

# Brick by Brick Programs

Playing with a Purpose



Experience the Power of Strategy



# AMAL

المسؤلية  
المجتمعية للشركات

Corporate social  
responsibility

# About Us

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## Unlock Purposeful Engagement Through Play.

AMAL CSR is a UAE-based platform designing inclusive programs across sustainability, wellness, and animal welfare – turning CSR into meaningful, measurable community impact.

UNIK Nation offers corporates a dynamic platform to engage with youth, seniors, and People of Determination through LEGO® Education-based CSR initiatives. These hands-on, facilitator-led sessions inspire creativity, build essential skills, and foster real connection.

Together, we build stronger, more compassionate communities – one brick at a time.

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# Our Community Sessions

Building LEGO can play a powerful role in supporting seniors and people of determination by enhancing cognitive and motor skills through hands-on, creative play. Building with LEGO bricks encourages fine motor movement, hand-eye coordination, and problem-solving abilities in a fun, low pressure environment.

For seniors, it can help combat memory loss, reduce stress, and promote social interaction in group settings.

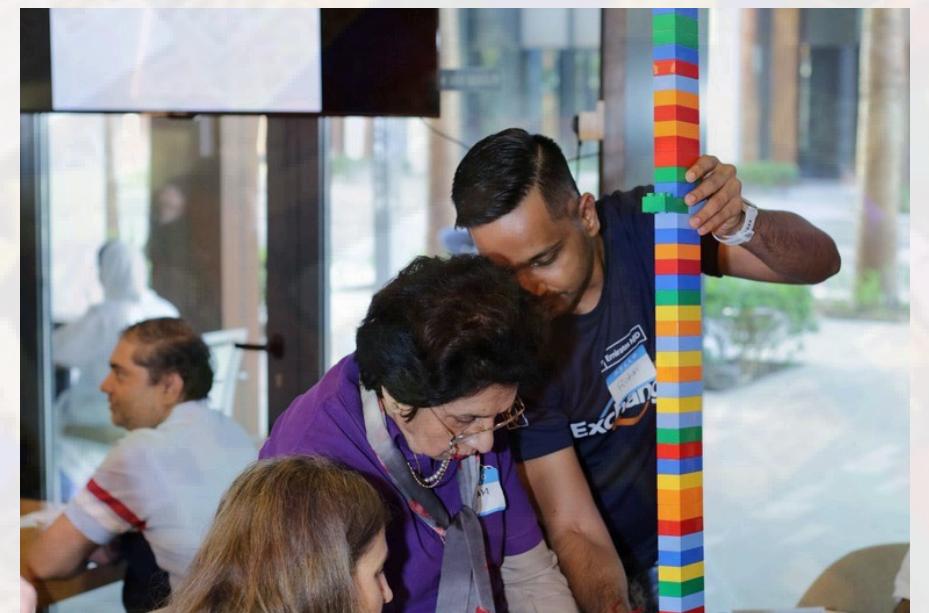
For individuals with determination, LEGO offers an inclusive platform to express creativity, build confidence, and develop focus and perseverance. With adaptive kits and community programs, LEGO fosters empowerment, inclusion, and lifelong learning for all ages and abilities.



**Skill Building**



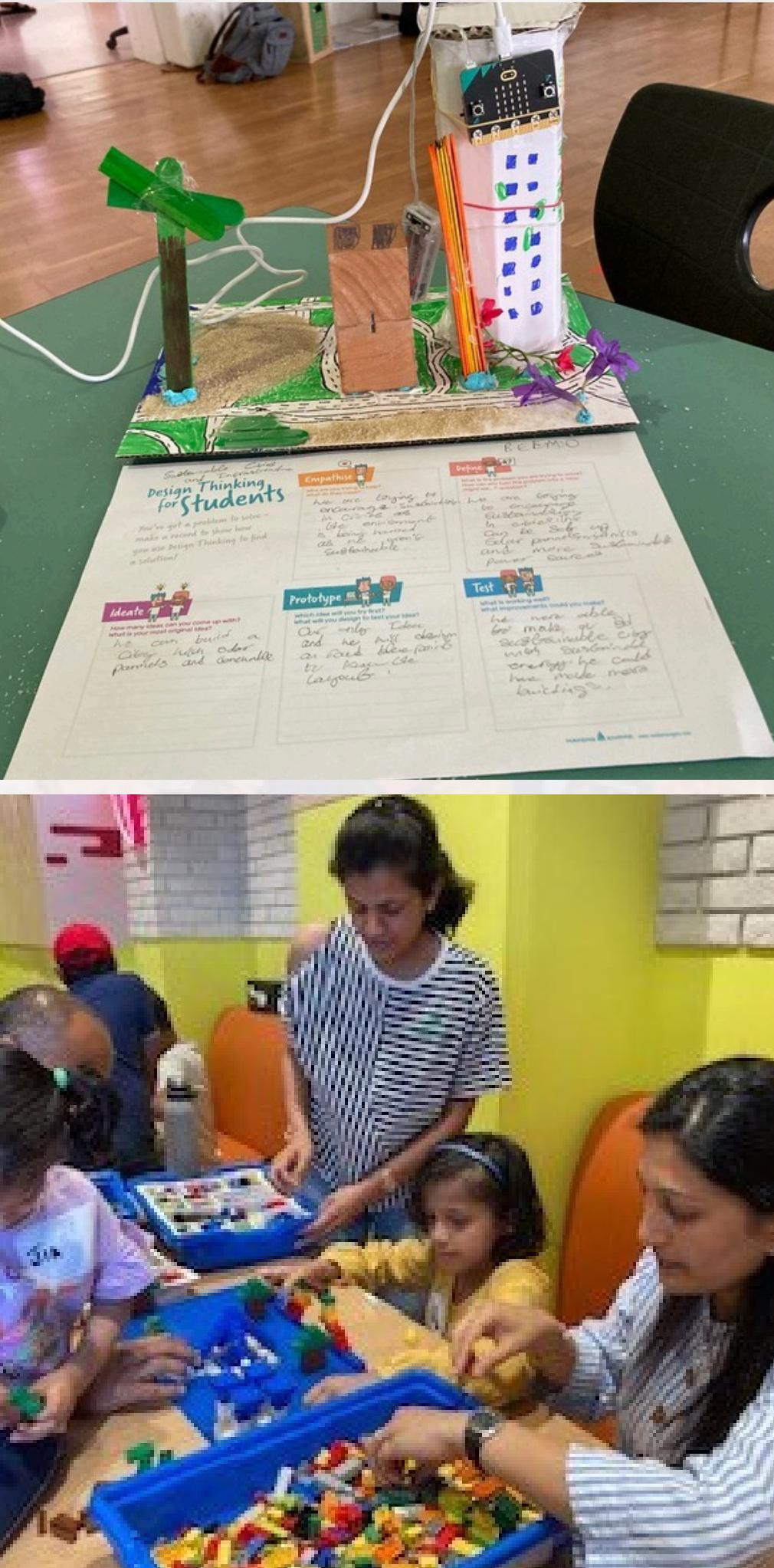
**Team Building**



**Brick Storming**

# Our Youth Sessions

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LEGO youth programs inspire creativity and innovation through hands-on experiences in robotics, design thinking, and hackathons. These programs encourage students to solve real-world problems using LEGO kits, coding tools, and collaborative teamwork.

Hackathons challenge youth to think critically and prototype solutions within limited timeframes, promoting resilience and innovation. Robotics competitions, like those in the LEGO League, combine STEM learning with playful problem-solving and teamwork.

By integrating design thinking, LEGO empowers young minds to empathize, ideate, and build impactful solutions from the ground up.



# Our Mission

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To enhance cognitive well-being and emotional resilience among seniors and People of Determination through engaging, inclusive LEGO-based activities that promote mental stimulation, creativity, and social connection.



# Our Vision

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A compassionate society where mental health and cognitive development are nurtured across all ages and abilities—empowering individuals through purposeful play and fostering a culture of inclusion, joy, and lifelong learning.



# How Do We Do It

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Inclusive LEGO Workshops – Host guided sessions tailored to different ability levels, promoting creativity, collaboration, and self-expression in a supportive environment.

Intergenerational LEGO Build Days – Bring seniors, youth, and people of determination together to build themed projects, encouraging storytelling, bonding, and shared learning.

Hackathons - Using the SDGs, high school students are given challenges to create solutions with coding platforms and present their hacks to professionals. Focus can be on girls in ICT and encouraging coding skill sets.

# Session Details

## Community Engagement Sessions:

2 Hours (All materials will be provided)

Volunteers will assist the People of  
Determination & Seniors

No of Participants: Up to 50 participants per  
session

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## Youth Engagement Programs:

4-5 Hours (All Materials will be provided)

Sustainability Centric STEM Learning

Hackathons, Design Thinking sessions with  
reflection ICT for Girls Program)





# The Trainer

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Arundhati Sen is a certified Lego serious play facilitator, Certified play included Brick-by-Brick facilitator, Six Bricks Level 4 Lego trainer, Climate Fresker & a Marketing & Strategy Consultant.

She conducts Lego serious play Corporate Trainings for Strategy & Skill buildings.

Community engagement activities with People of Determination & Seniors

# Contact Us

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