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Social enterprises in the spotlight at Daim 2019

Annual fair offers high-level platform to showcase outstanding social initiatives

Early-stage social enterprises were given the spotlight on Wednesday as King Khalid Foundation hosted its annual Daim fair to showcase promising social initiatives to key industry stakeholders.

Eight enterprises took part in the event, which was held at the foundation's Riyadh offices, pitching their model to handpicked firms, potential investors and key government and private sector organisations.

The annual fair aims to help promising social enterprises to raise their profiles and build partnerships with government and private sector stakeholders. Participants are picked from a shortlist of finalists from the annual King Khalid Development Partners Award, a category which honours innovative social initiatives making a measurable difference to the lives of people in Saudi Arabia.

Commenting on the success of Daim 2019, Abdullah Al Hamed, Director of the King Khalid Award programme, said it had played a vital role in giving impactful social enterprises a platform for growth.

"We are delighted to see citizen-led initiatives helping to tackle Saudi Arabia's social challenges," he said. "Everyone should feel empowered to give back to their community."

The initiatives that took part in Daim 2019 were:

Alhasalah Initiative: A financial literacy programme that teaches skills including how to budget, save and spend within your means, in order to increase financial awareness among Saudi citizens. Alhasalah won first place in the King Khalid Development Partners Award 2018.

Adam's Campaign: A youth-targeted awareness campaign which works to tackle racism, and to promote tolerance and inclusivity. The campaign took second place in the King Khalid Development Partners Award 2018.

My Book Club: An initiative which seeks to inspire a passion for reading among youth, and to contribute to creating an educated, knowledgeable Saudi Arabia. My Book Club won third place in the King Khalid Development Partners Award 2018.

Read to me: A free online platform that helps to empower illiterate, blind or visually-impaired people by converting text into spoken content.

Simple Arabic Engineering: An educational, Arabic-language website that teaches electrical engineering.

Mohtwize: An initiative that condenses Arabic-language audio podcasts and books into easy-to-understand briefs, to share knowledge with the community in a simple, digestible way.

The Special Needs Club: This voluntary team seeks to empower young girls with disabilities and their families through skills development, and to support awareness and inclusion in wider society.

The English Mastery: An online educational initiative that combines an innovative teaching method with the accessibility of social networking platforms to help its users learn English.