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هيئة المساهمات المجتمعية – معاً
Authority of Social Contribution – Ma'an

CSI Hub : Platform Ideation & Specifications

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Authority of Social Contribution – Ma'an

Ma'an Corporate Social Innovation Hub is an innovative ecosystem that allows the private sector to be part of the solution of key societal issues in Abu Dhabi, where they are given guidance and incentives in collaboration with the public sector to effectively contribute to solve key issues and challenges. Nonetheless, the Hub allows its users to have access to a library, toolkits and a collaborative space to optimize and contribute to the social development and prosperity of their communities and the city of Abu Dhabi. This ecosystem (Hub) would be built on an online platform that brings these features and interactions to life, where it serves as a virtual space for all companies, organisations and even the general public to view, understand, and evaluate all corporate social innovation data and information.

MAIN COMPONENTS

The Hub can be divided into three different areas, where each area caters to specific or general stakeholders, and also holds different type of data and functionality than other sections.

- Specific section components should be available to different stakeholders
- Each section specifications are different in structure and functionality than other sections
- Each section has a variety of different components and pages, each with specific layouts and functionalities
- The categorisation of the sections is done for illustration purposes, but do not present a rigid flow or pattern

Information & Resources

Assessment & Label

Awards, Incentives & Recognitions

The Hub should include an array of different information, tools and guidelines, some of which are available publicly, and others are given upon users signing up to the platform and gaining access to it.

Publicly available Information & Resources

General Information on the Hub, CSI, and Ma'an

Information on the Label, the Eligibility and the Incentives

Data and Dashboard on best practices in CSR, top performing companies, and global insights

Links to other Ma'an platforms for donations, etc

Stakeholder Specific Information & Resources

Current status of assessed companies, their areas of strengths and weaknesses

Recommendations and Insights on the users' performance

Tools, toolkits and guidelines to elevate CSR work for the users

Meetups and Training scheduling and live calls

The hub should allow companies of specific types (private, registered in Abu Dhabi, and other criteria) to sign-up to the platform. Once a company signs-up, it goes through a rigorous process to assess its current CSR work and contributions, and where it lies in terms of the CSI label.

Sign-up → **Assessment Process** → **Assessment Results**

ASSESSMENT & LABEL

Sign-up

- When a company signs up to the platform, it has to include a variation of company specific data, in the forms of text, documents uploads, etc.
- To ensure that the company is eligible to sign-up on the platform, it has to go through a validation process in data integration with other government or private data-base (API) (Example: to ensure that a company is private and registered in Abu Dhabi, the platform has to validate this by the commercial registration number of the company with the data base of the chamber of commerce)

  NOTE: The above example is just a hypothetical scenario of validation

- Once a company is approved, it is given sign-in credentials, linked to the users email, and have access to a user page, where they can track their application process, and status.

ASSESSMENT & LABEL

Assessment Process

Self Assessment

All companies that sign-up then go through a detailed assessment process that includes:

- *Multiple choice questions*
- *Yes/No questions*
- *Open Text Questions*

Where they will input their answers, independently and be able to finish this assessment on their own

Administered Assessment

Companies that qualify for an administered assessment after conducting the self assessment, are able to fill a detailed and rigorous assessment that includes:

- *Multiple choice questions*
- *Yes/No questions*
- *Open Text Questions*
- *Uploading documents and files*

Where they input their answers, upload various different documents, and be able to finish this assessment on their own, and submit their application. The platform should also allow for potential payment of fee to submit this application.

ASSESSMENT & LABEL

Assessment Results

Self Assessment Results

Administered Assessment Results

The self assessment results are automated back-end results, that will be available instantly at the end of this assessment process. The back-end formula for this assessment will be available to assess the answers of this process, where it will lead to a preliminary assessment of the company.

Once the self assessment result is out, users can then hover some of the platform's information and resources, and also given the option to move to the administered assessment or application process.

The administered assessment results will be available after:
> 1- The application is fully completed and submitted.
> 2- An admin user then reviews, validates and assesses the answers.
> 3- User can look at status of application, and time it will take to get the results

Once the assessment is completed, then all the answers and uploaded documents will be reviewed, and the results of the assessment will be uploaded into the platform, where the user will be able to apply for the label (given that they are qualified), and will also be able to access information and resources on the platform

AWARDS, INCENTIVES & RECOGNITION

Once an eligible user/company applies for the label (based on the results of the administered assessment), they are then awarded the label, with access to different and specific features, such as:

- Allow the platform to accept payments for the Label Application fee (online smart payments)
- Specific set of additional information and resources
- Collaboration through meet-ups, trainings, and other forms of partnerships
- Recognition on the platform's awards page of their contributions and their major work.
- Information integration from other Ma'an websites and/or other government/private websites and entities(such as the social investment fund and others), where users can donate to the fund at anytime on the CSI hub platform
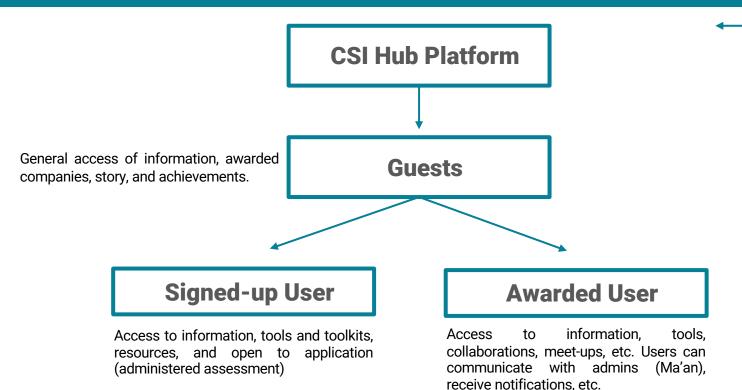
The awarding procedure on the platform should allow the users to access different set of information and collaboration structures. Nonetheless, the platform should also highlight the awarded companies in a specific page, with the ability to showcase the contributions of these awarded companies.

Note: The awards are given on a periodic basis, meaning that all awards have an expiry date (ex: annual), where the platform should be able to notify users when does their label expire, and when to re apply for a new cycle.

CSI Hub Platform

Guests

General access of information, awarded companies, story, and achievements.

Signed-up User

Access to information, tools and toolkits, resources, and open to application (administered assessment)

Awarded User

Access to information, tools, collaborations, meet-ups, etc. Users can communicate with admins (Ma'an), receive notifications, etc.

Admins

Project admins (Ma'an) are able to review, assess, and evaluate applications. They can also edit, update, and amend all content of the platform. They can also communicate and collaborate with all users.