



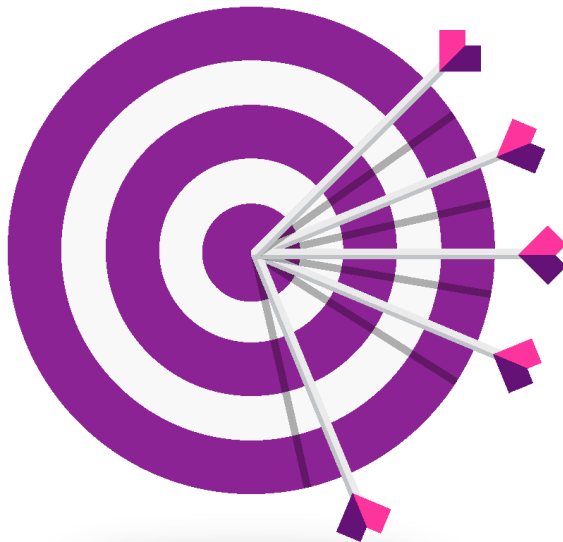
# Siraj

Launch Date: June 2022

Partner: **العربية**

Siraj is a 6-week-long program which aims to provide 300 Emirati youth with critical skills to enhance their competitiveness and prepare them for the job market. Siraj focuses on developing youth's storytelling skills, identified by the World Economic Forum as future skills. By leveraging sessions delivered by senior industry executives and leading journalists from CNN, Siraj empowers participants with the tools needed to better tell their own stories. The program also provides learners with experiential learning opportunities and hands on projects.

Siraj helps participants build critical transferable skills, including:



- Ideation & Brainstorming**
- Strategy Building**
- Critical & Design Thinking**
- Debate**
- Distribution & Audience Reach**

As of December 2022, Siraj has reached  
**85 learners in 2 Cohorts**



**58%**  
**female**



**64%**  
**Emirati youth**

The Foundation signed a memorandum of understanding with the SDG Young Leaders Program. The MoU supports SDGs 5 and 17, leveraging cross-sectoral partnerships to upskill youth and promote gender equality. As part of the collaboration, the SDG Young Leaders Program adopted Siraj to train the UAE's SDG Youth Media Taskforce.



I really enjoyed participating in the Siraj program, as it helped me improve the quality of my storytelling and be more open about who I am. Hearing the stories of the youth participants was very inspiring and motivating, encouraging us to keep going and strive for success.

Mahra Almarzooqi, Siraj Graduate

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