



IDEA

Investing in Development to Energize Africa

**TWO WORLDS THAT CO-EXIST,
BUT CAN THEY MERGE?**

PEOPLE · PLANET · PARTNERS

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Most of us love movies that take us on a journey; from a dreadful emotional struggle to anticipation of a miracle that lifts us off our feet in hope for a happy ending. Even though we enjoy buttered popcorn outside of theaters, unlike movies, our reality does not end within 3 hours. Whether we are debating which superhero production is better between Marvel and DC Comics, the actual reality is our fantasy; which is to have superheroes come save us; from us. Unfortunately, its not as simple as the movies, our experience does not have bad guys, just bad agendas along with appalling situations due to force majeure and very little movement towards preventative actions.

May 2016 is a pivot point for all of humanity; as it is a reflection of the core initiatives since our founding fathers inception of the United Nations in 1945 after World War II. 70 years later, was this call for help outside the political dimensions to survive the ever increasing challenges that humans create and a call for action on implications of recurring natural disasters? Was this invitation for an inevitable alternative that requires additional capacity of resources, technology, and donations through integration of the two worlds (humanitarian and financial)?

The Secretary General, Ban Ki Moon, has invited a platform for action from global world leaders, philanthropists, financial institutions, and the leading business communities to the first ever world humanitarian summit to address what IDEA for HOPE compassionately stands for, respects, and is aligned with having the individual in the center of life promoting better human development through creating opportunity, leading to prosperity, and for equality.

“The welfare of the unfortunate is no longer a political responsibility, nor is development based on just leaders of nations, but a call to the morals of humanity as a shared accountability and a way of life for sustainability.”

- Adam Hashem IDEA

The core topics addressed (1) political leadership to prevent and end conflict (2) upholding the norms that safeguard humanity (3) leaving no one behind (4) moving from delivering aid to ending need (5) investing in humanity. Our agenda covers points 3, 4, & 5.

It is obvious that development agencies, companies, and many NGO's cannot address the current relief and gap requirements while working in silos.

Is the answer for 2017 merely bridging the 10 Billion USD gap in humanitarian relief? Will this amount be increased or decreased in the coming years? Or is the current and future situation and root cause bigger than just money? The initiative taken by UN Global Compact is definitely a platforms we see to compliment the ambitions for sustainability and for the world to be in better harmony together rather than living in fear or uncertainty.

When it comes to business, there is always a stock market buzz about mergers, acquisitions, consolidations, and joint ventures of organizations for accumulating synergies in delivering better products and or services to the addressable. Lets take this perspective and add light to our current ways of the humanitarian and the financial world, as they are currently co-existing in parallel, whereby one is unaware of the other and their work doesn't overlap; unless it is CSR. The real question is, is that enough? Do we see any mergers in the world happening?

THE REAL QUESTION IS, CAN WE DO BETTER?

We believe the answer is always, Yes! These two worlds must merge; sharing one mindset, a common agenda, exchange knowledge, integrate transparent communications and technology, along with the combination of will power in setting the priorities without limitations. To thrive for sustainable development through gap reduction and preventative measures in moments of relief. We see a merged world where the compass navigates and points to the human at the center. It can only continue on this principle when there is self-respect, respect for others, and responsible.

“This is history in the making, it is a call for a new breed of business political entrepreneurs, that challenge the challenge.”

- Adam Hashem IDEA

Another enlightening aspect was to learn about current and potential solutions in bridging the challenges facing humanity if institutions are able to tap into what Muslims call zakat. Prophet Muhammed has stated, “every

Muslim has to give in charity” – Shahih Al-Bukhari Volume 2, Hadith 524. In one of the roundtable discussions that IDEA was privileged to attend; the UN along with its affiliations, the Islamic development bank, and many others, were discussing best practices of how Islamic social finance was a solution to the rising epidemic of decrease in human dignity from lack of basic necessities. As IDEA, shall continue to research on the religious phenomena of the 3 types of funding (zakat, wakaf, and sadaq).

“Whatever you spend with a good heart, give it to parents, relatives, orphans, the helpless, and travellers in need...»»

- The Holy Quran, 2:215

If we want to live by the motto, “no one left behind”, therefore we need to remind ourselves with our mandate, and be inspired that what we do is larger than us, and larger than the sum of us combined. That should give us the inspiration, motivation, and encouragement needed to continue the momentum of engaging together for the priority of human development.

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The way we see it is simple, that Christopher Reeve, Henry Cavil, Dean Cain and many more played the role of superman, which is a testament that anyone can be a hero and that there are many Clark Kents that exist among the billions. The call from Mr. Ban Ki-Moon is a definite sign of a hopeful action for humanity’s awareness.

OUR COMMITMENT TO HUMANITY

IDEA, the Initiative for Development to Energize Africa, is a strong advocate of sustainable development in projects that revolve specifically around basic necessities. It is a must to continue to find ways to bridge the gap for restoring human dignity and promote health; through initiatives that focus on impact and profitability.

OUR 2030 AGENDA

Provide Clean and Accessible Water

Contribute to food growth

Promote Education

Innovation and Integration of ICT

Aligned to UN Sustainable Development Goals

#2, #3, #4, #5, #6, #7, #8, #11, #17



OUR COMMITMENTS FOR 2016:

- Continue to invest in solutions that are aligned to our mandate and our industries of basic necessities.
- Continue to invest in research and development of desalination of water technology for food growth with utilization of solar power and biogas solutions.
 - Impact on business modeling and costs.
 - Impact on environment.

- Integrating and aligning current partners (Hegaz Farm, ID & WT, Sustaincubator) that add value, share risks, agree on principles of ethics for sustainability.
- Continued research in standardization of model for replication.
- Assessment of KPI's for social impact and for shareholders.

Additional Information

2015 report:

Islamic Research and Training institute along with the Islamic Development Bank .

<http://www.irti.org/English/News/Documents/ISLAMIC%20SOCIAL%20FINANCE%20REPORT%202015.pdf>

Taking Islamic Social Finance to the world:

<http://www.thestar.com.my/news/nation/2016/05/22/taking-islamic-social-finance-to-the-world/>

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