



دوم Dom

لريادة العمل البيئي المبتكر
Innovative Environmental Entrepreneurship

Dom Program For Innovative Environmental Entrepreneurship

March - July 2018



رؤية الشباب
Youth Vision

Introduction

DOM is a program that promotes awareness of the environment and a culture of caring for the environment in a sustainable way by finding innovative solutions to environmental problems. The program comes as a result of the increasing rates of pollution of all kinds in the environment and the rapid environmental changes taking place in the world, as well as the lack of community awareness of how to conserve natural resources and reduce their consumption. The program works to challenge the best innovative and sustainable project to solve these environmental problems targeting youth who are environmentally conscious and have ideas or projects related to the environment and gives them the opportunity to view and promote them through several stages by which it can be evaluated and then choose the best project. The program is accompanied by several activities targeting the community to promote the idea of social responsibility towards the environment and how to preserve it and disseminate these concepts to all individuals and future generations to ensure the sustainability of natural resources.

Skills and knowledge participants gained :

1

Raising awareness in innovation in the fields of environment and ways of preserving them.

2

Investment of various talents and transforming them into ways to influence society through the competition

3

Instill pioneering thinking to solve environmental challenges by giving them the knowledge necessary to establish their projects.

4

Follow-up the development of youth through the creation of environment conducive to meeting, discussion and exchange of experiences and hosting the visionaries in this area.

5

Encourage them to participate in National, Arab or International competitions to motivate them to produce innovative and creative thinking.

What distinguishes Dom program:

1

This year was part of the objectives of sustainable development 2030. It focused on the themes: life on land, renewable energy at affordable prices, **life under-water and clean water and hygiene.**

2

Make sustainability a constant value in the projects and assumed in the minds of youth, and this was demonstrated through Dom Ambassador and the media campaign that will continue after the end of the implementation period of the program.

3

For the first time, a public event was organized to design an innovative advertising campaign whose message will continue its impact after the end of the event. It was also published through public transport (Mwasalat) for two months.



3

Dom Phases:



Dom Phases:



Public event

June 2ed 2018

06

07

Dom forum (7-6 July 2018)

for the development of ideas and projects and training teams qualified to develop the project and cover the shortfall in the project and then present the projects before the jury for evaluation and selection of the winning team.

Winning team's trip

The winning team were rewarded an educational trip to Masdar City in Abu-Dhabi

08

5

Targeted Group

Direct

youth aged
20 to 30
years

Indirect

1. community following up in the social media.
2. The companies related to the environment such as: Ministry of Environment, Be'ah, Hayat...etc

KPIs Vs Results:

| | KPIs | Results |
|---|------|---------|
| The number of teams | 30 | 60 |
| Number of teams eligible for interviews | 10 | 14 |
| Number of teams participated in the forum | 6 | 5 |



Dom program outputs:

A Winning team

has the opportunity to develop it from just an idea to a more realistic stage through continuous follow-up by Youth Vision and the award presented, which is an educational journey to the most sustainable environmental cities in the world (Masdar city in UAE).

14

Ambassadors

are seeking to spread environmental awareness and the importance of preserving the natural resources of all segments of society.

The media campaign
LUTFAN

accompanied the program and will continue to publish videos and messages through social media.

Dom program outputs:

36
people

contributed in creating environmental information messages to keep resources clean and spread environmental awareness.

4
environmental
awareness videos

12
posters



in innovative artistic ways ready to publish on social media.

5
teams

19
participants



from different colleges and institutions with greater awareness and knowledge of the environment and environmental sustainability and how to turn environmental projects into successful trading companies.

Team supervisors

Hamad Al-Mukhini (Environmental Health Specialist).

Abdullah Al-Saidi (Founder and Chief Executive Officer of Nafath Renewable Energy Company).

Khalid Al Busaidi (experience in establishing and developing business).

Abdulaziz Al-Kalbani (Chief Operating Officer of Asrar Al-Aaredh)

Maryam Al Amri (CEO of Youth Vision)

Selection criteria



Commitment



Diversity of team member's skill



The feasibility of the project

Stages Judgement Committee

Registration Forms Screening stage

- Maryam Al-Kharbooshi (member of the National Committee and Head of International Relations at the Ministry of Heritage and Culture).
- Ghudaina Al Issai (employee of the Oman Botanical Garden).
- Maryam Al Aamri (Youth Vision).
- Rahma Adam (Youth Vision).

Interview stage

- Said Al Busaidi (Member of Youth Vision and Certified Digital Marketer).
- Nora Al Wahaibi (BP OMAN staff).
- Maryam Al-Kharbooshi (member of the National Committee and Head of International Relations at the Ministry of Heritage and Culture).

Stages Judgement Committee

Judgement committee at Dom Forum (final stage):

- Supervisor of arbitration and calculation of results: Maryam Kharbooshi
- Labeed Al-Aamri (Member of the National Youth Committee).
- Fathia al-Hakmani (Director of Incubators & Entrepreneurship Centers at the Development of Small and Medium Enterprises “Riyada”).
- Dr. Ahmed Abdulsalam (A staff member in the Health Affairs Department of Muscat Municipality).

Project Terms and conditions

- Capable of implementation and application in the Sultanate.
- Sustainable and innovative environmental impact.
- Clear economic feasibility and is capable of development and growth.
- The ownership of the idea and the project shall be the responsibility of the participants.
- (New Projects) points will not be counted when evaluating the projects which participated in other competitions.

Nominated Projects in the Final Stage (Forum):



Project Idea:

Converting used paper of all kinds (newspapers, cartons, books, etc.) into high-quality coal free of chemicals to:

- Reduce paper waste
- Minimize trees cutting
- Reduce emitted toxic gases

Team members:

- Mohammed al-Kindi
- Abdul Malik Al-Himali
- Khalifa Al Saidi
- Fatma Al-Ajami
- Juhayna Al-Ghunami

Pectin Substitute For Plastics team



Project Idea :

The use of pectin products as an alternative of plastic and environmentally friendly to replace plastic as it is characterized by the same quality and hardness and the desired external shape and required by the consumer. Pectin is excessively available locally in fruit crusts (crusts thrown daily in vegetable markets, juice shops, restaurants and homes). What distinguishes this product from plastic is that it is made of natural materials and the way it is manufactured and produced is inexpensive. The product is edible and can be made from it edible dishes and cutlery, Pectin products can also be converted to soil fertilizer since they are biodegradable in a short period or dumped in special containers for the production of methane used as biofuel.

Team members:

- Shaima bint Salem Al-Saidia.
- Said bin Mohammed al-Rabakhi.
- Ryan Al-Rawahieh.

Project Idea:

Is the exploitation of the organic substances in our daily lives that we do not use and sometimes may be polluting and harmful to the environment in the production of organic fertilizer and then processed to become an excellent food, and the ability to store water longer and the production of a gas can be used in cooking and burning. Organic materials are in (food residues, fertilizers, tree residues and others).

The idea of the project is to provide a closed environment in which organic materials are placed with specific measurements in a specific period of time. The period is known according to the need for bacteria to convert organic matter to improved organic fertilizer and the production of biogas, which is between 14-20 days. After extracting organic compost from the device or the enclosed environment Ash is added to absorb toxins, heavy metals and undesirable substances in compost, as well as the addition of crushed wood (carbonate), because it contains the cellulose that stores the water, and of course all the additives are added in specific proportions. We have improved biological experiments to verify its effectiveness on the plants we found it suitable and excellent in the conservation of the health of plants and is 100% natural without chemicals and having the feature of the water conservation in dry days for long periods.

SQU team



Team members:

Mohammed Issa Al - ShuaileSaid Said

Mohammed Al-Maani

Yousef Yaqoub Al Busaidi

Eco Oman team



Project Idea:

A company that has specialized stores and well organized use to collect a number of recyclable waste with economic and industrial returns such as: iron, plastics, batteries, and then reselling them to factories and industrial companies for recycling.

The company seeks to facilitate the process of collecting these wastes and more importantly, the economic value of the wastes that people usually dispose of without knowing their economic and industrial importance. We aim to involve the community in this process through several modern and innovative outlets such as: application in the phones is easy to reach us and then we buy the waste and stored in a dedicated workshop and stores and then sold to factories. We can reach a larger number of shareholders and anyone who wants to dispose of the specific waste (iron, batteries, plastic) can communicate with us easily.

Team members:

- Kaltham Al-Mouzahmieh.
- Moza Al-Bahlawania
- Huda Al-Masruria.
- Fadwa al-Isaiya
- Rawia Al Rawahia

Edama team



Project Idea:

1. Production of active carbon of high quality and space using the date kernel, which removes and impurities in the face and clean the skin and teeth and also reduces the pain of insect bites.
2. Preparation of active carbon is a carbon filter that removes organic or inorganic substances or compounds from wastewater and gray water as well as contaminated water from factories.

Team members:

- Asia Obaid Al-Saadia
- Sheikha Mohammed Al-Shakilya
- Kawthar Abdul Razzaq Al-Balushia

Award of winning team

1

Educational Journey to Masdar City. The first city based on clean and renewable energy in the world. It is a sustainable residential community that was established in the Emirate of Abu Dhabi in addition to attending some training and educational workshops prepared by some officials from educational companies and institutes in the United Arab Emirates.

2

Knowledge and advisory support for the team by Youth Vision Organization.

3

Financial support for the project to become a company on the ground after their commitment to the conditions set for this purpose.



DOM Forum

Is the final stage of the DOM Challenge, in which some sessions and training workshops are offered to the qualifying teams to help the teams develop their ideas and refine them in an atmosphere of competition and exchange of knowledge.

Why DOM Forum?

1. To present the final projects of the teams.
2. To give them training workshops to help developing the project in the future.
3. To announce the winning team of the challenge

Training workshops included in the forum

- The requirements of the establishment of the company (commercial laws).
- Business model.
- Patent and copyright.
- Marketing the project.
- Financial management of the project.
- Establishment of human resources in the company.
- Presentation of the experience of an environmental project from DOM 1.



DOM Forum Schedule:

First Day Friday, July 6

| Time | Workshop topic | Proposed lecturer |
|----------------|---|------------------------|
| 10-10:30 am | Definition of the forum program and the conditions of the final offer | Youth Vision |
| 10:30-11:15 am | Foundations of the company (laws) | Abdullah Al Barashdi |
| 11:15-11:30 am | Coffee break | |
| 11:30-12:15 | Business model | Abdullah Al Barashdi |
| 12:15-1:00pm | Team work Activity | Youth Vision |
| 1:00-1:45pm | Intellectual property and patent | Ahmed Al Hinai |
| 1:45-4:30pm | Lunch and Working on projects | |
| 4:30-5:15 pm | Financial Management | Dr. Mundhir Al Busaidi |
| 5:15-5:50 pm | Team work Activity | Youth Vision |
| 5:30-6:15 pm | Human resources | Maryam Al Aamri |
| 6:15-10:00 pm | Working in the projects and dinner | |

| Time | Workshop topic | Proposed lecturer |
|--------------------|--|---------------------------|
| 9:00-9:30 am | Experience of environmental project | Dom 1 Ziyad Al gharabi |
| 9:30-10:30 am | Working on the Projects | |
| 10:30 – 11:15 am | Project Marketing | Saba Al Busaidi |
| 11:15 am – 3:30 pm | Working with the team and submission of Presentation | |
| 4:00 – 5:15 pm | Presenting the projects | |
| 7-6 pm | Final ceremony and announcing the winning team | |

Analysis of data from the program evaluation forms for 5 teams:

Program overall organization:

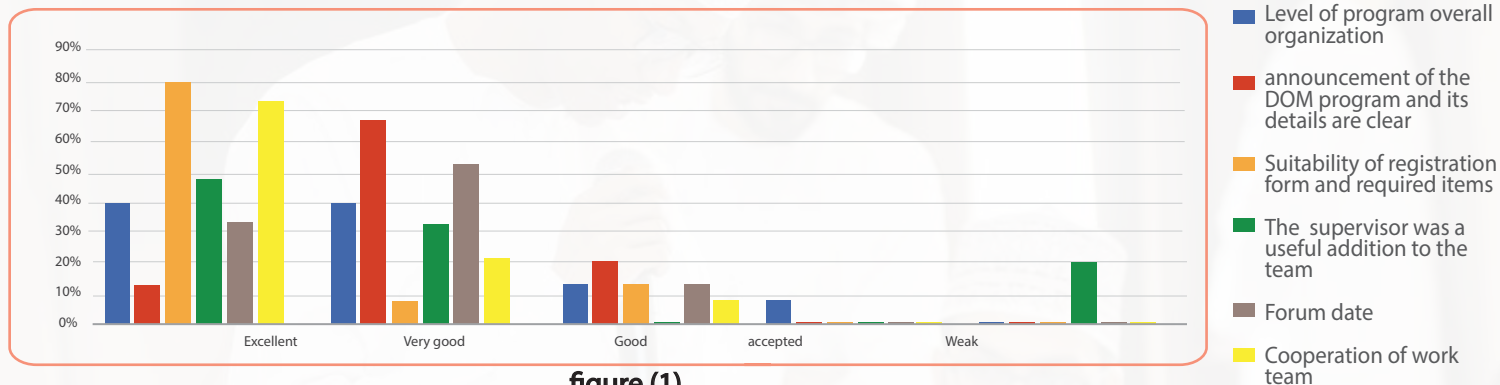


figure (1)

- The percentages shows that the organization general level was under the expectation which was considered to be good thing and satisfactory, and about 80% vote for excellent and very good.
- As for the clarity of the advertisement and the method of registration and its duration, the responses indicated that it was also satisfactory where the majority and the largest percentage voted as follows:

The announcement of the DOM program and its details is clear: 67% very good

- Registration form and required items are suitable: 80% Excellent
- The percentage 47% indicated that the supervisor was a useful addition to the team.
- The history of the forum and the cooperation of the team got the highest ratios as follows: 53% very good and 73% excellent.

● Forum program and content

| Evaluation | Your evaluation of the theme of the first workshop: "Foundations of the company's establishment" and its content | The personal experience provided gave me inspiration and increased my passion for converting my project to a company | The method of arbitration was fair and appropriate | The award given to the winning team is encouraging competition |
|------------|--|--|--|--|
| Excellent | %53 | %53 | %0 | %7 |
| Very good | %27 | %27 | %33 | %33 |
| Good | %0 | %13 | %13 | %20 |
| accepted | %0 | %0 | %0 | %13 |
| Don't know | %20 | %7 | %53 | %27 |

-The largest percentage (53%) saw that the first workshop (the requirements of foundation of the company and its content) was excellent.(fig.1)

- Participants point out that personal experience has given them inspiration and increased their passion to turn their project into a company that is 53% excellent and 27% very good.(fig.1)

- As for the method of judging , the percentages indicated that it was not clear and they do not know anything about it by 53%.(fig.1)

-The prize given to the winning team was somewhat encouraging for the competition by voting 33% very good and 20% good while it could be better by vote of some at 27%, for I do not know and 13% for acceptable.(fig.1)

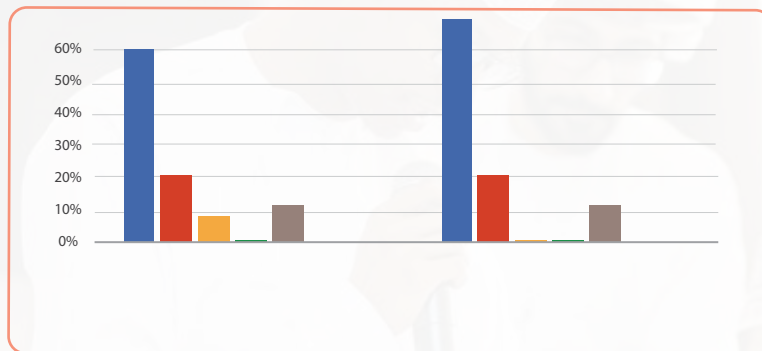
Analysis of data from the program evaluation forms for 5 teams:

The responses of the participants in the evaluation form, which focused on the evaluation of the workshops as a theme and as a supervisor providing the subject, were summarized as follows:

- Most of the workshops (business foundation, business model, sound financial management of projects, human resources - fundamentals and controls, project marketing) have been rated excellent by over 50%, while intellectual property and patents have been rated at 40% Only suggesting that the theme of the workshop did not serve the participants and this was in line with our expectations and was part of the program development proposals in the previous version.(- fig.2- fig.5)
- In regard to the evaluation of the trainers of the workshops, the percentages show the satisfactory of the participants with the providers of the workshops, as Abdulla Al-Barashi received an excellent rating of 67%. Eng. Ahmed Al-Hinai has an excellent rating of 53% and a very good rate of 27%. Dr. Munther Al Busaidi has an excellent rating of 73% and Maryam Al Aamri has an excellent rating of 60%.(fig.1- fig.5)

Analysis of data from the program evaluation forms for 5 teams:

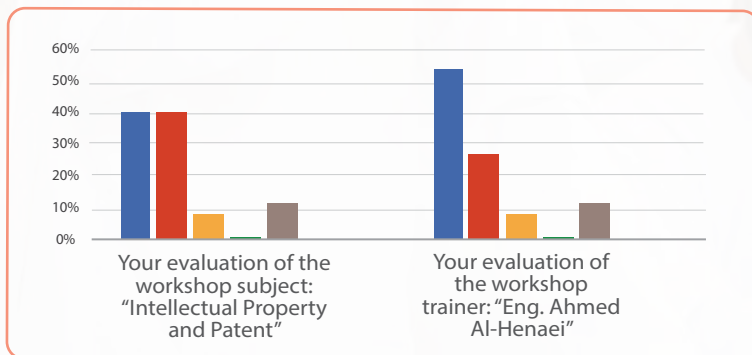
figure (2)



Second workshop: Business model

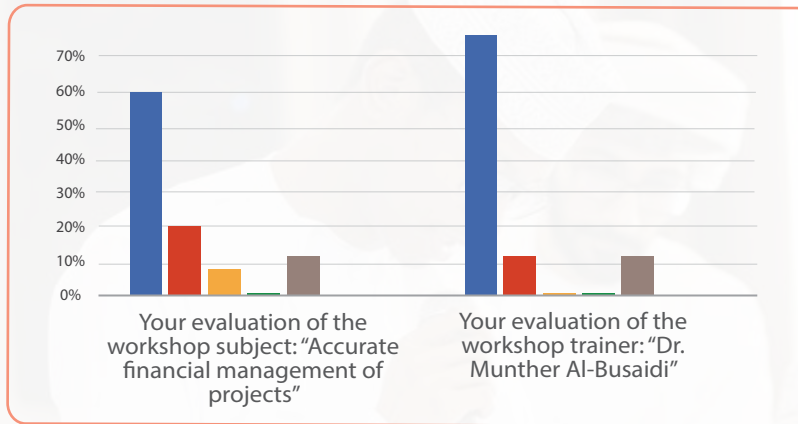
- Excellent
- Very good
- Good
- Accepted
- Don't know

figure (3)



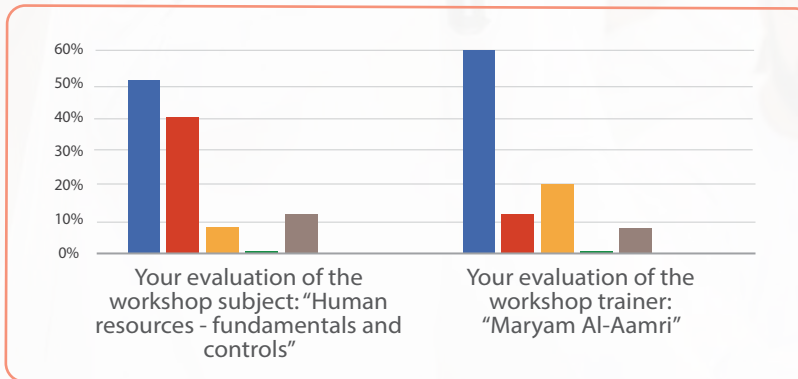
Third workshop: Intellectual Property and Patent

figure (4)



Fourth workshop: Accurate financial management of projects

figure (5)



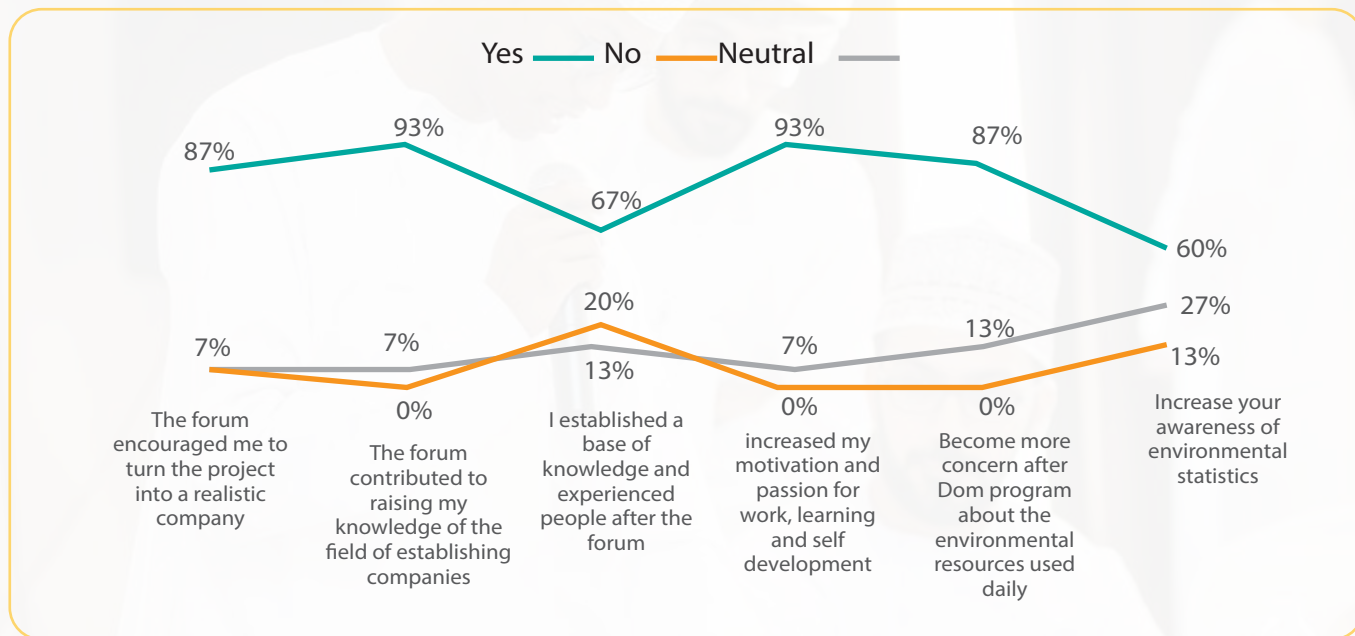
Fifth workshop: Human resources - fundamentals and controls

- Excellent
- Very good
- Good
- Accepted
- Don't know

Measuring learning and direct impact after the program:

- Through the responses of participants it is clear that the forum has contributed effectively to increase the interest of participants in their environmental projects and encourage them to convert to a realistic company after increasing their knowledge of the establishment of companies during the workshops.
- Much of the forum participants has benefited from their knowledge of new people and the creation of an experienced knowledge base.
- The forum increased their knowledge of environmental issues and their concern to preserve environmental resources.
- For the development of skills, the forum contributed to increase the motivation and passion for self-development of participants through 93% vote yes.(fig.6)





Measuring learning and direct impact after the program

figure (6)

Participants' views and opinions on the program:

As for the participants' question about their views and opinions in regard to the event and development proposals and recommendations, the questions and answers were as follows:

"What will you say about your experience in the program and about the environment and sustainability in particular?"

- 1 We must reconsider the use of environmental resources properly, including water and energy, and work in the development of environmental projects of all kinds.
- 2 Care for the social and culture environment and must be deployed and applied to the surrounding environment. The program has increased the passion to continue to take care of all aspects of the environment.
- 3 Give particular attention to the project and the application of what has been utilized through the program to reach a successful company aimed at raising environmental awareness.
- 4 DOM program helped us turn the idea into a product on the ground.

Participants' views and opinions on the program:

"If your project does not win will you continue to work on it and turn it into an existing company?"

- 1 Yes Without any doubt, participation was only a stage of motivation and renewal in the spirit of the team.
- 2 Yes, if there is environmental awareness or the ability to deliver it to the community with the presence of financial support to preserve the environment.
- 3 Without the slightest discussion, work and development are acquired passion.
- 4 Of course, because the company's main goal does not stop at the competition and failure increases the person's experience.

Participants' views and opinions on the program:

"Your recommendations for developing the program for the coming times"

- 1 Increase the duration of the program to find a greater opportunity to benefit from the expertise of supervisors with the application of the idea.
- 2 More media coverage.
- 3 Expand the invitation to academic institutions such as universities and colleges.
- 4 Provide financial and advisory support to those wishing to complete the project.
- 5 Increase the number of competing teams in the final stage.
- 6 Extend workshops for a week or longer, and the workshops are to be in half the duration of the contest.

Media coverage

● Local newspapers:

| Day | Title | Link | Newspaper |
|------------|---|---|----------------------------|
| 28.03.2018 | Youth Vision is a Dom Challenge to Environmental Innovation". | https://www.shabiba.com/article/208494 | Al Shabiba |
| 28.06.2018 | "Youth Vision launches the competition of Dom Challenge for Innovative Environmental Action". | https://www.shabiba.com/article/208494 | Oman newspaper |
| 29.06.2018 | "Youth Vision launches the second edition of Dom Challenge with the support of BP Oman." | http://v.ht/JCBx | The Omani Vision newspaper |

Media coverage

● Television and Radio Coverage:

| Day | Title | Link | Guest |
|------------|---|---|---|
| 09.07.2018 | Radio Al-Wasal | https://soundcloud.com/alwisal/25-018 | Asma Suleimani Specialist Research and Studies |
| 09.07.2018 | A meeting in Sultanate of Oman TV " From Oman" program | https://www.youtube.com/watch?v=CUi8Ru4o70U&feature=youtu.be | Ibtihal al-Farsifrom YouthVision and Yusuf al-Busaidi |

Social media coverage

رؤية الشباب @Youthvisionom ٦ يوليو
نستهل #تحدي_دوم بورشة أسس تأسيس الشركات مع الأستاذ عبدالله البراشدي .
#رؤية_الشباب
#pb
#bp_oman



BP Middle East و BP_Oman

5 5 1

رؤية الشباب @Youthvisionom ٨ يوليو
نبارك للفريق الفائز في #تحدي_دوم
SQU Team
رحلة تعليمية إلى مدينة مصدر بأبوظبي @Masdar
ونتمنى التوفيق في مشروعاتكم ولمشاريع الفرق المناهلة
#رؤية_الشباب فخور بكم
#Bp
#bp_oman



Masdar و BP Middle East و BP

17 9 1

Challenges:

- The idea of DOM for this year has been changed from work to solve local problems in partnership with Bee'ah, Hayat, Ministry of Environment and other companies to the goals of sustainable development, due to the difficulty of local problems and the need for more efforts than initiatives or small pilot projects.
- Difficulty developing the teams and projects due to the duration coinciding with the month of Ramadan
- All supervisors were not able to provide the teams with the needed guidance and help them develop their projects.
- The ideas of the participating Teams this year were not as strong and some were not serious.

Suggestions to improve

1

Consider the establishment and implementation of program with religious events or national holidays, especially the period of supervision (month), suitable for supervisors and teams may extend to more than a month.

2

Training supervisors intensively and giving them guidance on how to supervise properly before starting actual supervision by setting up a specialized workshop.

3

Information tours to announce the program throughout the Sultanate.

4

Sign contracts or Memo of Understanding with third-parties whether individuals or companies to ensure the high quality of programs implementation as required.

Sustainability:

1

Follow-up the winning team's project and support them with knowledge and financial assistance until it develops into a company.

2

Completion of the media campaign "LUTFAN" and convert it into a series of consecutive videos.

3

The publication of distinctive ads with deep environmental messages, which were the result of the event of "Post it" in the accounts of youth vision in social media, and to repeat the event every year if possible.



Feedback about DOM program:

Dom program is one of the closest programs to me because it touches on a very important issue to the world and us as human beings, the environment concerned everyone and paying attention to it concern all human beings on this planet and the least we can do is to encourage youth to maintain it, through programs such as DOM, the series of videos (Lutfan) and the Ambassador of Dom and the contest Post it to encourage the community to sense the value of the environment and we in Youth vision intend to complete the work on these outcomes even if we did not conduct Dom program again.

Rahma Adam
(project manager)



Feedback about DOM program:

DOM is a good program to motivate youth to innovate and explore new ways to preserve the environment and promote the concept of environmental sustainability. I think we need to have a training program that helps teams to research, analyze, invent ideas and manufacture products or services before the competition. We also need to complete the program by following the teams so that they can implement their projects, especially the most attractive projects or those that we believe are more important and successful.

Khalid Al Busaidi
(supervisor for one of the teams)



Feedback about DOM program:

I frankly noticed the cooperation, understanding of the members of the organizing team and the spirit of work preceded by a smile that is more beautiful than this, the organization was above wonderful and the participants were full of enthusiasm, activeness, knowledge and confidence.

Fathia al-Hakamani
(Judge)



Feedback about Dom (from participants)

Dom program is a program that works on extracting the youth's creations and transform their ideas into well-thought-out innovations and projects.

Our participation in the program provided us with the opportunity to restart a project that was on-hold and get support and guidance by supervisors and training courses and seminars and also through the meeting new ambitious people who has a passion for challenge. It was an inspiration program for us.

Asia Al-Saadi
(participation from the Edama team)



Feedback about Dom (from participants)

An interesting program having useful workshops, added a lot to us in term of application, but I have some notes:

- The workshops are valuable and rich but their duration was not suitable which caused us some pressure.
- Some projects were very advanced and already had a good experience in presenting and implementing even without a supervisor, because they participated in more than one competition and had a good background.
- At the end, this is a great effort of a recognized company that has its reputation and place in the community, and we are pleased to thank you for these efforts. In general, the program has been very useful.

Huda Al-masroori
(participant from Eco Oman team)





دوم dom

لريادة العمل البيئي المبتكر
Innovative Environmental Entrepreneurship

First Public event (Post it)



June 2ed 2018



Knowledge Oasis Muscat, KOM4, Muscat Hall

First Public event (Post it) :

It targeted the public audience for one day (June 2ed 2018) and it aimed to **spread** environmental awareness in **an interactive influencing way**. The event this year was a challenge for a group of teams chosen after registering in the event in order to produce the best innovative environmental advertisement (whether poster design or video).

Competition goals

Promoting environmental awareness among youth in a lovely creative way.

Spreading creative ideology in social advertisements related to issues such as environment.

Participation method

- 1 Opening registration through Youth Vision website by answering a questionnaire.
- 2 Selecting participants, teams (of the different skills) were formed for the challenge.
- 3 The team worked from 9 am to 8 pm on producing an innovative environmental advertisement (whether 3 poster designs or a video)
- 4 The judges committee evaluated the works then announced the winner.
- 5 The event contained an interactive workshop before the challenge in order to enrich creative ideas.



Participants selection criteria

- 1 Seriousness in answering the registration form.
- 2 Applying registration conditions (age group).
- 3 The participant's skills suits the skills suggested in the form
- 4 Their care about environment and their believes in the necessity of increasing environmental awareness.

The Winning team award

- Publishing the winning team's advertisement in the social media accounts of Youth Vision along with Dom campaign.
- The team got the chance to present the advertisement on Dom forum.
- The advertisement was shown on "Muwasalat" buses screens for 2 months.
- Financial award.

Interactive workshops presenters

- Hashr Al-Manthri - Saba Al-Busaidi

Judges Committee:

- Hashr Al-Manthri (CEO – Alamah Company)
- Saba Al-Busaidi (SME of many companies and specialized in marketing and social media)
- Saeed Juma Al-Busaidi (Certified digital marketer)
- Al-Harith Abdullah Al-Harhi (photographer – Royal Ceremony – DRC)

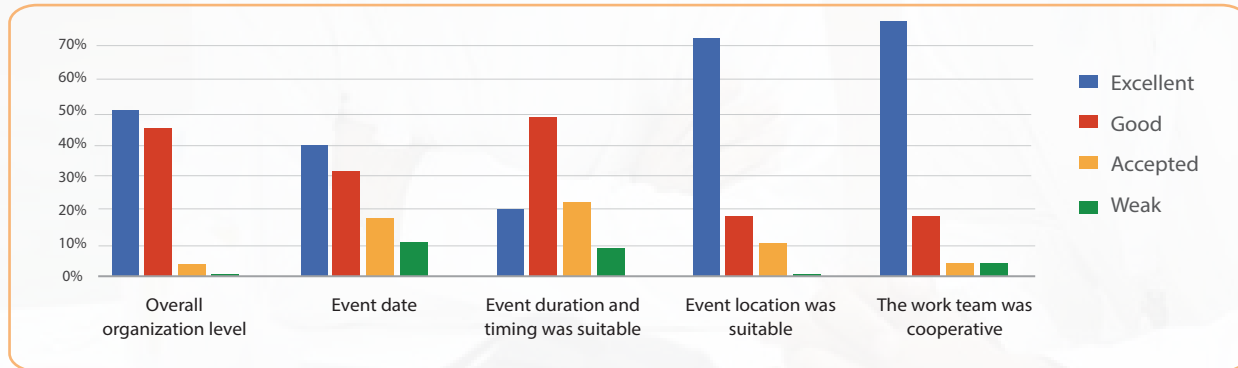
Winning team design



Event evaluation form analyses

- Overall organization

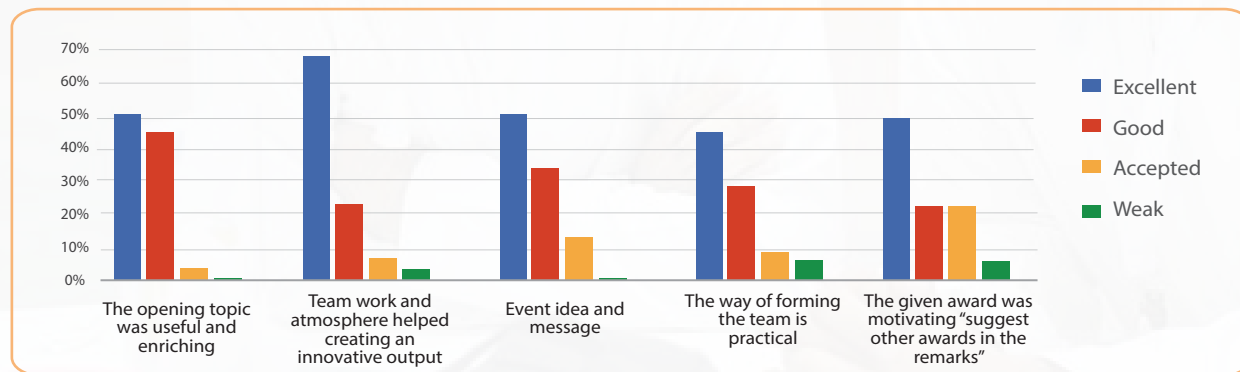
| Evaluation | Overall organization level | Event date | Event duration and timing was suitable | Event location was suitable | The work team was cooperative |
|------------|----------------------------|------------|--|-----------------------------|-------------------------------|
| Excellent | %51 | %40 | %20 | %71 | %77 |
| Good | %46 | %31 | %49 | %17 | %17 |
| Accepted | %3 | %17 | %23 | %11 | %3 |
| Weak | %0 | %11 | %9 | %0 | %3 |



Event evaluation form analyses

- Event Program

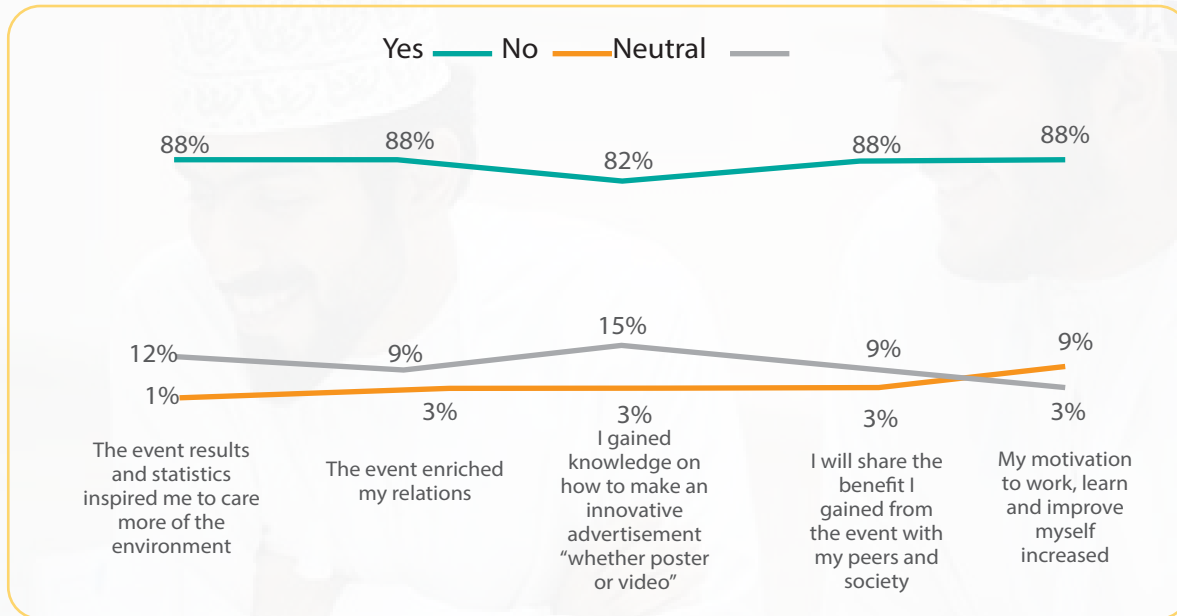
| Evaluation | The opening topic was useful and enriching | Team work and atmosphere helped creating an innovative output | Event idea and message | The way of forming the team is practical | The given award was motivating "suggest other awards in the remarks" |
|------------|--|---|------------------------|--|--|
| Excellent | %51 | %69 | %51 | %47 | %22 |
| Very good | %43 | %23 | %34 | %38 | %50 |
| Good | %6 | %6 | %14 | %9 | %22 |
| Weak | %0 | %3 | %0 | %6 | %6 |



Measuring post-event impact

| Evaluation | The event results and statistics inspired me to care more of the environment | The event enriched my relations | I gained knowledge on how to make an innovative advertisement "whether poster or video" | I will share the benefit I gained from the event with my peers and society | My motivation to work, learn and improve myself increased |
|------------|--|---------------------------------|---|--|---|
| Yes | %88 | %88 | %82 | %88 | %88 |
| No | %0 | %3 | %3 | %3 | %9 |
| Neutral | %12 | %9 | %15 | %9 | %3 |

Measuring post-event impact



Participants' opinion about the event:

“What will you say and share about this event and environment specifically?”

- It is a beautiful event with an excellent content. It increased my knowledge about environment risks.
- I will tell my colleagues about this opportunity, especially my colleagues at Mandoob.
- First I would like to thank Youth Vision for caring about the youth abilities and making use of them in improving and solving society and world issues.
- The event is excellent in improving skills related to work in a short time and dealing with new members.
- An event that enriches social relations and knowledge on the participant regarding environment marketing and innovative advertisement.



Participants' opinion about the event:

"your suggestions to improve coming events"

- Increasing event time to many days preferably
- Changing the month because Ramadhan timing differs.
- Choosing the team members earlier by themselves not by Youth Vision.



Feedback about the event:

What is good about the challenge that it contained different activities like ice breaking, interactive workshops, evaluation and presenting works in a simple way. Every activity added some kind of knowledge and experience to us through listening to the presenters and gaining valuable knowledge that helped us improving our performance in the challenge.

The ice breaking activity was interesting. It helped the teams to know each other and discover the similarities and differences between them. That made them to think in one way and produce one design.

Hujaila Al-Harathi

Member of the winning team

Second Public Event: DOM Ambassador

- It is a competition targeting society and every individual who is interested in environment. It aims to spread environmental awareness in the Sultanate. The participant job is to attract the targeted group to participate in DOM challenge through sharing information regarding environment preservation and sustainability using any method like posters or videos. The participant who succeed at gathering the highest number of teams to participate in the challenge will be called "Dom ambassador 2018" which Omar Al-Rawahi did.

- The number of Dom ambassadors were **14 (3males and 11 females)**.



Third Public Event: Media campaign associating the program

This campaign targeted all the followers of Youth Vision in social media. It contained various environmental messages and information that call every when to consider their attitude with environment in order to insure the sustainability of clean natural resources for us and the future generations.

The campaign contained:

A poster

Showing the possible results of misusing water with a statistic stating: (the World Resources Institute shows that 10 Arab countries in the world will face the worst actual water crisis in 2040 among of which is the Sultanate).



Third Public Event: Media campaign associating the program

A poster

Showing that there is no other clean planet to live in if The Earth was polluted to the extent that we cannot live on it anymore. The poster contained a statistic stating (environmental pollution cause 12.6 million persons to die and the Gulf countries are the most polluted countries in the world. Source: a study by EcoExperts).



Third Public Event: Media campaign associating the program

Video

The video is about a person dreaming like if in the future trees and fish disappear and meat is expensive in is not available always and they have to by Oxygen every morning. So what can we do to change this dream which may become real if we continue our bad practices.

<https://www.youtube.com/watch?v=FptoYRbYZAk>



Third Public Event: Media campaign associating the program

Video

The Video shows a child sharing in her innocent way statistics about extinction of living creatures because of human random practices. She kindly asks us to consider our practices as human with these creatures so we don't miss more of them and the universe system change.

<https://www.youtube.com/watch?v=TZ5Ly0-5M5A>





دوم Dom

لريادة العمل البيئي المبتكر
Innovative Environmental Entrepreneurship

Dom Journey Report



August 5- 8 August 2018



Masdar City - Abu Dhabi - United Arab Emirates

Introduction

The education journey to Masdar City, in Abu Dhabi, comes as part of the award of the winning team in DOM challenge organized by Youth Vision with full support from BP Oman that held during the period May-July 2018.



The company organizing and hosting the Journey: Edama company

1

Eedama was established from a “green” sensibility shared by scientists, teachers and engineers. We share a common belief that simply discussing environmental problems does not lead to a solution, but that understanding them and taking action is the better approach.

2

Eedama advisors limited as A company founded in 2015 in Masdar city Abu Dhabi, UAE .

3

Eedama advisors limited as A company founded in 2015 in Masdar city Abu Dhabi, UAE .

4

Eedama provides guaranteed results when relevant.

5

Eedama’s main target audience are schools, universities and companies in the UAE, Qatar and Lebanon.

Program schedule:

| Day | |
|---|---|
| Day 1 Sustainability in our Society | Welcome and brief presentation of the program |
| | A Sustainable City: Visit of Masdar City |
| | Global understanding of the environmental crisis |
| | Sustainable Agriculture and Food: Visit of an installation by The |
| Day 2 A Sustainable Approach to Resources | Agriculture Box (Dubai) |
| | Meeting with the founder of the agriculture Box concept |
| | Water treatment and recycling: Visit of a plant-based water treatment facilities (Reed Beds, in Ras Al Khaima). |
| | Start-ups, Innovation and Impact |
| Day 3 Technology and Innovation for Sustainable Development | Meeting with 2 socially innovative start-ups hosted by the Science |
| | and Innovation Park of the UAE University in AlAin. |
| | Renewable Energy, Technologies and Markets |



After the journey

- 1 Identify the current environmental situation in the region and associated projects.
- 2 The status of the renewable energy projects and jobs in the Middle East.
- 3 Identify the incubation centers in Masdar City and the incubation mechanisms.
- 4 Multiple relationships with experts and entrepreneurs in the field of environment, renewable energy and entrepreneurship.

Ideas and Recommendations for developing upcoming journeys:



1

Extending the number of days of the journey to try to benefit more from the relevant sources and places.

2

To focus more on field visits and to reduce theoretical content.

3

Identify the new successful institutions and projects with more details and ways of development.

4

Allocating part of the journey to develop the project of the winning team directly and clearly.

Opinions of the participants

"The educational journey for me to Masdar City is considered to be one of the most beautiful experiences I have ever had, where it combining interest and fun, and integrating the speakers with the creative ones." Before we went to Masdar City, I read a lot about it and saw many webs, but the visit was more inspiring, and beautiful, where you find the meaning of everything and the reason behind each design and all of them to access the preservation of the environment and its sources and sensing that it is a trust for future generations and must be kept pure. During the visit to the source and to identify ideas and talk with their owners and founders, I believe that the youth ideas can become one of the leading projects in Oman and abroad, as long as the support continues and the motivation and the transfer of experience exists like what BP Oman does with a youth vision in the Dom Challenge".

Omar Al-Rawahi

Opinions of the participants



"Being a member of the winning team in the Dom Challenge, I am very happy with the educational journey to Masdar City, Abu Dhabi, where we brought together theoretical and practical aspects through field visits and the identification of institutions working on the environmental side in general, specializing in several fields and that would benefit us in the project".

Mohammed Al Shuailei

Opinions of YouthVison Team



"We are delighted to see the DOM for the second time. The award of the winning team at DOM forum is the educational journey to Masdar City, which is complementing the team's experience at DOM forum, where the theoretical and practical aspects are linked, and identify the new project and the ways to develop them and accelerate them, and we extend our sincere thanks to BP Oman for its sponsorship and continuous support for youth projects in general and environmental in particular".

Ibrahim Al-Hinai
Project manager at youth vision.

Member of the team participating in the tour:

| N. | Name | Job | Institution |
|----|--------------------|----------------------------|---------------------|
| 1. | Ibrahim Al Hinai | Journey supervisor | Youth Vision |
| 2. | Hamed Al Mukhaini | Supervisor of winning team | Muscat Municipality |
| 3. | Mahir Al Hinai | Journalist | Youth Vision |
| 4. | Omar Al Rawahi | Dom ambassador | - |
| 5. | Mohamed Al Shuaili | Member | Winning team |
| 6. | Yousif Al Busaidi | Member | Winning team |



Social media coverage



Conclusion

There is no doubt that this Earth is the most precious thing we have and live in. Therefore, preserving it requires the full cooperation of the whole world. Loving Earth is a moral value more than a financial value, it must be learned by generations and understood by the minds that the Earth gives you as much as you give it and maintain it. "Peace is no longer just between humans and human beings, but it is fundamentally between humans and Earth, because the war on the earth's environment is a perpetual tragedy, while the tragedies of the most deadly wars in human history can be overcome," says the doctor and writer Mohammed al-Makhnadj

It is very important to educate youth and the younger generation to take care of the environment and develop their environmental projects for a better sustainable environment.

DOM Program Team:

Project Manager:

Rahma Adam

The Team:

Maryam Al Aamri

Asma AlSuleimani

Ibtihal Al Farsi

Zainab Al Khanbashi

Ibrahim AlHinai

Maryam AlKharbooshi

Environment Statistics at Oman in 2018:

1

The average annual temperature in the Sultanate increased by 2.6 degrees in five years, according to data from the National Center for Statistics and Information (NCSI).

Eedama advisors limited as A company founded in 2015 in Masdar city Abu Dhabi, UAE .

2

The average of rainfall in Oman decreased from 95.3 mm in 2016 to 74.7 mm in 2017.

3

A three-day survey by the Ministry of Environment and Climate Affairs won 89% of supporters in favor of stopping the use of plastic bags while 11% voted against this step, which is considered to be the lowest percentage.

4

Discovery of new archaeological excavations of about 35 million years in Wadi Eidm in Dhofar.

5

Green turtles return to Oman 25 years after their disappearance, according to the Ministry of Environment and Climate Affairs. "The turtle was marked on August 21, 1997, and 21 years later, these green turtles returned to the nest on Ras al Hadd beach in South Sharqiya in 18 July 2018. "



دوم Dom