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Dream becomes reality

Jihad Hasan Shojaeha
The founder and executive director

I’m delighted and honored to write this opening statement for the annual report of 2018 for the Palestinian Initiative for Supporting Students ESNAD, from its’ new permanent headquarter in Surda town in Ramallah city. The transfer to this headquarter was a quantum leap in the life of this pioneer institution, which is growing and developing day by day.

In this report, many important achievements of 2018 will be addressed; most importantly: training and developing the skills of graduate students to enter the job market, through “Life Skills for the Labor Market” program. Training has also been given to health students from the northern area of the West Bank, where this added more to our experience in developing peer education approaches between university students and school students. That is through implementing workshops and medical days by health students targeting school students in the field of health awareness. As well as training over 300 volunteers within “Volunteer Can” program in all different areas of the West Bank, and the training of many institutions on the volunteer management program. In addition to, training many entrepreneurs and startups, and supporting them through the “Startups” program.

As for ESNAD Fund for Scholarships, it continues to offer financial support to university students, through the joint education fund with Dalia Association. Furthermore, “Success in a Changing World” program had a good share of our work this year, where we reached new governorates, most notably Jericho and Bethlehem.

This year was unique all in all, and a great achievement of ours was building a new network of relations. Through which ESNAD was able to meet with many new parties, that will give it the power to implement all of its programs more broadly and deeply. In addition to launching new programs and projects aiming to support Palestinian youth and students, most notably: “Allemni” program and “Hossah” project.
**Vision**

Empowerment of Palestinian youth through the enhancement of their potentials, which leads to prosperity and actual social cohesion in the Palestinian Society.

**Message**

Providing marginalized Palestinian youth with better life opportunities, through leadership and innovative resources that can provide opportunities for them and their communities.

**Goals**

- Providing educational opportunities in Palestine, by giving opportunities to marginalized youth to enable them to enroll in Palestinian universities. That is by paying their university fees in partnership with the private sector, community and charitable institutions.

- Promoting economic and social empowerment through social initiatives that support women and youth, by providing them with skills and basis that enable them to implement initiatives by themselves.

- Developing social initiatives and providing them with necessary support to enhance the productivity and effectiveness of youth initiatives.

- Enhancing females’ participation as leaders to enable them to be change makers in their communities.

- Promoting the culture of volunteerism and social cohesion to youth.

**Core values**

**Empowerment:** encouraging youth to make initiatives and give their best efforts.

**Society:** involvement in community, engaging and cooperating in social responsibility.

**Innovation:** seeking to find creative ideas to make change in society.

**Equal opportunities:** providing marginalized categories with opportunities that improve their live hoods.
Palestinian Initiative for Supporting Students/ESNAD:

ESNAD is a non-profit youth initiative registered at the Palestinian Authority in 2013. ESNAD aims to fight poverty through education by applying the idea of “From Student to Student” initiative. The initiative helps students with financial disabilities preventing them from completing their higher education, by providing them with scholarships. In return university students will volunteer to help 5-4 school students to improve their academic achievement. Moreover, ESNAD aims to support and empower youth in society through various social programs.

Establishment

The idea of the Palestinian Initiative for Supporting Students initially emerged from “From Student to Student” initiative, which aims to help university students suffering from bad financial situations complete their educational journey. In addition to, promoting the concept of giving and volunteerism through volunteering with school students.

The idea of “From Student to Student” initiative began in 2007. It aimed to promote the concept of social cohesion, through donations made by a group of people of certain amounts of money. Through which, they were able to provide a number of university students with opportunities to complete their university education. As time passed on, the initiative was able to build relations with the private sector inside and outside of Palestine, such as: Aramex Company, Paltel Group, Hani Qaddumi Scholarship Fund, Modern Library and Dalia Association.

At the same time, ESNAD was also able to promote the concept of social cohesion among Palestinian youth. That is through helping university students, whom poverty has prevented them from completing their educational journey, acquire scholarships for bachelor degrees specifically. Also to reinvest in and expand the patch of beneficiaries, through the volunteering of university students, benefiting from the scholarships, with school students to help them overcome issues they face with their school subjects and transfer them from the phase of low marks and low self-confidence to excellence and competition. Where the number of beneficiaries of the scholarships reached about 430 university students and over 1730 school students.
ESNAD has moved to its new headquarter, which is located in Surda town- surrounding the city of Ramallah a few months before the end of 2018. Where it will be its permanent and will meet all its needs in the coming years. The headquarter contains all the important facilities, like: separate entrance, garden, sanitary facilities, work space, conference room, and a storage room. The total area of the headquarter sums up to 190 square meters.

This was based on a signed agreement between ESNAD represented by the Executive Director Jihad Shojaeha, and Riwaq Centre for Architectural Conservation represented by the Executive Director Dr. Khalidoun Bishara. The agreement stipulated the restoration of the building located in Surda after receiving the consent of the owner of the building Mr. Mahmoud Abdullah Rabee’ to become the official headquarter of ESNAD.

In a related context, MENA Catalyst Foundation will be hosted at the headquarter. The foundation works on developing innovative solutions for entrepreneurship for youth and supports enterprise and employment development in the Middle East and North Africa (MENA region).
ESNAD’s programs

- Volunteer Can
- Success in a Changing World
- Youth for Healthy Lifestyle
- Life Skills for the Labor Market
- LitWorld
- ESNAD Fund
Success in a Changing World

Success in a Changing World program began in 2015. It is a self-empowerment educational program for creating change in society and is divided into three main phases as follows:

The first phase begins with self-empowerment for the promotion of self-confidence to youth and for raising their sense of responsibility towards their future and society. As for the second phase, it focuses on the impact of volunteer work and social participation on individuals and society. The third phase is concerned with helping youth implement the theoretical inputs gained through a better understanding of social effectiveness, power relations and the institutional nature of society.

The training has been carried out in Jericho at the end of 2017, whereas the workshops and initiatives were implemented this year (2018).

As for Bethlehem, the program was fully implemented this year. Implantation of the program is also expected to begin in Salfit in the coming year.

In Jericho and Bethlehem

First Phase: Announcement and Selection

The first phase of Success in a Changing World included announcement of the program in each of Jericho and Bethlehem, where it was announced on ESNAD's social media websites. Nearly 400 registration applications were received and sorted, and then 50 participants who are eligible to participate in the program were selected.
Second Phase: Training

The second stage included training the participants that were selected in the first stage on developing their inner component through various exercises that develop the process of mind and thinking management for them, as well as introducing them to different types of success and how to manage their time through “The Map of Life”.

In addition to introducing them to the concept of social initiatives and the concept of training, as well as the skills of a trainer, methods used in different exercises and the generation of creative ideas. Furthermore, the program also raised the self-confidence of the youth and made them aware of their ability to change themselves and society.

The number of participants in Jericho 28 participants of activists in community and youth work. The number of Participants in Bethlehem 22 participants of university students and fresh graduates.

Third Phase: Workshops

The third phase of the program included the implementation of workshops and initiative. 15 workshops were implemented in Jericho and 18 in Bethlehem, where nearly 610 participants of graduates, and university and school students from Jericho the Jordan Valley and Bethlehem benefited from them. The workshops included talk about success and its types, ways to achieve dynamic success, how to avoid reaching false success, time management, value of time and its role in developing one’s self, enhancing the role of reading in people’s lives, and team success through cooperation among members.

As well as explaining the importance of teamwork through various activities, raising the awareness of the importance of volunteering, alphabets of strategic planning, how to avoid misconceptions, social cohesion, and career planning.
Fourth Phase: Social Initiatives

Jericho:

In Jericho, the first initiative of the reading series (Readers of the Generation of Success) was implemented by the participant Asma’ Samarat, where she implemented this series in Jerichowhich benefited 50 students. The initiative coincided with World Reading Day and was based on the 6 workshops carried out by the participant (Asma’).

The workshops revolved around the importance of reading and how to achieve success through it. Moreover, the second initiative was implemented in Jordan Valley area by the participant Nirmeen Jalayta and revolved around implementing 3 free medical days. They covered areas of the Jordan Valley and Bedouin areas, where they benefited a large number of parents and children, in the Bedouin communities.

Bethlehem:

In Bethlehem city, the planning of “Cultural Gathering” initiative has begun. It is a cultural council and a gathering of youth of different ages to be implemented by participant Haneen Salem and a number of volunteers. This council will develop the cultural skills and capabilities of youth. It aims to provide new communication skills, increase knowledge and social exchange, invest in youth’s energy in the field of volunteering.

The initiative will target 25 youth and school students. Furthermore, the planning of the second initiative “Our Ancestors Our History” has begun by the participant Laila Ayyad and a number of volunteers, where it will take place in schools in the time span of 6 months. The initiative includes compilation summarization of oral narratives from old people into a book, then distributing them to schools to introduce Palestinian history in all fields not written in previous literature.
Volunteer Can is part of Pioneers of Palestine program. It is also one of the most important programs that seek to support volunteering and promote volunteering culture in Palestine. Volunteer Can program aims to change the concept of volunteerism in Palestine, develop the volunteers' personal and practical skills, and introduce volunteers to the concept of social entrepreneurship and its important role in achieving the best results at the youth and community level.

Volunteer Can program also clarifies the role of volunteering in community development. The program connects volunteers with civil society organizations. In addition to connecting them to youth and volunteer initiatives, through which they can acquire practical experience that gives them the opportunity to refine their personalities and test their skills.

The program also provides training and volunteer opportunities to nearly 300 Palestinian volunteers, which develops the volunteers in their fields of study and interest. Volunteer Can program year 2018 included three different phases:

1. **Volunteers Training:**

The training of volunteers included introducing the concept of development and its curricula, introducing volunteering and its aims, rights and duties of volunteers, rights and duties of host organizations, and how volunteering benefits people, organizations, and society. Moreover, it focused on the importance of volunteering and how the desire and motivation to volunteer is developed within people, which contributes to changing the concept of volunteerism in Palestine, developing the volunteer's personal and practical skills, building the skills of Palestinian youth and working on their talents. This Phase has been implemented in each of the following Palestinian governorates: Jenin, Nablus, Ramallah, Abu Dis, Bethlehem, and Jericho, benefiting 302 volunteers.
2. Volunteer Management Training:

The training in program included learning how volunteerism leads to the development of different organizations and society, how to support and deal with the volunteer, introducing the rights and duties of volunteers, volunteer management within organizations. That is through introducing the rights and duties of host organizations and explaining how volunteering helps develop individuals, organizations, and society.

This phase was implemented in Ramallah and Nablus, benefiting 50 youth and society institutions.

3. Startups:

The Startups training program aimed to direct entrepreneurs and startups on how to manage and build their projects and entrepreneurial ideas. The program first included work plan writing, how to build an integrated team, and volunteering and volunteers’ management. In addition to a specialized training in marketing for their projects and explaining the most important legal conditions that must be observed when registering their projects. After that we conducted a specialized training day in financial management of projects, where they also learned how to get funds and support for their different projects.

The training program has been implemented in Ramallah city for the participants, after having passed the screening and selection process out of 180 submitted applications and going through interviews, where 33 projects qualified. The training went on for 6 training days, with the participation of 23 participants representing 17 startup projects from all over the West Bank. The final phase of the program was concluded with awarding financial grants to 17 social startup projects from all over the West Bank, which are: Nawa’em Falastiniya project from Ramallah, Palestine on a Bike project from Salfit, Kayan Legal Services project from Nablus, Baladna project...
from Nablus, Smart Safety Motorcycle project from Bethlehem, Yansoon project from Ramallah, Knowledge Reader project from Nablus, Al-Amal Aquaculture and Nursery project from Nablus, Manara Family Consultancy & Training project from Jericho, Palestinian Dream Foundation project from Bethlehem, LitaskonoElayha Forum project from Ramallah, I Read, Participate and Learn project from Ramallah, Al - Ezariya Women's Gathering project from Jerusalem, Volunteers in the Holy Land project from Qalqilya, Group in Silwan "What worths living" project from Jerusalem, The Old Time Restaurant and Library project from Bethlehem, and My Heritage is My Identity project from Hebron.
ESNAD Fund is a social fund with the purpose of helping Palestinian university students suffering from bad financial situations. The fund enables individuals, institutions and small and medium enterprises to support students in need, through fostering university students and paying their tuition.

The idea of the fund is based on doubling the impact of scholarships. That is through the application of the idea of “From Student to Student” initiative, which revolves around the volunteering of university students benefiting from the scholarship of ESNSD’s Fund with school students suffering from study weaknesses in their education. That is in order to raise their academic achievement, which in turn will enhance the confidence of both parties.

Moreover, it will improve their communication and time investments skills, which will take part in their self-development. The scholarship for this year has been renewed for a number of former students, and has been granted to a number of new students.
ESNAD’s Scholarship Fund was developed on the basis of an agreement between ESNAD and Dalia Association, which is a community-based institution established in 2007 and aims to help all categories of the Palestinian community, advocate and contribute to changing the aid system in a manner that guarantees the Palestinians’ right to determine their priorities, and to reach the various stages of community development.

During this year, and especially during the month of Ramadan, the fundraising process began, through the publication of a press release of the Education Fund, which contained details of “funded by the Palestinian people” campaign. The campaign focused on the idea that the Palestinian people are capable of giving and providing help and assistance to needy university students. The campaign allows all members of the community to donate money to support poor university and school students.

In addition to organizing a number of activities for the fundraising process for the fund, like: “Face Painting”, “Smile Station”, and “Scribbles on Paper”. Furthermore, planning is conducted with a number of partners to organize a series of activities aimed at mobilizing funding for needy university students for the upcoming second semester 2019-2018.
Life Skills for The Labor Market program was designed with a primary purpose to increase opportunities for the employment of young Palestinian human resources in local, regional and international job markets. That is through enhancing the skills and capabilities of Palestinian youth to become more capable of competing for job opportunities in different job markets. It also seeks to improve Palestinian youth’s access to information, resources and required links to make professional decisions on right basis that will enable them to get job opportunities.

The training program includes a number of axes, the most important of which are: Self-knowledge and linking it to the labor market, building a network of relations with the surrounding community, CV writing, job interviews, professional success, types of success, how to market oneself, customer service, and professional work ethics. 5 trainings for Life Skills for the Labor Market program have been concluded for the year 2018. One in Hebron city, two in Nablus city, and another two in Ramallah city. That is with the participation of 123 participants of fresh graduates from various majors, where the training went on for 7 days, 50 training hours.
Youth for Healthy Lifestyle program aims to develop innovative and effective youth health awareness, public outreach and training skills, and identify health messages that should be addressed to the community, especially to youth. As well as raising the awareness of the participants on unhealthy lifestyles among target youth (aged 29-14).

That is in addition to training the participants on methods to facilitate and give workshops, and increase their knowledge on health messages targeting the category of youth. The program included four main phases, which are:

**First Phase: Announcement**

The program was announced on the official social media websites of ESNAD, where it targeted cities of the north. 223 registration requests were received, then the applications received were sorted and 38 participants were selected after meeting the conditions to qualify for the program.
Second Phase: Training

The training of participants went on for 4 consecutive days in Nablus city, with the participation of 38 different faculty of health students, like: Nutrition, Pharmacy, Medicine and Health Administration. This was with the presence of representatives from Tubas Sport Club in Tubas, Bida Youth Club in Salfit, Club of Qalqilya in Qalqilya, Jabal Al-Nar Club in Nablus, and representatives from the Ministry of Health.

Third Phase: Implementation of Health Workshops and Medical Days

22 different health workshops have been implemented by the participating students in the four governorates, where 470 youth benefited from them. Moreover, 8 free medical days have been executed within the program, each within two days in each of the four governorates, where 210 people, especially youth, benefited from them.
Fourth Phase: Forming a "Youth for Healthy Lifestyle" Unit

The forth phase of the program included the formation of a "Youth for Healthy Lifestyle" unit equipped in participating clubs.

This came after signing a number of memoranda of understanding with the four youth development resource centers involved, which are: Tubas Sport Club in Tubas, Bidia Youth Club in Salfit, Club of Qalqilya in Qalqilya, and Jabal Al-Nar Club in Nablus.
LitWorld program aims to create a safe and encouraging environment for children aged 14-8, and to give them the opportunity to develop their abilities and help them achieve and express themselves with full freedom and confidence.

That is through integrating key categories of society from teachers to parents, individuals and children and working with them to develop curricula and practices, through which the child can explore the world around him with confident steps full of creativity and innovation.

That is in addition to the reinforcement of points of strength and positive integration with the surrounding community, by discussing concepts of belonging, hope, trust, kindness, curiosity, courage and friendship. 

**The program included three main phases, which are:**

### Program Phases

#### First Phase: Announcement and Selection

The first phase of the program included the announcement and registration of the program in Ramallah city, where it was announced on ESNAD’s official media websites. 52 registration applications were received, where requests received were sorted, and those who were eligible to participate in the program were selected.

Attached image is a registration form for LitWorld
Second Phase: Training

The participants of the program were trained on the strategies they will give to children, such as: belonging, trust, kindness, curiosity, courage, friendship, and hope. 22 participants have been trained in the city of Ramallah for 3 days.

Third Phase: Launch of Clubs

The launch of 6 clubs incubating girls aged 14-8 in several areas of Ramallah, in the town of Al-Eizariya, where they included 120 girls under the supervision of 7 female students and graduates from Palestinian universities. Where the supervisors participating in the program have applied the rules, concepts and values that the program seeks to promote for girls of the aforementioned age group.

Through which it aimed to improve the girls’ level of awareness on the importance of reading, writing and self-expression, where the girls narrate their own stories reflecting their goals, dreams, and aspirations they wish to reach and achieve while building their future.
The Clubs:

Nour Alhuda Applied Schools in Bitonia under the supervision of participant Samia Bazzar, Burqa village council in Burqa town under the supervision of participants Fatma Nassar.

And Kharbatha Al-Musbah Club under the supervision of participant Mahtab Abu Khalil, and Hidayat Mutan, Rasha Kanaan and Baraa Mutan. That is in addition to two clubs in Al-Eizariya under the supervision of participants Shaimaa Abu Ghaith and Ru’aa Maher in Al-Zahra Association, and in Jahalin-Eizariya Region under the supervision of Manal and Hamada Salayleh.
Outstanding participants

Haneen Salem  
Success in a Changing World

Asma’ Samarat  
Success in a Changing World

Hamda Salayleh  
LitWorld

Hadeel Khalef  
Success in a Changing World

Watan Abu Obaid  
Youth for Healthy Lifestyle

Manal Salayleh  
LitWorld

Abdullah Awad  
Youth for Healthy Lifestyle

Afaf Hithnawi  
Youth for Healthy Lifestyle
Outstanding participants

Firas Shehadeh
Youth for Healthy Lifestyle

Qusay Shtewi
Youth for Healthy Lifestyle

Mohammad Haj Hamad
Youth for Healthy Lifestyle + Success in a Changing World

Mohammad Jarrad
From Student to Student

Suhaib Samara
Startups Program

Nadira Al Moghrabi
Startups Program

Samia Bazzar
Success in a Changing World + LitWorld

Mousa Daghameen
Startups Program
The Palestinian Initiative for Supporting Students signed a partnership agreement with Madarat Center for Community Development in Nablus, aiming to cooperate together for building the capacities of youth. That is through various programs and training in the governorate of Nablus. During this year, various trainings were carried out in cooperation of both parties, such as Life Skills for the Labor Market program, which targeted 60 participants from Nablus. The training aims to develop the skills of fresh graduates.

A memorandum of understanding was also signed between the Palestinian Initiative for Supporting Students and Al Quds Open Universityyat the University’s headquarters in Ramallah, aiming to implement youth and students programs specialized in the fields of education, volunteering and community targeting students from their different university branches. That is in addition to renewing the agreement with Dalia Association to continue the process of raising funds for scholarships.

In addition to signing a number of memorandums of understanding between ESNAD and each of the Youth Development Resource Centers in the governorates of the West Bank, where they were signed with Tubas Sport Club in Tubas, Bidia Youth Club in Salfit, Club of Qalqilya in Qalqilya, Jabal Al-Nar Club in Nablus, as well as Al Inash Alusra Nursing College in Ramallah. This was during the preparatory phase of “Youth for Health Lifestyle” program.
ESNAD participated in “Capacity Building” training, which was held in Amman, Jordan from 2018/8/4 to 2018/8/9. With the participation of 15 participants from different Arab countries, which are: Palestine, Jordan, Iraq, Syria, Morocco, and Tunis under the supervision of specialized trainers from Lebanon and Jordan.

Where the training, in which both fundraising officers at ESNAD Aseel Joma’a and Jamila Hijaz participated in, aimed to develop the fundraising skills of community institutions and showing them different ways of obtaining funding for the development of the participating institutions. The training included doing a number of activities and projects which aimed to help youth, define development and how it can be develop in society.

ESNAD, represented by its CEO Jihad Shojaeha, also participated in the regional meeting of Aflaton Network in the Middle East region, which was held in Tunis, Tunisia in 2018/10/5-1. Where in the participants discussed means and ways in which the network and its members and beneficiaries can be expanded in the Middle East. 28 participants representing a number of partner countries most important of which are Kuwait, Jordan, Lebanon, Egypt, Tunisia, Palestine, Algeria, Saudi Arabia, Bahrain, and Morocco participated in the meeting.

From this standpoint, ESNAD becomes an official member of Aflaton International Network, which is concerned with providing educational materials for children and youth to teach and educate them on social and financial skills.

In addition to participating in Capacity Building program in the German capital of Berlin, represented by its Founder and CEO Jihad Shojaeha. Where in part of the training was given by him, under Erasmus+ program of the European Union. The training was carried out in 2018/12/17-9, with the participation of 8 Mediterranean countries.
Jihad Hasan Shojaha, the founder and executive director of the Palestinian Initiative for Supporting Students (ESNAD), he is from Ramallah. He holds a Bachelor degree of Sociology and Psychology and holds a master’s degree in Social Statistics and Quantitative Research, both from Birzeit University. He manages ESNAD and its executive tasks. He founded the idea of the initiative “From Student to Student” which was the seed that helped ESNAD grow. Jihad has also received a number of national and international awards in the field of creativity and community leadership.

Abrar Saleh Saad is ESNAD’s project manager; she is from Al-Mazra’a Al-Sharqiya, Ramallah. She holds a Bachelor degree in Finance and Banking from Birzeit University. She contributes and leads the administrative responsibilities of ESNAD’s various youth programs. This includes planning, coordinating, directing and following up ESNAD’s programs different activities as well as the processing of all reports and documents related to those programs, this is beside follow-up all the financial matters of each project and the institution financial as a whole.

Dania Amjad Al Majed, ESNAD’s media coordinator. She is from Jerusalem and holds a bachelor degree in Media and Journalism from Birzeit University. She creates new creative designs for ESNAD and writes news reports. She is also responsible for photographing the different trainings and posting them on ESNAD’s different social media websites and local media. Dania also prepares newsletters and manages the official website of ESNAD.
Aseel Mohammad Jum’a, ESNAD’s external relations and fundraising officer. She is from Jerusalem and holds a bachelor degree in Computer Systems Engineering. She develops and writes project’s proposals and thinks of new ways to bring in and develop funding for ESNAD and works on developing a network of local and international relations for ESNAD.

Jamila Tawfiq Hijaz, responsible for Translation in ESNAD; she is from Ramallah and holds a bachelor degree in English Language and its Teaching Methods. She does all of the translation work while also helping in writing proposals for projects.

Alaa’ Abu Hilal is ESNAD’s projects and training coordinator. He is from Abu Dis and holds a bachelor degree in Law. He coordinates the trainings and different projects while also helping in preparing for the logistics of trainings. Alaa’ also follow’s up with the students benefiting from “From Student to Student” initiative and has a volunteering experience in many civil society and human rights institutions.