Massar
I Can, We Can
Programme Concept
We foster in the young people of Syria a deeper understanding and appreciation of their world, and empower them as individuals to contribute actively and positively to building the future.

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<th>National Discovery Centre</th>
<th>Regional Centres</th>
<th>Green Team - National Tours</th>
<th>Massar - ICT</th>
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- origins 2002, vision of the First Lady
- started February 2005
- purpose to inspire, enable and empower young people
- non-governmental, not-for-profit, non-formal learning
- part of the Syria Trust for Development
- funded to date by Syrian corporate donations and trusts

knowledge, insight, involvement, choice, action

competencies – life skills
• explore
• perform
• mix
• record
• show
• dig
• story
• debate
Foster Young Syrian’s Ability to Improve Their Own Futures and Quality of Life by Developing and Utilizing Their Skills, Creativity and Dynamism Through 4 ICT-Supported Non-Formal Learning Programmes

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<th>Debate</th>
<th>Collaborate</th>
<th>Volunteer I Can, We Can</th>
<th>Portal</th>
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<td>Tolerance &amp; Openness</td>
<td>Global Citizenship &amp; Cross-Cultural Experience Exchange</td>
<td>Active Citizenship &amp; Community Development</td>
<td>Online Knowledge Creation &amp; Sharing</td>
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Access Centres in Lattakia, Homs & Aleppo
Programme Concept

I Can, We Can

Analyse and test data and develop appropriate models for the utilisation of ICT educational applications in fostering the development of key skills and qualifications that can improve employability among Syrian youth, empowering them to actively contribute to their own development, and have a positive impact on the community around them.
Role of ICTs

Research Questions

• What are the effective models for utilising ICT educational applications in developing qualifications among youth in such a way as to enhance their employability prospects?

• How ICTs can improve the quality of life of local communities through empowering youth to respond to community needs?

• How ICTs can improve the competitiveness of youth in disadvantaged communities, instil a sense of empowerment and increase their economic prospects?
Objectives

- Engage young Syrians in the resolution of real predicaments faced within Syrian society by employing their skills and knowledge.
- Enrich Syrian content on the web.
- Invite Syrians of all levels, positions, sectors and backgrounds to participate in the development of youth skills.
- Create opportunities for youth to interact with professionals in the field and develop valuable skills that ultimately enable young Syrians to apply knowledge for their own personal benefit and the benefit of Syria.

Youth join volunteer clubs to work on ICT-based projects of a social and/or cultural and/or economic benefit to their immediate community.
Programme Cycle

Central Training by Management
Cyber Team (3 Members) Coordinator of the governorate

Promote for Concept – Locally in the Governorate
Youth Engagement “Schools Oriented”

Develop Concepts for projects by Youth
Engage Communities

Projects’ implementation

Phasing out: Train and handover. Assessment
Implementation

1. Project Design
   - Issues
   - Objectives
   - Activities
   - Budget

2. Preparation
   - Surveys
     - Community Needs
   - Resources

3. Implementation
   - Meeting Experts
   - Web-based outreach
   - Application of Activities
   - Liaise with Private/Government/civil
In Progress/Pilot

Training Deaf & Mute and Visually Challenged on using Computers and the Internet

**Youth**
- Communicated with the special needs community
- Developed Need-Driven Materials
- Developed ICT skills

**Beneficiaries**
- Intermediate ICT skills (Word, Excel, Internet browsing, etc...)
- Better employment opportunities
In Progress/Pilot

Massar Marathon: Fundraise for supporting public Syrian Hospitals with dialysis machines

Youth
- Designed Marathon concept, invitations, logo, brochures, etc.
- Organised for the media Campaign
- Liaised with the business community, Ministry of Health, Medical companies and Local community
- Fundraised for 3 Machines each cost around 27,000 USD
What we really do?

- change in thinking, culture, society
- active citizenship – participation, social concern
- complement to formal education
- greater global/environmental awareness
- individual empowerment, uncovering potential
- creative, capable people available for workforce
- appreciation of rights and responsibilities