

Thank you for your interest in applying for the Zero Project Impact Transfer program. This short application form will help the selection team choose 10 projects from the Zero Project nominations to be part of this year's Impact Transfer program. Please answer the questions as fully as you can to help us with this process.

Before you apply, please read our briefing document and make sure you can demonstrate how you meet the following criteria:

- *You have sufficient track record and evidence that your innovation works and can be replicated (inter)nationally;*
- *Replication is a strategic priority for your organization, with buy-in at a senior level of the organisation, and some resources are already available for replication;*
- *At least one senior person (with decision-making power) from your organization can commit approximately 1 day a week to the programme for webinars, assignments etc. from Oct 2020 to March 2021;*
- *You are open to learn, share and be challenged, and have a proactive attitude;*
- *You are able to participate in webinars and assignments in English.*

Please note you can save your progress and return to the survey at any time, as long as you use the same computer and browser to complete the survey. Also be aware that question numbers may appear out of order as certain questions depend on your previous answers.

If you have any queries about the program, or have any trouble accessing this survey, please contact Paula Reid at [p.reid@zeroproject.org](mailto:p.reid@zeroproject.org). An accessible Word version is available on request.

Name

Amena Elsaie

Email address (please note that by entering your email address, you are giving the selection team permission to contact you regarding your application)

amena@helvegypt.org

Name of your organisation

Helm

Name of your project nominated for the Zero Project Awards

. What is your motivation for applying to join the Zero Project Impact Transfer program? (max 3000 characters)

The Inclusive Workplace model by Helm is implemented in around 200 organizations in Cairo, as well as expanded the model to 19 Governorates in Egypt. Yet, One of Helm's KPIS plan in 2021 is to expand to at-least two new countries in the MENA region. In order to fulfill the 2021 plan, we need to learn best practices, methodologies and efficient tactics on how to better replicate our model. Helm team has already been working on a needs assessment research with key governmental and private stakeholders across four countries in the region; UAE, KSA, Lebanon and Jordan in order to better understand the potential of accommodating our model. We believe that it would be a great added value to be part of this program, as it will enable us to grow our network; allowing us to have a stronger knowledge base and building sustainable learning partnerships. Helm's management and business development teams are striving for guidance to make sure that we take the right steps to ensure the right steps are being taken, as well as developing a clear strategy for replication from experts. It is highly values that there will be follow-up support after the program, in order to ensure the sustainability of the expansion strategy. Since Helm is currently positioned as one of the leaders for disability inclusion services in the region, it is our responsibility to ensure that we are benchmarking against the best practices and to transfer this knowledge effectively to all potential public and private entities.

. What is your experience of replicating or transferring your innovation?

- We have already replicated our innovation
- We have not replicated our innovation yet, but it is a strategic priority and we have a clear idea about what to replicate, where and with which partners
- Replication is a new topic for us, but it is the right time to start working on it

. Please provide us more information on your replication strategy and experience so far (Where did you replicate this innovation? How did you replicate ? Which partners did you work with to replicate this innovation? How did you finance the replication? Results so far? Lessons learned?)

*This question was not displayed to the respondent.*

. Please explain your initial ideas on replicating your innovation (what you wish to replicate, in which geographies, which type of partners will you need, or any other relevant information). If you do not know yet, please write 'Don't know'

We would like to replicate our Inclusive workplace assessment services to support the employers assess their recruitment and inclusion needs across the MENA region. We will need non-profit organizations working in the field of disability, Governmental entities responsible for the rights of persons with disabilities as well as unions and networks focusing on Human resources managers of private and public sectors.

. Please describe the main questions or challenges you hope to address by participating in the Impact Transfer program.

- How to select the right entry point in the MENA region and within the shortlisted countries and entities. - Support in the strategic and financial planning.  
- How to expand and grow without affecting the local entity (Helm Egypt). - How to adjust business model to accommodate the expansion.

. Is replication a strategic priority for your organisation, supported by staff, your board and external stakeholders?

- Yes
- No
- I don't know

. Please explain how replication fits into your strategy and long-term goals, and how replication is supported by your Board and leadership team. If you are not sure, please write 'Not sure yet'

It is one of Helm's 5 KPIS for 2020-2021 that we expand to two new countries in the MENA Region. The KPIs are approved by Helm's global advisory board as well as the management team.

. Have you standardized your model and operations in a way that allows partners to easily replicate it (guidelines, operations manuals, trainings,...)?

- Yes
- To some extent, but we still have more work to do
- Not yet

. Are specific human or financial resources already available for replication? Please explain.

Yes. We have a dedicated team, that already travels all across 19 governorates in Egypt to perform the assessments and to conduct business development meetings. Our team has also traveled to conduct different services for Helm in 4 countries in the region, thereby we have ready financial budgeting and allocated team members.

. Is there a clear project owner in your team who has the capacity, skillset, and decision-making power to participate fully in our program (approx. 1 day per week between October 2020 and March 2021) and support the replication of your innovation?

- Yes, we have a project owner for this program, with the necessary skills and seniority
- Not yet, but we have enough capacity and can easily assign a project owner for this program
- No, we do not have enough internal capacity for this program at the moment

Please provide more information on the profile of the person who will serve as project owner for the Impact Transfer program (background, experience, ...). You can also add a link to the person's profile (on LinkedIn or on your website), if you wish.

Ramez Maher Helm Co-Founder & Managing Director Ramez Maher co-founded Helm Foundation; Helm translates to "dream", a pioneering non-profit focusing on empowering persons with disabilities as well as breaking barriers towards their full participation in all aspects of life. In 2019, Ramez was selected as one of The American University in Cairo's Alumni of the Century. As for Helm, it was awarded twice for two consecutive years (2017-2018) as "best by the Zero Project, at the United Nations Headquarters in Vienna for their employment and accessibility practices. Since its founding, Helm has managed to exponentially grow, engaging over 17 million society members, 1500+ Persons with Disabilities, and providing accessibility assessment for 1200+ venues. Additionally, it has expanded into providing inclusive services to corporates and professionals through Helm Consulting. In December 2016, Ramez co-founded Helm Consulting with Amena El-Saie, serving more than 300 companies in Egypt and helping them become inclusive. Ramez drives the organization's vision, strategy, and growth as it provides sustainable and unique ways for different stakeholders to engage in providing accessible and inclusive societies for Persons with Disabilities. Ramez was certified by the Japanese International Cooperation Agency (JICA) in "Improvement of Accessibility of Social Inclusion – Barrier Free Environment" in Japan, 2016. He was also awarded the Total Start-Upper of the Year for Helm Consulting in 2016. Both Helm Founders were awarded a two-year global acceleration program by Rise Egypt as they were selected to be one of the top 5 social enterprises in Egypt in 2015, where the award ceremony was held in Harvard University, USA. Ramez holds a Bachelor's degree with high honors in Integrated Marketing Communications with a Minor in Anthropology from the American University in Cairo. <https://www.linkedin.com/in/ramez-maher-1873395a/>

We are interested to understand your impact model (also called Theory of Change): who are your main target groups, which key activities do you offer to these target groups, what impact (change) do you want to achieve for your target groups, and how do you measure this impact (if you do).

Please fill in the table below focusing on your main target groups, activities, expected impact and indicators.

	Insert your TARGET GROUP (one target group per box, maximum 3)	Insert your key ACTIVITY for this target group	Insert the main IMPACT (CHANGE) that your activity is supposed to achieve for this target group	Insert the main INDICATOR you use to measure your impact (if available)
1	Private Companies	1. Recruitment Job Analysis 2. Accessibility Consulting	Creating and maintaining an inclusive workplace.	Number of Persons with disabilities hired in the companies and number of implemented accessibility modifications
2	Governmental/ Public Entities	Lobbying	Reinforcement of the disability law in the workplace for recruitment of persons with disabilities and the law for construction of accessible buildings	Number of Fines and legal actions applied on companies/ Benefits and positive reinforcement provided for companies who effectively recruit PWD
3				

Does your current funding model allow you to take repayable investment i.e. not grants, but equity or loans that you will have to pay back?

Yes, and we have already received a repayable investment

Yes, and this is something we want to explore

No

As part of the selection process for the Impact Transfer programme, we will be putting together a short video on each shortlisted project for our selection panel. We would be grateful if you could send us:

- Any video material you currently have about the project (via YouTube, DropBox etc.) that you did not already submit as part of your Zero Project application.
- A short video (maximum 20 seconds), explaining why you wish to join the Impact Transfer programme. This video can simply be filmed on a mobile phone.

If you have weblinks to these videos, please include them below. Otherwise you can send them to [p.reid@zeroproject.org](mailto:p.reid@zeroproject.org).

20 seconds video by Amena Elsaie, cofounder Helm about why we wish to join the program: <https://youtu.be/5EQO37yqSmw> Impact accessibility audits for touristic destinations in Luxor: <https://web.facebook.com/347603688651406/videos/2893517627360292> An overview of Helm by the team: <https://youtu.be/5LU1ZxdLIVM> Metro Accessibility in Egypt: <https://www.youtube.com/watch?v=yKumLiUZzfM> (We are currently upgrading it with English subtitles)

. If you have any other supporting documents (such as your organization structure, impact evaluations, or strategic plans) that you have not already included in your original Zero Project application, please include the web links below. Alternatively, you can email documents to [p.reid@zeroproject.org](mailto:p.reid@zeroproject.org), including your name and project title.

The selection panel will handle any documents you send us confidentially.

There are no further questions in the survey. Please use the 'Next' button below to submit your application.

**By submitting your application you are giving the Zero Project Impact Transfer team permission to share your responses with members of our selection panel.**

Location Data

Location: ([30.07780456543, 31.285202026367](https://www.google.com/maps/place/30.07780456543,31.285202026367))

Source: GeoIP Estimation

