communities that are rich in natural resources and can make it equipped as a productive village with a prominent economic level- only when there is an appreciation for these natural and social resources.

## African Youth Charter

**2006**

**Partner: UNESCO**

In collaboration with UNESCO, Etijah was in charge of the translation of the African Youth Charter (AYC) to Arabic. The AYC is a political and legal document (endorsed in 2006 in Gambia) which served as the strategic framework for African States, giving direction for youth empowerment and development at continental, regional, and national levels.

The AYC aimed to strengthen, reinforce, and consolidate efforts to empower young people through meaningful youth participation and equal partnership in driving Africa's development agenda. Key issues affecting youth were adequately addressed within the framework of the Charter, including the areas of employment, sustainable livelihood, education, skills development, health, youth participation, national youth policy, peace and security, law enforcement, youth in the diaspora, and youth with disabilities among many others. The Charter also referred to the rights, freedoms and obligations of youth in Africa.





## Contact Us:

Etijah is very keen on keeping open and transparent communication channels with all its partners, and those concerned with or interested in youth and development. We consider all feedback we receive from our partners, associates and volunteers working with us to be very useful and important, in further improving and enhancing our work.

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