



ICDL Arabia Community Outreach Initiatives

Our Community Outreach Initiatives

Partnering for Change: Promoting Computer Literacy

Who We Are & What We Do

Building on the pioneering role of UNESCO with the introduction of the International Computer Driving License (ICDL) certification program in the Arab region, and due to its overwhelming wide-scale acceptance by the governments in the region, an ICDL regional office was founded in Dubai, UAE in 2004. ICDL Arabia represents a global computer literacy, not for profit cause with the responsibility to solely operate the ICDL program across the GCC, Iraq and Egypt. Working closely with concerned government and private sector partners, the ICDL certification is approved by qualification and educational regulators across the region making it the standard for educational programs, employee training and individuals' digital development.

Our primary goal is to enhance the social and economic wellbeing of citizens in the region through learning of essential ICT skills.

Jamil Ezzo, Director General ICDL Arabia

The entire region is experiencing an unprecedented surge in technology adoption with GCC countries boasting the highest Internet growth rate amongst Arab States. The widespread usage of smart devices as well as of social networking sites is also rising rapidly, particularly among the younger generation. This is sparking serious concerns for us as a society to handle these new technologies and be able safeguard our children from the threats posed by the Internet. Educators and parents have a very important responsibility and guidance role to play. They must raise awareness by talking to children about becoming smart and vigilant online, but first they must be digitally aware and qualified to raise such a subject.

With protecting children from becoming victims of cybercrime being a national priority, ICDL Arabia doubled up on its commitment to the region spearheading initiatives that aim to educate the general public. By focusing on promoting digital awareness and Cyber Safety, primarily targeting students, teachers, parents, women groups, job seekers, orphans and economically disadvantaged individuals, across the region, we have managed to form partnerships that engage government organizations, educational institutions, and corporate citizens, all in support of community outreach initiatives.



Our Community Outreach Initiatives

At ICDL Arabia, we are committed to making a real difference in fostering the computer skills & building the capabilities and Cyber Safety awareness among citizens of the GCC, Iraq and Egypt. We promote various initiatives that focus on the local youth, parents, women groups, job seekers, orphans and economically disadvantaged individuals. Our Community Outreach Initiatives consist of three main categories focusing on community outreach and impact: 1) ICDL Summer Camp, 2) Women's Enablement, and 3) Job-Nationalization.

» ICDL Youth Summer Camp

ICDL Summer Camp is an annual regional event that started in 2001 as an initiative to spread digital skills and Cyber safety among children between the ages of 14 - 18. The various Summer Camps are overseen by ICDL Arabia and typically run by ICDL accredited centres at universities due to their multiple campus locations, availability of state-of-the-art computer labs, dining facilities and transportation; whilst providing young school students with orientation to the higher education learning environment.

ICDL Summer Camp aims to educate future generations on the responsible and safe use of technology in a fun yet constructive environment. The 2013 Summer Camp provided students with the basic and essential computer skills and practical knowledge skills of how to leverage Social Media platforms to meet social, educational and informational objectives. The Camp gave students a chance to socialize with youngsters of a similar age in an edutaining environment. Valuable presents and surprises were also offered to participants from the generous support of our esteemed sponsors.

The Summer Camp concept all started with the endorsement and support of visionary country leaders and policymakers from the Government educational sectors across the GCC member states. The success of this good-cause initiative remains to be contingent on the generosity and support, whether in funds or in-kind, received from Governments of the region and also industries such as media, technology, airline, recreation, banking, oil, telecom and hospitality.

Through Corporate Social Responsibility (CSR), Community Engagement and Government support, ICDL Summer Camp has to-date, successfully empowered more than 60,000 youth with digital skills, giving them a sense of achievement and enabling them to become resourceful, motivated and independent learners.



The National - UAE - 20 August 2013

» Role-Model Supporter: HSBC a Key Contributor to our Summer Camp Community Outreach Initiative



HSBC is one of the world's largest banking and financial services organizations, and has been operating in the Middle East since 1959. It initiated this particular Strategic Initiative by renewing their partnership with ICDL Summer Camp for the second year in a row to empower 200 orphans and underprivileged youngsters from the Emirates of Ajman, Fujairah, Ras Al Khaimah and Sharjah with essential skills in social media and cyber safety.

Although funding was made available, a project like this involves several parties and delicate coordination to ensure its success. Hence, with the support of HSBC, ICDL Arabia's role was to:

- 1) Identify the underprivileged and orphan children that qualify to receive the HSBC grant to participate in the summer program.
- 2) Select suitable ICDL accredited centres that have the capability and capacity to deliver this project.
- 3) Create incentives to ensure that the young participants remain interested to eventually be prepared for the certification test.
- 4) Raise awareness on the proper use of Social Media.

The Initiative was a great success with a total number of 200 underprivileged and orphan students who made productive use of their summer break to acquire new computer skills that led them to ICDL certification. The generosity of HSBC is now a model case study we present to responsible corporate citizens to consider supporting similar initiatives targeting underprivileged, orphan children or other minority groups such as, women, retirees, job seekers, people of special needs or prison inmates.

This project demonstrates the beneficial outcome of strong collaboration between so many parties that have joined hands towards one goal – to provide underprivileged and orphan children with an educational and productive summer.



» Other Key Summer Camp Partners



Without the contribution of all the parties involved, the ICDL Arabia Summer Camp 2013 would not have seen the light. We hope that other prestigious institutions like HSBC will follow suit and support these Community Outreach Initiatives to help spread digital literacy and make it accessible to all.



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» Women's Enablement

To date, ICDL Arabia has enrolled more than a million individuals in its programs, including women. ICDL Arabia Initiatives enable local women homemakers and women with varying disabilities, such as deafness and partial paralysis, to gain valuable skills leveraging ICDL's internationally recognized, quality standards. The specially adapted ICDL procedures and standards cater to women with special needs by including additional hours of practice as well as test retakes and extended test period duration.

In 2012, the Abu Dhabi Systems & Information Centre (ADSIC) launched, in cooperation with ICDL Arabia, an Initiative called eCitizen programme aimed at enabling thousands of women lacking the necessary skills to effectively use Internet for transactions, eServices and accessing information/services provided by the Abu Dhabi eGovernment and other online platforms.

Also in 2013, ICDL Arabia joined forces with University of Sharjah to launch an Initiative to empower women with physical disabilities to learn ICT skills. The program was implemented by University of Sharjah with the aim of educating deaf and partially paralysed women from "Sharjah City for Humanitarian Services".

The Women's Enablement Projects educates and empowers women with digital skills and cyber safety guidance to participate across all sectors in the society which is essential to build a stronger society and improve the quality of life for women. These projects are the result of collaboration between ICDL Arabia, governments in the region and responsible corporate citizens.



Women's Enablement at ICDL Arabia

As the world moves online we become more reliant on IT, while the impact of cyber attacks can be seen in almost every aspect of our lives. Attackers and defenders are evolving and a secure system yesterday may not be a secure system today.

Her Highness Sheikha Mozah bint Nasser

» Job-Nationalization

ICDL Arabia has anchored itself closely to key Government initiatives such as Emiratisation from the onset in order to make a real difference in terms of employment and learning for local citizens, particularly job seekers. Ensuring Dubai's public servants have strong computer skills is a priority. His Highness Sheikh Mohammad bin Rashid Al Maktoum, Ruler of Dubai and Prime Minister of the UAE, made a decree in 2005 for an initiative to train UAE nationals working as public servants so they can obtain the International Computer Driving License (ICDL) certification. In line with this decree and Emiratisation policies across all Emirates, more than 200,000 UAE nationals have completed ICDL certification requirements.

Learning new skills in using information and communications technologies (ICT) has resulted in improved employment opportunities and quality of life, key cornerstones of Emiratisation.

We believe that our youth are the backbone of the nation and the foundation on which to develop this noble civilisation, unaffected by the wind of change, no matter how hard it blows.

His Highness Sheikh Mohammed Bin Rashid Al Maktoum

Skilled employees enable organisations to use technology more effectively, leading to increases in productivity and competitiveness and ensuring that operational objectives are achieved more efficiently. ICDL Arabia certification programmes are used to increase the value of human capital and achieve productivity gains through developing competent employees. Our goal is to empower, equip and provide nationals of all ages with the skills needed to create better opportunities for their future. The objective is to have all nationals successfully complete the program resulting in the Social Media for All Certification and ICDL Profile Certificates. We aim to provide a benchmark for our community of higher standards in IT usage and computer skills.



Posters promoting vigilance among teachers hung in faculty rooms

Survey report about the influence of Social Media on youth

How CSR Contributions for our Community Outreach Initiatives can Benefit Your Organisation

A key priority for a socially responsible business is to develop and maintain strong and mutually beneficial relationships with its community. Businesses that take an active interest in CSR can generate community support, loyalty and good will. This is often referred to as building your "social licence to operate", an important business objective for any business.

Each CSR effort will offer many public relations, media opportunities and sponsorship marketing opportunities.

- 1) Your organisation will receive a free Cyber Safety awareness session from subject matter experts for your employees
- 2) Your organisation will become better known as a national/regional digital literacy and Cyber Safety supporter for communities in the GCC, Iraq and Egypt.
- 3) Organisations that can demonstrate their commitment to the social good can be attractive to top talent who share their set of values.
- 4) Team building is strengthened, particularly when a company's values are shared by employees. Charitable efforts can become team building exercises that improve staff morale and job satisfaction.

Everyone has the right to "seek, receive and impart information and ideas, through any media and regardless of frontiers.

Article Nineteen of the United Nations
Universal Declaration of Human Rights

How You Can Support ICDL GCC Community Outreach Initiatives

- 1) **Direct Funding** – As a Foundation we only coordinate payments between you and the entity delivering the program to the target group. We want to ensure the funds go directly to the participants of this program.
- 2) **Employee Family Summer Program** – ICDL Arabia avails the opportunity for sponsors to be a part of ICDL Arabia Summer Camp 2014. All efforts are aimed at certifying the employee's children. This digital awareness program has been implemented successfully by DUBAL, Dubai Health Authority and many other organizations.
- 3) **In-Kind Support** We like to involve our partners in our Initiatives and this is where we can engage you with the audience through:
 - a. **Lectures / Events / Promoter stand** – a direct method to allow our partners some face time with the recipients of their support.
 - b. **Value Added / Gifts / Giveaways** – Students always require some incentive and this type of support provides them with a motivating reward during or after completion of the program.

The new world educational system recognizes that education is a universal right and hence enables students wherever they might be to have access to the means of innovation, creativity, acquisition of knowledge and expertise and the practice of responsibility.

His Highness Sheikh Hamad Bin Khalifa Al Thani

Attending the Cyber Safety info-session provided by ICDL made me understand the grave dangers my children face online. I am now able to teach them how to use the internet safely.

Hind Bilbaisi, Parent, Dubai

I am glad I took part in this year's Summer Camp. I am now well aware of the dangers I can face online. With the skills I gained, I'll know how to avoid cyber threats.

Maitha Al Remeithi, student, aged 16



His Highness Sheikh Mohammed bin Rashid receives exclusive European prize for the dissemination of culture informatics

Gulf Today - UAE -
27 October 2007



Gulf Today - UAE -
15 April 2007



Oman Daily Observer - Oman - 27 May 2009

For more information please contact us at info@icdlarabia.org or visit our website www.icdlarabia.org

The International Computer Driving License (ICDL) concept is a global computer literacy initiative developed to raise the level of knowledge about Information Technology (IT) and increase the level of competence in using personal computers and common computer applications for all the citizens of the world. The ICDL Arabia is the sole body responsible to implement and disseminate the programmes across the GCC States, Iraq and Egypt with the support of leading educational institutions and accredited bodies. The ICDL Arabia mission is to enable proficient use of Information and Communications Technology that empowers individuals, organizations and society, through the development, promotion and delivery of quality certification programmes throughout the world.



www.icdlarabia.org