

Thursday 4/12/2008



AUK hosts "Social Awareness Week"

KUWAIT: The American University of Kuwait held its Annual Social Awareness Week, where each day focused on a specific social awareness topic. Events surrounding the week provided students with the chance to obtain knowledge on social responsibility issues learn to make socially responsible decisions, establish positive networks and encourage involvement with key organizations in Kuwait.

Each day concentrated on a specific social awareness topic, including Community Service Day, Environment Day, Global Day, Traffic Awareness Day, and Corporate Social Responsibility Day. Mrs. Fareah Al-Saqqaf of LoYAC gave a presentation titled, "Helping Youth Find Their Sense of Purpose", and Dr. Abdul Rahman Al-Sumait spoke on behalf of Direct Aid Society on the opening day. Environment day hosted Mr. Khalil Khodr who presented

"Recycle to Complete the Cycle", encouraging everyone to contribute to the environment, while Global Day saw Kuwait United Nations Resident Coordinator, Mrs. Valerie Cliff give insight on the UNDP in Kuwait, some of the programs and main issues as well as the structure. Corporate Social Responsibility Day welcomed KIPCO representative, Ms. Abeer Al-Omar, Assistant Vice President, Corporate Communication Department, who spoke about KIPCO owning up to its social responsibility by raising awareness regarding dyslexia in Kuwait.

The week also allowed for fundraising to be donated to the Direct Aid Society. Over 295 Kuwaiti Dinars were raised via fundraising and donations. There were also paintings sold through "The One" art gallery with proceeds of 144KD going to charity.

Participation in these days included many Kuwait organizations such as Rekaaz Campaign, Direct Aid Society, LoYAC, the Environment Public Authority, Metal & Recycling Co., UNHCR, Kuwait UN Country Team, Ministry of Interior, and Agility. Along with the Office of Student Life, several AUK student organizations contributed to the success of Social Awareness Week including Student Government Association, Cooperation Club, Goodwill Club, Spades Club, Entrepreneurship and Business Club, Drama Club and the Community Service Club.

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