

TAKREEM 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 (Individual/Organization)**

- 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 Women**

- 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/Institution)**

- 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.

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➤ **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.