

## ABOUT “EXPAND YOUR HORIZON” CAMPAIGN

The “Expand Your Horizon” is an initiative by INJAZ Al-Arab to help boost employment of Arab youth by educating them on the benefits of jobs in the private sector and entrepreneurship opportunities in the Middle East and North Africa.

The “Expand Your Horizon” campaign involves a coalition of global entities, who have committed their time and energy to provide valuable hands-on work experience for Arab youth and, a commitment to leverage media channels as a method of communication.

INJAZ Al-Arab will launch this media campaign with Public Service Announcement spots across MBC channels to educate youth about important growth sectors, Expand Your Horizon’s microsite and how to explore more opportunities. Partners will offer internships in conjunction with the campaign.

## CAMPAIGN OBJECTIVES

- To encourage Arab youth to consider a wider range of career opportunities available to them especially jobs in growth sectors
- Help students, youth & families to better plan for their future careers
- Facilitate collaboration between the media, private sector, NGO sector and students to boost presence and awareness of INJAZ and its partners

## GLOBAL ENTITIES INVOLVED IN THIS CAMPAIGN

Expand Your Horizon involves a coalition of global entities from growth industries focused on showcasing employment and internship opportunities available in the region.



**Media**, through a partnership with **MBC Group**



**Hospitality**, through a partnership with **Marriott International**



**Technology & Innovation**, through a partnership with **General Electric**

Other major supporters include

- **Deloitte** as a **Research Partner**
- **Bayt.com** as a **Career partner**
- **Hill+Knowlton Strategies** as a **PR and Media partner**

INDUSTRY PARTNERS



RESEARCH, CAREER AND PR PARTNERS



## OPPORTUNITIES FOR A BETTER FUTURE

Expand Your Horizon Campaign provides information about key growth sectors with the aim to empower youth to make more informed decisions about their future career paths and to steer them towards viable work experience opportunities.

It includes detailed information on each growth sector regarding the benefits of jobs in the private sector and entrepreneurship opportunities in the Middle East and North Africa.

## INJAZ AL-ARAB

INJAZ works to address the needs of the private sector, targets the deficiencies of the education system, and empowers youth to solve unemployment by creating a greater understanding of the opportunities available to them.

In order to do so, INJAZ has crafted the concept of the “Expand Your Horizon” Campaign which partners with growth industries to showcase the opportunities that exist in their respective sectors.

Operating in 14 countries across the Middle East and North Africa, INJAZ Al-Arab is the largest non-profit organization dedicated to overcoming unemployment in the region and aims to inspire a culture of entrepreneurship and business innovation among Arab youth.

## RESULTS FROM THE PILOT PHASE

EYH pilot phase has witnessed remarkable results



**11,500+**  
submitted internship applications



**5+ million**  
reach on social media



**240**  
Public Service Announcements aired across MBC channels



**50,000+**  
visitors to microsite

**07:00 min**  
Avg. Session Duration

**40%**  
Returned visitors

INJAZ Al-Arab

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[www.eyh-injaz.com](http://www.eyh-injaz.com)