

Nurturing Childhood *Development in the Middle East*



INDEVCO



Nurturing Childhood *Development in the Middle East*



OUR COMMITMENT

is to partner with local and international organizations, NGOs, and the media to promote and support childhood education as a precursor to success in life

Management Approach

With leading baby care brands in Lebanon and Saudi Arabia, INDEVCO recognizes the importance of leveraging brand reach to launch and support childhood development programs. Napco National's social media campaigns help families and primary caregivers nurture cognitive and emotional development and secure wellbeing of children. INDEVCO partners with local NGOs to provide children equal access to quality education and a platform for creative expression. Topic boundaries extend to educational institution and NGOs.

Context

Children without access to early childhood development (ECD) tools and education are at higher risk for stunted development, as access has been correlated to the long-term success of children and their ability to contribute meaningfully to the society and economy. [1] The Middle East and North Africa (MENA) region has nearly 22 million children who are either out of school or at risk of dropping out. Although many countries in the region have made significant progress in increasing school enrollment, attendance and completion, access to quality education remains unequal. [2] The role of the private sector remains critical in supporting and launching programs, as MENA has the lowest investment in early childhood development in the world [3].

OUTCOMES

Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE, Yemen

Early Learning

Bambi® 'It Takes a Family to Raise a Child' Campaign

This year Bambi® baby care brand's Early Learning campaign expanded beyond previous initiatives that focused on the role of a child's primary caregiver in nurturing development.

In 2018, Bambi brand launched the 'It Takes a Family to Raise a Child' campaign, focusing on the critical role each member of a family plays in the cognitive, social, and emotional development of a young child.

The campaign on Bambi social media channels, from end January to mid-March 2018, shared posts that encouraged care, friendship, and positive bond-building between father-and child, siblings, and members of the extended family, including aunts, uncles, and grandparents.

Coinciding with the campaign, Bambi also provided new online Early Learning resources for mothers on its website, such as educational bedtime stories and music in Arabic and English.

Napco National Bambi brand team engaged with parents and children at *Kids in Motion*, Saudi Arabia's popular family trade show.

Bambi® brand is owned by INDEVCO and manufactured under license by Napco National.

Learn More

<http://www.napco-in-focus.com/csr-6-articles.aspx>

<http://news.indevcogroup.com/consumer-brands/sanita-bambi-website-interactive-improve-mothers-parenting-skills/>




REACH

38,500 People 

Reached on Facebook

9,000 People 
reached on Instagram

8,000 Impressions 
on Twitter



Children's Hygiene

Sanita® 'Back-to-School' Hygiene Campaign

In an effort to protect children from spread of viruses and bacteria, Sanita® brand launched a 'Back-to-School' hygiene program in September 2018.

The campaign focused on highlighting all the places at school that harbor the most germs, as well as how to properly wash hands and maintain other hygiene practices.

The campaign also featured additional helpful tips, such as how to keep packed lunches fresh and reduce food waste, to make the transition back to school smooth for children and their parents.

Sanita® brand is owned by INDEVCO and manufactured under license by Napco National.



IMPACT

Over **395,000**
People

reached on Facebook



Over **54,000**
People

reached on Instagram



Over **54,000**
Impressions

on Twitter



2 Videos,
Nearly **40,000**
views

on Youtube and Facebook





OUTCOMES

Lebanon

Quality Education

Paradis d'Enfants Non-Profit Primary Schools

INDEVCO supports Paradis d'Enfants Association in its mission to provide quality education to children from underprivileged families.

In addition to running three non-profit primary schools in Jounieh and Ghosta, Paradis d'Enfants' Social Welfare Office works directly with families to improve family life and support family needs where possible.

The association also orients primary school alumni to pursue higher education, university opportunities, and job placement in Lebanon.

INDEVCO founder, Georges N. Frem, established Paradis d'Enfants Association in 1997.

<div>Educated</div> <div>1,963 Students</div> <div>under privileged primary school from across Lebanon</div>	<div>Employed over</div> <div>144 Teachers</div>
<div>1,287 Families</div> <div>to improve aspects of family life</div>	<div>Oriented</div> <div>1,480 Alumni</div> <div>to higher education opportunities</div>

Creativity & Play

Théâtre Athénée

In line with INDEVCO's commitment to nurturing childhood development, the group supports Théâtre Athénée in Jounieh, Lebanon, which inspires, entertains, and fosters creativity among Lebanese of all ages.

Théâtre Athénée produces plays and organizes workshops for children to encourage creativity and to build confidence and social skills.

In 2018, Théâtre Athénée performed 6 English and French plays executed by locally renowned producers and performed by Théâtre Athénée workshop students: 'Vers une Autre Planète', 'Super Lio', 'Bablou', 'La Fête des Fees', 'Louna Bom Bom Dino', and 'Oliver Twist'. Performances were broadcast by Télé Lumière's Nour Kids TV from Lebanon to a wider audience.

Georges N. Frem Foundation founded Théâtre Athénée in 2003 as a platform for self-expression and participation.

[See Appendix N for references.](#)

Hosted **6 Plays**

attended by 56,078 children
(1,018 children free of charge)

Conducted **15 Drama**

dance, singing, and chess
workshops to nearly 113 children
aged 11-16 years old

Hosted **16 Events**
for associations, nurseries and schools



APPENDIX N

Nurturing Childhood Development in the Middle East References

1. The World Bank – Education for Global Development (16 Jan., 2017). Early childhood as the foundation for tomorrow's workforce.
<https://blogs.worldbank.org/education/early-childhood-foundation-tomorrow-s-workforce>
2. Global Campaign for Education (2019). Education coalitions in the Arab region fight for the right to education.
<https://www.campaignforeducation.org/en/2019/05/06/the-arab-region-education-activists-claim-for-the-right-to-education/>
3. El-Kogali, Safaa & Krafft, Caroline (2015). Expanding opportunities for the next generation: Early childhood development in the Middle East and North Africa. Directions in Development--Human Development; Washington, DC: World Bank.
<https://openknowledge.worldbank.org/handle/10986/21287> License: CC BY 3.0 IGO.