

# THE FALAFEL THEORY

Igniting and empowering social and business  
change; one bite at a time!

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Maher Kaddoura

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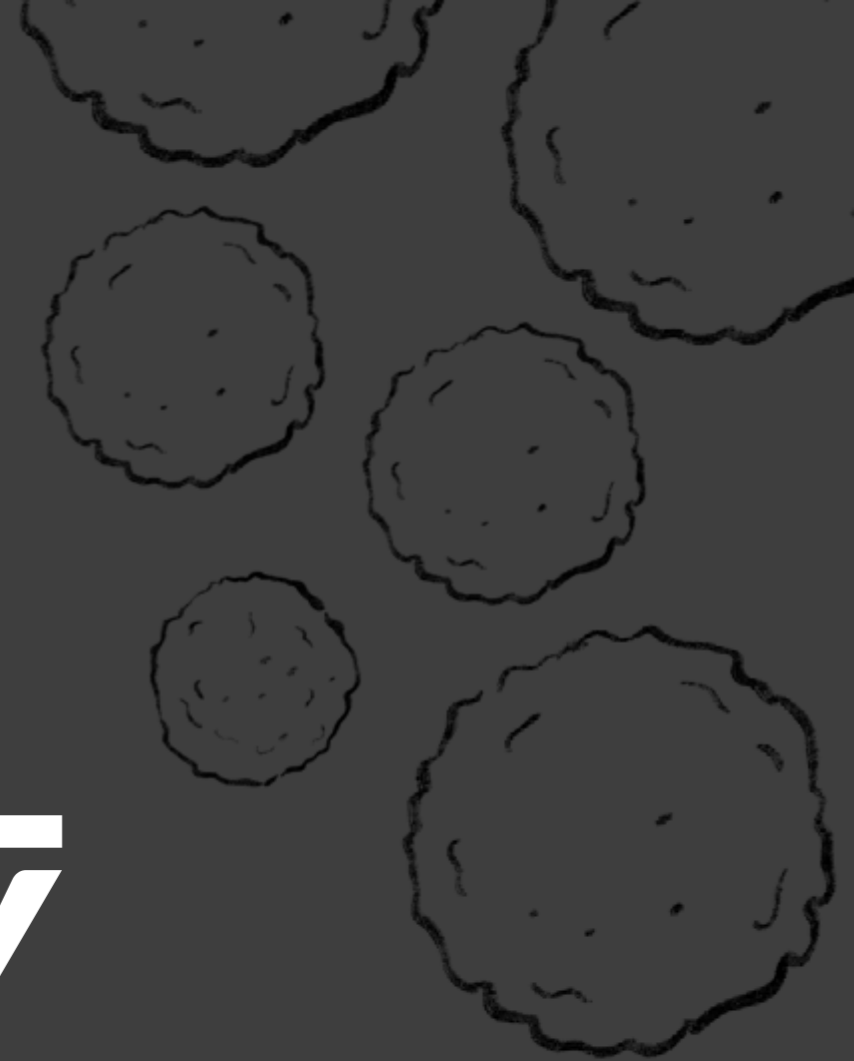
The Falafel Theory  
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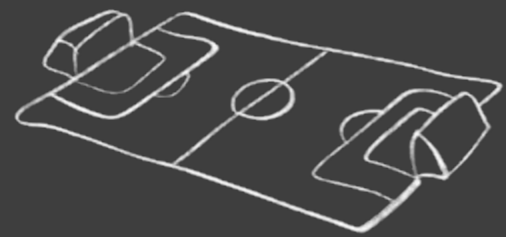
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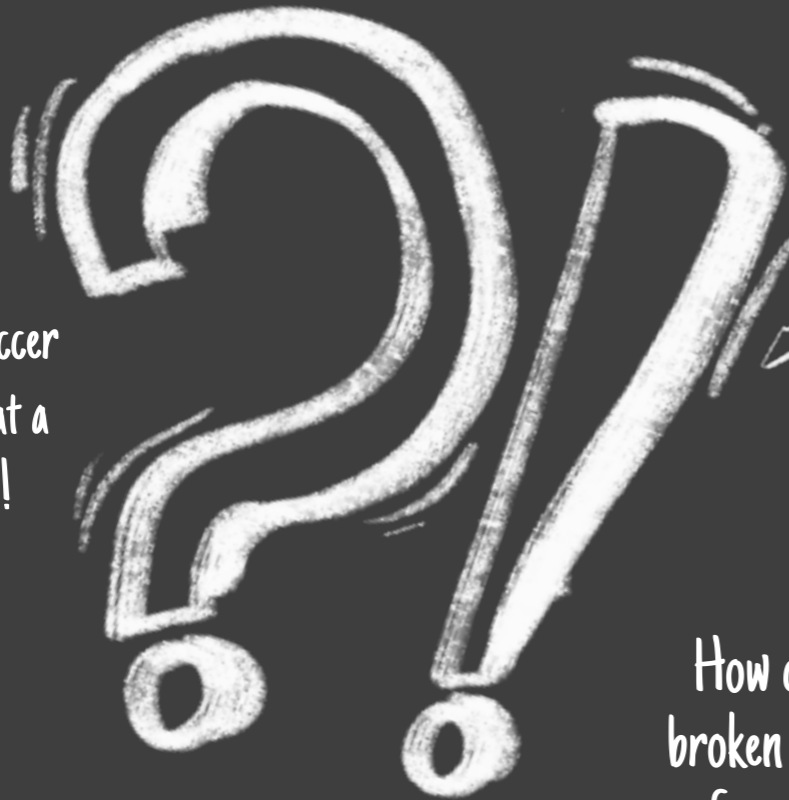




How can you build 1,200 soccer playgrounds in 12 months at a cost of USD 300 each?!



How can you launch 650 student startups that generated USD 500,000 in revenue in one academic year .



How can you fix 150,000 broken school desks at a cost of just a dollar per desk?!

# THE FALAFEL THEORY



Not lofty dreams, but concrete achievements brought about by the application of **the Falafel Theory!**

I am Maher Kaddoura. Learn more...



04

SUCCESS  
STORIES



## Falafel Success Stories

We are showcasing a real-world example of how “The Falafel Theory” has been applied successfully to drive change and impact . We analyze how the solution elements, and The falafel method were used effectively .

More real-world stories that demonstrate the potential for transformative impact and encouraging others to embark on their own change journeys are shown in the Appendix.

## Soccer Playgrounds

### The Pain

Limited access to safe playground facilities in Jordanian schools and the surrounding communities poses a significant problem that hampers their road safety , physical and mental development of children. Additionally, the lack of safe playgrounds might lead to children’s isolation and limits their social interaction, resulting in negative impacts on self-esteem and cognitive development.



## The Solution

### Soccer Playground Activation: Empowering Communities through Play

Constructing small soccer playgrounds within public schools. These dedicated play areas offer a safe and engaging space for children to participate in physical exercise and play. By building soccer playgrounds, children gain access to secure facilities that offers road safety , promote cardiovascular health, reduce obesity risks, and enhance overall fitness. Moreover, the playgrounds foster social interaction, teamwork, and sportsmanship, benefiting both the school community and surrounding neighborhoods.

In an effort to further activate these soccer playgrounds, a national competition was launched among participating schools. The competition aimed to encourage active participation and community engagement. As part of this initiative, the winning school had the opportunity to spend a week visiting the renowned Real Madrid Academy. This visit provided additional training and mentorship opportunities for talented young players, further enhancing their skills and passion for the sport.

The implementation of these soccer playgrounds, coupled with the competition and visiting Real Madrid Academy, aligns with the Falafel Theory’s solution elements of scalability, repeatability, and cost-effectiveness. By combining accessible play facilities, a spirit of healthy competition, and a prestigious mentorship program, the solution not only addresses the limited access to safe playgrounds but also creates pathways for talent development and community empowerment.

In the following pages, we will delve into how we successfully addressed the problem by implementing the two pillars of the Theory: The «Solution Elements» and The “Falafel Method”...

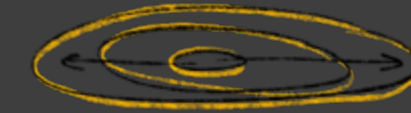


## 1. Well-Defined Problem and Pain



Limited access to safe playground facilities has far-reaching consequences for school students and surrounding communities. Without proper play areas, children face increased risks to their road safety, physical and mental well-being. The absence of safe play spaces hinders opportunities for physical activity, social interaction, and skill development. It deprives children of a fundamental aspect of their childhood, impeding their overall growth and development. This pressing problem calls for immediate attention and action to ensure that every child has access to safe and inclusive play environments.

## 2. Mass Impact



The solution holds the power to create a widespread impact at both the community and national levels. By constructing safe play spaces within schools, it addresses the pressing issue of limited access to recreational facilities for children. This initiative not only benefits individual students but also uplifts entire communities, promoting physical health, social interaction, and the overall well-being of children. With the potential for replication and scalability, the solution has the capacity to positively transform countless communities across the nation, fostering a brighter future for generations to come.

## 3. Simple & Clear



The solution is designed with simplicity in mind, making it easily understandable and implementable. By constructing small soccer playgrounds within public schools, at an affordable cost of 300\$ each, we created a space where students and the surrounding communities' children can engage in active play.

This straightforward approach ensures that children have access to safe and enjoyable recreational opportunities, fostering physical fitness, social interaction, and community engagement. The solution's ease of implementation empowers schools and communities to take action swiftly, bringing about a lasting impact on the well-being and development of children.

#### 4. Scalable



This scalable solution can be easily replicated in other schools, allowing for the rapid expansion of access to secure play spaces. By leveraging a standardized design and process, sourcing of material, network of assembly workshops along with partnerships to support materials sourcing, assembly and logistics, the initiative ensures that more children can enjoy the benefits of these playgrounds. The scalability of this solution embodies the Falafel Theory's emphasis on creating solutions that can grow, expand, and reach more people, making a lasting difference in countless communities.

#### 5. Repeatable



This replicable solution can be easily adopted in other schools, thanks to its simple and straightforward process. By providing clear instructions, standardized materials, and training resources, the initiative ensures that the solution can be easily replicated, amplifying its impact across multiple schools and communities. The repeatability of this solution aligns with the Falafel Theory's emphasis on creating solutions that can be implemented multiple times, multiplying their positive effects and making a lasting difference in numerous underserved areas.

#### 6. Cost Effective



With each playground costing only 300\$, this solution is cost-effective and feasible for schools and government agencies. The low cost allows for the replication of playgrounds in multiple schools, enabling more children to have access to safe play spaces. This affordability and replicability align with the Falafel Theory's emphasis on creating scalable and affordable solutions that can be easily implemented and sustained.

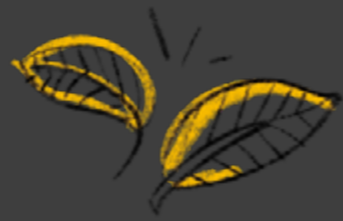
#### 7. Implemented at Speed



The solution offers a rapid response to the pressing need for safe play areas. With a straightforward and seamless process, it can be implemented swiftly, avoiding unnecessary delays. By building small soccer playgrounds within public schools from simple design, available material and network of assembly workshops and government logistics, we provide an immediate solution to limited access to safe play spaces that resulted in building 1200 playgrounds in 12 months. The simplified process ensures efficiency and expediency, allowing schools and communities to witness the positive impact in a short span of time. This streamlined approach reflects the Falafel Theory's emphasis on implementing solutions without unnecessary complexities, ensuring that children can enjoy the benefits of a safe and engaging playground without delay.

## 8. Sustainable

The solution goes beyond initial implementation by ensuring the long-term maintenance and sustainability of the playgrounds. By establishing a maintenance plan and involving local stakeholders, we guarantee that these play spaces will remain safe and enjoyable for children for years to come. This commitment to ongoing care aligns with the principles of the Falafel Theory, emphasizing the importance of sustainable solutions. By providing a reliable and enduring play environment, we empower children with a safe space to develop their physical skills, foster social interactions, and create lasting memories.



## 9. Viral

Word-of-mouth and social media play a crucial role in spreading the positive impact of building small soccer playgrounds in schools. As children and communities experience the benefits of these play spaces, they become advocates, sharing their experiences with friends, family, and neighbors. Social media platforms provide a powerful tool for amplifying this message, reaching a wider audience and inspiring more schools to adopt the solution. By harnessing the viral nature of word-of-mouth and social media, we can create a ripple effect of change, driving the adoption of soccer playgrounds in schools across the nation. This organic growth aligns with the principles of the Falafel Theory, emphasizing the importance of scalable and self-sustaining solutions that gain momentum through community engagement and shared enthusiasm.



## 10. Central and Local Teams

The solution of building small soccer playgrounds in schools embraces a unique approach that combines central management and local implementation. A centralized team oversees the planning, coordination, and resource allocation, ensuring consistency and efficiency. However, the implementation is carried out by dedicated local teams comprising workers and volunteers who understand the specific needs and dynamics of their communities.

This approach not only promotes a sense of ownership and empowerment within local communities but also provides opportunities for individuals to actively contribute to the solution. By fostering collaboration between central and local teams, we create a powerful network that combines expertise, resources, and community engagement. This collaborative approach aligns with the Falafel Theory's emphasis on leveraging collective efforts to drive impactful change and create sustainable solutions.





## STAGE 1:

### Discovery - Identifying The Problem

In Jordan, the limited access to safe playground facilities in schools and surrounding communities poses a significant challenge. Children are deprived of the opportunity to engage in physical exercise and play due to the lack of safe and engaging spaces. This hampers their road safety, physical development, and overall well-being, leading to potential negative impacts on their self-esteem and cognitive development.

## STAGE 2:

### Problem Definition - Defining the Scope

Through research and conversations with government officials, parents, educators, and community members, it became clear that the absence of safe playgrounds not only hinders children's physical and mental development but also limits their social interaction and sense of belonging. This creates a pressing need to address the problem and provide children with access to secure and engaging play areas.

## STAGE 3:

### Ideation - Generating Solutions

The team brainstormed potential solutions, focusing on scalability, repeatability, and cost-effectiveness.

## STAGE 4:

### Selection - Choosing the Best Solution

During the selection stage, the focus was on evaluating and narrowing down the potential solutions to identify the most suitable ones for further development and implementation. The idea selection criteria mentioned in the Falafel Theory played a crucial role in this process.

The first criterion considered was the level of pain associated with the problem. Solutions that addressed the root causes and alleviated the pain experienced by the target community were given priority. The aim was to ensure that the chosen solution would make a significant and positive impact on the lives of the individuals and communities affected.

Mass impact was another important criterion. Solutions that had the potential to reach and benefit a large number of people were preferred. The goal was to create a solution that could have a widespread and transformative effect, addressing the problem at a broader scale.

Simplicity and clarity of the ideas were also taken into account. Solutions that were easy to understand, implement, and maintain were favored. By keeping the ideas simple and clear, it ensured accessibility and minimized potential barriers to adoption.

Scalability and repeatability were crucial factors in the selection process. Solutions that could be easily scaled up and replicated in different locations were prioritized. This allowed for the solution to be extended to more communities and individuals, amplifying its impact and addressing the problem on a larger scale.

Cost-effectiveness was another key criterion. Solutions that offered an affordable and efficient approach were favored. By optimizing the use of resources and minimizing financial burdens, it ensured the sustainability and feasibility of the chosen solution.

Speedy implementation was also taken into consideration. Solutions that could be rapidly deployed and efficiently implemented were given preference. This allowed for timely and effective addressing of the problem, providing relief and support to the target community without unnecessary delays.

Sustainability was a critical factor in the selection process. Solutions that had the potential to be self-sustaining and maintain their effectiveness without ongoing resources or support were prioritized. This ensured that the impact of the solution would be long-lasting and not dependent on external factors.

The viral potential of the solution was evaluated as well. Solutions that had the ability to spread rapidly and widely through word-of-mouth and social media were given special consideration. This allowed for the solution to gain visibility, attract support, and inspire others to take action.

Wide impact and the ability to command for the center were additional criteria. Solutions that could address multiple aspects of the problem and establish a central role in its resolution were preferred. This allowed for comprehensive

and holistic solutions that covered various dimensions of the problem.

Lastly, ease of training was considered in the selection process. Solutions that could be easily understood and taught to others, ensuring the transfer of knowledge and skills, were given priority. This facilitated the implementation and replication of the solution by different teams and individuals.

By carefully evaluating potential solutions based on these criteria, the selection stage identified the most promising ideas to move forward. This rigorous process ensured that the chosen solution aligned with the principles and elements of the Falafel Theory, setting a strong foundation for the subsequent stages of implementation.

The breakthrough idea emerged: constructing small soccer playgrounds within public schools. This solution not only addresses the lack of safe play facilities but also promotes physical activity, encourages teamwork, and instills important values such as sportsmanship.

## STAGE 5:

### Plan - Developing an Implementation Strategy

In the planning stage, a robust strategy was developed to guide the implementation of the soccer playground solution. This involved careful consideration of the steps, resources, and timeline required to bring the project to fruition.

The first step in the planning process was to gather relevant information about the schools and communities where the playgrounds would be built. This included assessing the available space, understanding the specific needs and preferences of the stakeholders, and conducting thorough research on best practices in playground construction.

Based on the gathered information, a comprehensive plan was formulated, outlining the key steps and activities necessary for the successful implementation of the project. This included the identification of suitable locations within each school, the selection of appropriate play equipment, and the establishment of safety measures to ensure a secure playing environment.

Resources needed for the implementation, such as metal pipes for goal posts, other simple construction materials, skilled labor, and equipment, were carefully identified and budgeted for. Efforts were made to optimize cost-effectiveness by sourcing materials locally and engaging local contractors and workers, fostering community involvement and economic growth and seeking the support of the authorities to handle logistics.

A detailed timeline was established, breaking down the implementation process into manageable phases with specific deadlines. This allowed for effective project management, ensuring that the construction of the playgrounds proceeded smoothly and stayed on track.

Community engagement was a central focus of the planning stage. The plan emphasized the importance of involving teachers, parents, and community members in the decision-making process, fostering a sense of ownership and collaboration. This ensured that the playgrounds would meet the unique needs and preferences of the communities they served.

Regular monitoring and evaluation were integrated into the plan, enabling progress tracking and the identification of potential challenges or

adjustments needed along the way. This allowed for timely course corrections and quality assurance throughout the implementation process.

The planning stage concluded with a comprehensive document outlining the implementation strategy. This included detailed plans, budgets, timelines, and communication protocols. The plan served as a roadmap for the successful execution of the project, ensuring that the construction of the soccer playgrounds would proceed efficiently and effectively.

Through careful planning, the initiative laid the foundation for a smooth and successful implementation process. The detailed plan, informed by thorough research and community engagement, provided clear guidance and direction for the construction of the soccer playgrounds. This ensured that the solution would be implemented in a timely and organized manner, ultimately benefiting the children and communities by providing safe and accessible play spaces.

## STAGE 6:

### Prototype - Testing the Idea

A prototype soccer playground was built in a pilot school to gather feedback from students, teachers, and parents. The prototype allowed the team to fine-tune the design, ensuring that it met the specific needs and preferences of the local community.

## STAGE 7:

### Build - Implementing the solution

Mobilizing resources and partnering with local communities and stakeholders, the team constructed soccer playgrounds in multiple public schools across Jordan. This expansion allowed a larger number of children to benefit from the safe play spaces and engage in physical activity.

## STAGE 8:

### Launch - Spreading the Movement

To further activate the soccer playgrounds, a national competition was launched among participating schools. The competition aimed to encourage active participation, friendly competition, and community engagement. The winning school had the unique opportunity to collaborate with the renowned Real Madrid Academy, receiving additional training and mentorship for talented young players.

Through media outreach, community events, and social media campaigns, the soccer playground activation initiative gained visibility and support. The positive impact of the playgrounds, coupled with the prestigious partnership with Real Madrid Academy, inspired other schools and communities to adopt similar solutions.