Criteria for Categories

➢ Corporate Leadership

Eligible candidates must have served in a senior management position for at least three years within the firm.

- Boosts market growth through outstanding leadership, vision, flexibility, and innovation.
- Leads by example, mentoring a diverse range of professionals and helping them increase in rank.
- Maintains a high degree of ethical standards and professional in and outside the office environment, encouraging employees to follow suit.
- Effectively communicates a vision, unifying and motivating employees to work towards the same goal.
- Gives back to the local community, pledging to improve the environment and lives of the people in surrounding districts. (Corporate Social Responsibility).
- Shows considerable resilience, encouraging competition inside and outside the firm and is creatively evolving to increase influence in the marketplace.
- Promotes a healthy working environment that supports human resource development (mentoring professionals, fostering good relations with the board of directors and employees, and implementing equal opportunity recruitment).

➢ Young Entrepreneur

Eligible candidates should be business owners of a large or small enterprise, who are less than 35 years of age at the time of the award ceremony.

- Epitomizes the entrepreneurial spirit, showing dedication, ambition, innovativeness, and perseverance.
- Conceives a new and cutting-edge venture that has yet to be explored in the given context.
- Devises a sustainable business model, containing elements of: diversified funding, scalability, and consistent growth rates.
- Pursues a venture that has a profound social impact, offering a model of unconventional yet meaningful change to target populations.
- Designs a venture that has a positive effect on the local economy, stimulating local growth and job creation.
- Heads a venture that is independent and autonomous from other organizations or affiliations.
 ➢ **Scientific & Technological Achievement**

- Stands at the forefront of groundbreaking research or inventions in fields such as medicine, physics, chemistry, biotechnology, mathematics, and information technology that have a global impact.
- Pursues original research queries that challenge and address gaps in global knowledge.
- Fosters and supports emerging talents in science and technology through innovative programming and instruction.
- Is devoted to the advancement of science and technology throughout the Arab region and worldwide, realizing global initiatives and partnerships.

 ➢ **Environmental Development & Sustainability (Individual/Organization)**

- Combats climate change and rapid population growth, using an interdisciplinary approach to supply original and creative solutions.
- Pioneers and implements initiatives in renewable energy technology (e.g. solar, wind, hydro, and nuclear).
- Enacts policy recommendations to reduce pollution, waste, and consumerism in general.
- Designs effective economic incentives for individuals and organizations to adopt more environment-friendly practices.
- Initiates grassroots movements to promote good practices and empower citizens to address environmental concerns and change behavior.
- Responds and helps prevent environmental disasters through smart and sustainable development, targeting hotspots and vulnerable communities.
- Spearheads conservation efforts to protect land, wildlife, and plants, especially targeting endangered species.
- Promotes sustainable agriculture, construction, and urban planning (e.g. eco-friendly irrigation systems, regulations for LED certified buildings, and green roofs).

 ➢ **Outstanding Arab Woman**

- Has established herself as an intellectual leader, innovator, and social change agent.
- Has achieved notable success in her respective field of expertise despite adversity.
- Acts as a positive force and role model for other Arab women in the region and worldwide.
- Elevates the position of women in society in one of the following categories:
  - Women and children in poverty.
  - Education and vocational training for women and girls.
  - Women in small business, especially relating to agriculture and rural industries.
Women empowerment in politics.
Gender equality and human rights.
Maternal and neonatal health, as well as increasing accessibility to healthcare for all women.
Women in the tech industry.
Greater visibility of women in the media.
Women in competitive sports.

➢ Excellence in Education (Individual/Organization)

- Fosters curiosity, learning, critical thinking, and analytical skills in the classroom that carry over to the outside world and encourage healthy decision-making among youth.
- Actively engages and mentors students, providing them with a stable role model and the tools they need to succeed.
- Strives to increase the quality of education, improve learning environments, and raise literacy rates on a micro-level.
- Works to modernize the educational system on a macro-level (e.g. developmental policies, reform strategies, and teaching philosophy).
- Demonstrates leadership qualities (e.g. in communication, methods, and values) and an openness to progressive learning tools that positively influence other educators in the region and worldwide.
- Conducts cutting edge research examining the education system to find appropriate, science-based solutions for schools and universities regionally or internationally.
- Promotes students’ civic and democratic values stressing their rights and responsibilities.
- Possesses a high level of self-awareness and competence in education, following ethical and legal parameters established by the governing body.

➢ Humanitarian & Civic Services (Individual/Organization)

- Spearheads creative and effective initiatives to target humanitarian, development, and social issues, such as: poverty, illiteracy, disease, child labor, rehabilitation of the mentally or physically impaired, and welfare programs for the elderly.
- Motivates community members, especially the youth, to participate and show initiative in humanitarian activities.
- Demonstrates exceptional commitment through philanthropic, volunteer, and consultation work with civil society organizations in social development.
- Leads by example, assuming considerable civic and charitable responsibility.
• Effectively mobilizes individuals, resources and civil society organizations behind a cause that quantifiably improves Arab communities (e.g. fundraising, number of potential investors, and number of completed programs).

➢ Cultural Excellence (Individual/Organization)

• Has achieved remarkable cultural recognition in the last two years in the following fields: literature, cinema, theatre, music, dance, painting, sculpture, design, typography, performance art, fashion, and architecture.
• Promotes the region’s cultural profile throughout the globe.
• Engages in new and innovative forms of expression, which provide a better understanding of ourselves and the world.
• Influences socio-cultural movements and other artists by giving greater exposure to and interacting with Arab communities.
• Brings marginalized and misunderstood communities to the global stage, using art to challenge social norms and injustice.
• Supports the arts through innovative fundraising and programming with proven examples of success.
• Has emerged as a prominent and respected member on the Arab cultural community.

➢ International Contribution to Arab Society (Individual/Organization)

• Volunteers leadership and resources to selflessly advance and reform the Arab world, focusing on initiatives such as: societal values, cultural heritage conservation, good governance, health, education, income and gender equality, and human rights.
• Promotes and facilitates the exchange of ideas regionally and globally to bridge cultural and sectarian divides in the Arab world and beyond.
• Advocates Arab excellence in TAKREEM’s eight other categories: entrepreneurship, science and technology, culture, education, humanitarian and civic services, female and corporate leadership.
• Is well-regarded as a scholar and positive change agent for the Arab world and has made a significant impact on the region.