



Technology that empowers people with disabilities.

Key2enable Social Impact Annual Report 2022





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ABOUT KEY2ENABLE

Key2enable is a novel educational assistive technology that helps People with disabilities toward digital independence. Key2enable is a multi-award-winning company based in the United Arab Emirates and is supported by the Abu Dhabi Government with branches internationally.

Key2enable has always known that building a solution was not enough. Implementing it around the globe would only be possible once the community came together. We believe real inclusion can only be attained through “interdependence” in the community. This is why building inclusive communities is at the core of distribution and selling our solution. With each project, we ensure that we create an impact on the entire community and not just on the people with disabilities.



UAE INITIATIVES

Key2innovate- Social Innovation Competition:

To promote the importance of creativity and curiosity among young individuals, we also launched the Key2Innovate project! The initiative aims to raise awareness & encourage inclusivity by facilitating a friendly social innovation competition that brings together young learners with differences in ability and their peers without disabilities. Our supporting partners here are Special Olympics and Twin Science. Its first edition is all set to take place in November 2023.

Awareness Sessions for All:

We conduct exclusive awareness sessions for All. These sessions help shift to a belonging mindset and promote respect and inclusivity for people with disabilities.

Age-friendly awareness sessions: The age-friendly sessions on “My friend is different and that is beautiful” are specially curated for children aged between 5 to 14 years old. The purpose of these awareness sessions is to make children conscious of Children with disabilities who have different abilities and to learn to appreciate these differences. The age group will be further narrowed into two sub-groups of 5-9 years old and 10-14 years old as this will ensure targeted learning.

Mainstream teachers awareness sessions: These awareness sessions are on “Building inclusive classrooms of the future”. It is aimed at equipping mainstream school teachers with the right knowledge and tools. Teachers will gain a clear understanding of Inclusive education and accessibility. The goal of the awareness session is the Integration and Inclusion of children with disabilities in mainstream classrooms through assistive technology.

Community Awareness session: This awareness session is open to the public to learn about inclusion and accessibility. People are taught in simple terms what true inclusion is and how they can create an inclusive environment as responsible citizens. This session also teaches proper language usage when talking to people with disabilities.

School-going students awareness session: This is specially curated for School Students to learn about social innovation. Children will learn the concept of social innovation and why it is important to introduce new practices to meet social needs. A team activity is conducted where students are divided into groups to come up with an idea of social innovation.



How siblings can support awareness sessions: This session will help children to learn how to help their siblings with disabilities. Children will learn why it is important to be there for them and how they can do it by effectively communicating, spending time, and problem-solving together. An open segment is conducted where the children will talk about their siblings with disabilities and how they like to help them.

Youth Ambassadors Program and Passing on the Torch

Key2enable integrated leaving a legacy of inclusion within its framework. We provide robust youth ambassador programs that students above the age of 16 can join at the beginning of their academic year.

The initiative serves opportunities to receive mentorship from inclusion advocates, learn and practice public speaking, and join & receive coaching for international competitions to foster their social innovations. At the end of the program, students are encouraged to become advocates for inclusion.

Community building with University students - Leaving a legacy behind:

- **Internship:** Through our robust internship workshop we involve students in real-life meetings and projects building so they understand the culture and work processes of a social enterprise that starts from 3 months to a 1-year program.
- **Mentorship:** With one on one mentorship we assist students in learning to build their own innovations and prototyping and assist them in taking a step further by mentoring them through competitions.
- **Training:** With training in the Key2enable solution we help students learn valuable assistive technology that can also assist them in doing volunteer work in the community.
- **Workshop:** With a comprehensive workshop on social innovation prototyping, building a social innovation business model, workshop on accessibility and technology, we equip students with in-depth knowledge and best practices.
- **Awareness Sessions:** Key2enable does multiple awareness sessions on understanding people with disabilities and etiquette in interacting with them. Awareness sessions to learn about assistive technology and its benefits in a vast business sphere.



Our success stories:

Khalifa University:

Recently students from Khalifa University joined us as a part of their work placement course. The students had to complete 80 hours of community service.

At Key2enable, they received mentorship on how to build community impactful projects. They worked with us like Key2enable team members and gained knowledge on how social impact enterprises operate.

The students were further trained to use Key2enable's assistive technology. With all the knowledge, they built 5 community activities which will soon be implemented as part of Key2enable and Khalifa University initiatives which will be run by the Youth Ambassadors.

Canadian University:

Canadian University selected from our program the workshops and mentorship package. The students went on to win 2 innovation challenges, one international and one national.

The Key2enable Chief Visionary Officer now serves as the Chair for Social Innovation Projects on the Industry experts Panel.

Abu Dhabi University:

With Abu Dhabi University we have built an internship program partnership. Every term, we have 4 interns from the university who work with us for a period of 3-6 months under the leadership of our Chief Visionary Officer. The students work on research projects and Key2enable's special projects.

CSR Donations and Employment Advocacy:

At Key2enable, we firmly believe in the power of unity. By staying faithful to our Corporate Social Responsibilities, we have created alliances with like-minded corporations to support their CSR needs, highlight their impact with us, and eventually build a stronger community together!

Partnership with Companies for Goods: We have created a strategic partnership with Companies For Good, a company that runs CSR activities for multinational companies looking to spend a few hours doing good learning and actively engaging in making an impact. This truly creates a lasting impact on the employees who come in to do the CSR activities and it serves as a learning opportunity to understand inclusion and accessibility.



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Our activity with them involves a special needs center, which will be the beneficiary of receiving our solutions (hardware and software). In return, the center hosts the multinational companies employees for 3.5 hours where they get to interact with the children using our solution and also involves a fun activity. In the end, the company's employees donate the device to the center and certificates of participation to the children with disabilities. We have successfully run this program with 5 companies in the UAE in 6 months of partnership.

In total, we have had 98 employees who were trained and understood workplace equity with the assistive technology, and 132 children with disabilities engaged with our technology and were motivated to use it.

5 complete packages of Key2enable's hardware and software were donated to 5 special needs centers.



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CAMPAIGNS LAUNCHED

Pledge2enable Campaign- MENAT:

At Key2enable, we trust in the words of our leader, HH Mohammad Bin Rashid Al Maktoum, “Digital education is the future – we need to adapt to the rapidly-changing education sphere.” Therefore, with our solutions at the center, in the year 2022, we launched the Pledge2Enable campaign! The campaign works toward equipping our community, including families, tutors, and health professionals, to close the gap in equal educational opportunities for Students of Determination (SoD) by allowing freedom of digital expression. We aim to gather data-driven evidence of the benefits of our solutions for SoDs by actively tracking the impact that they create in the lives of users. The campaign’s objectives seek to impact the MENAT regions by 2024.

Through the campaign we have already started conversations in the following countries:

- Israel- Beit Berl University
- Lebanon- American University of Beirut
- Saudi Arabia- Accel center for people with disabilities
- Turkey- Twin science

Public School Campaign- UAE

In November 2022, we successfully launched the campaign to equip public schools in the UAE with the right tools. By joining hands with MNCs in the UAE we are looking forward to enabling the public schools as there is a strong need to develop independence in an ever-evolving digital classroom.

We are taking a step towards creating an inclusive classroom and not leaving any students behind due to their disabilities. The schools will not just receive our complete hardware and software package but also training will be provided to the mainstream teachers and age-friendly awareness sessions will be conducted for the peers of the children with disabilities.



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INTERNATIONAL INITIATIVES

Belgium:

STEM Alliance:

Our most successful partnership is with the STEM Alliance- European Schoolnet. European Schoolnet's STEM Alliance is a growing network of industry and education stakeholders who are working to encourage and inspire young people to pursue STEM careers. European Schoolnet is the EU network of 33 European Ministries of Education.

Only 6 startups in the world were selected by them including Key2enable (the only startup for inclusive education). Through this, we have access to build partnerships with companies like the Lego foundation, IBM, Lenovo, and Microsoft. We also have the opportunity to participate in workshops, webinars, and discussion papers and likewise, we can propose to conduct the same.

Spain:

Our solutions are being used in 2 premium schools in Spain to create an inclusive classroom environment.

Global Gift Foundation: We have built a meaningful partnership with the Global Gift Foundation in Marbella-Spain. Global gift foundation is a philanthropic non-profit organization that aims to create a positive impact on the lives of children, women, and families who are in need.

Portugal:

Key2enable's assistive technology is in the catalog of the Ministry of Education of Portugal. We have successfully opened a business unit there and have conducted a pilot project with a center for special education and assistive technology called CRTIC.

Estonia:

We are proud to be a part of Edtech-Estonia and are grateful to be receiving endless support from them. Through this partnership, we were invited to speak with the Ministry of Education in Switzerland.



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Rwanda:

Soma Foundation:

We have partnered with the Soma Foundation in Rwanda. Soma Foundation helps underprivileged students and the community to gain access to quality education. Soma foundation is one of our educational partners in a research project with Essex University.

India:

Vidya Sagar Organisation:

In October 2022, we attended the Empower conference for assistive technology in Chennai- India. Through an effective partnership with the IITM research park, we are soon going to begin our first pilot project in India.



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BUSINESS PARTNERSHIPS AND DEVELOPMENT

Microsoft Saudi Arabia with ITD:

We are working on an Accessibility Roadshow with Microsoft in Riyadh along with the Institute for Transformational Development in UAE. The aim here is to portray that technology should reflect the diversity of the users to foster digital inclusion for all and this can be a reality only with accessible technology.

RUH Global:

With RUH Global, we are building an accessibility and inclusion conference for All. It will be a 3-day conference, bringing together inclusion advocates and presenting research papers on accessibility and assistive technology. RUH Global is a social enterprise whose cause is the inclusion of people with disabilities, they do inclusion branding, marketing, inclusive design, accessibility strategies, and innovative and engaging built environments.

Aldar Schools:

In 2022, we partnered with 11 schools of the Aldar group of educators in Abu Dhabi. We tested the efficacy of our solutions with students with disabilities in mainstream classrooms. Alongside this, we trained the teachers and parents to use our assistive technology and conducted awareness sessions for the peers of students with disabilities.

HSBC:

In September 2022, we partnered with HSBC to do a Key2innovate Youth Leadership Challenge. It will involve people with disabilities as the future leaders of tomorrow. The whole program will involve the community and showcase how people with disabilities are capable of being the leaders. It will also involve the youth ambassadors from our partnered universities.



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Department of Culture and Tourism:

With DCT- Abu Dhabi, Key2enable is going to conduct workshops and awareness sessions for mainstream teachers, age-friendly awareness sessions, awareness sessions for parents and siblings to teach about disability inclusion, accessibility and the need for assistive technology.



RESEARCH AND DEVELOPMENT

Ongoing Research Projects:

We aim to focus on data-driven research and case studies. We aim to accelerate our research contributions to the education and healthcare sector, by partnering with educational & medical institutions to understand the efficacy of Key-X across different classroom settings & diagnoses. Currently, we are working on 3 major research projects which started in 2022.

University of Essex, UK:

Title: Education for the fight against global disorder, diversity, inequality, and inclusion – demonstrating the case of learning technologies for reaching neglected segments with global cooperation (EduGloD).

Key2enable Team is working as co-investigators and through this research partnership, we are going to provide assistive technology and training to children with disabilities in the developing countries of Armenia, India, and Rwanda in the years 2023 and 2024.

Danat Al Emarat Women and Children Hospital, UAE:

Title: A study to understand the impact of using Key2enable's Assistive Technology on individuals with speech differences and their families in the field of speech pathology.

Through this research, we aim to understand how Key2enable's assistive technology works as a holistic solution comprising hardware and software that can enable children with communication problems to be able to learn new words, phonetics, and communication through building sentences all while using Learning through play techniques. This is an exploratory study and will develop a pathway to new developments in the field of assistive technology and speech pathology. It will show how using appropriate creative solutions can be life-changing.

Zayed University and Aldar Education, UAE:

Title: Perception of stakeholders (students with disabilities in an inclusive classroom) behaviorally and educationally, towards a novel Assistive technology device deployed in an educational setting.

Through this research project, we want to understand the immediate response of children with disabilities in an inclusive classroom setting, toward assistive technology and how they perceive it. We will also study



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the perception of teachers, parents/caregivers, peers and siblings on using novel Assistive technology in mainstream classrooms.

Published Case Studies:

Portugal

Title: Impact of the Expressia Platform on a Child with Autism Spectrum Disorder

India

Title: Effectiveness of using Key2enable's assistive technology with people of disabilities and the role of motivation as a driving force.

R&D Project with Ministry of Education, UAE

Early childhood intervention and assessment tool:

With support from the Ministry of Education, UAE, the Key2enable team and a team of experts are building an assessment tool in conjunction with the Key-X and our online platform. The software will help teachers in mainstream schools to detect children who show signs of cognitive differences in early childhood. It will serve as a solution for teachers which will also assess the child's strengths, abilities, and interests. It is a year-long R&D project with experts on board and the tool will be ready to scale in January 2023.

The assessment tool will help parents to understand their child's areas of development with teachers being able to immediately start flexible teaching plans.

Often, children with cognitive differences are not diagnosed early due to a lack of awareness for mainstream teachers and financial resources with parents, leading to long waiting periods to go back to a learning environment.

This tool is being developed to serve countries, where families may not have resources to afford intervention therefore if this solution is provided in schools teachers can begin by identifying the student's needs and further curtail tasks appropriately. We are planning to pilot this with partners in India, Africa, and Lebanon.



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Product Design and Launch:

Colibri: A wireless Bluetooth sensor that enables people with no or lesser movement from the neck below to access computers, mobiles, and tablets just by eye blinks and head movements.

Recently, our product Colibri also won in the Netflix-based reality show called ‘‘The Big Shot’’, where innovative entrepreneurs pitch their ideas to an audience and celebrity judges and must navigate tough challenges to win the title and the cash prize.



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EXHIBITIONS AND PRESENCE

CESS Turkey 2022

Key2enable was specially invited by the Ministry of Education, UAE to showcase our solutions at the GESS Turkey 2022. We had the opportunity to explore insights into the future of Ed-Tech and how it is impacting the lives of so many children. GESS is a global educational and solutions fair and is the focal point of the educational community. It aims to bring all the suppliers in the field of education under one roof.

School Innovation Forum 2022

As IMPACTEdTech Best-in-class and member of the STEM Alliance- European Schoolnet, we were invited to attend the School Innovation 2022 forum in Brussels and to be guest-speakers in the panel "Connecting the dots between two distinct sectors: industry and education". The forum was attended by our Chief Visionary Officer Ms. Esha Khurshid.

Israel Ed-Tech Week

Key2enable was proud to be a part of the Israel Ed-Tech Week Shaping the future conference. As one of the MindCET- EdTech Innovation Center portfolio's startups, we made meaningful connections with educators, investors, and many more. Our journey in Israel started in the best way possible with an amazing reception.

Empower 2022

The team at Key2enable shared their research paper at the fifth EMPOWER 2022 conference held at the Indian Institute of Technology, Madras, Chennai, India. We also conducted a workshop showcasing our solutions and the need for assistive technology. The EMPOWER conference is an annual technical event, organized to bring together all stakeholders in the assistive technology sector, which includes researchers, user organizations, industries as well as policymakers.



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Microsoft Entrepreneurship for Positive Impact Program

Key2enable was selected for the Microsoft Entrepreneurship for Positive impact program. We were the only social enterprise for global change from the UAE. The Microsoft team from USA came to UAE to shoot an impactful of Key2enable.



AWARDS AND RECOGNITIONS

Zero Call Project- United Nations

In November 2022, we received the prestigious title of a **Zero Project Awardee**. This year the Zero Projects Awards called for innovative, inclusive, and scalable solutions from around the world, and Key2enable is among the 74 Innovative Practices and Policies from 43 countries that have been recognized for their innovations in the field of Independent Living & Political Participation, and ICT. This recognition is even more special because Key2enable will be representing the UAE for the first time ever at the United Nations Office in Vienna at the Zero Project. We will be receiving the award on the 22nd of February 2022.

The Lego Foundation- Learn through play

Among many social enterprises, ventures, and organizations across the globe, 25 were selected, including Key2enable, to work with The Lego Foundation to support children with autism and ADHD. Key2enable was hosted at The Lego campus in Billund- Denmark. With a fantastic schedule, Key2enable had life-changing lessons on special education with the experts in opening doors for children to play, and just like us, they mean ALL children.

Impact Ed-Tech Best-in-class - European SchoolNet

Among the 10 startups that participated in this acceleration program, Key2enable along with other two start-ups received recognition for developing the most promising solutions to address the challenges encountered by teachers and students with disabilities when teaching and learning remotely during the COVID-19 crisis. For our contribution to improving the teaching and learning experience of many European schools during the COVID-19 pandemic, we were awarded as the Best-in-Class for transforming the education sector and revolutionizing EdTech.

BillionAbles- CovidAbility

Key2enable is proud to have been selected as the most promising overseas startup of "CovidAbility: Global Call for Assistive Technology Solutions for Persons with Disabilities" under the conclave of BillionAbles. BillionAbles is India's first crowd-sourced inclusive online platform for information on accessible places & services for persons with special needs.



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Social Entrepreneurship Track- MIT Arab

Key2enable won in the social entrepreneurship track of startup competition. It was truly a win in itself, to be side by side with such innovative startups and like-minded entrepreneurs. MIT Enterprise Forum Pan Arab is a non-profit organization and an avid promoter of entrepreneurship and innovation across the Arab region.

AccessIO- Ontario

Key2enable won first place at AccessIO, a high-impact event series focused on technology supporting Accessibility, Belonging, and Inclusion. It was indeed an amazing opportunity to participate with our esteemed partners Abilities Centre and Grand view Kids Foundation. We are fulfilled with the visibility and meaningful connections that are already causing a positive impact all over Canada.



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IMPACT METRIC SUMMARY

Impact Created in Numbers:

- No of Key-X users globally: 10,000
- No of Expressia (educational platform) users: 13,000
- No of Key-X devices sold: 250
- No of schools using our solutions: 700
- No of rehabilitation centers using our solutions: 170
- No of languages Key-X keyboard is manufactured in: 7
- No of countries Key-X is present in: 28
- No of case studies published: 3
- No of ongoing research projects: 3
- Development of an early assessment tool: 1
- No of CSR activities conducted: 5
- No of war veterans using our solutions for employment: 15
- No of seniors using our solutions: 5
- No of awards Key2enable has won to date: 36