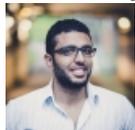


Benea Association : Crowd Youth Management for Sustainable Development

SwitzerlandEgypt



Mohamed Ateia

Year Founded:

2015

Organization type:

nonprofit/ngo/citizen sector

Project Stage:

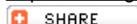
Start-Up

Budget:

\$10,000 - \$50,000

Website:

<http://benea-global.org>

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Benea Association aims at empowering the Egyptian youth, to tackle the development problems and create an interactive enabling environment; through capacity building, and establishing regional sustainability projects in 6 main tracks.

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

What if the youth take the lead in Egypt?

About Project

Problem: What problem is this project trying to address?

Egypt is one of the potential vulnerable countries to the adverse effects of Water scarcity, Climate Change, and Food security problems. All estimates and reports suggest more actions towards mitigation and sustainable development. Plus, the majority of the youth people (more than 60% of the total population) are not engaged in solving such problems due to the lack of awareness and experience.

Solution: What is the proposed solution? Please be specific!

Through capacity building, and establishing regional sustainability projects in 6 main tracks: 1. Ecological Sustainability; 2. Food and Agriculture; 3. Education; 4. Urbanism and Architecture; 5. Information and Communications Technology; and 6. Social Development.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

"Benea بناء" is an Arabic word which means "Building-up". Benea is a non-governmental organization that aims at empowering the Egyptian youth, to tackle the development problems and create an interactive enabling environment. Benea started its first activity in 2015, by motivating and building the capacities of 400 Egyptian and Arabian youth in order to start with the first activity loop, which is planned to be finalized by the end of 2017. The following figure illustrates the first Benea activity loop: Knowledge Transfer > Knowledge Delivery > Knowledge Application One of the main projects of Benea Association is "Benea Publishing", which aims to transfer the sustainable development knowledge advances to the MENA region, as attached

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

Attached File has detailed description.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

Benaa activities are targeting the motivated and energetic Arabian youth, to empower them and utilize their efforts in the sustainable development track. Our main focus in the first years is Egypt, then we will start our activities in the nearby countries (e.g. Tunisia, Jordan, Morocco ...etc)

Sustainability

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

Attached File has detailed description.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

Attached File has detailed description.

Team

Team

Attached File has detailed description.

File attachments:

 [unilever-application_mohamed_ateia.pdf](#)

Background

Please confirm how you heard about the Unilever Awards:

The internet

Please confirm your role in the initiative (eg Founder/co-Founder) and your organisational title:

Co-Founder

Which of the 8 UN Global Goals (Sustainable Development Goals) pre-selected for this competition does your solution relate most closely to? [select all that apply]

Clean Water and Sanitation, Decent Work and Economic Growth, Climate Action.

Leadership and the Unilever Awards

Please provide examples of any previous entrepreneurial initiatives you have pioneered.

Attached File has detailed description.

Beyond your existing team, who else are you working with to achieve your objectives, eg partners, advisors, mentors?

Attached File has detailed description.

Source URL: <https://www.changemakers.com/globalgoals2015/entries/benaa-association>