



هيئة المساهمة المجتمعية - معاً
Authority of Social Contribution – Ma'an

MA'AN SHOWCASE NINE OF ITS 'IMPACT MAKERS' THAT CAME THROUGH ITS SOCIAL INCUBATOR AT GITEX

- *The Authority of Social Contribution – Ma'an was present for the first time at GITEX under the official platform of the Abu Dhabi government – via the Abu Dhabi Digital Authority.*
- *Ma'an showcased nine of its 'Impact Makers' – start-up social enterprises that came through its Ma'an Social Incubator programme which is providing innovative, tech-based solutions to pressing challenge facing our society.*
- *The Authority also hosted workshops on site, focused on the use of tech when it comes to 'Developing Innovative Community Projects' and other topics*

Abu Dhabi, October 2021: The Authority of Social Contribution – Ma'an took part in its first ever GITEX, under the official platform of the Abu Dhabi government via the Abu Dhabi Digital Authority.

During the week-long event, the Authority showcased to thousands of visitors how it is driving social impact through innovative digital solutions, highlighting the role of the Ma'an Social Incubator programme that has provided a unique opportunity for people to become social entrepreneurs, and transform their business ideas into innovative products or services.

Ma'an explained to visitors the importance of technology when it comes to supporting not-for-profits and social enterprises that contribute to the development of strong, active and connected communities.

As well as raising awareness and hosting workshops that focused on the methodology of finding innovative solutions to social issues through the Ma'an Social Incubator programme, it also creates job and volunteering opportunities, which aim to drive social inclusion while contributing to the expansion of Abu Dhabi's social services ecosystem.

The nine start-up social enterprises, known as Ma'an's 'Impact Makers', that were created through the Ma'an Social Incubator programme were present at GITEX. Starting as fledgling operations, and experience how smart solutions are not just limited to enhancing personal entertainment or improving convenience, engine to solve a range of challenges, including environmental protection, family cohesion, mental health and supporting people of determination.

Ma'an Social Incubator programme is one of Ma'an's key pillars, placing digital-first solutions at the heart of Ma'an commitment to contribute to an inclusive and connected society.

Since launching, more than 15,000 people have been positively impacted through the programme and Ma'an will continue to invest in creating strong social impact, delivering measurable results that will help create a better future.

ENDS



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About Ma'an

Ma'an was established in February 2019 under the Department of Community Development in Abu Dhabi with the aim of bringing together the government, the private sector and civil society to support a culture of social contribution and participation. The authority will deliver solutions for social challenges with five main pillars of work – a Social Investment Fund, a Social Incubator Programme, Community Engagement Programmes and the introduction of a new type of public contracting, Social Impact Bonds, as well as Outreach Management.

Ma'an will support the third sector to flourish in Abu Dhabi, enabling responsible not for profit associations or foundations and social enterprises to contribute to the development of strong, active and connected communities.

Ma'an Authority for Social Contribution is an initiative under the Ghadan 21 accelerator programme, supporting Abu Dhabi to become one of the best places in the world to do business, invest, live, work and visit.

Notes to Editors

Read more about the work of Ma'an Authority for Social Contribution at maan.gov.ae. or keep up to date with the latest news and events on:

- [Facebook](#) – Ma'an AUH, @Maanabudhabi
- [Instagram](#) – @maanabudhabi
- [Twitter](#) – @maanabudhabi
- [LinkedIn](#) – Ma'an Abu Dhabi