

## News Release

SCHWAB FOUNDATION FOR **SOCIAL ENTREPRENEURSHIP**  
THE VOICE OF SOCIAL INNOVATION

WORLD  
ECONOMIC  
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IMPROVING THE STATE  
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### **Social Entrepreneurs of the Year for the Arab World Awarded at World Economic Forum Special Meeting**

- The Schwab Foundation announces two winners of the Social Entrepreneur of the Year of the Arab World award at the 2011 World Economic Forum Special Meeting on Economic Growth and Job Creation in the Arab World at the Dead Sea, Jordan
- Curt Rhodes founded Questscope in Jordan to provide non-formal education to vulnerable dropouts; Sameh Seif Ghali founded the Together Association for Development and the Environment in Upper Egypt to improve sanitation and access to clean water in remote villages
- Learn more about the Schwab Foundation at [www.schwabfound.org](http://www.schwabfound.org)

**Dead Sea, Jordan, 22 October 2011** – Two Social Entrepreneurs – one from Egypt and one from Jordan – were recognized as leading social innovators during a Plenary Session at the World Economic Forum Special Meeting on Economic Growth and Job Creation in the Arab World at the Dead Sea, Jordan, on October 22. The awards were conferred by Hilde Schwab, Co-Founder and Chairperson of the Schwab Foundation for Social Entrepreneurship.

Social Entrepreneurs provide innovative, cost-effective, scalable solutions to the world's most pressing challenges – a critical resource in today's economic climate. They blend business acumen with social objectives to address poverty and environmental challenges, and can, with limited resources, have transformative effects – not just on marginalized communities and populations where they often work, but also on entire sectors and economies.

The following social entrepreneurs received awards at the Meeting.

#### **Curt Rhodes – Questscope, Jordan**



Questscope provides peer-to-peer mentoring and educational alternatives to help reintegrate marginalized and at-risk youth into mainstream entrepreneurial and social opportunities. In partnership with the Jordanian Ministry of Education, Questscope designed and implemented the first accredited non-formal education curriculum in the Arab world, enrolling more than 7,000 young people in basic education, with half of them obtaining diplomas and a further 600 graduating from vocational training. Four thousand student volunteers from five Jordanian universities have been trained and supervised to mentor 6,000 youth offenders. Integral to the Questscope model are strong national partnerships in the public and business sectors, “bottom-up” policy advocacy and a high level of attention to individuals. Mentoring (including children of prisoners) and alternative education programmes have been expanded to Syria, Yemen, Sudan, Northern Iraq, Egypt and Lebanon.

#### **Sameh Seif Ghali – Together Association for Development and the Environment, Egypt**



Working in five governorates in Upper Egypt, the Together Association has brought innovative and low-cost sanitation technologies to some of the region's most isolated villages. The sanitation system, designed by Seif, can serve several thousand households and costs less than a third of more traditional systems, thus enabling Egypt's rural poor to access proper sanitation services they previously could not afford. To assure the sustainability and local ownership of the projects, the Together Association works directly with community organizations and leaders and also offers microloans to enable individual

households to connect to the village sewage grid. Through its many partners, the Together Association has been able to provide a variety of value-added community development services to its constituents, including employment training, and to date more than 37,000 Egyptians have directly benefited from the Together Association's sanitation systems and other services.

To view descriptions of all Schwab Foundation Social Entrepreneurs present at the Meeting, please visit [http://www.weforum.org/pdf/schwabfound/SocialEntrepreneurs\\_Jordan2011.pdf](http://www.weforum.org/pdf/schwabfound/SocialEntrepreneurs_Jordan2011.pdf)

### **About the Schwab Foundation**

The Schwab Foundation for Social Entrepreneurship was co-founded by Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, and his wife, Hilde. Since its inception in 2000, the Foundation has been identifying the world's leading social entrepreneurs in over 40 countries around the globe. Social entrepreneurs implement innovative and pragmatic solutions to social problems by tackling the root causes and creating social transformation. Selected social entrepreneurs of the Schwab Foundation network participate in World Economic Forum events, thus providing unique opportunities for them to connect with business, political and media leaders.

<http://www.schwabfound.org>

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The World Economic Forum is an independent international organization committed to improving the state of the world by engaging business, political, academic and other leaders of society to shape global, regional and industry agendas.

Incorporated as a not-for-profit foundation in 1971 and headquartered in Geneva, Switzerland, the Forum is tied to no political, partisan or national interests.



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