





من الأغنياء إلى الفقراء

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Introduction

Information and Communications Technologies are now pervasive and appear in all corners of our daily lives. Their quick and massive spread have led to a world where digital communications and interaction are at the core of our social activities.

Emerging ICT trends, propelled to a large extent by the diffusion of social media and mobile technologies, are bringing forward a paradigm change in the way people appropriate and effectively use them. Nowadays, content and information is directly provided by end users who have now become central actors in the process.

As a result, *crowd-sourcing* is now being mainstreamed and has become one of the cornerstones of on line marketing and non-for profit initiatives. *Crowd-funding* is also being effectively used to get people around the world to support specific activities and programmes by contributing not only financial resources but also local knowledge and innovations.

The Story Behind The Name

AlKawthar got its name out of an inspiration from Amazon, the worlds number one on line store that was “named after the well known river”, the world number one online shop.. AlKawthar however is a Since this platform is for charitycrowd-funding platform, and its name equivalent river name “AlKawthar” came to represents the youth message offer humanity in Islam.

Sponsors

Since its very inception, the Government of the Kingdom of Saudi Arabia and the United Nations Development Programme (UNDP) have provided support to AlKawthar and have joined forces to launched it successfully.

Overview

Any initiative or programme that aims at tackling the core development issues around the globe such as poverty, climate change, famine, etc. needs to capitalize on the use of new ICTs to be fully successful in the medium and long run. New opportunities provided by new trends such as

crowd-sourcing and crowd-funding thus need to be brought into the picture from the very start.

There is no doubt that using today's advanced technologies with the support and promotion of Governments and the United Nations could accelerate the range and spread of initiatives such as AlKawthar.

Problem Definition

There is indeed a plethora of UN specialized agencies and programmes that focus on the various development gaps and challenges. By the same token, many governments, such as that of the Kingdom of Saudi Arabia, are funding such organizations and contributing important resources to tackle these fundamental issues.

Nevertheless, development challenges still persist and can certainly benefit from additional support, partnerships and contributions. Three core issues that continue to exist and are even in the rise include:

- Famine/Hunger
- Diseases/Health
- Illiteracy/ Education

Vision

“Buy for others instead of buying just for yourself”
“From the People who Can, To the People who Need”

AlKawthar is an on line international crowd-funding platform that aims at reducing the poverty and improving the quality of live for all human beings all around the world, by allowing on line global citizens to contribute their own resources and knowledge.

Through the vision of a world of poor and rich, white and black, man and woman, children and elderly; all interconnected by a cyber-bond, much of the world's challenges and problems can be alleviated. [NOT SURE WHAT ALL THIS MEANS - RZ]

Support and promotion from Governments and the United Nations system will provide critical leverage to the initiative thus enabling AlKawthar to create a comprehensive and integrated environment for worldwide donors and contributors located in any given location.

Objectives

- Reach out to a wide variety of people in need across the world.
- Facilitate and enhance crowd-funding processes for potential contributors by furnishing a platform that links to development goals and targets
- Aggregate donations on a global scale and develop or support relevant initiatives that reach underprivileged and marginalized people and their specific needs.
- Use ICTs to reach out to the maximum potential number of crowd-funders and link them to local organizations and entities.
- Mainstream the concept at the global level by implementing it locally via a franchise system, in collaboration with national authorities and/or through UN offices.

Situation Analysis

Many people around the world are willing to make a difference and help others who are facing socio-economic challenges. However, there are many limitations for a average person to become part and parcel of the process, including location, detail knowledge of critical development gaps, lack of transparency and accountability when managing crowd-funded contributions, etc.

The following are some facts referenced by the UNDP:

- More than a quarter of the inhabitants of developing countries still have nothing to live on...
- Almost one person in five - 1.2 billion men, women and children - are currently living in a situation of extreme poverty, surviving on the equivalent of less than one dollar a day; half the people in the world are trying to manage below the poverty level of two dollars a day.
- About 824 million people go hungry or have a precarious food supply; 500 million of them suffer from chronic malnutrition.
- Throughout the world, 170 million children suffer from malnutrition, more than 100 million never attend school, 230 million have no access to secondary education, and almost 250 million work to pay for their own needs and those of their families.

- In the industrialized countries, more than 100 million people live below the income poverty line, 37 million are jobless, and more than 5 million people are homeless.
- 1.6 billion people in the world have no access to drinking water.
- More than 840 million adults in the world are illiterate – 65% of them are women.
- 800 million people have no access to health care.
- In Africa, the continent that numbers 33 of the 49 poorest countries in the world, 28.1 million people are living with HIV and AIDS. Over the next ten years, 40 million African children will lose their parents as a result of AIDS.
- The developing countries have one doctor per 6 000 inhabitants, compared with one doctor for 350 inhabitants in the industrialized countries.
- 20% of the population of the industrialized countries account for 86% of the world's total consumption expenditure, while the poorest 20% in the world consume no more than 1.3%.
- The world has the necessary resources and skills to eradicate poverty totally in less than one generation...
- The current net wealth of the ten richest billionaires is 6 billion, more than twice the total national income of the least developed countries.
- The cost of eradicating poverty is 1% of global income. billion a year (equivalent to 0.5% of annual global income) would ensure universal access to basic social services (basic education, health, nutrition, access to water and sewerage disposal).
- An effective improvement in the situation of the 20 poorest countries would cost .5 billion – equivalent to the cost of building EuroDisney.
- Reducing the debt of the most heavily indebted countries would cost between .5 and 7.5 billion – less than the cost of a Stealth bomber.
- Extreme poverty could be banished from the globe by 2015...
- The proportion of humankind living in poverty has fallen faster in the past 50 years than in the previous 500 years.
- Literacy levels of adults in developing countries have increased from 48% in 1970 to 72% in 1998; income poverty has fallen from 29 to 24%, and nowadays only 14 rather than 20% of newborn babies are likely to die before reaching the age of 40 years.
- Over the past three decades the proportion of people with access to drinking water has almost doubled – from 36 to nearly 70%.
- Each year for the past 20 years, basic immunization campaigns have saved the lives of about three million children.
- Since 1960 infant mortality rates in developing countries have more than halved, and malnutrition rates have fallen by almost a third.

- Between 1960 and 1993 average life expectancy increased by more than a third in developing countries. Life expectancy now exceeds 70 years in 30 countries.
- Poverty is no longer inevitable; it must now be relegated to past history, alongside slavery, colonialism and nuclear war.

As-Is

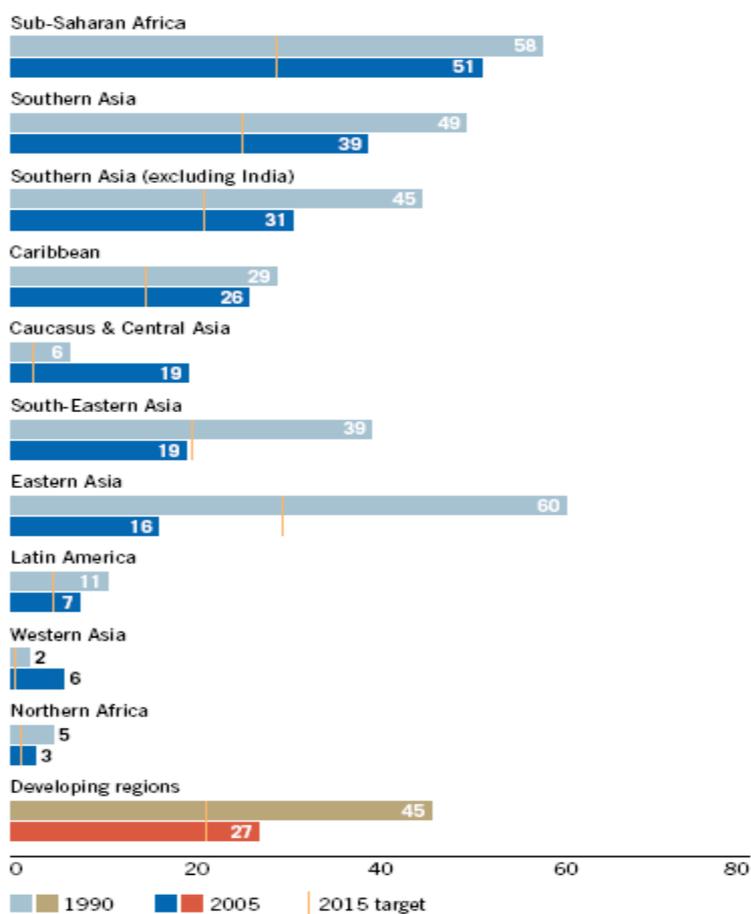
The UN organizations receive its support and donations from governments as direct physical -money- donations.

A person hardly and rarely finds a way to donate and help the underprivileged people in all around the world.

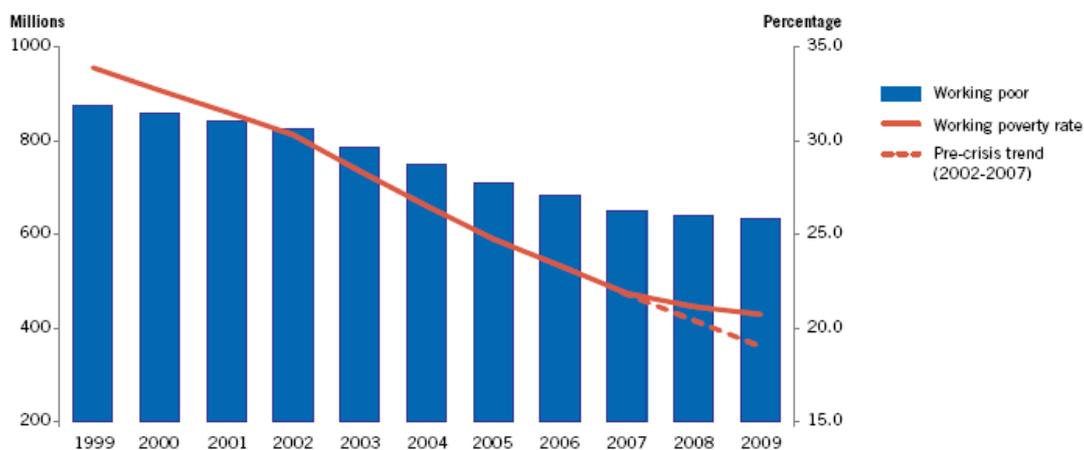
Moreover, there is a lack of trust between a person and different charity organizations that minimize the number of donors

All statistics listed below are from "The Millennium Development Goals Report 2011" by United Nations.

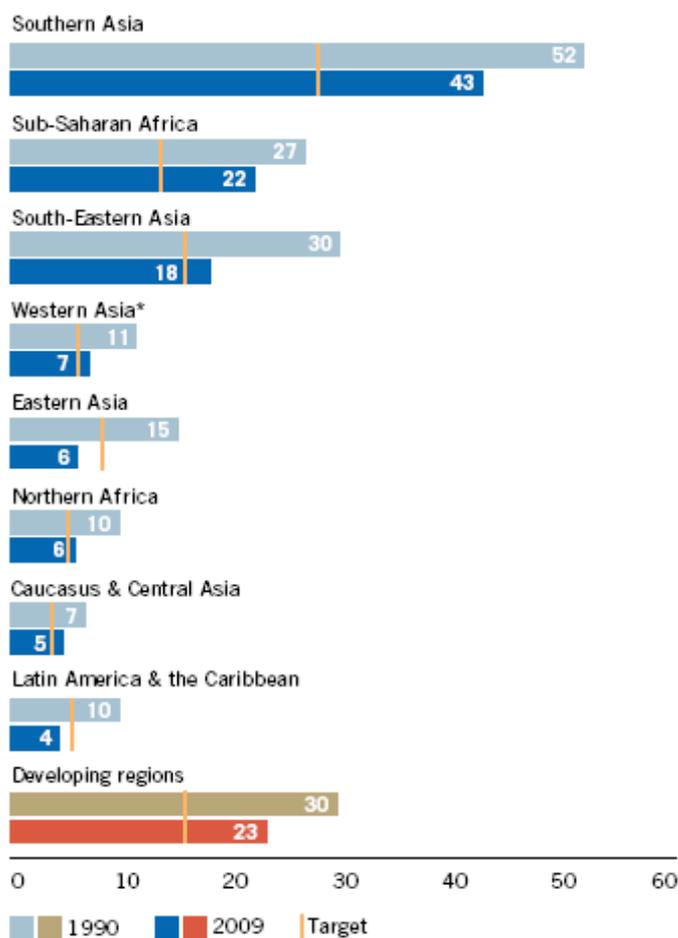
**Proportion of people living on less than \$1.25 a day, 1990 and 2005
(Percentage)**



Proportion of employed people living on less than \$1.25 a day (Percentage) and number of working poor (Millions), 1999-2009

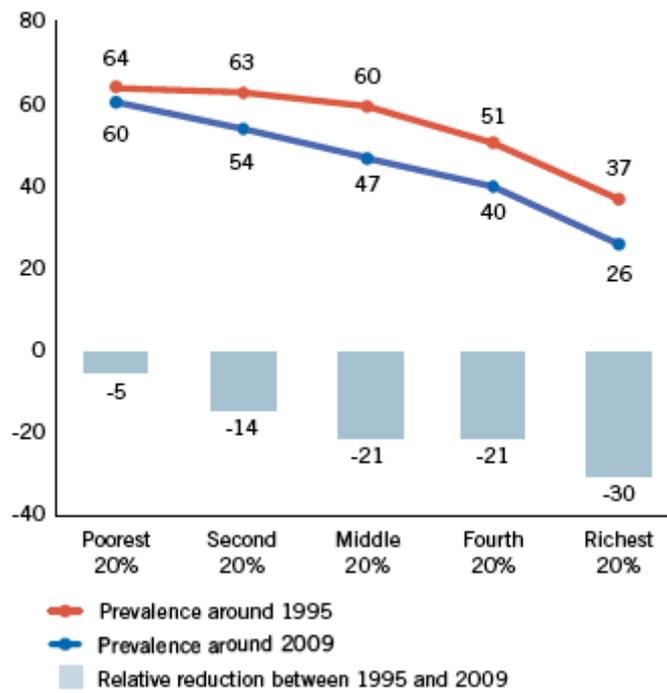


Proportion of children under age five who are underweight, 1990 and 2009 (Percentage)

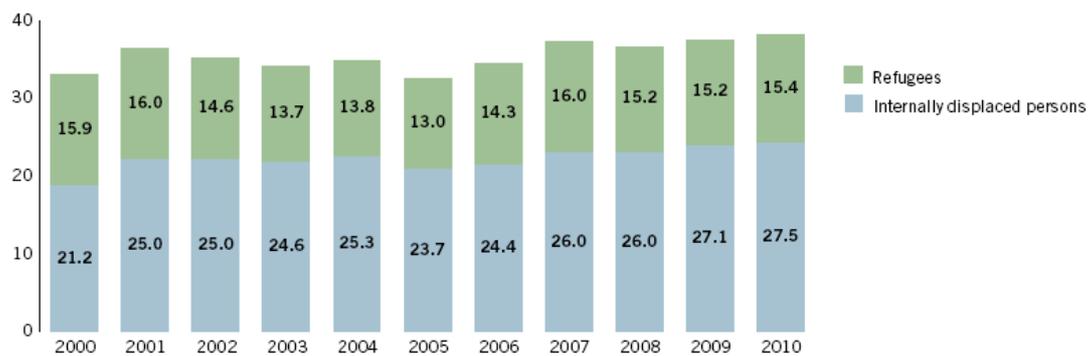


* Regional aggregate only covers 47 per cent of the regional

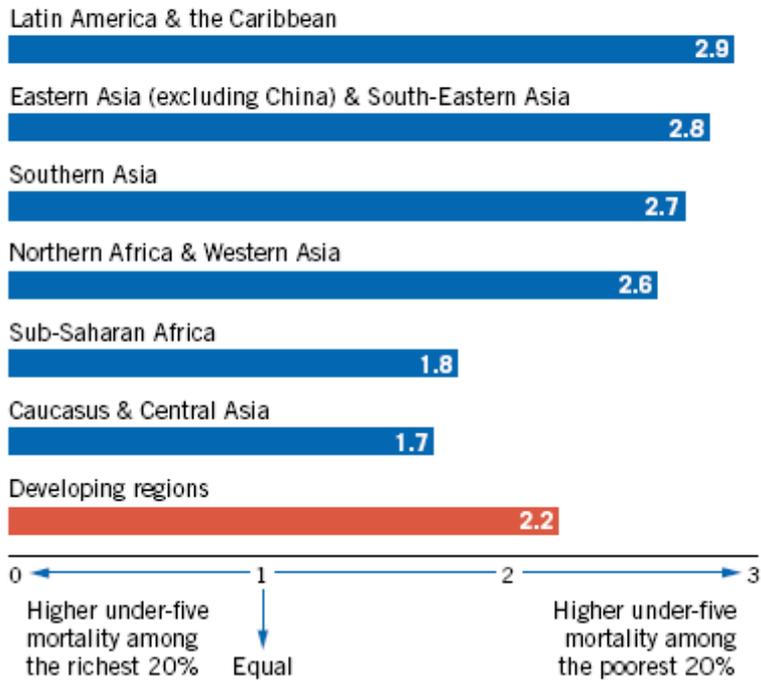
Proportion of under-five children who are underweight in Southern Asia, by household wealth, around 1995 and 2009 (Percentage)



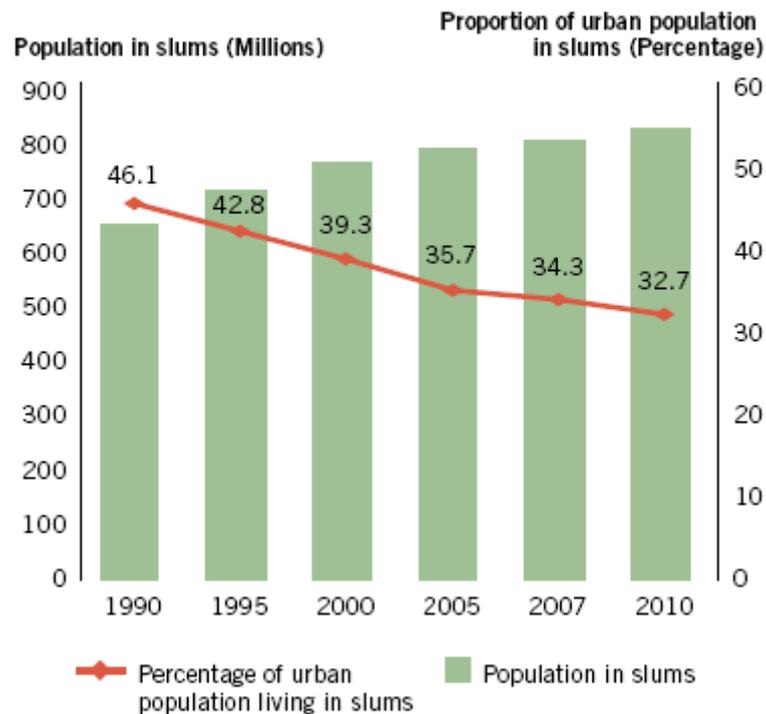
Number of refugees and internally displaced persons, 2000-2010 (Millions)



Ratio of under-five mortality rate for children from the poorest households to that of children from the richest households, 2000/2008



Population living in slums and proportion of urban population living in slums, developing regions, 1990-2010



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Strategy (To-Be)

AlKawthar is an on line crowd-funding portal sponsored by the UNDP, where people can directly help all those in need and provide support to enhance their basic living requirements. AlKawthar will focus on 3 key human development area, namely: Hunger, Health and Education.

AlKawthar will be designed to ensure accessibility across physical boundaries: goods and services that are contributed to the site by crowdfunders will be delivered to the underprivileged across the globe, in partnership with UN organizations and other local and international development partners.

AlKawthar will provide a platform for integrating and systematizing donations from a wide variety of sources and for a wide variety of stakeholders, including:

- **UN Organizations**
- **Charity Organizations**
- **Development Organizations**
- **Local and regional organizations, including local governments**
- **People as crowdfunders**
- **People in need as key beneficiaries**

Action Plan

The successful launching and long-term operations and management of the AlKawthar platform requires an integrated approach which builds on five closely inter-related pillars. They are:

- Technology Platform
- Content requirements and strategy
- Communications and public relations strategy
- Partnerships
- Management team

Technology Platform

Creating a technology platform should not bring forward any significant challenges to the initiative. There are indeed many options here that can be either acquired or deployed using Free/Open Source solutions. The site itself could be hosted on a secure cloud service provider to reduce internal

costs and management requirements. The platform should also be able to allow users from existing social networks to easily use the site using their current profiles to rapidly increase traffic and foster crowdfunders to easily contribute. A concept note and vision paper on the platform will need to be developed by the partners and the platform's management team

Content Requirements and Strategy

In the era of social networks and mobile technologies, content is almost 100% user driven. This entails that end-users and potential crowdfunders should be able to suggest also which kind of activities and programmes they will like to support, all framed in the context of development agendas. This needs to be balanced by the content that platform partners can provide along the three broad development areas that they are supporting. A content strategy thus needs to be developed to address these issues.

In addition, platform partners should also consider having periodic campaigns around specific issues or programmes so that end users and crowdfunders can mobilize around a wide variety of issues. For example, changing funding themes every six months or so could reinvigorate the platform and attract more users in the medium terms.

The platform however should also be able to allow crowdfunders to track in detail their contributions online so they can easily monitor where the resources are going and how are they being disbursed. Transparency and accountability are thus key issues for the platform's success.

Communications and Public Relations Strategy

While creating yet another web platform is relatively easy, the fundamental challenge for any new online venture is driving traffic to the site. There is already heavy competition in the online world and large social networks seem to be attracting the most traffic. There is thus no guarantee that people will automatically join any new sites without proper knowledge.

Enter communications. This is an essential component of any new online venture and one that should be tackled by AlKawthar from the very start. Communication professionals should be engage in the process and deliver a sound communications strategy that is able to demonstrate the niche

and unique character of the platform. The principle of “build it and they will come” does not work in the online world.

Partnerships

Partnerships at both the global and local levels are essential for content gathering, campaign management and crowdfunder's mobilization. In addition, partnerships can help identify technology and cloud providers, and ensure at the local level that fund disbursement and programme management are on track and going in the right direction.

In addition, partnerships can also bring additional resources that can be used to support ongoing campaigns or launch news ones.

Management Team

All of the above requires the constant presence of a strong management team. It is essential to not see such team as a purely technical one. Although technology is an important component of the platform, it is just one of the pillars of the over process -and one that can be either purchased or outsourced. The platform's management team needs to have the capabilities and capacities to address also the other three pillars while at the same time have solid administration skills. In this light, a multi-disciplinary team needs to be in place to guarantee the successful implementation of the platform while keeping the four core pillars together and rapidly evolving.

Total resources required:

Total allocated resources:

- Regular:
- Other:

Unfunded budget:

In-Kind Contributions:

Action Plan Framework

Intended Outputs	Indicative Activities	Responsible Parties	Inputs
Initiation of AlKawthar	<ol style="list-style-type: none">1. Legalize and authorize AlKawthar work:<ul style="list-style-type: none">▪ Reserve the AlKawthar domain	<ul style="list-style-type: none">▪ UNDP▪ Saudi Communications and Information Technology	

Formation of AlKawthar Consultative Committee	<ul style="list-style-type: none"> ▪ Record AlKawthar as a Saudi idea and acknowledge it globally <ol style="list-style-type: none"> 1. Form a consultative committee containing members from: <ul style="list-style-type: none"> ▪ Youths of the Saudi Indian Youth Forum ▪ UNDP ▪ The Saudi MOFA ▪ The Saudi CITC 	<p>Commission (CITC)</p> <ul style="list-style-type: none"> ▪ UNDP ▪ Saudi Ministry of Foreign Affairs (MOFA) ▪ Saudi Communications and Information Technology Commission (CITC) 	
A work strategy for implementing AlKawthar	<ol style="list-style-type: none"> 1. Describe and plan the work plan process <ul style="list-style-type: none"> ▪ Meetings and agreements between all the AlKawthar Consultative Committee ▪ Set goals, targets and timeframes 	AlKawthar Consultative Committee	
Planning	<ol style="list-style-type: none"> 1. Defining the problem 2. Determining a suggested solutions 3. Specify Vision and Objectives 4. Developing work plan <ul style="list-style-type: none"> ▪ Assign tasks 	Youths of the Saudi Indian Youth Forum	
Analysis Phase	<ol style="list-style-type: none"> 1. Specify Resources <ul style="list-style-type: none"> ▪ Required resources ▪ Allocated resources 2. Structuring AlKawthar <ul style="list-style-type: none"> ▪ Use case Diagram ▪ Data Flow Diagram ▪ Entity relationship Diagram 	AlKawthar Consultative Committee	
Designing and Branding AlKawthar	<ol style="list-style-type: none"> 1. Designing Prototype 2. Design Websites interface 3. Design Database (Database Schema) 	AlKawthar Consultative Committee	Budget to be decided later with the chosen company; and it could be as a volunteering work
Implementing AlKawthar	<ol style="list-style-type: none"> 1. Building the website 2. Testing: <ul style="list-style-type: none"> ▪ Website testing 	Youths of the Saudi Indian Youth Forum	

<p>Launching AlKawthar</p>	<ul style="list-style-type: none"> ▪ Usability testing <ol style="list-style-type: none"> 1. Officially launching AlKawthar platform 2. Advertisement campaign 	<p>AlKawthar Consultative Committee</p>	<p>Budget to be decided later with the chosen company; and it could be as a volunteering work</p>
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Management Arrangements

Framework Monitoring and Evaluation

The AlKawthar project will be monitored through the following:

By Project Manager (AlKawthar Consultative Committee):

- **A Project Progress Reports (PPR).** A Project Progress Reports (PPR) shall be submitted by the Project Manager to the Project Executive Board through Project Assurance.
- **Annual Review Report.** An Annual Review Report shall be prepared by the Project Manager and shared with the Project Executive Board. As minimum requirement, the Annual Review Report shall consist of the summary of results achieved against pre-defined targets at the output level.

By Executive Project Board (UNDP, MOFA, CITC):

- **Annual Project Review.** Based on the above report, an annual project review shall be conducted during the end of the year, to assess the performance of the project and appraise the action plan for the following year. This review is driven by the Project Executive Board and may involve other stakeholders as required. It shall focus on the extent to which progress is being made towards outputs, and that these remain aligned to appropriate outcomes.

After implementing AlKawthar locally, it can be globalized internationally through franchise system in collaboration with the responsible authorities indifferent countries and the United Nations offices.

“We dream, we hope, we aspire; we are the youth, we are the change.” A quote said by the youths of the **Saudi Indian Youth Forum - 2012**, where they urged the youth of all the countries, developed and developing alike, to come together as peace advocates and make this world a better place to live for everyone.

AlKawtharis one of the initiatives from the **Saudi Indian Youth Forum - 2012**; where applying it through an improved implementation of Information and Communications Technologies (ICT) will upgrade and enhance the social standards of living and foster the development of many countries.

AlKawthar Supporters

The Saudi Delegation of the Saudi Indian Youth Forum:

Dr. Yousef Al-Saadon
Deputy Minister of
Foreign Affairs for
Economic and Cultural
Affairs

Dr. Adnan Al-Wazzan
Advisory Board
member of the Saudi
International Youth
Forum

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at UNDP

Ms. Reem AlBayyat
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**Dr. Salem Al-
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Mr. Omar Al-Bunayan
Ministry of Foreign
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**Mr. Abdullah Al-
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Ministry of Foreign
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Mr. Fadel Labawy
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Ms. Alanoud Khuthaila

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AlAnoud AlGaraini

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Ms. May AlDossari

Ms. Maryam AlMelham

Mr. Mazen AlDharrab

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Ms. Norah AlShalhoub	Ms. Razan Al- Saadon	Ms. RoaaBasaad
Ms. Roman Basulaiman	Mr. Saad Al Enaziy	Mr. Salman AlGhemlas
Ms. SaraaTaj	Ms. ShahadNagro	Ms. WaadAlDossary
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Mr. Abdullah Mahimid News Editor (SPA)	Mr. Ali AlAwadh Photographer (SPA)	