

“Messengers of Peace Project”

Workshop Report

7th June 2012



2012

Presented By
Al Aghar Group



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Introduction & Overview



1. Introduction

This report is intended to document the MoP workshop and summarizes its results and outputs, in order to evaluate it and compare it with the benchmarking report findings.

It also describes the workshop' design, methodology and activities, and summarizes the findings collected at the workshop. The report is descriptive, and it also contains information will be useful to compare it with the benchmarking findings and that is its primary purpose.

1.1 Background and Context

In 2001, the custodian of the two holy mosques, King Abdullah Bin Abdul-Aziz of Saudi Arabia called on all Scouts around the world to become messengers of peace. His majesty King Carl XVI Gustaf of Sweden, honorary chairman of the World Scout Fund, joined the initiative enthusiastically and requested Scouts to take constructive actions in this direction.

Millions of Scouts responded to the call and within 5 years more than 10 million Scouts from 110 countries had joined the initiative.

Messengers of Peace, launched in 2011, is the 2nd phase of the Gifts for Peace initiative, aiming to give it scale and sustainability.

1.2 Workshop Objectives

The workshop aimed to identify the best ways to create social impact in the context of the project, the workshop aimed to:

- To asset the study Findings.
- To review MOP Goals and Functions.
- To enhance the participants to conceptualize programs and activities KPIs.
- To explore ways of reinforcing action to implement MoP programs and activities

1.3 Opening Remarks



Mr.Ali Al- Banawi moderated the workshop and he introduced Mr. Fahad Abualnasr CEO of AL-Agher Group, who welcomed the participants and opened the workshop of MoP then introduced Mr.John Geoghegan The Director of the World Scouts Foundation who in turn talked about the background of MoP initiative and its goals and objectives. Dr. Abdullah Al-Fahad the Vice President of The Saudi Arabia Boys Scouts Association had his word in MOP Stakeholders and The Saudi Connection of it.

In closing of the workshop opening, Mr. Abdulmohsen Al-Badr The Advisor of Prince Faisal bin Abdullah presented the objectives of the workshop stating that the initiative has many opportunities and its future outlook. Then the participants asked the speakers about the project and its background and the way forward to activation it.

His Highness Prince Faisal bin Abdullah expressed the expected impact of the project and he stressed the King's keenness to support the initiative and activated.

After that, Ms. Rasha Hefzi The MoP Study Project Manager presented the study goals and methodology. She also reviewed the workshop methodology, sessions and groups.

The workshop ended with present the results of groups.

1.4 Workshop Agenda

Time	Topic
10:00-10:30 am	Registration
10:30-10:40 am	Welcome
10:40-11:00 am	Messengers of Peace Brief
11:00-11:15 am	Messengers of Peace Strategy
11:15-11:25 am	Introduction to workshop sessions
11:25-12:25 pm	1 st Session
12:25-01:25 pm	<u>Al Duhor</u> Prayer/Lunch Break
01:25-02:10 pm	2 nd Session
02:10-02:40 pm	Sessions Results
02:40-04:15 pm	3 rd Session
04:15-04:45 pm	Session Results
Conclusion & Remarks Prince Faisal bin Abdullah bin Mohammed Al Saud Minister of Education President of the Saudi Arabian Scouts	
Thanks & Appreciation	

2. Workshop Methodology

Before the workshop we sent an online survey to the participants who confirmed their attendance.

Also, we divided the participants into 7 working groups, each group has its facilitator and groups had to work with one goal for the 3 sessions of the workshop.

During the workshop we asked the participants a number of voting questions aimed to identify the biggest challenge and opportunity for MoP project and evaluate its vision, goals and activities.

2.1 Participants Profile



The participants included Scouts leaders from different countries and organizations and local social leaders, those who interested in the culture dialogue. Also, Saudi Arabia Boy Scout and World Scouts Foundation...etc.

3.1 Workshop Groups

Logo of the Ministry of Education		Workshop Groups Messengers of Peace Project					Logo of Messengers of Peace
#	(Dialogue)	(Dialogue)	(Initiatives)	(Initiatives)	(Initiatives)	(Conflict)	(networks)
1	H.H. Prince Faisal Bin Abdullah Bin Mohammad Al-Saud	H.E. Mr. Faisal Al Muaammar	Ms. Maha Fitalhi	H.E. Dr. Khaled AlSabti	H.E. Mr. Abdullah Zainal	H.E. Dr. Ahmed Mohammed Ali	H.E. Dr. Hamad Al-Sheikh
2	H.E. Dr. Muhammad Benteen	Mr. Jan Agha Iqbal	Ms. Samia Falimban	Mr. Ali Al-Othaim	H.E. Dr. Majid Al-Kassabi	H.E. Mr. Himayat Al Din	Mr. Mohammad Al Bakri
3	Mr. Abdulmohsen Albadr	Dr. Effendy Rajab	Dr. Nadia Baeshen	Dr. Abdullah Al-Fahad	Dr. Abdullah Al-Jahlan	Gen. Mohammed Abo-Sak	Mr. Abdulrahman Tarabzouni
4	Mr. Scott A. Teare	Mr. Abdullah Al-Thagafy	Dr. Ghada Ghaznawi	Mr. Mohamed Naghi	Mr. Jameel Fallatah	Mr. John Geoghegan	Mr. Bandar Arab
5	Dr. Khalid Al Sulaiman	Mr. Saud Kably	Ms. Samar Fatany	Mr. Lars Kolind	Mr. Hammam Al Juraied	Mr. Thijs Stoffer	Mr. Asad Abu Al-Jadayel
6	Dr. Mansour Al-Askar	Mr. Adil Alsharif	Ms. Muna AbuSulayman	Mr. Karam Khashoggi	Mr. Saleh Al-Humaidi	Abdulelah Bawazir	Mr. Mohammed Al-Suwaiheh
7	Mr. Ali Al-Ghazzawi	Mr. Abdullah Aloufi	Ms. Huda Hakki	Dr. Abdulrahman Al-Barrak	Mr. Ibrahim Badawood	Mr. Fahad Abualnasr	Mr. Aidan Jones
8	Dr. Atif Abdelmageed	Mr. Mohamad Sobh	Ms. Dania Al-Masri	Mr. Fahad Alrasheed	Mr. Abdulaziz Al-Gousi	Mr. Abdullah Alkathiri	Mr. Peter Illig
9	Mr. Salah Al-Mousa	Mr. Waleed Abu Bakar	Ms. Lama Al-Ghalib	Mr. Samer Kurdi	Mr. Nael Fayeze	Mr. Hassan Fitaihi	Mr. Loai Mushaikh
10	Dr. Mofak Hariri	Dr. Saud Al Naif	Ms. Baheera Khusheim	Mr. Mahmoud Al Turkistani	Mr. Ammar Al-Sayrafi	Dr. Saleh Badahdah	Dr. Abdullah Al-Masri
11			Ms. Amina Hamshari		Mr. Abdullah Rasheed	Mr. Eihab Nassier	Mr. Abdullah Al-Nuwaiser
Facilitators							
	Mr. Reda Islam (Facilitator)	Mr. Waleed Hambishi (Facilitator)	Ms. Ghaida Fatani (Facilitator)	Mr. Abdulrahman Shaker (Facilitator)	Mr. Helmy Natto (Facilitator)	Mr. Aiad Mushaikh (Facilitator)	Mr. Ziad Jarrar (Facilitator)

Key conclusion

Details of Q&A sessions, along with the pre-workshop survey results along with general feedback from the workshop, have been compiled into this document.



Chapter 1

Pre- Workshop Survey Results



Introduction

Before the workshop Al Agher distributed questionnaire to participants who confirmed their attendance to the workshop. Organizations completed it and emailed responses back to Al Agher. The survey was limited to workshop participants only.

These questionnaires were designed to measure how these organizations are familiar to the Mop project and to evaluate its vision and goals which were the workshop determinants.

Approximately 8 questions have been answered by 45 participant.

Survey Results

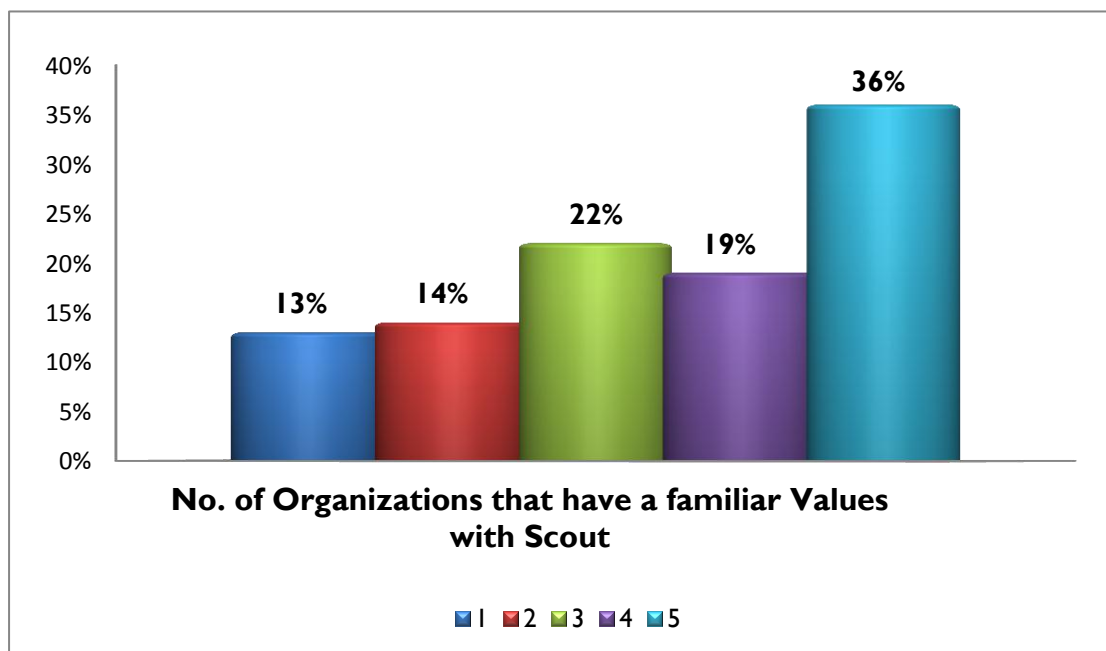
Q1. How familiar are you with Scouting and Scouting values?

This question aimed to identify how much the organizations are familiar with Scouting values:

Table I: Familiar Organizations to Scouting

Answers	1 (not familiar)	2	3	4	5 (Extremely familiar)
Results	6	6	10	8	15
Percentage	13%	14%	22%	19%	36%
Total	45				

Figure I: Familiar Organizations to Scouting



This chart shows that 36% of respondents are extremely familiar organizations with Scouting, 13% of the not familiar at all and 22% familiar moderately.

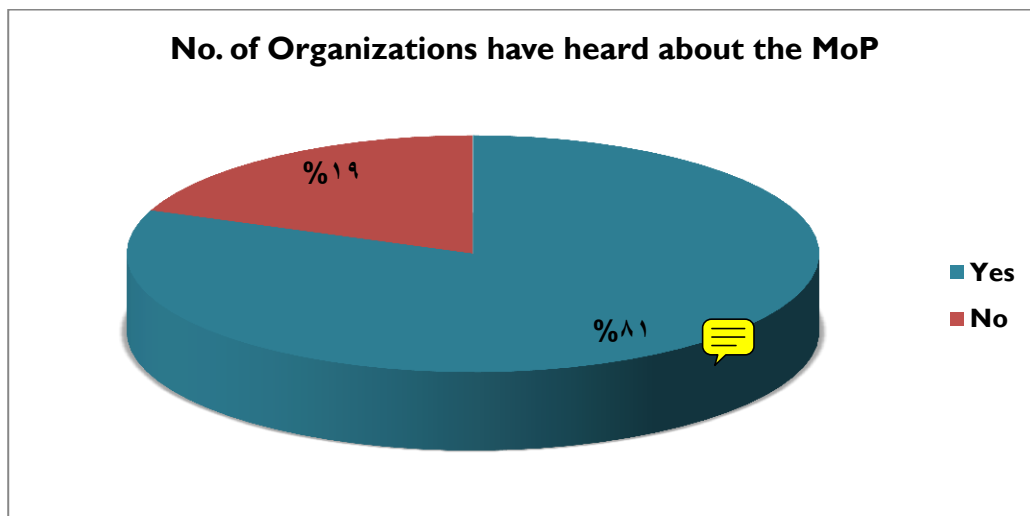
Q2. Have you heard about the Messengers of Peace project before being invited to the MoP workshop in Jeddah?

This question asked participants if they ever heard about the MoP project before the invited to the workshop:

Table 2: Organizations have heard about MoP

Answers	Yes	No
Results	36	9
Percentage	80%	20%
Total	45	

Figure 2: Organizations have heard about MoP



This chart shows that 81% of respondents have heard about MoP project before the workshop while 19% of them know about it after getting the workshop invitation.

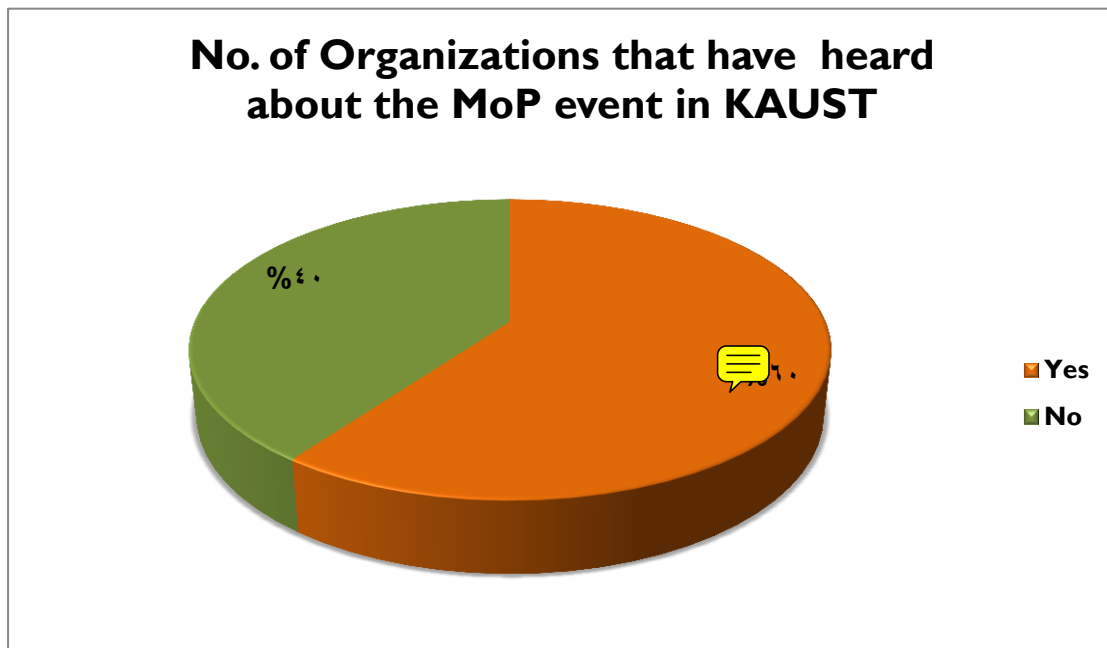
Q3. Have you heard about the MoP event in KAUST (King Abdullah University for Science and Technology)?

This question asked participants if they ever heard about the MoP event in KAUST:

Table 3: Organizations have heard about MoP event in KAUST

Answers	Yes	No
Results	27	18
Percentage	60%	40%
Total	45	

Figure 3: Organizations have heard about MoP event in KAUST



This chart shows that 60% of respondents have heard about MoP event in KAUST before the workshop while 40% of them haven't hear about it.

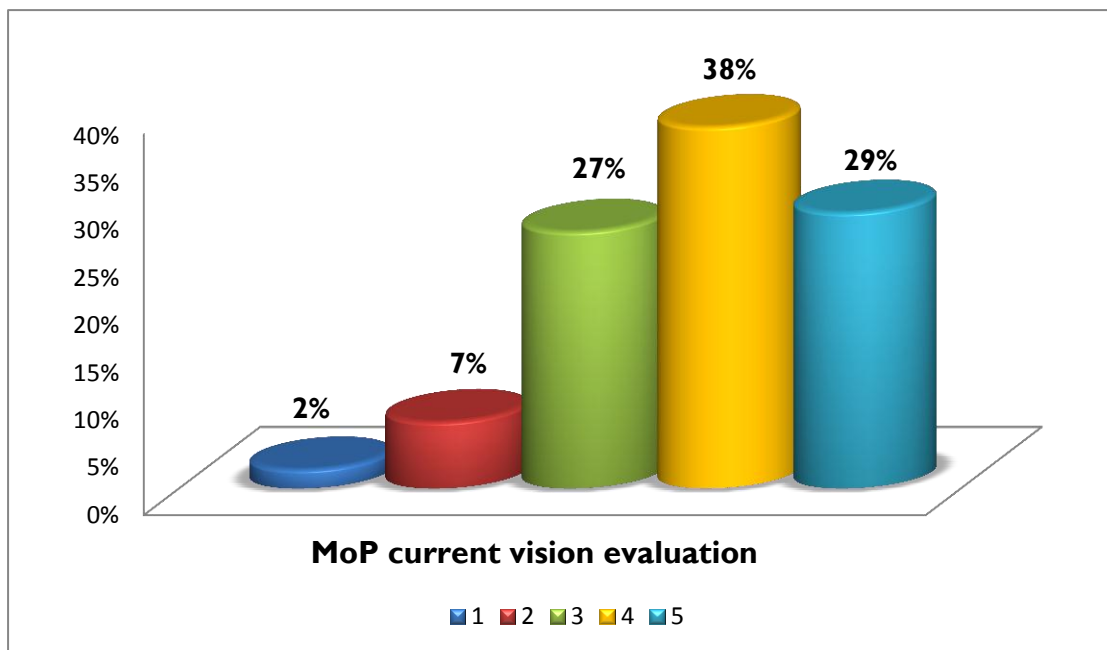
Q4. The current vision of the Mop project reads: "In the coming ten years, at least two thirds of the world's 30 million Scouts will become effective "Messengers for Peace", change their world for the better, and send a message of peace to at least 200 million people". Please rank this vision.

This question asked participants to evaluate the Mop vision to measure how much it is stronger:

Table 4: Mop Vision Evaluation

Answers	1 (Very weak)	2	3	4	5 (Very Strong)
Results	1	3	12	16	13
Percentage	2%	7%	27%	38%	29%
Total	45				

Figure 4: MoP Vision Evaluation



This chart shows that 48% of respondents said that the vision is strong while 29% of them said it is very strong and 2% said that it is very weak and 27% said it is good.

Q5. Rank each of the following Four Strategic Goals of Mop on its alignment with the vision:

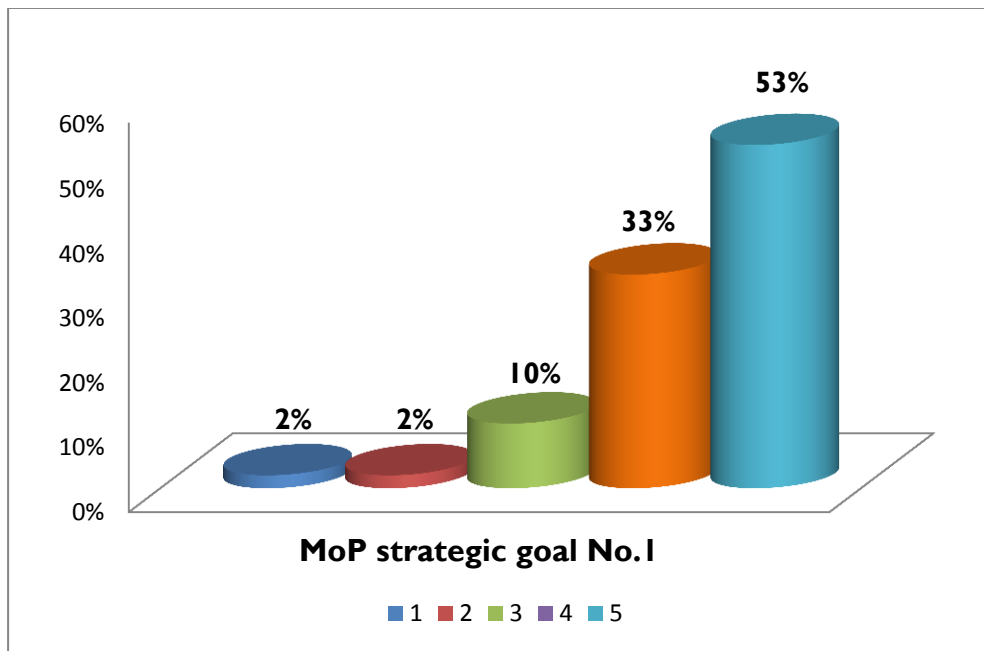
This question aimed to evaluate Mop strategic goals on its alignment with its vision:

- I. To inspire Scouts throughout the world to embrace the culture of dialogue**

Table 5: Evaluate Mop Goal No. I

Answers	1 (Not aligned)	2	3	4	5 (Perfectly aligned)
Results	1	1	4	15	24
Percentage	2%	2%	10%	33%	53%
Total	45				

Figure 5: Evaluate Mop Goal No. I



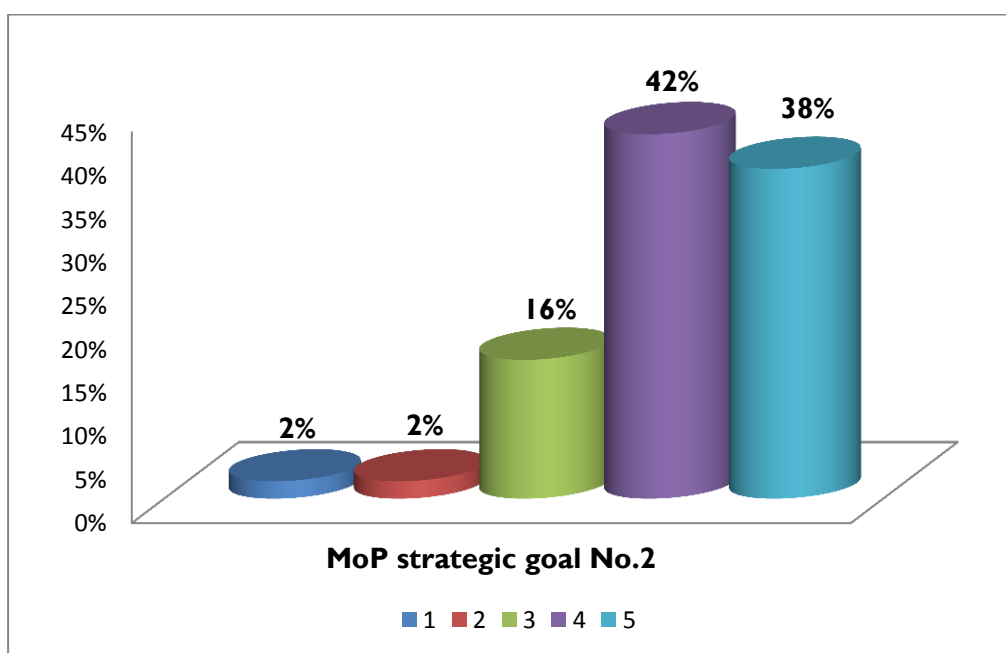
This chart shows that 53% of respondents said that the goal is perfectly aligned with the vision while 2% of them said it is not aligned and 10% said it is aligned.

2. To support the social entrepreneurial initiatives of Scouts worldwide

Table 6: Evaluate MoP Goal No. 2

Answers	1 (Not aligned)	2	3	4	5 (Perfectly aligned)
Results	1	1	7	19	17
Percentage	2%	2%	16%	42%	38%
Total	45				

Figure 6: Evaluate MoP Goal No. 2



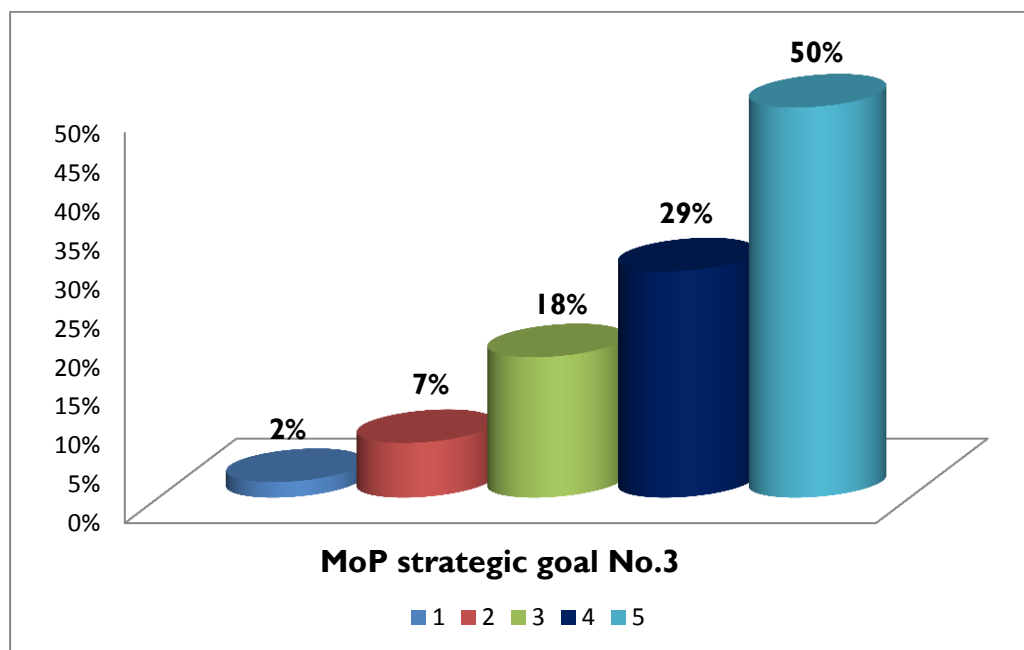
This chart shows that 42% of respondents said that the goal is aligned with the vision while 2% of them said it is not aligned and 38% said it is perfectly aligned.

3. To focus the skills and energies of Scouting to help young people living in conflict situations

Table 7: Evaluate Mop Goal No. 3

Answers	1 (Not aligned)	2	3	4	5 (Perfectly aligned)
Results	1	3	8	12	21
Percentage	2%	7%	18%	29%	50%
Total	45				

Figure 7: Evaluate Mop Goal No. 3



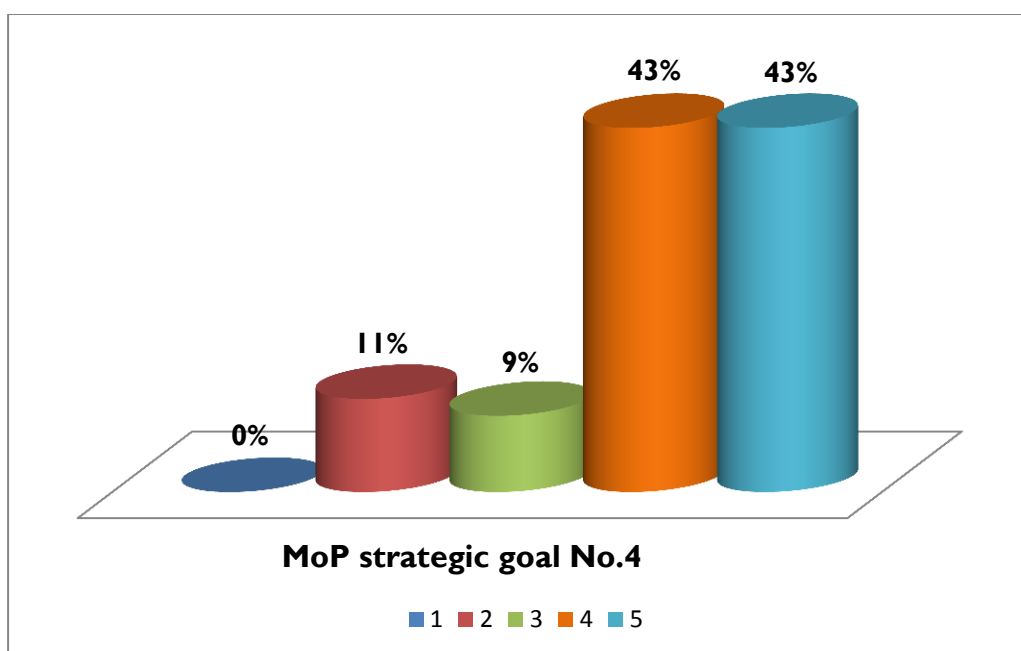
This chart shows that 50% of respondents said that the goal is perfectly aligned with the vision while 2% of them said it is not aligned and 29% said it is aligned.

4. To inspire young people beyond the Scout movement by developing a global network of messengers for peace to communicate the message through the forums most popular with young people today. Messengers for peace will meet their peers where they are at – social networking and other web based forums

Table 8: Evaluate Mop Goal No. 4

Answers	1 (Not aligned)	2	3	4	5 (Perfectly aligned)
Results	0	5	4	18	18
Percentage	0%	11%	9%	43%	43%
Total	45				

Figure 8: Evaluate Mop Goal No. 4



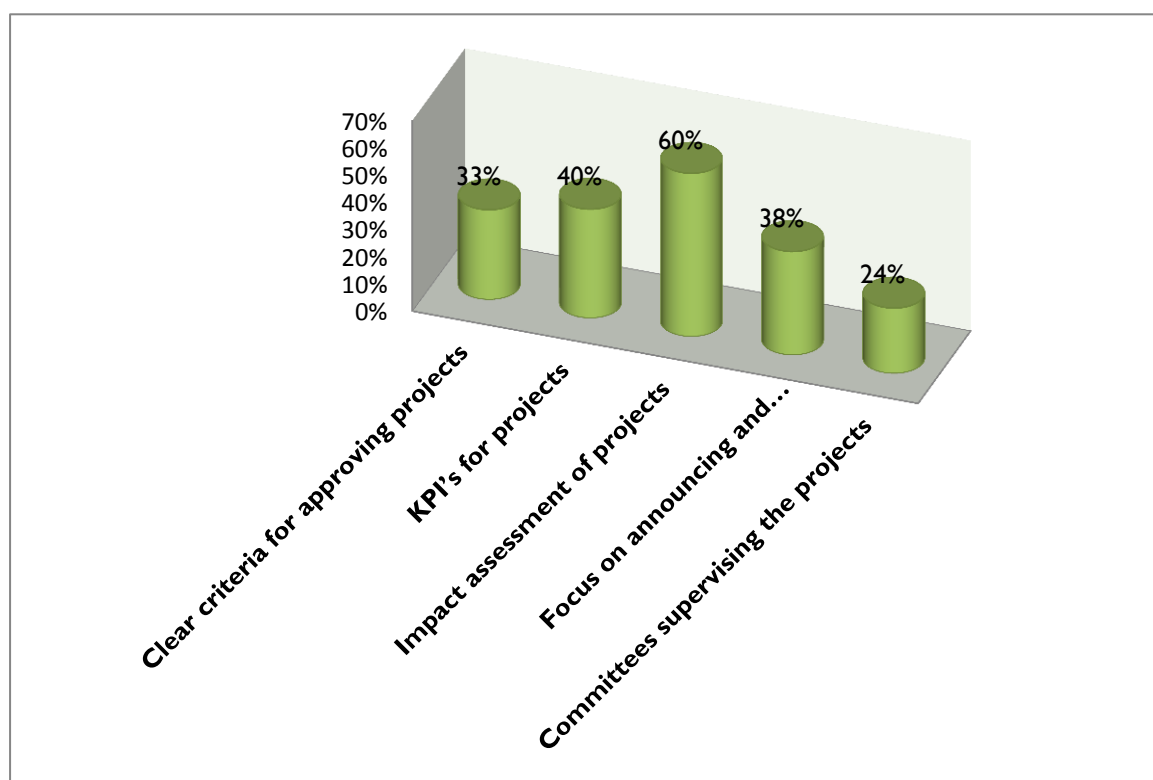
This chart shows that 43% of respondents said that the goal is perfectly aligned with the vision and 43% of them said it is aligned and 11% think it is not aligned.

Q6. One of the main components of the MoP project is to give grants to scouts around the world to work on their social enterprises and peace projects. From a grant-maker's perspective, what are the two most important elements to be present in such an activity?

Table 9: Grants Elements

Answers	Clear criteria for approving projects	KPI's for projects	Impact assessment of projects	Focus on announcing and communicating success stories	Committees supervising the projects
Results	15	18	27	17	11
Percentage	33%	40%	60%	38%	24%
Total	45				

Figure 9: Grants Elements



This chart shows that 60% of respondents think that the impact assessment of projects is the main element, 40% of them said that the projects KPI's, 38% chosen focus on announcing and communicating success stories, 33% selected the clear criteria for approving projects and 24% for committees supervising the projects.

Q7. The target impact of Mop reads: "With 20 million messengers for peace, the global message will be huge – over 500 million young people and adults will use the words “Saudi Arabia” and “Peace” in the same sentence”. What efforts can be put forth to ensure the achievement of this impact?

This question aimed to identify the efforts can put to ensure the impact achievement:

- Everything we produce (print and electronic and verbal) must contain those very words.
- Scouts must be inspired to act where they are; i.e. in their local community. Peace and development begins at home. The vast majority of Mop activities will not be formal projects; just something the Scouts feel is right at their particular spot. I suggest Mop put maximum focus on the virtual infrastructure to inspire Scouts to take action and to tell others about what they do. If we succeed in building a strong virtual Mop community, this will change Scouting as such as it will become the backbone of scouting in the future.
- Ensure that communication materials include specific reference to the current association between Saudi Arabia and the Messengers of Peace initiative, including an explanation of the historical origins and rationale for these activities.
- Evaluations and use different ways.
- We need to make sure that the project is active and well-known in Saudi Arabia first of all to help Saudi youth participate and observe the main steps of the project. Secondly we need to make sure that the funding will be for more useful project which should be for more societies and people thirdly we need to obtain and register good experiences and projects to publish them all over the world.
- Efforts can be put forth to ensure the achievement of this impact are:
 - ✓ Build small projects.
 - ✓ Caring for poor countries, and implementation of a number of specific projects for rehabilitation.
 - ✓ Create Bank financial scout each member contributes to scout around the world and Aoss by Scout Fund, and funds projects that adopt peace projects.
 - ✓ Building projects and relief work of companies in this area.
- To use examples of successful interfaith dialogue episodes sponsored by KSA.
- To launch a media blitz of associating the two using repeated ME Peace initiative of King Abdullah.
- Make sure that the granted project recognize, acknowledge & appreciates Saudi Arabia's efforts for peace.
- **N/A.**
- Organize an annual event for MOP.
- Communicating success and promising practices undertaken by the association, promptly through every media platform, highlighting the impact it has on the lives of people affected by it.
- Efforts can be put forth to ensure the achievement of this impact are:
 - ✓ Saudi Arabia must not dominate the agenda; otherwise, people will be skeptical as they will feel the initiative is politically motivated.
 - ✓ We should focus on enhancing dialogue between religions and showcasing stories of tolerance in the Kingdom.

- ✓ The Kingdom must support scouts that want to help others in their countries - this will make the scouts themselves positive ambassadors for the organization and the Kingdom itself.
- **Abdullah Alkatheri:**
 - ✓ Initiative is effective in the internal activities and intervention in cases of emergency.
 - ✓ The presence of specialized media team to document the efforts of all languages in the local and international media.
 - ✓ That there will be an international day for the Messengers of Peace celebrated.
 - ✓ The need for a heads of honorary and honor members for this project and sponsors.
- The Mop should continue to be a TRUSTED partner and to achieve this, a "transparent" over all global reporting is essential. At the same time MoP Initiative should continue to be practicing "scout-way" of life in project procedures and expenditures where thriftiness should prevail above all others.
- Creative competition between groups of scouts to propose projects.
- Constant media communication.
- Efforts can be put forth to ensure the achievement of this impact are:
 - ✓ Practical Saudi examples of projects that promote peace in the country and outside the country.
 - ✓ IEC (Information, Education and Communication) plan, where achievements are communicated in the most appropriate way!
- Developed impact locally before you develop internationally.
- Share the valued traits Present success stories and share with other.
- To evaluate all Messengers of Peace programs.
- To continue to implement programs Messengers of Peace.
- Seeing successful MOP projects being led by KSA.
- Ease commutation to exchange ideas, stories & experience.
- I think that scouts are much larger than "Saudi Arabia brand" and that we are setting ourselves for major ineffective project if this is the real purpose of the event/grants. Otherwise, we can work on co-branding by association as people become familiar with Saudi/Scout projects. But simply using the two phrases in the same sentence is not really impactful...
- A lot of work and effort to get the what we want to achieve.
- To strengthen this correlation by example and success stories.
- This will impact the general picture about Saudi Arabia to be known as a country that supply the world with tourism and that Islam is a religion of peace and forgiveness not war.
- Media.
- "Arab" and "Islam" to improve the image that distorted by Sep 11 incidence.
- Communication of the projects that are being done with its direct and indirect target audiences;
- Continued relationship building with the messengers for peace;
- Train leadership of scout groups; make "value based leadership" and "dialogue" explicit in continued training for leaders;

- Offer tools on continuing basis for successful projects to enable scout groups/messengers to concur the problems in their own area (young people in large cities/intercultural acceptance/bullying/include tolerance and religion in scout program, etc.).
- Social media should be used effectively.
- Embrace positive attitude when dealing with pilgrimages visiting Saudi Arabia
- Engage with world relief even if it is accruing in non-Muslims areas and non-Muslims are impacted.
- Efforts should always be made to ensure that those participating in individual MoP initiatives understand that they are part of something much bigger and they should understand where the original concept came from.
- Passionate people, transparency and public scrutiny of the process and achievements.
- I think research is important on a global level to understand what we are the current perceptions about Saudi Arabia to enable more focus where we are negatively perceived. I.e. no point in putting efforts where we are already seen as peaceful.
- Be bolstered and enabled to have tangible presence in their societies to carry out the message across. Once the message is the message is instilled among the youth, they, spearheaded by the scout movement, will carry on from there.
- In order to accomplish this, they will need assistance from various components of the society, the authorities, and industries.
- Create and communicate success stories of MoP projects in Saudi Arabia.
- Develop success stories in reflecting the vision.
- Yes. I think we need this in KSA we help our young People AND adults WILL USE the Words the SAUDI Aripa AND peace .
- Defining required perception
- Core attributes
- I will think about it and get back to you
- We need to include efficient, educated, English speaking, progressive, global, creative, ethical, energetic, and full time believers in the power of peace.

Q8. Do you see an area in which you or your organization could contribute to the success of the Mop project? Please explain.

This question aimed to identify the contributed area to success of the Mop project:

- BSA will support MOP but will never ask for funding... we are willing to have volunteers from BSA to travel to other national Scout organizations to help promote MOP.
- I sit on the World Scout Committee and I will strive to inspire the Movement to take advantage of MoP, not only as a vehicle to carry through a number of good projects, but as an opportunity to make Scouting more focused and more relevant to today's youth.

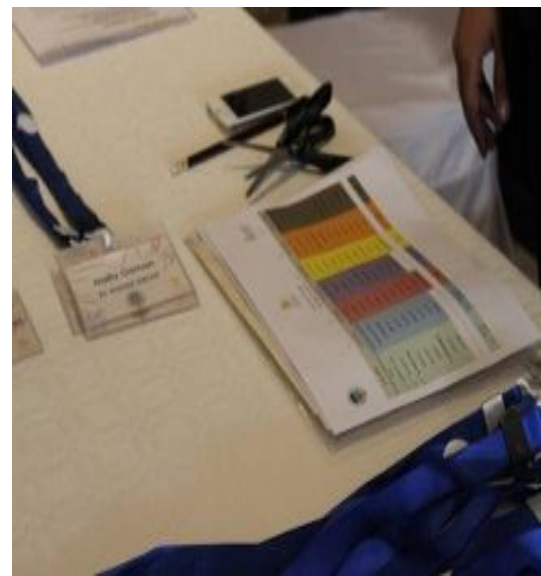
- I already work directly with the Mop project through my employment with the World Scout Bureau.
- Social networks are very important. We must use it in a professional way through make some contests.
- People need to share their success, and the website is a wonderful place to motivate them for that.
- We can do that with teams of scouting in the schools and other scouts department in Saudi Arabia. We also can do that with youth teams.
- Yes through:
 - ✓ The Saudi Arabian Boy Scouts Association and its multi-scout.
 - ✓ Been developed a special commission messengers of peace in the societies.
 - ✓ Astraatejh detective work was for the Messengers of Peace project in Saudi Arabia over ten years.
 - ✓ On a personal level can offer a number of ideas contribute to the success of the Messengers of Peace.
- To be discussed in workshop upon assessing areas of active needs.
- Show support in the media, social networks & being an active member of MoP.
- N/A.
- N/A.
- Yes, by providing examples of successful initiatives undertaken in my country, in promoting interracial harmony among the various ethnic groups in Singapore.
- KAEC can host Saudi Arabia placed activities. Happy to brainstorm other areas where we can help.
- **Abdullah Alkatheri:** Certainly because the Saudi Red Crescent member of the International Red Cross where he was the owner of humanitarian initiatives, first in the world and is the first voluntary society in the Kingdom of Saudi Arabia, which has shown its efforts and became the government sector has its existence the private and still includes customized management of volunteer and young people up to our history.
- Being part of the World organization of the scout movement who is implementing this initiative, we are committed to its success by making it as an integral part of the world scout movement operation.
- We can do a TV program on our new channel, in the format of real TV.
- We provide programs at elementary and middle schools around the kingdom; an introduction can be included as an activity.
- Grant making. King Khalid Foundation's main priority is:
 - ✓ Building capacity
 - ✓ and supporting initiatives financially and technically
- To be trainer for Peace Corps and to found some of the local programs.
- Solving the problems of the local community Scout camps serve the pilgrims in Mecca and Medina Camps, cleanliness and the protection of the environment Community development programs.
- Strategic planning.
- Not in particular but willing to contribute in any way we can.
- I think my consulting firm, can help the scouts through the following
 - a. Developing strategy for projects

- b. Overseeing the projects and assessing impact
 - c. Working on effective media outreach
 - d. Working on effective project selection
- Yes, we are involved in community service.
- Yes. Strategic vision and building strategies for the future.
- Buy spreading the mop project between the students, teachers and parents .so it will spread to the whole community.
- KAUST already invited the Messenger of Peace and will do it again.
- MOP must not be only a source of funding; its technical support can be as added value and area of competency and comparative advantage.
- Yes. There are many ideas. Will be happy to explain in more details.
- Yes, the Saudi shura council might be invited or informed to understand the project issue a statement of peace; to include the vision of the MoP Project and raise this peace vision and project as an informative report to the organization of the world Parliaments.
- Design social programs for female youth to engage with.
- As I am a member of the World Scout Bureau team, we are already fully engaged with the operational delivery of MoP.
- We can provide volunteers and volunteer training programs.
- We could assist in research and reporting findings.
- As a media company, my organization can contribute to the success of the MoP project by putting the message across through outlets available to us such as TV and Radio, etc. by offering communication and advertising services, such as media campaigns, publicity, recruiting, etc.
- As a young activist, I am sure many young activists will be interested to join..
- Promote the vision through public speech.
- Yes we can as Media Company.
- Image management communication
- I will think about it and get back to you
- I think the media can play a big role to raise awareness and propagate the messengers of peace. We will need to project their activities and their achievements. We can share their news and write effective articles that would highlight the noble objectives and accomplishments of Saudi peace messengers as active members of the global peace initiative.



Chapter 2


Workshop Results



Workshop Results

Below we review the workshop groups' results and outcomes which are divided into 3 sessions.

Ist Session: MOP Goals SWOT Analysis

Group	Strength	weakness	Opportunities	Threats
<p>I</p> 	<ul style="list-style-type: none"> ▪ Diversity of participants in jamboree. ▪ Good base. ▪ Excellent platform in scouting Movement. ▪ The goal of dialogue is strength. ▪ In line with scouting movement. ▪ Dialogue => Passion. 	<ul style="list-style-type: none"> ▪ Being a cross nation program might create bottlenecks. ▪ Definition and dialogue is vague. ▪ Categories of dialogue. ▪ Financial sustainability. ▪ No well-defined curriculum. ▪ Who trains the trainees? ▪ Difference of languages. ▪ Technology in reachable to a finite. 	<ul style="list-style-type: none"> ▪ A new initiative to the world. ▪ New generation. ▪ Government involvement (New world order). ▪ Chance to prove credibility of peace. ▪ Presence of good stake holders. ▪ Success creates momentum. ▪ Because it's an international initiative. 	<ul style="list-style-type: none"> ▪ The continuity of champions. ▪ The buyout of founders and Champions. ▪ Continuity. ▪ Loses momentum, faster burn out. ▪ Competition in programs or organizations. ▪ Sustainability. ▪ Effectiveness.

Group	Strength	weakness	Opportunities	Threats
2	<ul style="list-style-type: none"> ▪ Builds intercultural bonds, inspiring, motivating, believing, build scouts capacity, then equipping them with tools. Skills of dialogue foundation of any culture. Belief as a starting point is required to inspire. The statement has a powerful action afterwards. 	<ul style="list-style-type: none"> ▪ Scouts require skills and not belief in the culture dialogue. There's no difference between 'tools' and 'skills'. Monitoring the outcome is difficult. The statement isn't measureable nor manageable. Missing the word 'action' in the statement. 'Belief ' sounds forceful, 'inspire/spread' instead. The organization is not like a vaccine where It will work automatically around the world. There's no certain step-by-step process of implementation. There's no standard in the word 'dialogue', the concepts are very tricky. Words have different meanings to others. The sustainability of the goal. The momentum dying. The lack of infrastructure. The message is hard for the targeted audience to understand. 	<ul style="list-style-type: none"> ▪ Changes the words believe to "promote". It has the potential to has the domino effect (expand). The technology and the social media to make this happen. One of the best marketing tools for the initiative (can be a slogan). Networking with other organizations. 	<ul style="list-style-type: none"> ▪ Should have a strong definition of what the word "dialogue" means, to make it implementable. Movements that are against dialogue. Prejudice and fear of the other. The way the code is structured, it has a lot of disagreement. Lack of political support from leaders.

Group	Strength	weakness	Opportunities	Threats
3	<ul style="list-style-type: none"> ▪ Training people and funding local and international communities (Jeddah's backpack) ▪ Working for a bigger cause/Promoting better life ▪ Having initiatives coming from bottom upwards. ▪ Enhance ownership ▪ Build capacity NSO in KSA ▪ Developing a strong NSO foundation with real ▪ Diversity of ideas ▪ Competition in having successful ideas and tools to help in entrepreneurship (Solya) ▪ Creating a Culture of peace platform 	<ul style="list-style-type: none"> ▪ Lack of clarity for criteria in selecting projects ▪ No clear objectives, work frame, monitoring ,training of project s ▪ It's more global rather than local, might not be tailored to the real needs ▪ Minimal girl scout enrollment ▪ No KPI's and benchmark or measuring tool. (in Saudi) ▪ So far, Not allocating money in a specified project ▪ No clear prioritization "where or what" – we should tailor to Saudi <p>No clear funding process (i.e. funds per scout reach number)</p>	<ul style="list-style-type: none"> ▪ Encourage volunteer to be initiators ▪ Having diverse scout from different background is an asset ▪ Brilliant platform for advocacy ▪ Area of focus will help in making great platforms for KSA ▪ Improving Saudi image ▪ Increasing girls scout ▪ Linking KSA to wealthy and peaceful not wealthy and terrorist ▪ Demographic gift, utilizing youth and empowering them. ▪ Creating ideal citizenship ▪ To create scout clubs : part of educational system. 	<ul style="list-style-type: none"> ▪ Lack of transparency and trust in fund spending ▪ Minimal female participation ▪ Properly indentifying short and long term impact ▪ Spending huge funds on small or non impacting projects ▪ Not being focused enough on the cause . ▪ Protect volunteerism spirit <p>Saudi guides aren't too much involved</p>

Group	Strength	weakness	Opportunities	Threats
3 Continued			<ul style="list-style-type: none"> ▪ Teaching Muslims about dialogue and Islamic knowledge and culture ▪ Skills on how to address conflict ▪ Bring two worlds together to exchange knowledge and expertise ▪ Linking MOP to locally available international org(UNISCO) 	

Group	Strength	weakness	Opportunities	Threats
4	<ul style="list-style-type: none"> ▪ Project grants: ▪ Fund availability ▪ Sustainable financial funding ▪ Fund raising ▪ Local funding ▪ Geographical coverage ▪ Brand spread ▪ Credibility of scout ▪ Local capacity ▪ Scouting network utilization ▪ Government sponsorship <p>Adding to the scout curriculum the message of MOP</p>	<ul style="list-style-type: none"> ▪ The risk of lack of transparency ▪ Fund utilization-efficiency ▪ The fund is not sufficient enough to facilitate all programs ▪ Sustainability of programs <p>Lack of sustainable fund raising mechanism</p>	<ul style="list-style-type: none"> ▪ Knowledge transfer within the network ▪ Partnership with NGO's ▪ Partnership with global political & nonpolitical organizations ▪ Channeling the efforts to solve youth problems and engage youth to solve it ▪ To create self-funded programs ▪ Youth training for Saudis to manage NGO's programs. ▪ Utilize new media to promote the message 	<ul style="list-style-type: none"> ▪ Lack of programs delivery ▪ Sustainability of programs ▪ Mess allocation-utilization of funds ▪ conflicts-/ wars ▪ Lack of institutionalization of the fund.

Group	Strength	weakness	Opportunities	Threats
5	<ul style="list-style-type: none"> ▪ Existence Network (60 Million Globally). ▪ Passionate. ▪ Entrepreneurship Spirit. ▪ Volunteer Readiness. ▪ Existent Programs Ready. ▪ Global Experience Exchange. ▪ Multicultural Understanding. ▪ Neutral Opinions (Take No Sides). ▪ Curriculum Established (Build on It). <p>Systemized Organizations (Globally).</p>	<ul style="list-style-type: none"> ▪ Weak Training in This New Program. ▪ Slight Resistance of This New Program. ▪ Sustainability for Commitment. ▪ Balance (Between Work and Studying). ▪ Weak Communication (Need for a Good Story). ▪ Funds. <p>Weak Global Exposure for Local Organizations.</p>	<ul style="list-style-type: none"> ▪ Need For Peace (Globally). ▪ Social Business. ▪ Other NGOs or Organizations to Cooperate and Make Alliances With. ▪ Growing Young Generation Easy Penetration. ▪ NSO Are Interested in Participation. ▪ High Profile Leadership to Motivate and More Buy – In. ▪ Build a Culture of Social Responsibility. <p>Available Funds Ready.</p>	<ul style="list-style-type: none"> ▪ Acceptance of the Community. ▪ Political and Religious Conflict. ▪ Weak planning. ▪ Weak Execution. ▪ Monitoring And Reporting. ▪ Politicizing. ▪ Duplication of Efforts. <p>Mismanagement (Especially Finance) Leading to Global Negative Publicity.</p>

Group	Strength	weakness	Opportunities	Threats
6	<ul style="list-style-type: none"> ▪ Experiencee and accumulation of knowledge and training ▪ King Abdullah initiative and Saudi Arabia position amongst Islamic and Arab countries ▪ Motivated members and association with locals scouts guides ▪ Diversity and awareness of tolerance Ppeace ▪ Create international honour code ▪ Utilization of scouts systems <p>Credibility of scouts</p>	<ul style="list-style-type: none"> ▪ Islam phobia ▪ Saudi Arabia position in the world ▪ Depending on people conscious and understanding of peace ▪ Young people <p>Lack of incentives</p>	<ul style="list-style-type: none"> ▪ Technology and Variouse ways of communication ▪ Scouts Information networks ▪ No country is immune to conflict ▪ Work directly with NGO's ▪ Activities related ▪ Developing anti-corruption codes ▪ Developing culture of peace <p>Cchildren's rights</p>	<ul style="list-style-type: none"> ▪ No sets of rules in countries of conflict ▪ No clear definition of peace ▪ Cultural differences and language barriers ▪ Sexual harassment ▪ Technology <p>Recrutment of young soldiers</p>

Group	Strength	weakness	Opportunities	Threats
7	<ul style="list-style-type: none"> ▪ Connecting messengers ▪ Increase awareness of MOP ▪ Tools for engagement ▪ Provides framework for engagement ▪ Inspire, learn, benchmark ▪ Bottom up/Grass Rout ▪ Cost effective –UGC-adaptable ▪ Advocate & scale issues/projects ▪ measure success & progress ▪ Pear to pear learning ▪ Cross culture learning 	<ul style="list-style-type: none"> ▪ Un predicable ▪ Still BETA ▪ Language barmier ▪ Technology access ▪ Creating inclusiveness 	<ul style="list-style-type: none"> ▪ Technology advanced to grow ▪ Recruiting messengers ▪ Extend to scout alumni ▪ Culture tolerance ▪ Platform to give back ▪ Promote scouts values ▪ Promote dialogue ▪ Change the world 	<ul style="list-style-type: none"> ▪ Building awareness ▪ Saudi controlled ▪ Affiliation based not impact ▪ Lack of success effects sponsor ▪ Defining relation between scouts &MOP ▪ Abuse or misuse ▪ Dies out is not constantly used ▪ Competes on share of mind time interest with other social communities

2nd Session: MOP Goals Core Values

Group	MOP Goal	Core Values
1	Dialogue Training	<ul style="list-style-type: none"> ▪ Commitment, ▪ Competency ▪ Respect to difference ▪ Acceptance of difference (Tolerance) ▪ Understanding.
2	The Culture of Dialogue	<u>Justice and fairness:</u> <ul style="list-style-type: none"> ▪ Logical
	Encourage Scouts from around the world to believe in the culture of dialogue, build their skills in dialogue and equip them with the tools for effective dialogue.	<u>Understanding and respect:</u> <ul style="list-style-type: none"> ▪ Compassion ▪ Relate to others <u>Commitment and responsibility:</u> <ul style="list-style-type: none"> ▪ Perseverance
3	Social Entrepreneurial activity	<ul style="list-style-type: none"> ▪ Adopt Scouting Value ▪ Leading by service. ▪ Embrace and Respect culture diversity. ▪ Transparency, credibility and accountability.

Group	MOP Goal	Core Values
4	Social entrepreneurship activities	<ul style="list-style-type: none"> ▪ Promote Effective communication ▪ Positive impact ▪ Sustainable ▪ Universal Coverage ▪ Peace via entrepreneurship ▪ Community empowerment ▪ Equitable ▪ Inspiring for people to interact in the activity
5	<ul style="list-style-type: none"> ▪ Friendship ▪ Cooperation ▪ Initiative ▪ Simplicity ▪ Independent. ▪ Open Mind ▪ Creativity ▪ Commitment ▪ Discipline ▪ Trust 	<ul style="list-style-type: none"> ▪ Quality of Delivery ▪ Commitment ▪ Initiative Spirit ▪ Goal Achiever ▪ Social ▪ Need Based ▪ Big Bald Effect

Group	MOP Goal	Core Values
6	Supporting young people living in conflict situation	<ul style="list-style-type: none"> ▪ Selflessness, respect, tolerance, and Serving with no bias ▪ Value of experience (existing experience) ▪ Self discipline, motivation and obedience ▪ Role model ▪ Comrade in scout ▪ Fun, adventure, and challenging (staying positive)
7	Global Network of MoP	<ul style="list-style-type: none"> ▪ Trust, respect & positive engagement ▪ Freedom of expression ▪ Global citizen

3rd Session: MOP Goals and Activities KPI

Group	Do the activities represent the goal?	Do we need to add more activities?	How can we implement these activities?	Goal (quantitative & qualitative) KPIs.
I Culture of Dialogue	Yes	Merit Badge		<ul style="list-style-type: none"> ▪ How many scouts achieved badges? ▪ How many scouts they trained? ▪ How many events they did. ▪ How many conflicts have been resolved by scouts?
		Encourage National Jamborees		<ul style="list-style-type: none"> ▪ How many training sessions have been held? ▪ How many international trainers perform?
		Encourage Youth Exchange Programs		
		Fixed Dialogue Training Center		<ul style="list-style-type: none"> ▪ Numbers of training sessions have been held in the center. ▪ * Number of scouts trained in the center. ▪ * Number off site trainings courses. ▪ Regions covered in the world.

Group	Do the activities represent the goal?	Do we need to add more activities?	How can we implement these activities?	Goal (quantitative & qualitative) KPIs.
2	Yes	Dialogue training		<ul style="list-style-type: none"> ▪ Achieved number of tasks per leader is __ ▪ Achieved number of training hours by trainers __ ▪ Achieved number of badges __
		Mass Scout events to recruit messengers of peace		<ul style="list-style-type: none"> ▪ Internal: <ul style="list-style-type: none"> ▪ -Growth in number of chapters worldwide __% ▪ External: <ul style="list-style-type: none"> ▪ -Number of initiatives to outreach community members (footprint).
		Participate in daily, local scouting units.	Creating special chapters or programs about dialogue to the Scouting unit's daily activities (Reading, conference)	Achieving __ badges per Scout per year.
		Networking through social media and other channels.	Encourage Scout members to use the internet and social media to spread peace.	__ interactive hours per scout per year

Group	Do the activities represent the goal?	Do we need to add more activities?	How can we implement these activities?	Goal (quantitative & qualitative) KPIs.
2 Continued		Partnership with other institutes.	Through partnership s and agreements and understandings with other institutions. For example, fellowships, and exchange.	__ Activities under each partnership per year.

Group	Do the activities represent the goal?	Do we need to add more activities?	How can we implement these activities?	Goal (quantitative & qualitative) KPIs.
3	Yes	To inter corporate MOP clubs in schools and university.	<ul style="list-style-type: none"> ▪ Linking top- down from the ministries to the universities and school. And Bottom up starting clubs in college and schools. ▪ Setting up an extra curriculum plan with the MOE. 	<ul style="list-style-type: none"> ▪ No. of clubs, MOP and ambassadors. ▪ How many projects have been competed? ▪ No. of beneficiaries.
		To adopt girl guides MOP	Train and recruit girl guides.	No. of qualified girl guides in MOP
		Riding on existing networks and activities (i.e. SOLYA), UN alliance of civilization that have the capability of supporting the entrepreneur activities	<ul style="list-style-type: none"> ▪ Partner with leading org that have the same shared values or objectives. ▪ Through international joint conferences. 	<ul style="list-style-type: none"> ▪ No. of projects undertaken ▪ No. of new MOP recruited from the existing social network and activities.
		To connect with sponsors to fund social entrepreneur activities.	Seeking sponsorship for activities	No of activities covered by the sponsorship.

Group	Do the activities represent the goal?	Do we need to add more activities?	How can we implement these activities?	Goal (quantitative & qualitative) KPIs.
4	<ul style="list-style-type: none"> No.1 activity to be changed to “seed fund”. No.2 Yes. 	I.Non-funded activities regulations	To create the by-law and criteria/filtering to manage and monitor social entrepreneurship	<ul style="list-style-type: none"> Activity No.3 KPI: At least 2 local strategic partners Minimum of : 3X our size in 10 years.
	Rephrasing the goal to promote entrepreneurship activities	Inspiration	<ul style="list-style-type: none"> Setup criteria of choosing the role model. Via creating data base of role model. Via event and effective communication channels. Partnering with other EO 	<ul style="list-style-type: none"> Presenting 1 role model /Y/Region Global competitive Awards: 1 global award /Y 1 on 1 Mentoring the awarded project. Annual scout entrepreneurship forum. Establish scout publicity new media channels

Group	Do the activities represent the goal?	Do we need to add more activities?	How can we implement these activities?	Goal (quantitative & qualitative) KPIs.
5	Yes	Yes	<ul style="list-style-type: none"> ▪ Data and statistics. ▪ Expert social entrepreneur trainers. ▪ Business plan. ▪ Transport and clear selection criteria. ▪ Monitoring evaluation. 	<ul style="list-style-type: none"> ▪ Number of countries. ▪ Number of beneficiaries in local countries. ▪ Number of the successful sustainable projects.
	Yes		<ul style="list-style-type: none"> ▪ Data base. ▪ Specialized training. ▪ Training programs levels. ▪ Assessment of each trainee. 	<ul style="list-style-type: none"> ▪ Initiative success. ▪ Increase of trainees in the program.
	Yes	Create an endowment capital for self-reliance. (To be approved by higher committee).	<ul style="list-style-type: none"> ▪ A small donation for this fund from each scout member. ▪ Capital investment ▪ Investments 	<ul style="list-style-type: none"> ▪ Positive Financial Reports ▪ 25% to be invested in social programs ▪ Increase employment of the targeted segment in the chosen social programs.

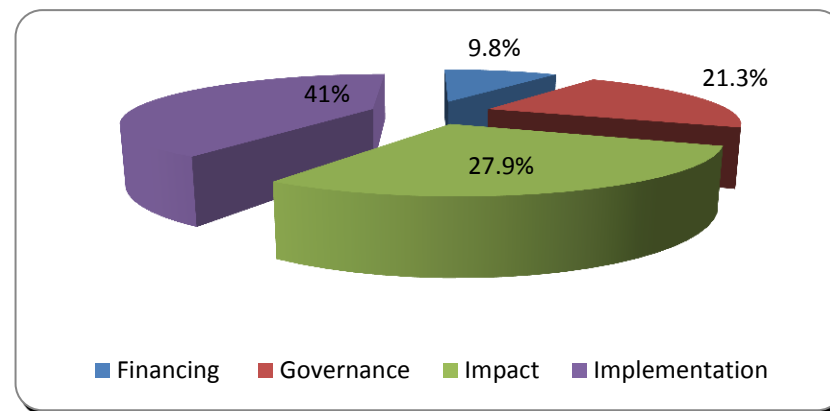
Group	Do the activities represent the goal?	Do we need to add more activities?	How can we implement these activities?	Goal (quantitative & qualitative) KPIs.
6		<ul style="list-style-type: none"> ▪ Involve law enforcing sectors to protect children in conflict area ▪ Take some programs about poverty ▪ Access to opportunities for activities such as schools...etc. ▪ Initiatives of individuals and small groups of scouts ▪ Academy training centers ▪ apply the activities not just to the man-made disaster but also to natural disaster ▪ Involve locals in conflict areas with the programs ▪ Create protocols not to involve MOP in political issues ▪ engaging them in post conflict with the NGO's to build the affected communities ▪ Structuring platform for activities 	<ul style="list-style-type: none"> ▪ Create training and quality process ▪ Reach out to recruit scouts and entities that can help ▪ Creating alliance between MOP's and NGO's all over the world 	<ul style="list-style-type: none"> ▪ Learning ▪ Series of electronic tests in the learning zones /9 with certification /0 ▪ to make it comprehensible and acceptable world wide ▪ Number of participant ▪ People who benefit from such activities ▪ Measure the number of areas they are operating ▪ Got to have flexible SOP(standard operating procedure) ▪ Review the financial spending(financial input*number of the participant*the hourly rate) ▪ Final evaluation report

Group	Do the activities represent the goal?	Do we need to add more activities?	How can we implement these activities?	Goal (quantitative & qualitative) KPIs.
7	Yes	Building network messengers of peace	<ul style="list-style-type: none"> ▪ Content creation & :: sharing ▪ Training ▪ Project sharing ▪ Best practices ▪ Local issues highlights/update 	
	Yes	Reward & recognition (modified)	<ul style="list-style-type: none"> ▪ Virtual events and projects ▪ Discussion forums ▪ Cross platform MoP content aggregation ▪ acquire technical partner 	<ul style="list-style-type: none"> ▪ Network Size ▪ Testimonials ▪ Degrees of connectivity ▪ Action on the ground/engagement rate ▪ Share Of Media

Voting Questions

I) What is the biggest challenge for MOP? (multiple choice)

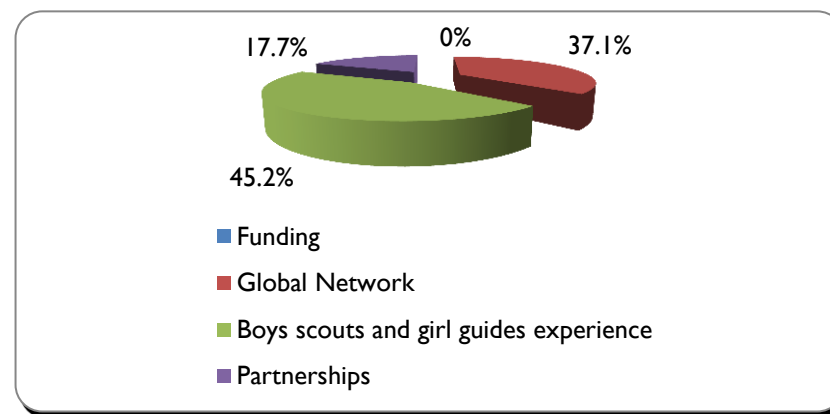
Answers	Responses	
Financing	9.84%	6
Governance	21.31%	13
Impact	27.87%	17
Implementation	40.98%	25
Total	100%	61



This chart shows that 41% of respondents said that the biggest challenge for MoP is implementing the project, 28% said that is the impact of it and 21% is the governance while 10% said is the financing.

2.) What is the biggest opportunity for MOP? (Multiple choice)

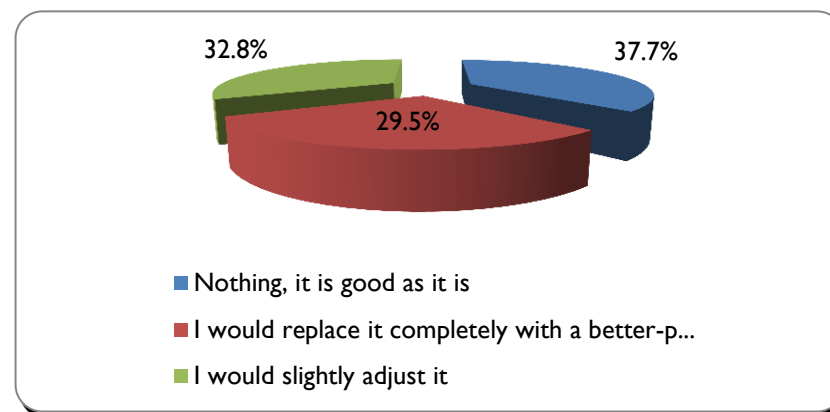
Answers	Responses	
	Percentage	Count
Funding	0%	0
Global Network	37.10%	23
Boys scouts and girl guides experience	45.16%	28
Partnerships	17.74%	11
Total	100%	62



This chart shows that 45% of respondents said that the biggest opportunity for MoP is the experience of boys scouts and girl guides, 37% said is the global network and 18% said is the project partnerships.

3.) What does the current vision need to become suitable for MOP? (Multiple choice)

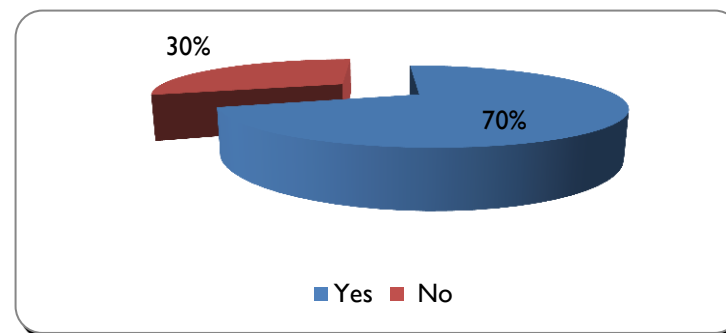
Answers	Responses	
Nothing, it is good as it is	37.7%	23
I would replace it completely with a better-phrased vision	29.51%	18
I would slightly adjust it	32.79%	20
Total	100%	61



This chart shows that 38% of respondents said that vision is good as it and suitable for MoP and 30% of them said that they replace it completely with a better-phrased vision while 33% said they would slightly adjust it.

4.) Are the four main goals of MOP representative of its vision? (Multiple choice)

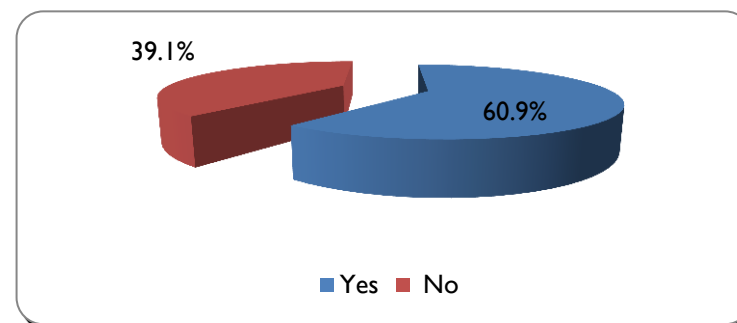
Answers	Responses	
Yes	70%	42
No	30%	18
Total	100%	60



This chart shows that 70% of respondents said that the four main goals of MoP represent its vision while 30% of them said it is not.

5.) Do the functions and activities represent the goals? (Multiple choice)

Answers	Responses	
Yes	60.87%	14
No	39.13%	9
Total	100%	23



This chart shows that 61% of respondents said that the MoP functions and activities represent its goal while 39% of them said it is not.

Conclusions

Conclusions I+ Recommendations

With Reference to the workshop results all groups Mop should focus on emphasizing on its Strength points:

- Entrepreneurship Spirit.
- Volunteer Readiness.
- Existent Programs Ready.
- Global Experience Exchange.
- Multicultural Understanding.
- Neutral Opinions (Take No Sides).
- Curriculum Established (Build on It).
- Systemized Organizations (Globally).
- Experience and accumulation of knowledge and training
- King Abdullah initiative and Saudi Arabia position amongst Islamic and Arab countries
- Motivated members and association with locals scouts guides
- Diversity and awareness of tolerance Peace
- Create international honor code
- Utilization of scouts systems
- Credibility of scouts
- Connecting messengers
- Increase awareness of MOP
- Tools for engagement
- Provides framework for engagement
- Inspire, learn, benchmark
- Bottom up/Grass Rout
- Cost effective –UGC-adaptable
- Advocate & scale issues/projects
- measure success & progress
- Pear to pear learning
- Cross culture learning

Conclusion 2 + Recommendations

Threats

- The continuity of champions.
- The buyout of founders and Champions.
- Continuity.
- Loses momentum, faster burn out.
- Competition in programs or organizations.
- Sustainability.
- Effectiveness
- Should have a strong definition of what the word “dialogue” means,
- To make it implementable.
- Movements that are against dialogue.
- Prejudice and fear of the other.
- The way the code is structured,
- Disagreement
- Lack of political support from leaders.
- Lack of transparency and trust in fund spending
- Minimal female participation
- Properly identifying short and long term impact
- Spending huge funds on small or non-impacting projects
- Not being focused enough on the cause.
- Protect volunteerism spirit
- Saudi guides aren't too much involved
- Lack of programs delivery
- Sustainability of programs
- Mess allocation- utilization of funds

Conclusion 3 + Recommendations

MOP Core Values are

Dialogue Training

- Commitment
- Competency
- Respect to difference
- Acceptance of difference (Tolerance)
- Understanding The Culture of Dialogue
- Justice and fairness-Logical
- Understanding and respect:-Compassion- Relate to others
- Commitment and responsibility:-Perseverance

Social Entrepreneurial activity

- Adopt Scouting Value
- Leading by service.
- Embrace and Respect culture diversity.
Transparency, credibility and accountability

Supporting young people living in conflict situation

- Selflessness, respect, tolerance, and Serving with no bias
- Value of experience (existing experience)
- Self discipline, motivation and obedience
- Role model
- Comrade in scout
- Fun, adventure, and challenging (staying positive)

Global Network of Mop

- Trust, respect & positive engagement
- Freedom of expression
- Global citizen

Conclusion 4 + Recommendations

Mop strategy might consider adopting the following KPIs for MOP Goals

Quantitative & qualitative KPI of MOP Goals

Dialogue training - KPI's

- How many scouts achieved badges?
- How many scouts they trained?
- How many events they did.
- How many conflicts have been resolved by scouts?
- How many training sessions have been held?
- How many international trainers perform?
- Numbers of training sessions have been held in the center.
- Number of scouts trained in the center.
- Number off site trainings courses.
- Regions covered in the world
- Achieved number of tasks per leader
- Achieved number of training hours by trainers
- Achieved number of badges
- Internal-Growth in number of chapters worldwide ___%
- External-Number of initiatives to outreach community members (footprint).
- Achieving ___ badges per Scout per year.
- interactive hours per scout per year
- Activities under each partnership per year.

Social Entrepreneurial activity -KPI's

- No. of clubs, MOP and ambassadors.
- How many projects have been competed?
- Number of beneficiaries.
- No. of qualified girl guides in MO
- No. of projects undertaken
- Number of new MOP recruited from the existing social network and activities
- Number of activities covered by the sponsorship.
- **Activity No.3 KPI:**
- At least 2 local strategic partners
- Minim Presenting 1 role model /Y/Region
- Global competitive Awards: 1 global award /Y
- 1 on 1 mentoring the awarded project.
- Annual scout entrepreneurship forum.

Conclusion 4 + Recommendations

- Establish scout publicity new media channels
- Num of : 3X our size in 10 years.
- Number of countries.
- Number of beneficiaries in local countries.
- Number of the successful sustainable projects.
- Initiative success.
- Increase of trainees in the program.
- Positive Financial Reports
- 25% to be invested in social programs
- Increase employment of the targeted segment in the chosen social programs

Supporting young people living in conflict situation- KPI's

- Learning
- Series of electronic tests in the learning zones /9 with certification /0
- to make it comprehensible and acceptable world wide
- Number of participant
- People who benefit from such activities
- Measure the number of areas they are operating
- Got to have flexible SOP(standard operating procedure)
- Review the financial spending(financial input*number of the participant*the hourly rate)
- Final evaluation report

Global Network of Mop- KPI's

- Network Size
- Testimonials
- Degrees of connectivity
- Action on the ground/engagement rate
- Share Of Media

Workshop Shots



Group	1	2	3	4	5	6	7
Goal #	Goal1	Goal1	Goal2	Goal2	Goal2	Goal3	Goal4
Facilitator	Reda Islam	Waleed Hambeshi	Ghaida Fatani	Abdujhrman Shaker	Helmy Natto	Aliad Mushiakh	Ziad Jamar
Reporter	Naji Al-Ghoubari	Mohammed Kheder	Dumaz Balooshi	Omar Faden	Sari Sabban	Falima Mosali	Sayed Hamza



“Messengers of Peace”



2012