



وزارة التنمية الاجتماعية والأسرة  
Ministry of Social Development and Family  
دولة قطر • State of Qatar



مادا mada®  
نفاذ رقمي للجميع digital access for all

20  
23

# Impact Report

Toward an Inclusive Smart Future

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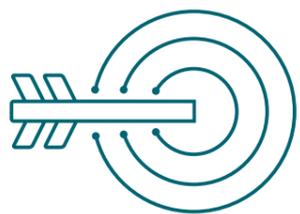


## Partners



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Empowering PWDs to participate and live independently through fostering the ecosystem of ICT Accessibility



Enhancing ICT Accessibility for Persons with Disabilities in Qatar and beyond



We are moving forward on the path of development, achieving our goals to promote the pillars of inclusion and uniting with persons with disabilities for a better future, as nothing about them without them.

Her Excellency Maryam bint Ali bin Nasser Al-Misnad  
Minister of Social Development and Family

## Mada's Strategy 2022 - 2024

"Mada" Assistive Technology Center - Qatar is a private institution for public benefit, which was founded in 2010 as an initiative that aims at promoting digital inclusion and building an accessible technology-based community for Persons with Disabilities (PWDs). Mada today is the world's Center of Excellence in digital access in Arabic.

## Our Values



We are the pioneers in innovating, customizing, and aligning ICT accessibility solutions to enable our local, regional, and international partners.



We work with passion and positivity to understand the needs of PWDs to address them meaningfully.



We work with the quality, agility, and flexibility needed to ensure Mada's success as a Center of Excellence.



We build our relationships on trust and maintain continuous and effective communication internally and with our partners.



We take collective ownership and support each other to achieve our common objectives and deliver with impact.

## Mada's Priority Strategic Sectors



### Education

Mada Center works to enhance digital education opportunities for persons with disabilities through information and communication technology.



### Community

Mada Center works to empower persons with disabilities to live independently and participate in society by advocating for digital accessibility policies, developing ICT accessibility solutions in Arabic, and capability building.



### Employment

Mada Center works to enhance employment, professional development and entrepreneurship opportunities for persons with disabilities by upgrading their capabilities in information and communication technology and enhancing their self-confidence.



## Education Sector

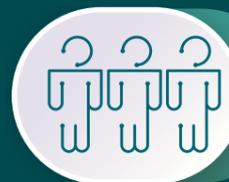
Mada Center launched outstanding initiatives in 2023 to support and empower students with disabilities and promote inclusive digital education



## Education Sector

### Training and Capacity Building

The specialized training program for the Ministry of Education and Higher Education:



**309**  
Trainees



**18**  
Training Workshops



**68**  
Training Hours



# Tamheen Program (Cohort 4) - Center for Educational Training and Development



To advance the knowledge and capabilities of teachers in the field of digital accessibility and assistive technology according to the MADA ICT-AID Competency Framework, and in cooperation with the Ministry of Education and Higher Education, Mada implemented many training programs in 2023 to support the requirements of the Fourth Industrial Revolution.

The "Tamheen" Program (Cohort 4) was held in cooperation with the Educational Training and Development Center - Ministry of Education and Higher Education from 5 – 20 March, 2023. 9 training workshops were provided on disabilities, assistive technology to support education, and the role of Universal Design of education in the classroom environment through ICT, with a total of 40 training hours and a total of 52 female trainees enrolled in the program.

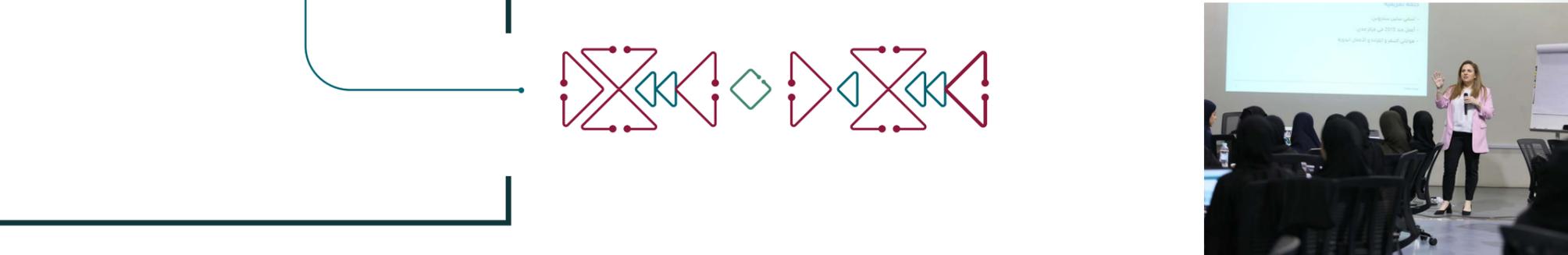
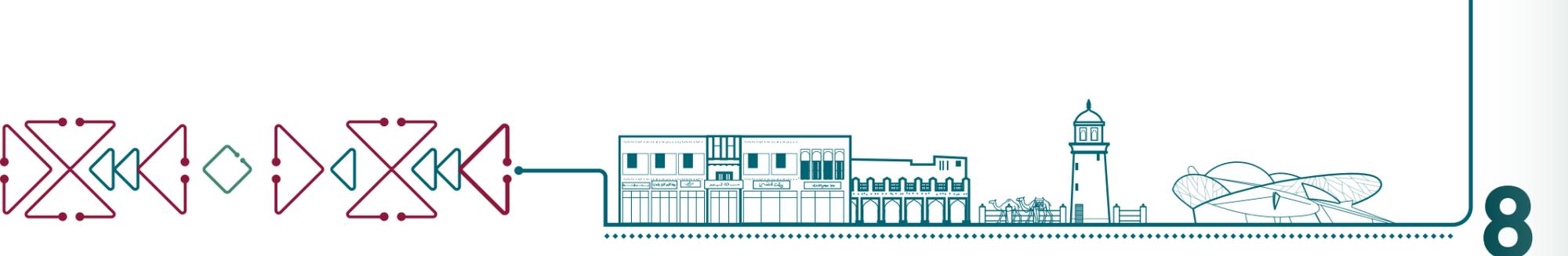


# Tamheen Program (Cohort 4) - Center for Educational Training and Development



The program included a field visit to Mada Lab, where the trainees were received into two groups to learn about the uses of assistive technology and the latest innovations. The trainees also exchanged experiences with trainers in the field of assistive technology, digital accessibility, innovation lab and FabLab at Mada. The training department was keen to accompany the trainees and provide them with all the information related to all the areas that the center is working on to improve the inclusive environment for persons with disabilities and the most important digital accessibility and assistive technology solutions.

During the program, a workshop and consulting session were held for the trainees with specialists from Mada in order to prepare for the final project of the program, where they were divided into 5 small groups according to disabilities, each supervised by a specialist to help the trainees form a vision of the project in order to achieve the desired objectives of the training program.





### Foundation program:

In cooperation with the Ministry of Education and Higher Education - Training and Educational Development Center, Mada also participated in the implementation of the Foundation Program to empower 68 teachers and improve their competencies in the field of digital accessibility and assistive technology. Mada offered a training workshop entitled "Introduction to Disabilities and How to Deal with persons with Disabilities"



**satisfaction rate** 97.3%

**utilization rate** 95.6%

and a workshop on "Universal Design for Learning in the Classroom Environment through ICT" The training impact was also measured through the application of a comprehensive evaluation that assesses the extent of benefit and applicability of all the concepts and knowledge acquired in the program.



**satisfaction rate** 93.2%

**utilization rate** 91.3%

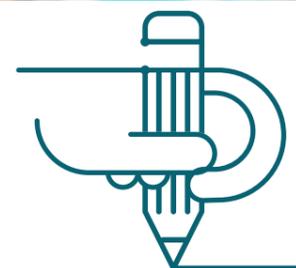


### Digital accessibility in the education sector

To improve digital access to information and educational services, Mada Center provided 3 consulting sessions (4.5 hours), and issued 1 evaluation and audit report for the LMS. As a result, the digital accessibility rate of the sites increased to 83%



Digital government accessibility rate  
The Education sector





## Assistive Technology Services in the Training Sector

To support access to educational content for students with disabilities and create equal opportunities for participation in the classroom environment, and in cooperation with the Ministry of Education and Higher Education, Mada Center visited (5) public schools to assess students' needs for assistive technology and provide the necessary training for 22 teachers on how to effectively use all devices.

### The schools that have been evaluated:

- Al-Hidaya Special Needs School for Boys - Al-Masila (46 students)
- Al-Hidaya Special Needs School for Girls - Al-Dafna (18 students)
- Al-Hidaya Special Needs School for Boys - Al-Hilal (13 students)
- Al-Hidaya Special Needs School - Al-Thumama (17 students)
- Al-Hidaya Special Needs School - Al-Sakhama (12 students)



## Digital Accessibility in Education Sector

### Assistive Technology Services for the Education Sector

To enable digital accessibility in education for students with disabilities, Mada Center provided assistive technology services to school and university students.



**270**

Assessments of the need for assistive technology solutions



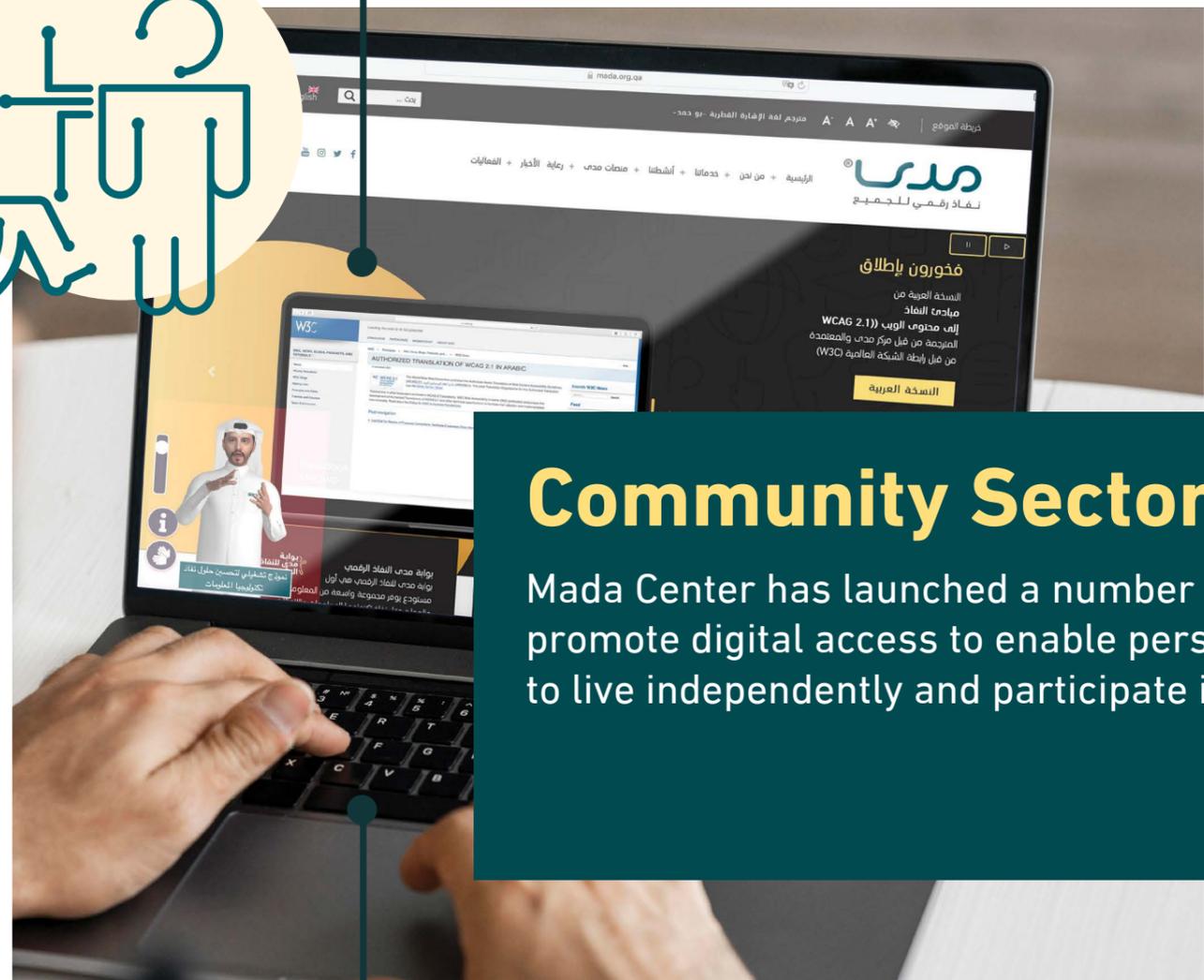
**499**

Assistive technology solutions provided to students



**979,487 QAR**

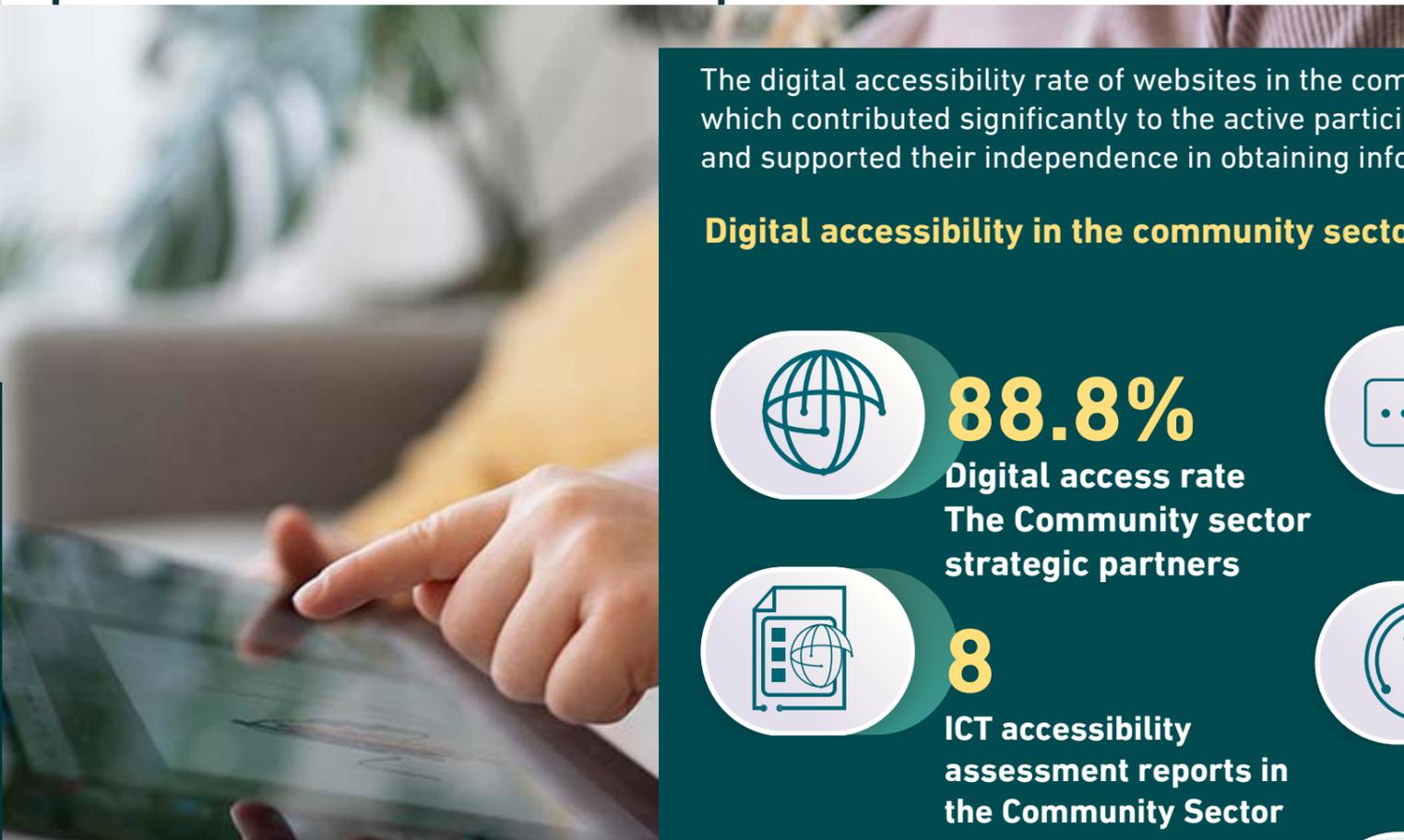
The cost of assistive technology solutions provided to students



## Community Sector

Mada Center has launched a number of initiatives to promote digital access to enable persons with disabilities to live independently and participate in all aspects of life

## Digital Accessibility in the Community Sector



The digital accessibility rate of websites in the community sector reached 88.8%, which contributed significantly to the active participation of persons with disabilities and supported their independence in obtaining information and services.

### Digital accessibility in the community sector with strategic partners



88.8%

Digital access rate  
The Community sector  
strategic partners



22

Consultation sessions



8

ICT accessibility  
assessment reports in  
the Community Sector



160

Consulting hours



2

Accreditation

# Digital Accessibility in the Community Sector

## Digital accessibility services - Digital government

### 2023 Outcomes



## Websites and applications approved in 2023



**Ministry of Sports and Youth**  
The website of the Ministry of Sports and Youth was approved in October  
[Website Link](#)



**Ministry of Social Development and Family**  
Productive Families Portal  
The Productive Families Portal was approved in August  
[Website Link](#)



**Ministry of Social Development and Family**  
Qatar Foundation for Social Work  
Qatar Foundation for Social Work's mobile application was approved in December  
[Website Link](#)

## Community Sector Training

### Community Sector Training and Capacity Building

#### Open Training Program:



# Assistive technology in the Community Sector

**Aiming to empower persons with disabilities through assistive technology**

-  **41** Assessments of the need for assistive technology solutions
-  **17** Assistive technology solutions provided to persons with disabilities
-  **191,429 QAR** The cost of assistive technology solutions provided to persons with disabilities



## Employment Sector

Mada Center seeks to empower persons with disabilities by enabling them through technology and digital accessibility and preparing them for the labor market in line with global requirements by launching a number of initiatives in 2023

# Digital Accessibility Employment Sector

## Digital accessibility services for the employment sector

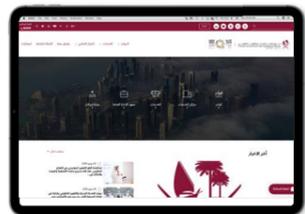
The rate of digital access to information and digital services reached 88.9%, which contributed significantly to ensuring the independence of persons with disabilities while performing their job tasks and obtaining their rights.



### Civil Service and Government Development Bureau

The website of the Civil Service and Government Development Bureau received Mada's Accreditation in March.

[Website Link](#)

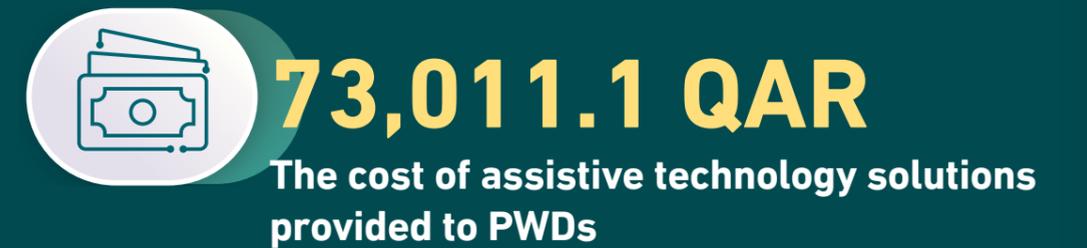


**88.9%**



Digital government accessibility rate  
Employment sector

## Aiming to empower persons with disabilities through assistive technology services





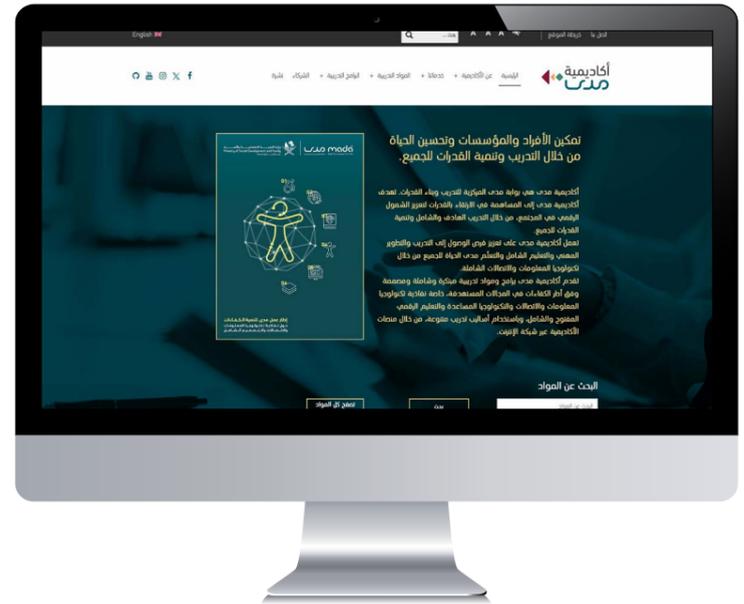
### Training and Capacity Building

Mada Academy offers specialized training programs for strategic partners to build their capacities and improve their knowledge in the field of digital accessibility and assistive technology according to Mada's ICT-AID Competency Framework . With the aim of promoting digital inclusion and improving the quality of services and programs supporting persons with disabilities and the elderly based on the latest practices and international standards in digital accessibility.

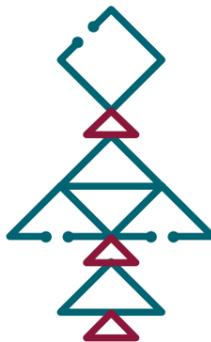
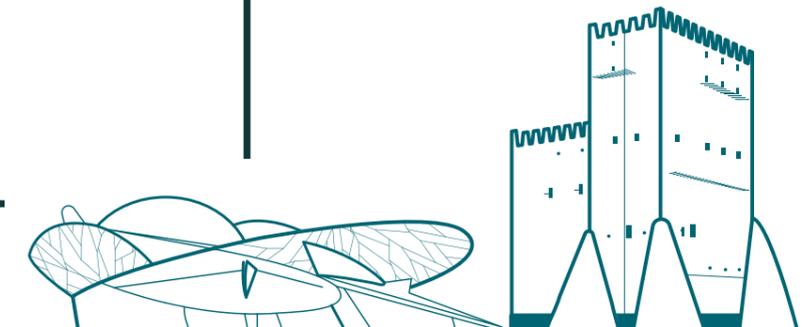
### Mada Academy portal

An integrated training platform that aims to promote digital accessibility and digital inclusion

The Mada Academy portal, a cutting-edge portal for training and capacity building in the field of digital accessibility and assistive technology, was fully developed. Mada Academy aims to optimize capacities to promote digital inclusion in society through meaningful and inclusive training and capacity building for all. The Mada Academy portal promotes access to training, professional development, inclusive education and lifelong learning for all through inclusive ICT. It offers innovative and inclusive training programs and materials designed according to competency frameworks in targeted fields, using a variety of training methods through the Academy's online platforms.



<https://academy.mada.org.qa>





## Mada ICT Accessibility and Inclusive Design Competency framework

reference document that defines all the competencies and abilities required to raise the level of understanding of ICT accessibility and guide the training of students, teachers and professionals towards the acquisition of basic and specialized competencies in the use and development of accessible digital products, contents and services.

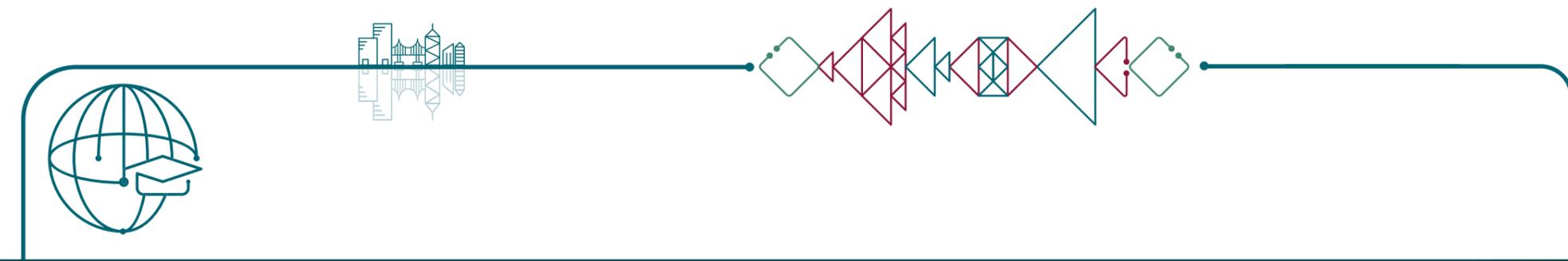
## 20 learning modules within Mada Academy's training programs

The Mada ICT-AID Competency Framework portal was updated and 20 learning modules were uploaded to Mada Academy's training programs on ICT accessibility and inclusive design.

## UNESCO Digital Learning Week

The Mada ICT-AID Competency Framework was selected for a presentation titled "Building Stakeholder Capacity to Promote Access to Open Educational Resources" at the UNESCO Digital Learning Week, held from 4 to 7 September 2023, at UNESCO Headquarters in Paris, France. The selection of projects was highly competitive with less than 50 applications accepted out of more than 200 proposals received.





## 32 educational and training resources and courses in the field of ICT accessibility and inclusive design

Mada's OER Hub was updated with 32 educational resources and training courses in the field of ICT accessibility and universal design, according to the Mada ICT-AID Competency Framework.

## Mada was one of the top four finalists for the Open Education Awards for Excellence

Mada's Open Educational Resources Hub (Mada OER Hub) and the Mada ICT-AID Competency Framework have been shortlisted as finalists for the Open Education Awards for Excellence (OEA). The shortlist was selected from 172 nominations across 16 award categories, representing people and projects from 38 countries. The Center made it into the top four finalists.

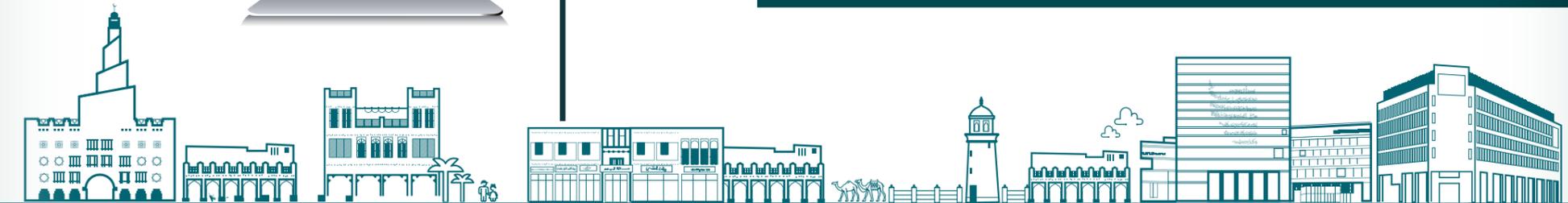
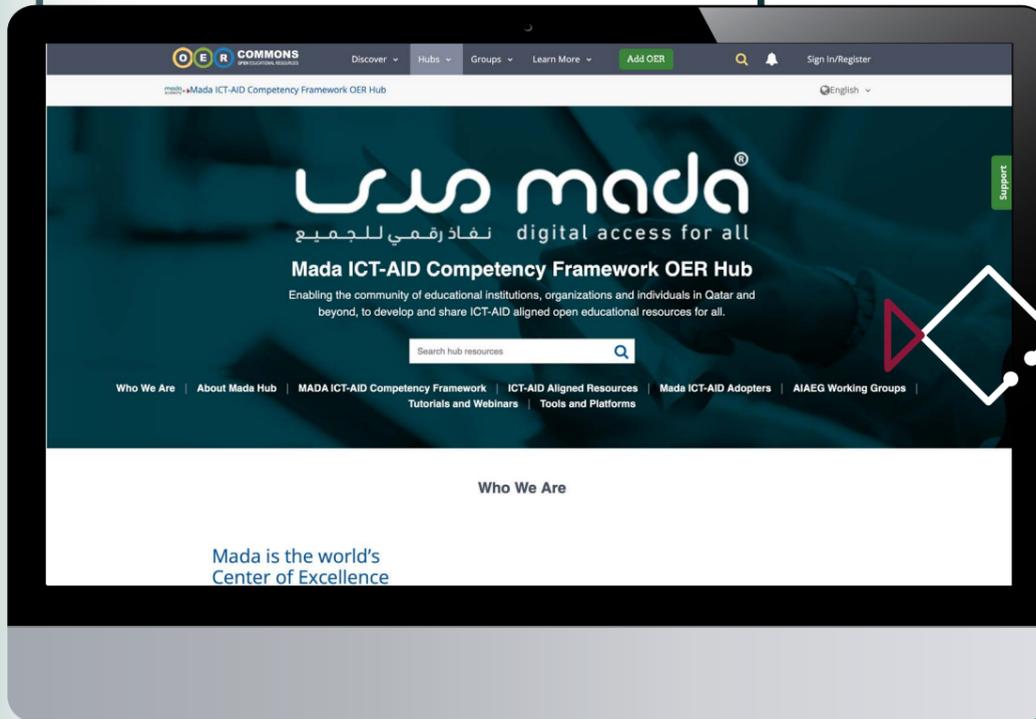
[list of 2023 finalists 2023](#)



## Mada Open Educational Resources Hub

Open educational resources to promote digital inclusion in education and allow educational institutions, learners, and persons with disabilities in Qatar and the world to develop, share, and exchange information, content, and best practices in the field of digital accessibility and assistive technology.

<https://oercommons.org/hubs/MADA>





## Policies

Mada Center aims to improve the adoption and advocacy of digital accessibility policies in order to provide an inclusive digital environment for persons with disabilities in accordance with international best practices for digital accessibility.

## Policies

Aiming to strengthen regulatory frameworks and incentivize the adoption of digital accessibility policies

### Consultations

Contributing to a study by the United Nations Educational, Scientific and Cultural Organization (UNESCO) on the application of innovative ICTs and digital learning in inclusive education.

The “Gap Assessment Observation Report on Inclusion Policies for Persons with Disabilities” in cooperation with ESCWA.

Participation in the Questionnaire for the 2003 Recommendation on Promoting Multilingualism and Universal Access to Cyberspace - Qatar National Commission for Education, Culture and Science.

### Focus Groups



## Best Practice Reports

The Best Practices in Accessible Museums report was updated.

The Best Practices in Accessible Retail Report was updated.

The Best Practices in Accessible wayfinding Report was updated.

The Best Practices in Accessible Waiting Spaces Report was updated.



**5**

Best Practice Guides

- Accessible Museums
- Accessible Tourism
- Accessible Retail
- Accessible Wayfinding
- Accessible Waiting Spaces



**67%**

Adoption of digital accessibility policies at the national level



## Focus Group

A focus group at the Hearing Education Complex for Girls was attended by 14 students with hearing impairments to discuss their challenges and needs in the field of entertainment.

A focus group on supporting persons with disabilities in the field of entrepreneurship in cooperation with Namaa and Qatar Development Bank was attended by 7 persons with disabilities.

A focus group for parents of children with autism to discuss the challenges and needs of persons with autism was attended by 15 parents. The first part of the session included a discussion on the “smart shoe” innovation and the second part included a discussion on the best recreational activities for children with autism.

A focus session at Mada Center with 6 persons with mobility disabilities was held to discuss their challenges and needs in the field of entertainment.





## Innovation

Mada Innovation Program aims to encourage innovators to develop and improve their innovations that promote digital accessibility and assistive technology, which contributes to increasing the production of technological solutions that support persons with disabilities, and publish it in the market



## Mada Innovation Award 2023

Mada Innovation Award is the first award of its kind that aims to support the development of innovative solutions that promote digital accessibility for persons with disabilities within the streams of entrepreneurial support, direct grants, and localization. The first edition was held in 2022, during which 5 innovations won, and the 2023 edition was announced in June, with 232 applicants from all over the world, of which 37 contestants qualified for the final stage, during which the 10 winners were announced at the Mada Innovation Forum on December 7, 2023.



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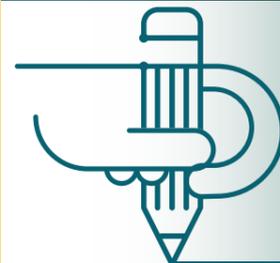
# Mada Innovation Award applicants

232 applications from around the world

|               |                              |
|---------------|------------------------------|
| Algeria — 8   | Qatar — 39                   |
| Croatia — 1   | Saudi Arabia — 6             |
| Egypt — 40    | Guinea — 1                   |
| Germany — 1   | Singapore — 2                |
| India — 6     | South Korea — 3              |
| Iraq — 3      | Sudan — 4                    |
| Japan — 2     | Tunisia — 11                 |
| Jordan — 16   | Turkey — 1                   |
| Lebanon — 9   | United Arab Emirates — 3     |
| lithuania — 1 | United Kingdom — 2           |
| Morocco — 4   | United States of America — 5 |
| Oman — 3      | Yemen — 57                   |
| Pakistan — 3  |                              |
| Palestine — 1 |                              |

## Announcement of Mada Innovation Award 2023

Prizes and grants  
1,000,000 Qatari Riyals



## Mada Innovation Award Winners 2023

### Innovator

Mamoun Al Awda – “Tamim and Reem”  
Serves persons with hearing impairments

### Innovator

Rasha Al Sulaiti – “Rawi Al Kotob”  
Serves persons with visual impairments

### Innovator

Daniel Johan – “SafeDrive4Deaf”  
Serves persons with hearing impairments

### Innovator

Nawal Samin – “TutoBraille”  
Serves persons with visual impairments

### Innovator

Namrata Nadkar – “Bytebot”  
Serves persons with communication difficulties

### Innovator

Sumaya Al Maadeed – “SmartHat”  
Serves persons with visual impairments

### Innovator

Iman Khanfair – “The Companion”  
Serves persons with visual impairments

### Innovator

Hussamuddin Belkour – “Kidzobot”  
Serves persons with communication difficulties

### Innovator

Reem Al Efrenji – “Natiq”  
Serves persons with communication difficulties

### Innovator

Jasser Ismail – “iMouse”  
Serves persons with motor disabilities

## Achievements of the winning innovations of Mada Innovation Award 2022



### Innovators

### Rebecca Bright & Swapnil Gadgil

Innovation  
**Predictable Arabic**

The development of the app was completed. It is an award-winning text-to-speech app that was first launched in 2011.

The localization of the prediction language was completed, which will make the app more accessible to individuals who speak Arabic as their native language. By making the app available in Arabic, individuals with functional limitations and other communication difficulties in Arabic-speaking regions will be able to access the same advanced technology and accessibility features available to English-speaking users.



## Achievements of the winning innovations of Mada Innovation Award 2022



**Innovators**

**Karen Hart, Maisa Obeid**

**Innovation**  
**Kalimati**

The development of the app was completed. It is an educational digital solution focused on families with children with hearing impairments. It seeks to provide sign language-based intervention and improve language acquisition in the formative years for infants and toddlers (07- years old) through storytelling via a progressive approach to gesture-based language acquisition.



**Innovators**

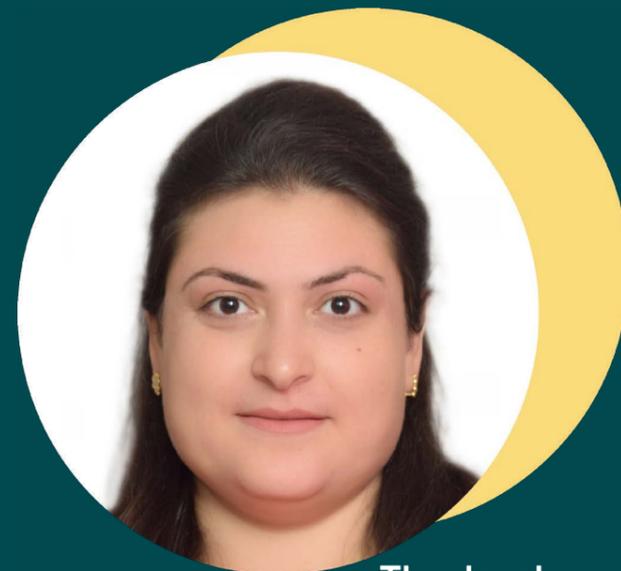
**Omar Salem, Tim Farrelly & David Deneher**

**Innovation**  
**Field of Vision**

The innovation to provide portable touchscreen devices specifically designed for visually impaired sports fans was completed with the development of an innovation that uses four computer vision cameras set up to capture all the essential information from a sporting event. The devices utilize four computer vision cameras that are set up to capture all the essential information from a sports game such as shots, passes, and tackles. This information is then translated back to the haptic device to enable visually impaired fans to experience live sporting events through touch, providing them with the full game experience.



## Achievements of the winning innovations of Mada Innovation Award 2022



**Innovator**

**Saida Hamrit**

Innovation  
**DeepFoni**



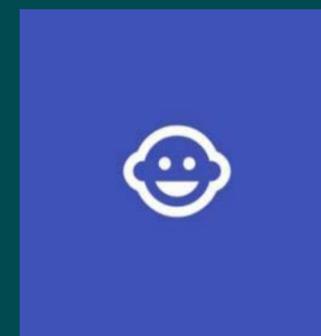
The development of the app was completed. It is an advanced speech recognition technology platform that provides a user-friendly and accessible communication solution for individuals with speech impairments, difficulties or disorders. The app is available in Arabic, French and English, making it a useful tool for people with different language backgrounds. The app was published on Google Play.



**Innovator**

**Mohamad Hassan Hijab**

Innovation  
**MAAN**



The development of the app was completed. The app is a messaging app that enables autistic people to communicate with others and support their inclusion in society. The user interface was designed to be easy and clear, following the same designs as other commonly used messaging apps.



## Mada Innovation Club 2023

The Mada Innovation Club is a distinguished forum that aims to empower innovators with disabilities, unlock their potential and transform their creative ideas into tangible innovations that promote digital accessibility and assistive technology.

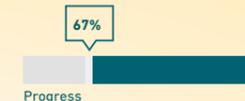
A total of 9 innovators with disabilities joined the Mada Innovation Club in 2023, where individualized plans were developed for each innovator according to a specific timeline to enable them to develop their creative ideas and transform them into products and innovations that contribute to improving the lives of persons with disabilities and promoting digital inclusion.

## Mada Innovation Club Activities

- 9 innovative members with disabilities joined the club
- 5 training workshops presented to 36 trainees with disabilities
- Organizing and executing the 2023 Mada Summer Camp for 6 students with disabilities



**Hamad AlMegbali**  
Accessible Gaming Platform



**Dr. Hayat Heji**  
Accessible Digital Sebha



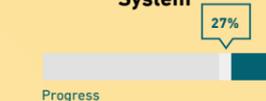
**Mursi Khalid Mursi**  
Smart Grabber



**Abdullah Al-Kuwari**  
Smart Home via BCI



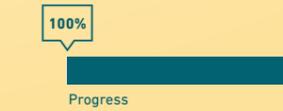
**Saoud Al-Shammari**  
Biometric Accessible Attendance System



**Abdulla Jassim A AlBaker**  
Buy Now Pay Later



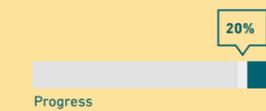
**Amal Al-Boaiinin**  
Stories for Deaf



**Kawthar Al -Saada**  
Math for Deaf



**Maryam Al Ibrahim**  
Sign Language Robotic Arm





## Success Stories of Mada Innovation Club Members

Innovator Dr. Hayat Khalil

### Type of disability

visual impairments

### Innovation

#### Talking Tasbeeh Counter for the Blind

The Talking Tasbeeh Counter for the Blind provides voiceover feature available in Arabic and English, which audibly informs users about the count have reached, and allows for resetting, and even includes a mute option



## Success Stories of Mada Innovation Club Members

Innovator Amal Al-Buainain

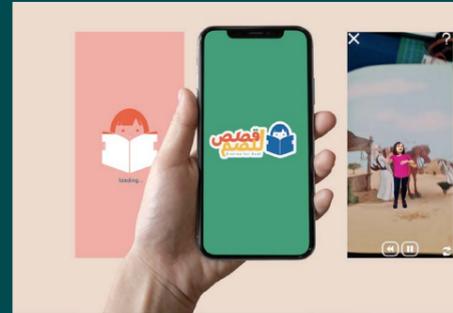
### Type of disability

hearing impairments

### Innovation

#### Stories for the Deaf App

«Stories for the Deaf» is a pioneering application that uses augmented reality and avatar technology to translate Arabic children's stories into Qatari sign language, making these tales accessible and engaging for the deaf community.

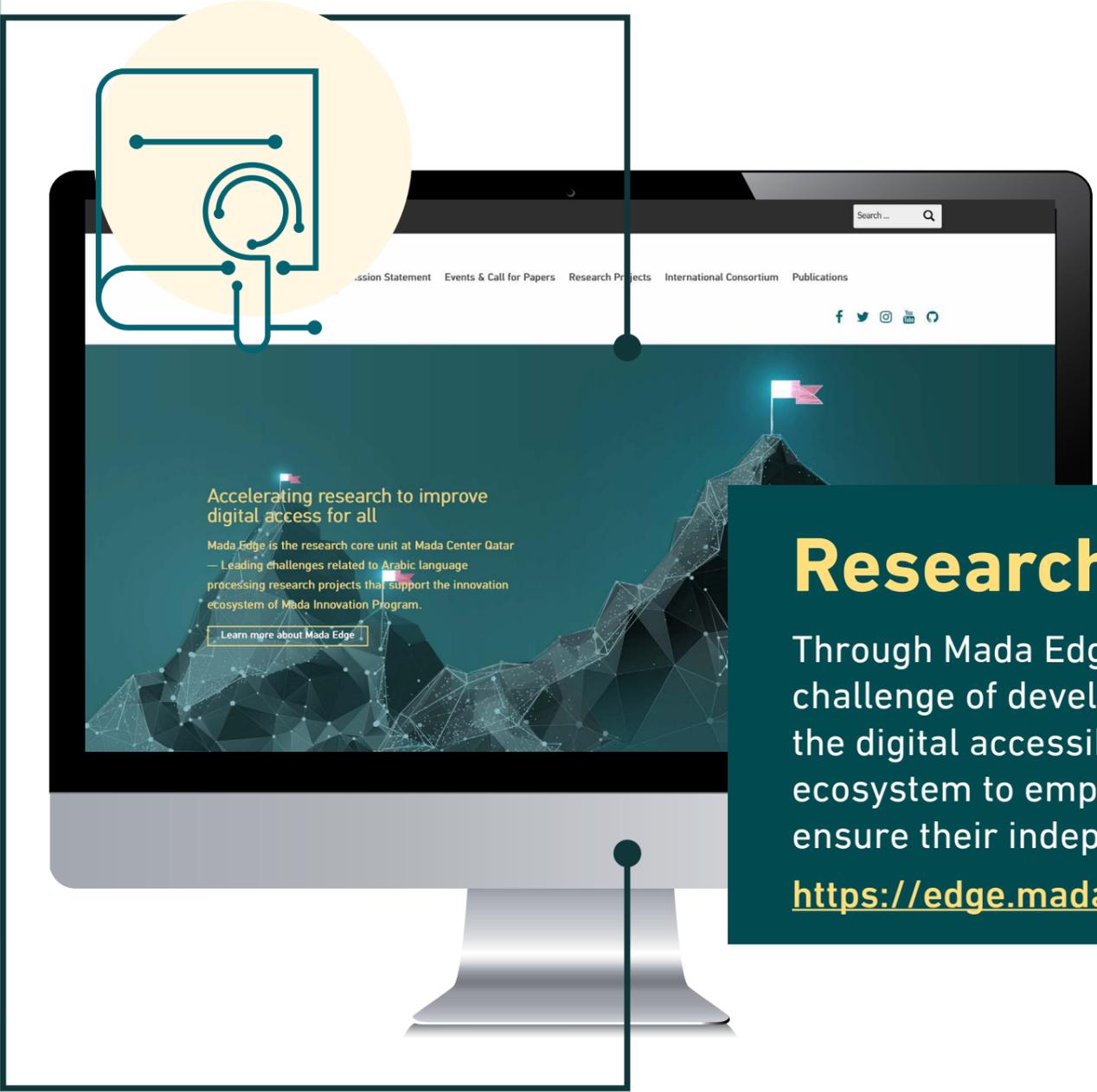


# Mada Lab Partners

Mada Lab's distinguished partners contribute to improving digital accessibility for persons with disabilities by showcasing the latest innovations, technology solutions, and assistive technology devices at Mada Lab and giving everyone the opportunity to get to know and experience them.



ICT Accessibility Enablers



## Research

Through Mada Edge, the Mada Program is leading the challenge of developing Arabic research that supports the digital accessibility and assistive technology ecosystem to empower persons with disabilities and ensure their independence in all aspects of life.

<https://edge.mada.org.qa>

# The first research project:

## Jumla Sign Language

Conducted 40 face-to-face interviews with deaf people to measure the acceptance of avatar technology.  
 Developed the SignBank component of the Jumla Annotation Tool, which aims to create a dictionary of recorded signs based on comments added to sentences.  
 Developed a prototype Avatar-based AI-Chat Bot in Sign Language



Published the paper "Sign-Language Recognition using the EMG signal: A Systematic Literature Review" in the MDPI Sensors journal.  
 Published the paper "JUMLA QSL 22 A comprehensive dataset for Qatari Sign Language" in IEEE Access.  
 Published the paper "Evolution and Trends in Sign Language Avatar Systems: Unveiling a 40-Year Journey via Systematic Review" in Multimodal Technologies and Interaction.

Published and launched the "Jumla Sign Language" website ([jumla.mada.org.qa](http://jumla.mada.org.qa)) in Arabic and English.  
 Developed a new version of BuHamad Web Player, which is characterized by faster translation, clearer facial features and body movements, and compatibility with all devices and web browsers.  
 Published the paper "JUMLA-QSL-22: Creation and Annotation of a Qatari Sign Language Corpus for Sign Language Processing" in ACM Digital Library and it was presented at PETRA 2023.

<https://dl.acm.org/doi/abs/10.11453594806.3596525/>

# The second research project

## Flight Journey Simulation Lab



The Flight Journey Simulation Lab at Mada Center, the first of its kind in the Arab world, aims to alleviate the stress and anxiety experienced by people with autism spectrum disorder when traveling by air, by providing an integrated and realistic virtual flight experience in a safe and private environment. This experience simulates a real flight, starting with safety instructions at takeoff, interaction with the environment and the crew during the virtual flight, and ending with the landing process. The project was developed by Mada Assistive Technology Center with the support of Qatar Airways and Creatria LLC.





## International Research Alliance at Mada Edge

### Hamad Bin Khalifa University

The organization of the second briefing for the QNRF-supported project “Supporting Multisensory Tangible Technologies for Inclusive Collaborative Play among Children with Autism Spectrum Disorder” with committee members from HBKU, specialists in the field, and parents.



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## Mada Edge

### Published papers

The paper “Advancements in Arabic Text-to-Speech Systems: A 22-Year Literature Review” was published in the peer-reviewed scientific journal IEEE Access - Q1 Journal with IF 3.476

The paper : “Assessing the readiness of government and semi-government institutions in Qatar for inclusive and sustainable ICT Accessibility: introducing MARSAD tool” was published in the peer-reviewed scientific journal: A Q1 Journal with IF 3.889

The paper “Internet of Things (IoT) for Elderly’s Healthcare and Wellbeing: Applications, Prospects and Challenges” was published at ICTS4eHealth 2023 on IEEE Xplore

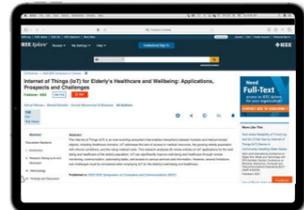
The paper “Fostering websites accessibility: A case study on the use of the Large Language Models ChatGPT for automatic remediation” was published in the ACM Digital Library and presented at PETRA 2023



[Website Link](#)



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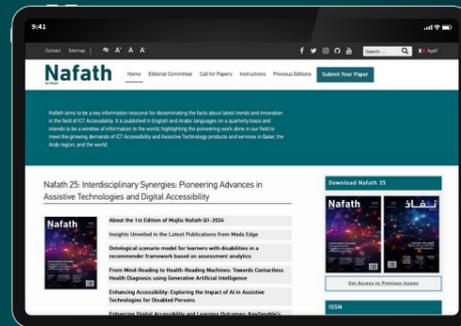
## Published papers

The paper “Interaction between learning organization and digital accessibility in promoting inclusion and equality for people with disabilities” was published in the Journal of Chinese Human Resources.

## “Nafath” Periodical

“Nafath” is a periodical published by Mada Center in Arabic and English on a quarterly basis. It aims to be a key information resource for disseminating the facts about latest trends and innovation in the field of ICT Accessibility. According to its role as a window of information to the world, it highlights the pioneering work done in our field to meet the growing demands of ICT Accessibility and Assistive Technology solutions and services in Qatar and the Arab region.

During 2023, Mada published the 22nd edition of Nafath on MadaLab’s innovative solutions, the 23rd edition on: the Digital Accessibility Policy Landscape in Qatar and Beyond, and the 24th edition on: Global access by localization: Improving Assistive Technology through Localization.



**Nafath Issue 24**



## Raising Awareness

We take it upon ourselves to to enhance the rank of the State of Qatar in the world in the field of ICT accessibility, and we work eagerly to promote the brand of the Mada Center to enhance the position of Mada as a Center of Excellence in digital access in Arabic in Qatar and the world.

## Raising Awareness

We continue to emphasize the role and position of Mada as a center of excellence in digital accessibility in the Arabic language at the local and international levels, as we joined the membership of some international organizations, held several partnerships during 2023, and worked to activate aspects of cooperation and exchange of experiences and knowledge.

We also intensified our efforts to raise awareness about digital accessibility and assistive technology and its impact on improving the lives of people with disabilities by launching several awareness campaigns on our various digital platforms, in addition to raising awareness of the most important and prominent international days that Mada Center celebrated in 2023, such as World Autism Awareness Day, World Accessibility Awareness Day, World Deaf Week and World Sign Language Day, ending with the International Day of Persons with Disabilities.

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## The second edition of the Mada Innovation Day 2023

ملتقى Mada  
مدي Innovation  
للابتكار Day  
2023 7 ديسمبر 2023  
7 December 2023

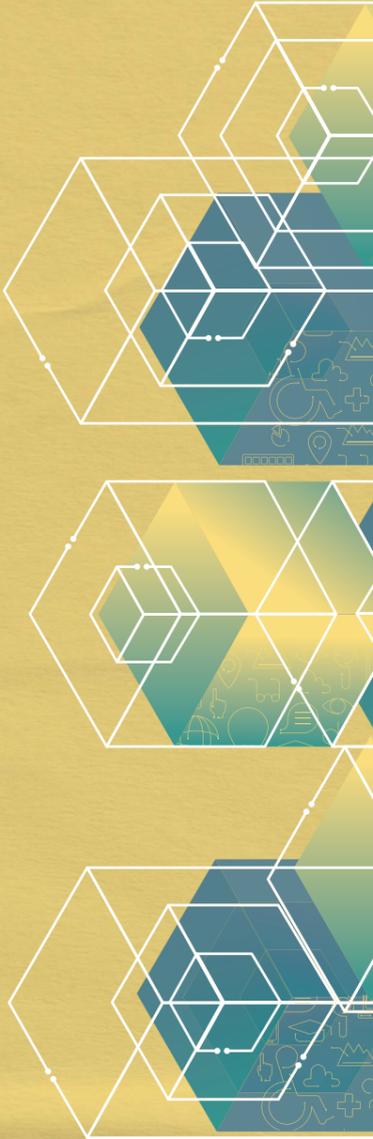
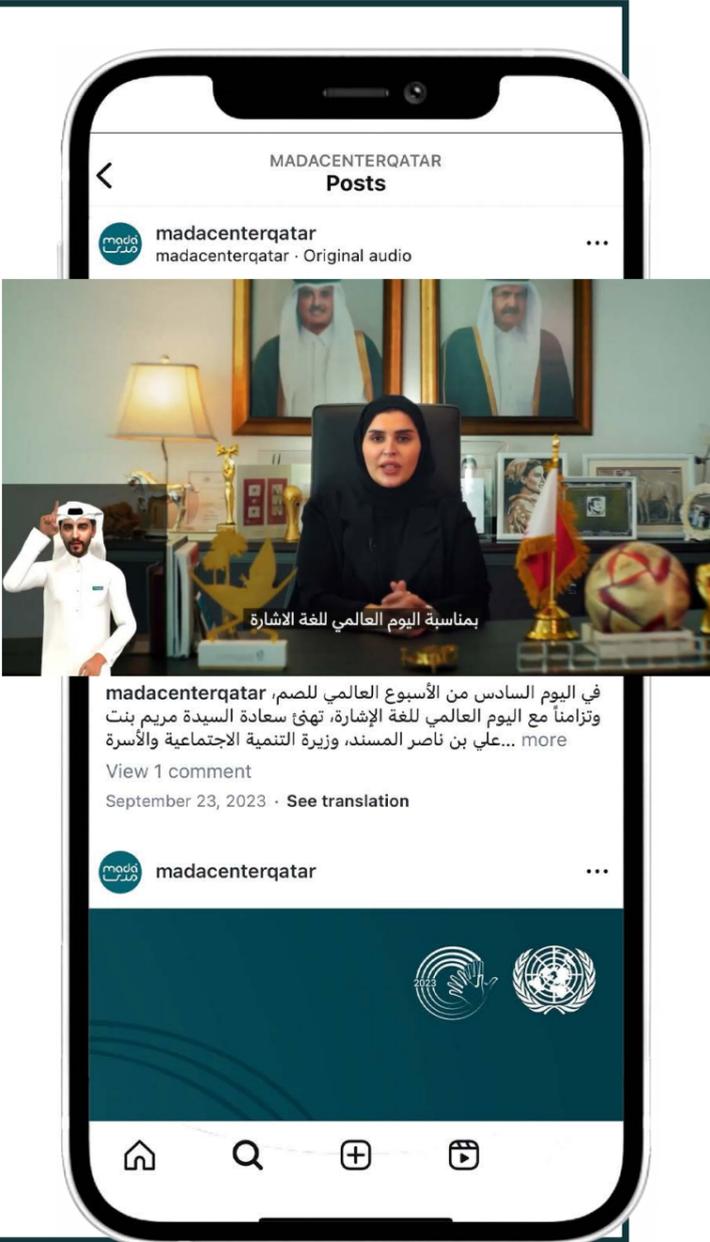
### Under the patronage of Her Excellency Maryam bint Ali bin Nasser Al Missned, Minister of Social Development and Family

and in recognition of the importance of providing a more independent world for persons with disabilities, **Mada Center held the Mada Innovation Day 2023**, which aimed to introduce the latest innovations and assistive technology solutions that enhance the digital accessibility ecosystem and enrich the Arab market with the latest software, in addition to exchanging experiences and consultation on the most prominent topics of digital accessibility and assistive technology and the most prominent global trends in this field.

During the event, 10 innovators were announced as winners of the Mada Innovation Award 2023, which aims to improve the digital accessibility and assistive technology ecosystem.

During the forum, two panel discussions were organized with the participation of a group of experts and specialists in the field of digital accessibility and assistive technology, as well as persons with disabilities, where the first panel discussion was under the title "From Ideas to Impact: Effective Design of Innovation Ecosystems for Persons with Disabilities" and the second panel was entitled 'Mada Innovation Program Success Stories'.

The event was accompanied by an exhibition of the latest innovations and technological solutions, bringing together innovators, developers, technology makers, and stakeholders in the field of digital accessibility and assistive technology, including 16 of Mada Lab's sponsors.



ملتقى Mada  
مدى Innovation  
للابتكار Day  
2023 7 ديسمبر 2023  
7 December 2023

المبتكرين  
من نادي مدى للابتكار  
Innovators  
from Mada Innovation Club



10  
الفائزين بجائزة مدى للابتكار  
Mada Innovation Award winners  
2023



5  
الفائزين بجائزة مدى للابتكار  
Mada Innovation Award winners  
2022



2  
جلسة نقاشية  
Sessions



17  
أعضاء لجنة التحكيم  
Jury Members



216  
الحضور  
Attendees



16  
مدى للاب  
mada Lab

رعاة  
Sponsors

MADA  
INNOVATION  
PROGRAM

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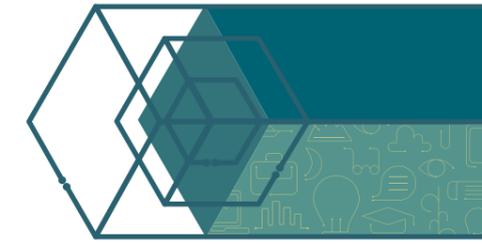
Exhibitors Mada Lab Partners



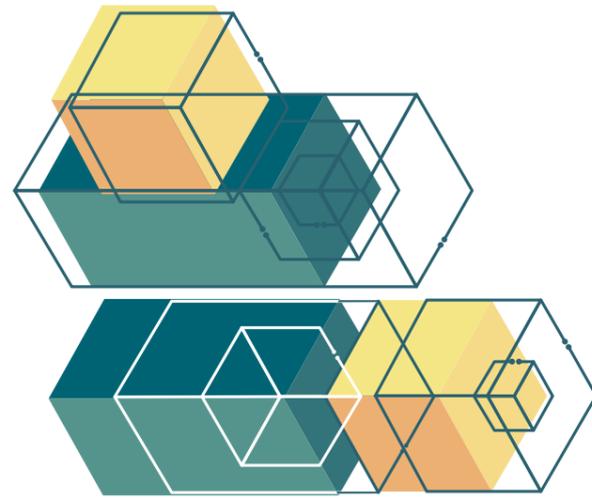
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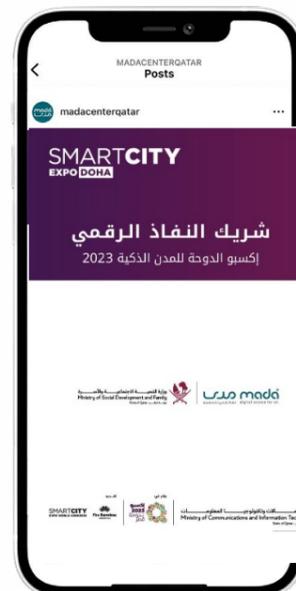
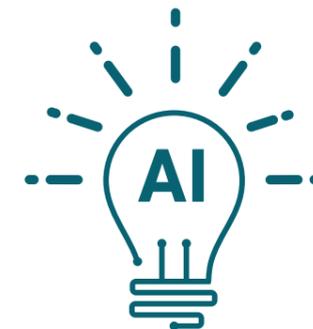
Ideal solutions  
الحلول المثالية



**Mada ملتيقى**  
**Innovation مدي**  
**Day للابتكار**  
**2023** 7 ديسمبر 2023  
 7 December 2023



**MADA INNOVATION PROGRAM**



**Mada Center was the “Digital Accessibility Partner” at the Smart Cities Expo Doha 2023**

We were pleased to participate in the Smart Cities Expo Doha 2023 as the Expo's Digital Accessibility Partner. The Center also participated in two panel discussions: “Population Priority: Shaping the Urban Spaces of Tomorrow” and “Design for All: Emerging Technologies and Human Development”.



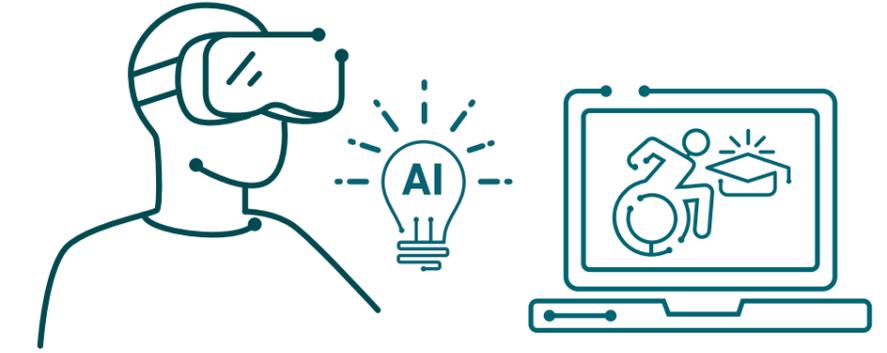
## Mada's participation in the Future Technology Forum in Artificial Intelligence

Mada participated in the "Future Technology Forum" organized by Qatar University, which provided an opportunity to raise awareness about the services and programs it provides in the field of technology and artificial intelligence to promote digital accessibility for persons with disabilities



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## Mada's international participations in 2023



### UNESCO conference: Digital Learning Week

Mada participated in the international conference "Digital Learning Week" held at the headquarters of the United Nations Educational, Scientific and Cultural Organization (UNESCO) in Paris, France, from 4 to 7 September 2023, with a presentation entitled "Building Stakeholders' Capacities to Enhance Accessibility by Leveraging Open Educational Resources", where the services provided by Mada Academy were highlighted to support inclusive digital education and contribute to upgrading capacities in the field of digital accessibility and assistive technology according to the Mada Competency Development Framework on ICT Accessibility and Inclusive Design.

### Arab International Conference on Artificial Intelligence in Education

Mada participated in the Arab International Conference on Artificial Intelligence in Education, held at the headquarters of the Arab League Educational, Cultural and Scientific Organization - ALECSO, on 23 and 24 May 2023, by presenting a paper entitled "Artificial Intelligence to Support Education for All" in the session on artificial intelligence to achieve the fourth goal of the Sustainable Development Goals, where the projects and achievements of Mada Academy were highlighted to support inclusive digital education for all.

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## Mada's international participations in 2023



### The eleventh edition of the “WISE” Summit

Mada participated in the 11th edition of the WISE Summit, which took place in Doha, Qatar, on November 28-29, 2023. The summit was held under the theme “Creative Fluency: Human Flourishing in the Age of Artificial Intelligence”. Mada contributed valuable insights on the opportunities and key considerations related to leveraging AI to enhance ICT accessibility, education, and training opportunities for all and achieve digital inclusion. Mada Academy's projects and achievements were also shared during the WISE partner panel discussion organized in collaboration with the Ministry of Social Development and Family and the Accessible Qatar Initiative.

### UNESCO Institute for Information Technology in Education webinar

Mada participated in a webinar organized by the UNESCO Institute for Information Technology in Education and the International Institute for Capacity Building in Africa on December 04, 2023, on the occasion of the International Day of Persons with Disabilities entitled “Digital Technologies for Disability Inclusion: All Learners on Equal Terms», where the Center shared Mada Academy's experiences and pioneering projects towards utilizing accessible digital technologies to create an inclusive learning environment. The participation aimed to reaffirm Mada's commitment to promoting digital inclusion and empowering persons with disabilities.

## Mada's international participations in 2023

### PETRA 2023 Conference

Mada Center participated at the PETRA2023 conference by presenting the paper “JUMLA-QSL-22: Creation and Annotation of a Qatari Sign Language Corpus for Sign Language Processing”.

### The International Conference «INTERACT 2023»

Mada participated in the INTERACT 2023 International Conference by presenting a paper titled: “Co-design A Multisensory Tool To Support Collaborative Play With and For Autistic Children: A Methodological Approach” on the sidelines of the «Interacting with Assistive Technology (IATech)» Workshop on August 29, 2023.

## Mada's international participations in 2023



### The Arab American Frontiers Symposium

Mada participated in the 9th Arab American Frontiers Symposium in Doha, Qatar on October 24, 2023, by presenting a paper titled «Sign Language Avatars in the Arab and US Deaf Communities: Technological Advances for Accessibility».

### «AgeWell» Conference

Mada presented the paper titled «A co-design methodology for a multisensory tool to facilitate collaborative play among autistic children» at the AgeWell scientific conference in Canada on October 24, 2023.



## We are proud of the awards Mada received in 2023



### ESCWA Arabic Digital Content Award 2023

We are proud to have won the ESCWA Digital Content Award 2023 for the Unified Arabic Braille Portal project. Mada's Unified Arabic Braille Portal is a portal that aims to develop an Arabic Braille table for math and science symbols and is the first of its kind in the world of innovation.

### GCC Digital Government Award

We are proud that Mada's Digital Accessibility Portal won first place in the GCC Digital Government Award in the "Best Digital Inclusion Initiative" category as a new achievement for Qatar in the field of digital accessibility.

MADA DIGITAL ACCESSIBILITY PORTAL



# Mada Partners

Proud of our partners in our journey of success



## Local Strategic Partners

وزارة التنمية الاجتماعية والأسرة  
 Ministry of Social Development and Family  
 دولة قطر - State of Qatar

جامعة الدوحة  
 للعلوم والتكنولوجيا  
 UNIVERSITY OF DOHA  
 FOR SCIENCE & TECHNOLOGY

مكتبة قطر الوطنية  
 Qatar National Library

وزارة التربية والتعليم والتعليم العالي  
 Ministry of Education and Higher Education  
 دولة قطر - State of Qatar

كلية المجتمع و قطر  
 COMMUNITY COLLEGE OF QATAR

وزارة الاتصالات وتكنولوجيا المعلومات  
 Ministry of Communications and Information Technology  
 دولة قطر - State of Qatar

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 Jusour  
 الشركة القطرية لحلول القوى البشرية  
 Qatar Manpower Solutions Co.

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 دولة قطر - State of Qatar

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 Ministry of Culture  
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 Civil Service and Government Development Bureau  
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## International Strategic Partners

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الأمم المتحدة  
 ESCWA

W3C

G3ict

ITU

ATiA

سلطنة عُمان  
 وزارة النقل والاتصالات وتقنية المعلومات  
 Substrate of Oman  
 Ministry of Transport, Communications and Information Technology

International Association of Accessibility Professionals  
 A division of G3ict

AAI  
 Association for the Advancement of Artificial Intelligence

المنظمة العربية لتكنولوجيات الاتصال والمعلومات

ISKME

## Mada Lab Partners

DUTCO TENNANT QATAR W.L.L.

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 Process Automation Solutions

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CREATREA  
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WeWALK

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QATAR AIRWAYS  
 القطرية

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