

Local

KIPCO launches initiative to spread awareness on avoiding food wastage

Six-month campaign to start in Ramadan



KUWAIT: (From left) Maryam Al-Eisa, Founder and Executive Director of Refood, Abeer Al-Omar, Director of Corporate Social Responsibility at KIPCO, and Ziad Majzoub, Vice President of Al-Rai Media Group. — Photo by Yasser Al-Zayyat

By Nawara Fattahova

KUWAIT: Kuwait Projects Company (KIPCO), in association with its subsidiary United Facilities Maintenance (UFM) and Al-Rai Media Group, is supporting a local non-profit initiative called Refood as part of a food wastage awareness campaign titled Al-Zad Zad. The campaign will start in Ramadan and continue for six months.

Al-Zad Zad strives to educate the public about food wastage and how to avoid it. "This campaign combines many elements of CSR through its mission and execution, Yuser Al-Mutawa, a young Kuwaiti artist and a graduate of The Proteges G4 program, helped us raise awareness of the campaign by painting the walls of KIPCO properties with volunteers to reflect the mission of the campaign," said Abeer Al-Omar, Director of Corporate Social Responsibility at KIPCO.

KIPCO, while focusing on a myriad of CSR topics, values health as a pillar of its CSR strategy. "It is important that we are aware of what food wastage is doing to our environment and in turn our health. We partnered with Al-Rai

Group for this campaign as it will allow us to make a greater impact on the public, helping us spread the Refood message," stressed Omar.

UFM has played an important role in the Al-Zad Zad campaign through its support in facilities management services such as provid-



Food waste is a major environmental issue

ing all the necessary permissions, passes and logistics. "In an effort to expand awareness of food waste, one of the most threatening environmental issues and one of the largest contributors to climate change, we are glad to collaborate with KIPCO CSR during Ramadan," said Maryam Al-Eisa, Founder and

Executive Director of Refood.

Especially in Ramadan, people use more food and usually don't consume it all. "We need to make people aware of the need to reduce the quantity of food that they use and cook. And as we don't have the ability to reach all the people of Kuwait, we approached KIPCO and Al-Rai to partner with us in this campaign," added Eisa.

"We have continuously supported KIPCO in its CSR awareness campaigns. After the success of the heart attack campaign, we were eager to support KIPCO CSR and all their future endeavors. We did not hesitate to support the Al-Zad Zad campaign as the media sponsor in all available media channels," said Ziad Majzoub, Vice President of Al-Rai Media Group.

Refood is a humanitarian non-profit organization formed by the youth of Kuwait. It aims to eliminate food wastage in the food and beverage industry of Kuwait through food re-distribution to local beneficiaries. They aim to encourage and connect individuals, families, businesses and organizations in the fight against food wastage.

Zain partners with Falcon's Nest pitch competition



KUWAIT: Zain, the leading digital service provider in Kuwait, announced its partnership with Falcon's Nest, the first of its kind pitch competition in Kuwait in collaboration with 500 Startups. The competition, held from 7 April - 2 May, offers a great opportunity for Kuwaiti startups to compete on a world-class level.

Zain's partnership with the competition comes in line with its continuous keenness to be an active partner in supporting innovation and empowering Kuwaiti entrepreneurs, as well as take part in initiatives that contribute to infusing creativity within the entrepreneurial community through partnering with entities that aim at developing it on international, regional, and local levels.

Zain will host the pitch presentations at the Zain Innovation Center (ZINC) in the company's main headquarters in Shuwaikh, where it will be part of the judging panel that will offer Kuwaiti entrepreneurs the chance to showcase their startups. The panel, which consists of business executives and specialists from the Kuwaiti private sector, will select the top 5 companies as the finalists who will win a mentorship and pitch train-

ing program by Silicon Valley venture capital firm 500 Startups.

The Zain Innovation Center (ZINC) is a hub for entrepreneurs and digital investments launched as a platform for the innovations of students, youth, and entrepreneurs. ZINC encourages young minds to think and act creatively outside of the norm in an open, supportive environment for entrepreneurs to generate new ideas and develop them into viable opportunities.

Zain affirms that it is committed to exerting more efforts into offering similar programs that enrich innovation and entrepreneurial development in Kuwait. The company will spare no efforts in making its capabilities and resources available as well as reinforce its collaboration with entities and organizations that provide such initiatives and actively develop Kuwaiti talents.

Encouraging and providing the proper resources for the local entrepreneurial community is a top priority for Zain. Through its active innovation strategy, the company is keen to contribute to Kuwait's economic and national development, much of which will be driven by the country's youth, entrepreneurs, and students.

ACK successfully concluded its 2019 Career Fair

KUWAIT: The Australian College of Kuwait (ACK) held its Career Fair recently on campus, at the Aviation Hangar. The fair hosted a total of 46 leading companies from different sectors in Kuwait to provide multiple networking, career, and internship opportunities for its students and alumni.

On behalf of ACK, Professor Isam Zabalawi - President, Dr Usameh Jamali - Advisor to the Chairman, Engineer Sager Abdullah Al-Sharhan - Assistant to the President - Support Services, Mrs. Amal Al-Shihabi - Assistant to the President for Institutional Relations and Sondos Al-Haddad - HR Senior Manager, inaugurated the Fair with the traditional ribbon cutting ceremony and opening remarks welcoming all guests and visitors, thanking the participating companies, and encouraging students and alumni to take

this unique opportunity to connect with potential employers. The event was followed by an official tour of the booths, awarding each participating company with a token of appreciation distributed by the guest of honor, Jonathan Gilbert - Australian Ambassador to the State of Kuwait and the President of ACK.

The Alumni and Career Placement Center organized the fair and the Manager of the Center, Dr Zeina Nehme, declared the 2019 Career Fair a huge success, attracting a large number of attendees on both days. In addition, she was delighted to see major interest from companies in ACK students and alumni.

On this occasion, the College thanked all participants and attendees and especially the Platinum Sponsors, such as: Kuwait Finance House (KFH), National Bank of Kuwait (NBK), Boutiquat Group for Perfumes and Cosmetics, Al-Ghanem International General Trading and Contracting Co. W.L.L., Al-Hasawi Group and the Gold Sponsors: Al-Ghanem Industries, Ahli United Bank (AUB) Kuwait International Bank (KIB), Ahli Bank of Kuwait (ABK), Commercial Bank of Kuwait (CBK) and Kuwait Airways and the Silver Sponsors were: Huawei Technologies Co., Ltd, Boursa Kuwait and Shlumberger.



Arab Media Forum to kick off on Sunday

KUWAIT: Under the auspices of His Highness the Prime Minister Sheikh Jaber Al-Mubarak Al-Hamad Al-Sabah, the 16th Arab Media Forum will begin next Sunday at Sheikh Jaber Al-Ahmad Cultural

Centre. During a press conference yesterday, Secretary-General of the Arab Media Forum Madhi Al-Khamis stressed the importance of holding the forum in Sheikh Jaber Cultural Center, which gives a vision on the significance of the forum and its prominent role in presenting vital media issues. He added that the slogan of the forum, 'Media .. Industry Variables,' comes from the belief in the importance of the media industry and its vitality. He confirmed that the forum is always keen to involve the youth in this event, adding that 150

students from local and Arab media colleges will participate in the forum. The Sultanate of Oman was chosen to be the guest of honor for this session, he said, appreciating the distinguished media relations between Kuwait and Oman at various levels. He reviewed the conference's subjects, including a panel discussion of Deputy Prime Minister and Foreign Minister Sheikh Sabah Al-Khaled Al-Hamad Al-Sabah, during which he will discuss issues related to the Kuwaiti affairs and Kuwait's foreign relations. — KUNA



KUWAIT: Secretary-General of the Arab Media Forum Madhi Al-Khamis (third from left) speaks during press conference yesterday. — KUNA

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P.O. Box 1301 Safat, 13014 Kuwait
 Tel: 24833199 - 24833358 - 24835616/7 | Fax: 24835620 - 24835621
 E: info@kuwaittimes.net