



ATHAR

Creating opportunities. Measuring outcomes.

YOUTH PROGRAM • CSR / ESG • PARTNER BRIEF

An initiative developed and led by Hamdi Sellami
Independent consultant specialized in youth capacity building
Algiers, Algeria

01 Why Athar?

Companies are looking for practical ways to support communities. Young people need opportunities, while public authorities encourage skills development, employment and entrepreneurship. Athar brings companies, young people and local actors together through a practical youth program.

Athar helps young people develop their potential through learning and professional connections. Community engagement is also part of the experience. AI literacy runs across the program and helps participants understand and use artificial intelligence critically and responsibly.

02 A changing regulatory context

In Algeria, companies' contribution to human, economic and social development is gaining importance in CSR and ESG approaches.

COSOB Regulation No. 25-04 of 22 October 2025, published in the Official Journal on 10 February 2026, requires issuers listed on the main equity market segment to publish an annual non-financial report covering environmental, social and governance matters.

ISO 26000 includes a core subject on "Community Involvement and Development" (section 6.8), including education, skills development and social investment.

The draft National Youth Plan 2026–2029, presented to the Council of Ministers in March 2026, is structured around six areas. They include skills, economic integration, employment, entrepreneurship, citizenship, participation, confidence and digital empowerment.

03 The Athar Model

Each cohort brings together around twenty participants. A partner company can support an Athar cohort dedicated to its sector, for example an "Athar Energy Cohort". The program is structured around three pillars.



01 Self-awareness

Helping participants better understand their strengths, values, aspirations and potential.

02 Communication & interpersonal skills

Strengthening listening, clarity of expression, collaboration and the ability to engage with others.

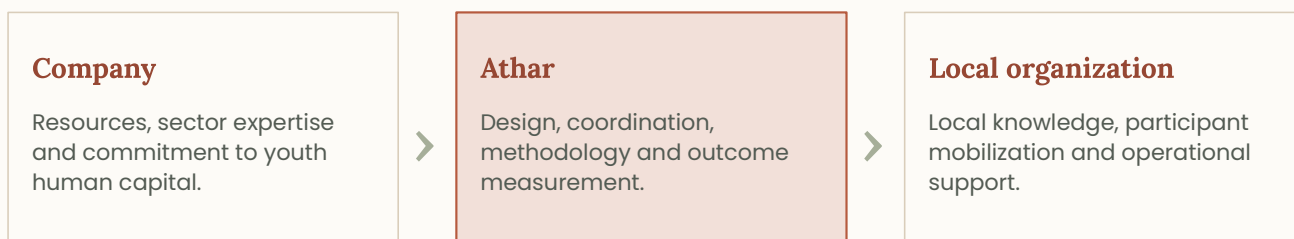
03 Critical thinking & taking action

Developing decision-making, problem-solving and critical thinking when using digital tools and artificial intelligence, while building a personal or professional project.

COLLABORATIVE MODEL

04 Our Partnership Approach

Athar works with companies and local organizations so each partner contributes its expertise. The program uses a tripartite model.



PROCESS

05 How an Athar Cohort Works

The preferred format is hybrid. The bootcamp takes place in person, while follow-up and Athar Network engagement take place remotely.

1 Preparation and selection

Publication of the call, profile review and participant selection.

2 Athar Bootcamp

Four sessions over two days: three Athar sessions and one sector session tailored to the partner.

3 Follow-up and networking

Group sessions and gradual network building.

4 Closing and continuity

Group review and integration into the Athar Network.



06 The Athar Participant

Athar is designed for young people aged 18 to 25 who show strong development potential. The program brings together young women and men from different provinces (wilayas) and gives more weight to motivation and commitment than to academic results alone.

07 Tracking Outcomes

Athar keeps reporting concise and practical. Each cohort report records participation, completion and engagement within the Athar Network. It also tracks progress in the shared capabilities and confidence levels. The report is delivered to the partner at the end of the cohort.

08 What They Say About Hamdi's Work

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Hamdi has always been one of my very first mentors and sources of inspiration during my university journey. I felt honored when he accepted to lead one segment of my community initiative, ALP (Algerian Leadership Program), where he trained young students about ‘Leading Yourself’ as a first pillar of leadership. As expected, students talked about how transformative the workshop was.

Radji Sahari • Founder, Algerian Leadership Program

“Hamdi’s expertise was instrumental in our project’s evolution. His direct, honest approach was exactly what we needed.”

Zack Bouzerd, Founder

“The work Hamdi does is remarkable. He is always attentive and shows great kindness.”

Feriel Dahmani, Entrepreneur

“I realized I had neglected certain fundamentals of my life, moving forward without direction.”

Wiam Guelamine, Student



9 A Program That Adapts to Each Cohort

The program's core objectives remain constant. The language, vocabulary, examples, activities, pace and materials are adapted to the actual profile of each cohort.

A cohort can be delivered entirely in Algerian Darija when this supports understanding. French and English are required only when justified by the cohort's objectives and announced before participant selection.

10 Adapted Methods, Shared Outcomes

01

Self-awareness

02

Communication

03

Cooperation

04

Critical judgment

05

Taking action

11 Careful and Measurable Alignment

4

SDG 4 · Target 4.4

Skills relevant to educational and professional pathways

8

SDG 8 · Target 8.5

Preparation for professional pathways and initiative

10

SDG 10 · Target 10.2

Participation and social and economic inclusion

17

SDG 17 · Target 17.17

Partnerships between companies and civil society

These SDGs provide an alignment framework. They are not presented as outcomes already achieved by ATHAR.



The Origins of Athar

Athar is an initiative developed and led by Hamdi Sellami, an independent consultant specialized in youth capacity building, registered as a self-employed professional (Strategy and Management Consultant) in Algeria.

Since 2012, Hamdi has led more than 17 programs for young people aged 15 to 25 in Algeria. Together, they reached more than 5,400 participants directly, and he managed more than US\$1 million in grants and corporate funding across those programs. Participants were also expected to pass what they learned on to peers in their communities. His work includes projects on civic engagement and migration management, delivered with a diplomatic institution and international development agencies.

Through Athar, Hamdi designs youth programs that can support the existing CSR commitments and ESG priorities of partner companies.

VISION

What We Want to Leave Behind

Athar means "imprint", "trace", or "impact". A useful youth program should leave something behind after the cohort ends. For Athar, that means progress participants can build on and relationships that continue after the program.



LET'S TALK

Let's build your next Athar cohort together

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