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## OPPORTUNITY GATEWAY FOR ARAB YOUTH

*Digital Learning Platform Created By INJAZ Al-Arab*

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Member of  
JA Worldwide

# About INJAZ



Operating in 13 countries across the Middle East & North Africa, INJAZ Al-Arab is the only non-profit organization in the region that harnesses the mentorship of business leaders to help inspire a culture of entrepreneurship and business innovation among Arab youth.

Partnering with leading companies in the private sector, INJAZ Al-Arab equips Arab youth to drive the economies of the Arab World forward through training designed to inspire them to develop ambition, entrepreneurship, and professional skills.

Named one of the top 200 NGOs in the world by NGO Advisor for seven consecutive years INJAZ Al-Arab has influenced the lives of over 5 million beneficiaries since its inception in 2004. INJAZ Al-Arab is a member of Junior Achievement Worldwide; the world's largest and fastest-growing youth business organization dedicated to educating beneficiaries about workforce readiness, entrepreneurship and financial literacy through experiential, hands-on programs.



Algeria



Bahrain



Egypt



KSA



Kuwait



Lebanon



Morocco



Oman



Palestine



Qatar



Tunisia



UAE



Yemen





**INJAZ Campus** is an innovative digital platform that empowers Arab youth in the Middle East and North Africa (MENA) region with digital courses and developmental resources. With the support of INJAZ partners and stakeholders, the platform strives to maintain a high standard of content while consistently offering students rich and engaging learning experiences and career development opportunities.

INJAZ Campus focuses on four key pillars: workforce readiness, financial literacy, entrepreneurial skills and STEM/ Technology. Our digital programs provide MENA youth with the knowledge and tools they need to succeed in the workforce and pursue their own entrepreneurial and employment ventures. The programs are available in English, Arabic, and French to cater to all linguistic abilities, from ages 5–24.

While the content is offered digitally, each country within our network can choose to implement programs digitally, in a hybrid format, or in-person. This flexibility ensures that all youth, regardless of technological infrastructure available in their country, have access to the knowledge available on the platform.

Taking INJAZ Campus one step further, our platform hosts career development opportunities for youth in the Arab region. This portion of our campus falls under the **Forsati-فرستي** chapter of our platform. **Forsati-فرستي** is made possible by private sector partners who work with INJAZ to provide a comprehensive experience that includes internship and scholarship opportunities as well as access to INJAZ led podcasts with industry professionals.

*"Peace is possible only when youth in all countries and regions have economic empowerment"*

*- Asheesh Advani, CEO of JA Worldwide*



## VISION

- To become the regional leader in providing accessible, comprehensive, & effective digital educational programs
- To empower & equip MENA youth with the skills and opportunities needed to thrive in the workforce & pursue their entrepreneurial goals
- To foster collaboration and unify best learning practices across the region



## MISSION

- To provide MENA youth with digital access to high-quality educational programs
- To focus on digital programs for workforce readiness, financial literacy, and entrepreneurial skills
- To empower youth with knowledge, tools and opportunities to succeed in the workforce & pursue entrepreneurial ventures

# INJAZ CAMPUS

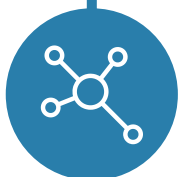
# PLATFORM FEATURES



INJAZ Campus acts as a portal for educational programs catered to each country's locality. These programs, crafted by experts as well as leading organizations, offer a range of options for students to learn at their own pace or under the guidance of a dedicated volunteer. This flexible approach ensures that students from diverse academic and technological backgrounds can effectively benefit from the platform.



With a focus on engagement and motivation, the programs are structured with a gamified approach, where students unlock chapters by completing challenges such as quizzes and earn stars and badges along the way. This added layer of fun and competition inspires students to strive for excellence in their studies. INJAZ Campus provides a vibrant community for students to connect and collaborate through various channels. This central hub of communication consolidates student inquiries and announcements for easy and efficient access to information. Instructors also have access to program results, allowing them to monitor and assess student progress in real-time.



Furthermore, **Forsati/فرستي** empowers students to achieve their professional aspirations by providing them with a plethora of invaluable resources and guidance. Students can learn by listening to podcasts, take courses, engage in virtual internships, and excel as youth, thereby gaining the knowledge and skills they need to succeed in their chosen career paths.

# PLATFORM FEATURES

## Resources

INJAZ Campus will be the host for multiple educational companies, who will provide INJAZ beneficiaries, employees, and volunteers with self-paced courses. With courses provided by various educational organizations, our platform strives to offer unlimited resources for stakeholders to advance themselves in their careers.

## Research

INJAZ Campus will provide a dedicated space for impact studies across all its programs, incorporating a distinct standardization for impact assessment across the network. Pre- and post-program surveys will be automatically integrated into each program, enabling the analysis of results and the identification of areas for intervention in countries and among students who require it. These reports will be made available to stakeholders on an as-needed basis, providing donors with a comprehensive understanding of the program's impact.

## Network Engagement

The INJAZ network will collaborate, share programs, and best practices through the platform, by sharing resources on INJAZ Campus. This sharing of curricula and detailed student feedback allows for countries to fine-tune and improve the delivery of their programs to better serve students.

## Incentives

The creation of an incentivized platform allows youth to take courses, earn badges and certificates, and use them as professional development opportunities to excel in their professional career. Adding in gamification features of achievement provides an added element of motivation for the students, encouraging them to complete all chapters of the programs.

# PLATFORM FEATURES

## Cross-Country Connections

INJAZ Campus will offer students the opportunity to speak to one another through a forum available on the platform. The platform's interactive and social elements can help keep students engaged and motivated to learn, making the learning experience more effective. The forum available on the platform can help students connect with each other at any time, share ideas, collaborate on projects and potentially form new connections and friendships.

## Forsati | فرصتي : Opportunities For Youth

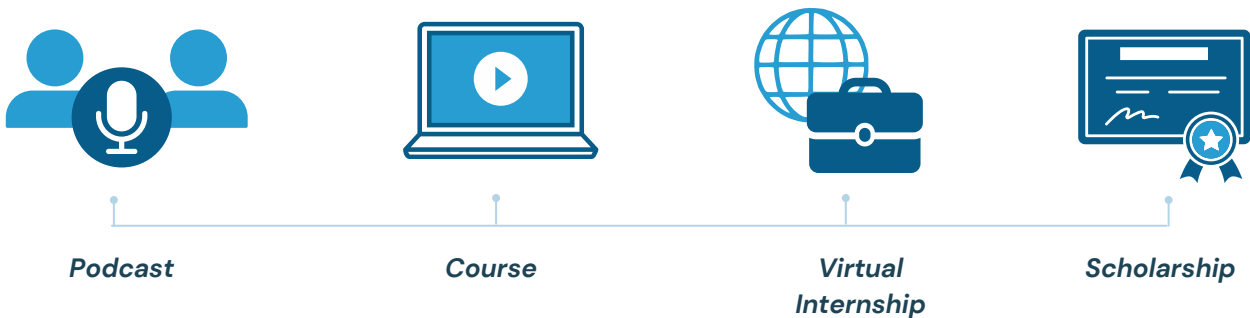
- Private sector partners work with INJAZ to provide a comprehensive experience, which includes a:
- Podcast featuring an INJAZ staff member and a company representative.
- Customized course that aligns with the company's identity (to be determined by both parties).
- 2-day virtual internship, allowing students from across the region to gain practical experience as interns at the company.
- Bonus\*- If the company decides to fund a nano-degree or program course, students can apply to receive financial support.
- Through **Forsati | فرصتي**, students can access invaluable resources and guidance to help them achieve their professional goals.

## Opportunities for INJAZ Staff & Volunteers

There will be professional development courses offered to staff on leadership, team building and skill development in the INJAZ network. Courses that focus on child safeguarding and general programs will be available for volunteers, as the "induction into INJAZ" process that INJAZ Al-Arab is trying to build. Offering such courses will help ensure that volunteers have the knowledge and skills needed to provide a safe and supportive environment for students in the INJAZ Campus network.

According to the Arab Youth Survey, "MENA youth unemployment rates are the highest in the world, at 27.2% in the Middle East and 29 per cent in North Africa...Which is more than double the global average (13%)".

Forsati provides Arab youth with the chance to tune into INJAZ led Vodcasts with industry professionals, take part in online courses, virtual internships, and scholarship opportunities offered on INJAZ Campus. Arab youth can acquire the skills and experience needed to stand out in the job market. This, in turn, can increase their chances of securing fulfilling careers and contributing to the economic growth of their communities. By focusing on helps bridge the **فرصتي** - career skill development and offering virtual opportunities, Forsati gap between education and employment for Arab youth, empowering them to achieve their full potential



Create an opportunity by partnering with INJAZ on a particular theme to be offered to youth on Forsati - **فرصتي**. The full **فرصتي** - Forsati package would offer:

- Podcast streamed on INJAZ Campus, Apple Music, Spotify, Anghami, YouTube and SoundCloud
- Course to offer insight into skills required to participate in the virtual internship
- 2- Day Virtual Internship
- Small fund for nano-degree or certificate

Partnering with INJAZ Campus to offer engaging content and experiences for Arab youth provides a unique opportunity to engage with young people and showcase your company's commitment to social impact and responsibility. By providing opportunities on Forsati, your company can contribute to the growth and development of the next generation of Arab leaders, while also promoting diversity, equity, and inclusion in the workforce.