

OPEN MEDIA HUB

Supporting media professionals across the EU Neighbourhood area

STORY NAME:	Being 20 - Digital Means		
COPYRIGHT HOLDER:	Ola Ghazal / El-Dostor Foundation / OPEN Media Hub		
COPYRIGHT NOTICE:	Ownership of content belongs to www.dostor.org / _ OPEN Media Hub		
USAGE TERMS:	Share & Adapt - Attribution 4.0 International (CC BY 4.0) https://creativecommons.org/licenses/by/4.0/		
EDITOR'S NOTES:	None.		
SOURCE:	Ola Ghaza / El-Dostour Foundation - https://www.dostor.org/ Open Media Hub – http://www.openmediahub.com <i>"This production was supported by OPEN Media Hub with funds provided by the European Union"</i>		
LANGUAGE:	Arabic	DURATION:	00:02:01
JOURNALIST:	Ola Ghazal	EMAIL:	Ask24h@hotmail.com
SLUGLINE:	A girl in her twenties fights environmental pollution and hunger crisis using an online application that connects those who have food to waste with the poor.		
HEADLINE:	The story tells us about an ambitious young girl who used her creativity to fight environmental pollution and hunger. She participated in creating a digital application based on making a link between people, creating a state of balance by taking the waste from the rich and using it to meet the needs of the poor.		
DATELINE:	El-shiekh Zayed City, Giza - Governorate, Grand Cairo Town, Egypt – (12-2020)		
SCRIPT: 1	00:00:00,000☐00:00:27,000 <i>Menna talks with her friend via the phone and explains to her how Tekeya app helps the poor and ask her to give her opinion</i>		
2	00:00:29,000☐00:00:36,000 <i>My name is Menna Shaheen, a pharmacist. I founded online Tekeya app</i>		
3	00:00:37,000☐00:00:43,000 <i>It is an app that aims to reduce food wastage. This app is the first of its kind in Egypt and the Middle East</i>		
4	00:00:47,000☐00:00:58,000		

The idea came to us when we knew how much food is wasted, and discovered that one third of the food produced is simply wasted

5

00:00:59,000-00:01:01,000

It is like throwing money on the ground

6

00:01:02,000-00:01:12,000

Rather than using it in a better way such as helping the poor, charity and reusing resources in a better way

7

00:01:14,000-00:01:31,000

This application depends on the idea that food suppliers such as restaurants, shops and others offer excess food

8

00:00:00,000-00:00:00,000

that has not been sold or used to instead of turning it into waste

9

00:01:32,000-00:01:35,000

provided that the offer is for free for charities

10

00:01:36,000-00:01:40,000

In this way, the application contributes, with the participation of all the categories of society

11

00:01:41,000-00:01:43,000

to benefit nature by reducing pollution and waste of food

12

00:01:44,000-00:01:53,000

This idea started in Egypt, because we hope to transform Egypt from one of the largest food waste countries

13

00:01:54,000-00:01:58,000

to the largest country in fighting hunger and food wasting

SHOTLIST:

Menna talks with her friend on the phone while she is at home.

Menna browsing the application on her smartphone.

A close-up shot shows Menna making a request from the app.

A picture showing what is left of the wasted food.

A shot showing food dumping in the garbage.

Menna eats the fruit while sitting on the sofa.

Menna preserves the remaining fruits.

Pictures showing food distribution.

Menna browses her work on her computer in front of the balcony.

An interview with Menna.

Footage showing the scene of preparing and wrapping meals.

A shot of Menna's car driving down the highway.

Snapshots showing food preparation in hotels.

SCRIPT: (Original language)

Arabic script with timecode

1
00:00:00,000→00:00:27,000
منة تتحدث مع صديقة لها تليفونيا وتشرح لها مساهمة تطبيق تكية في مساعدة الفقراء، وتطلب منها إبداء رأيها.

2
00:00:29,000→00:00:36,000
اسمى منة شاهين صيدلانية، أسست تطبيق أسمناه تكية.

3
00:00:37,000→00:00:43,000
وهو يقلل من هدر الأكل، وهو الأول من نوعه في مصر والشرق الأوسط.

4
00:00:47,000→00:00:58,000
جاءتنا الفكرة عندما علمنا بكمية الأكل المهدر، واكتشفنا أن ثلث الأكل الذي يتم إنتاجه يهدر ببساطة.

5
00:00:59,000→00:01:01,000
وهذا الأمر يعد مثل إلقاء الأموال على الأرض.

6
00:01:02,000→00:01:12,000
بدلاً من أن يتم استغلالها بطريقة أفضل مثل مساعدة الفقراء والأعمال الخيرية وإعادة استخدام الموارد بطريقة أفضل.

7
00:01:14,000→00:01:31,000
فكرة هذا التطبيق يعتمد على قيام موردي الأكل مثل المطاعم والمحلات التجارية وغيرهم بعرض فائض الأكل الذي لم يباع أو يستخدم ليكون مهدراً.

8
00:01:32,000→00:01:35,000

OPEN MEDIA HUB

Supporting media professionals across the EU Neighbourhood area

على أن يكون عرض هذا الأكل على التطبيق بالمجان للجمعيات الخيرية.

9

00:01:36,000→00:01:43,000

وبهذا يكون التطبيق ساهم بالاشتراك مع كل أطباء المجتمع بإفادة الطبيعة عن طريق تقليل التلوث وهدر الأكل.

10

00:01:44,000→00:01:58,000

هذه الفكرة بدأنها في مصر، بسبب رغبتنا في تحويل مصر من أكبر الدول المهترئة للأكل إلى كبرى الدول في محاربة الجوع وإهدار الأطعمة.

CAMERA OPERATOR:	Ahmed Qandil
VIDEO EDITOR:	Tareq Abd El-aziz
MUSIC RIGHTS: (If applicable)	Music free of rights