



Registered under the Ministry of Social Solidarity

**Better World Foundation's** idea started in 2003; its implementation took place in 2006 and was officially registered in 2008. Better World Foundation (BWF) is an international awards-winning grass-root youth-led organization and considered one of the oldest NGOs to offer a capacity building for underprivileged public university students in Egypt. Since 2006, Better World has trained more than 10,000 Egyptian youth, arming them with the tools that can change their quality of work and life.







مؤسسة عالم أفضل  
Better World Foundation NGO  
Registration Number 7234  
مسجلة برقم ٧٢٣٤



## Mission

Offering various educational, training and research opportunities along with social entrepreneurship work to equip young Egyptians youth with business and entrepreneurial skills needed to succeed, in order to pave the way to decrease unemployment rates, alleviate poverty and revitalize Egypt's economy and community.

## Management

Our management team is entrepreneurs because we believe that Entrepreneurs can be the best to help other future Entrepreneurs that is why the management team should be flexible and on a continuous recruitment basis to fill in four main sectors: Idea Incubation Committee, Reach Out Committee, Counseling and Mentoring Committee, and Investing Committee. Our team includes volunteers with an entrepreneurial prospective, youth and a group of professionals including consulting companies, educational institutions.



Planning, researching, training, coordinating, mentoring, consulting, and incubating are various tasks for members and volunteers to carry out in order to ensure the sustainability of the project's impact. BWF runs with an international work force of 50% Egyptians and 50% Internationals, which encouraged more youth to volunteer and gain inter-cultural skills and give a pathway to expand BWF internationally.



## Recipient of:

- EVS Accreditation as a sending and hosting organization under Erasmus+ Programme (2015)
- Selected to be **“Global Youth Service Day 2013 Country Partner for Egypt”** (USA, 2013)
- **“Cordes Fellowship”** Selected as the only organization from Egypt, Collaboration Opportunity for Social Entrepreneurs (USA, 2012)
- Selected to be featured as one of the top 16 best practice case studies drawn from all over the world as examples of innovative best practices at the interface between work and learning (World Innovation Summit for Education - WISE - Qatar and UK, 2012)
- **“Taqeem Fund “** Selected as one of the top 10 organizations in developing Monitoring & Evaluation plans (Youth Employment Network-YEN, International Labor Organization-ILO Geneva, 2011-2012)



- **“King Abdullah II Award for Youth Innovation and achievement”** Selected as one of the top 10 organizations among hundreds applicants from MENA region (Jordon, 2011)
- **“Youssef Jameel Fellowship”** (2010)
- **“Nobel Prize Simulation 1st Place”** The best Sustainable Development Model in Egypt (Sponsored by Ministry of Administrative Development and Cairo University, 2009)
- **“Best Development Project”** Competition among 150 International NGOs (Global Engagement Summit, Chicago USA, 2008)
- **“Rotary Ambassador”** (The only one from Egypt, 2004-2006)

**Better World Foundation** (BWF)'s idea, as per its Socio-Economic research, is unique compared to other organizations. as BWF **innovated a system (PYC)** rather than a program that is designed both to immediately **increase employment among Egyptian youth** as well as to **address the root causes behind unemployment**. This involves integrating multiple phases into a seamless, replicable model which addresses multiple aspects of unemployment at once. This System is also acting the intermediary Path between the Governmental system and the Private one. Hence, it requires a deep collaboration with both governmental and private sectors.



Better World Foundation will help the Path to Your Career project through getting a grant through applying in a rolling basis for grant opportunities / donations and forming partnerships with other organizations in order to pool our resources and thereby cut costs. Entrepreneurs who will be incubated by our project will share 20% of their revenue for the first 5 years, so it can be re-used to support and develop the program. Most importantly, we currently depend more on volunteers which helps limit the running costs.





Besides the passion that the Founder, who is a Social Entrepreneur, and the rest of BWF members encompass, the dream/idea is already implemented and became a success story, not only that but also it developed a **system rather than a program**. The System has been sustainable for more than 6 years (non- stop). BWF's System "**Sustainable Development Model**" is flexible to tolerate new innovative ideas to be integrated in the future. Being financially self sustained organization by neither not accepting donations nor grants for the first 5 years of BWF inception to ensure that we customize the system based on the community not the funding source, had taught the whole team to efficiently and effectively use all available resources.

BWF runs with an **international work force** of 50% Egyptians and 50% Internationals, which encouraged more youth to volunteer and gain intercultural skills and gave a pathway to expand BWF internationally. BWF operates with **Partnerships System** that pool resources and thereby cut costs. Those factors can attract not just donors to invest money in BWF but also encourage people to believe in the cause. This is a cost effective methodology as it can act as a hub for private sector to invest in as well as it gets the consensus of the government to support.

## Programs & Projects

### 1. ICT Egypt Program:

The gateway, or main start-off point, of the rest of the Foundation's programs is ICT Egypt. This program strives to **create change in Egyptian society** by providing Egyptian youth with the basic skills needed in **today's job market**. ICT Egypt currently provides training in **world languages** including English, Spanish, French, Italian, German and Arabic. Classes are taught by a volunteer staff, all being native speakers of their respective languages.



ICT Egypt also focuses on training students in **computer programs**, as well as **soft skill seminars and workshops** that help prepare them for the professional world. Life Skills Education Seminars include Management Skills, Organizational Skills, Time Management, Resume Building, Interviewing Skills, Public Speaking and Presentation Skills, Communication Skills, Work Attire, Critical Thinking, Professional Health, Leadership Skills, and Team Work.





## Programs & Projects

### 2. Environmental Awareness Program:

This program aims to engage our interns in activities that promote solutions for a **cleaner environment**. This is done using a combination of environmental education programs, while also challenging students to actively participate in **community clean-up activities, awareness campaigns, and events** such as our annual Environmental Day .

#### Program Activities:

In 2009- **Nile River Water Treatment: What Can We Do?** -In conjunction with the Department of Sociology, Anthropology, Psychology and Egyptology at the American University in Cairo; students researched the quality of Nile River water, analyzed the effectiveness of Egypt's water protection laws (No. 48 of 1982 and No. 4 of 1994), and finally presented projections of future water quality and solutions to improve the quality of Egypt's primary water source.

In 2008- **Waste Treatment & Recycling Research Project** - Better World volunteers researched categories of waste and current waste treatments, then proposed ways for Egypt to treat waste in the future. Still in the implementation process, volunteers will engage with universities throughout Cairo to initiate a recycling program.

In 2008- **What is the environment?** - As part of our ICT Egypt language program, teachers designed and implemented a 2-month language course focusing on environmental terminologies and issues in the local and global community.

## Programs & Projects

### 3. Social Awareness Program:

Better World encourages open-mindedness and aims to actively engage young people in discussing **current social issues** so that they can better understand these issues and think critically about their society's social norms. This program was formed to strengthen youth's sense of equality and humanity in order to **erase prejudices based on religion, color, gender and socio-economic backgrounds**.



This is done through:

- Collecting and presenting the latest information and statistics on the **most pressing social issues today in Egypt**.
- Researching and implementing useful methods to **resolve social issues**.
- Constructively educating youth's on social behaviors based on the principles of **dialogue, equality and understanding**.
- Carrying out campaigns and events that foster **awareness and proactive attitudes**.



**Program Activities:**

**- In 2009: An Anti-Drug & Alcohol Campaign** - In conjunction with the Department of Sociology, Anthropology, Psychology and Egyptology at the American University in Cairo; A research paper, campaign and awareness event convened to illustrate the reality of drug and alcohol addiction and treatment by presenting the audience with a real-life case. The event included speeches from Dr. Ahmed Koddos and Mr. Mohamed El-Manyalawy and a talk show by famous actress Ms. Nadia El-Gindy.

**- In 2009: Stop Sexual Harassment in Egypt Campaign**

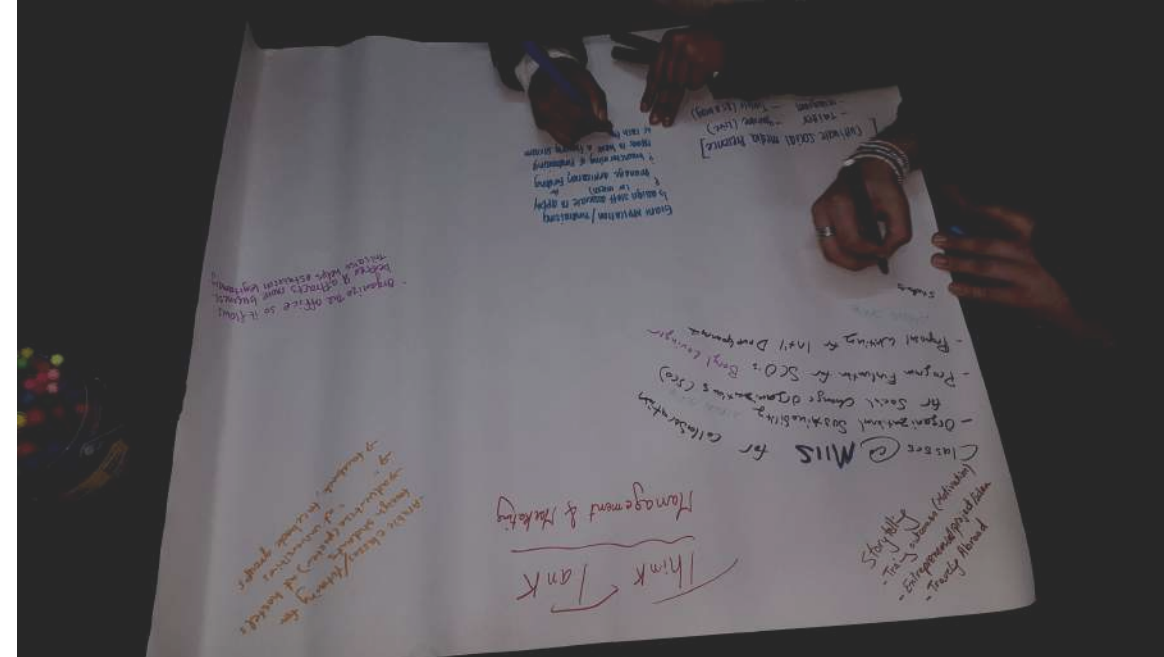
**Volunteers** researched statistical records for this issue and the laws protecting women from such undesirable actions. They presented this information and engaged 700 Egyptian students and recent graduates in critical discussions about what youth can do in response to this growing concern in Egypt.

**- In 2009: Swine Flu Awareness Seminars** **Better World** teacher presented causes, symptoms, treatment and prevention of the illness to more than 700 Egyptian youth within the Foundation.

#### 4. Entrepreneurial Projects:

This project aims to encourage young people to start their own businesses. Better World provides a support-system where young entrepreneurs can come together and discuss their ideas, successes, challenges, and possible solutions to achieving progress in the business world. Our volunteers provide advice, assistance and training in the special skills needed to develop entrepreneurs business ideas into fully functioning enterprises.

**Program Goals:** - Encourage, initiate, train, direct, and advise from the planning stage to implementation and sustainability. - Enhance the overall economic situation in both private and public sectors.



#### 5. Job Listing Project:

This project is a database that Better World is building to connect qualifying program graduates with jobs in the labor market. Our foundation collaborates with local companies that are seeking quality and proficient workers by supplying unemployed university students and graduates with the specialized training and leadership skills necessary to secure job placement of individuals in those companies.

**Project Goals:** - Simplify student's job search while improving their professional capabilities. - Ensure a consistent level of proficiency for employers.



**Contact US:****Website:** [www.bwngo.org](http://www.bwngo.org)**Facebook:** [www.facebook.com/bwngo](http://www.facebook.com/bwngo) & [www.facebook.com/ICT.Egypt](http://www.facebook.com/ICT.Egypt)**Twitter:** [www.twitter.com/BetterWorldNgo](http://www.twitter.com/BetterWorldNgo)**Youtube:** [www.bwngo.org/BWNGO](http://www.bwngo.org/BWNGO)**LinkedIn:** [www.linkedin.com/company/better-world-foundation](http://www.linkedin.com/company/better-world-foundation)**Instagram:** <https://www.instagram.com/betterworldngo/>

مؤسسة عالم أفضل  
Better World Foundation NGO  
Registration Number 7234  
مسجلة برقم ٧٢٣٤



f youtu / Betterworldngo



## Better World Publications and videos:

<http://www.youtube.com/watch?v=PnIYtK-IVUM>

<http://www.kaayia.org//library/634655900076168511.pdf>

[www.youtube.com/playlist?list=FLsP5qp8k4N38TGvn0WiVnZQ](http://www.youtube.com/playlist?list=FLsP5qp8k4N38TGvn0WiVnZQ)

<http://www.ilo.org/public/english/employment/yen/downloads/eval/taqeem.pdf>

<http://www.slideshare.net/PrinCessZeynepElMasry>

<http://voiceoftruth.wordpress.com/2009/05/06/better-world-ngo/>

<http://ahmedmfarid.blogspot.com/2012/05/better-world-ngo-civic-engagement-day.html>

[www.aucegypt.edu/studentlife/Documents/OSD\\_brch.pdf](http://www.aucegypt.edu/studentlife/Documents/OSD_brch.pdf)

<http://www.bikyamasr.com/19143/egypt-ngo-building-bridges-with-europe/>

<http://www.bikyamasr.com/18261/on-sexual-harassment-in-egypt/>

<http://www.thepeninsulaqatar.com/qatar/182019-250000-young-arabs-to-get-taqeem-grants.html>

[http://www.projects.aegea.org/beyondeurope/?page\\_id=79](http://www.projects.aegea.org/beyondeurope/?page_id=79)

<http://www.totallyegypt.com/event/detail.php?id=5163>

<http://www.youthactionnet.org/index.php?fuse=mediacontent&id=217>

<http://www.aucegypt.edu/news/Pages/NewsDetails.aspx?eid=382>

<http://www.masress.com/en/bikyamasr/18261>

<http://www.aucegypt.edu/newsatauc/Pages/story.aspx?eid=882>