



ONE YEAR OF PROGRESS

**IN SPREADING AWARENESS
& ADVOCATING FOR THE #GLOBALGOALS**

2020 ANNUAL REPORT

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This document is the Sharekna MENA Annual Report. It contains references to Sharekna MENA's website, and other supporting disclosures located thereon such as videos, amongst others. These references are for readers' convenience only.

Sharekna MENA (C) 2020

WELCOME TO OUR ANNUAL 2021 REPORT

Because Sharekna MENA is a theory of change, for our first annual report, we have adopted a unique approach reflecting how we work. The annual report is a crucial part of our reporting suite. Thus, we have simplified it and included links to interactive online content, such as videos. Because most of Sharekna MENA's work is online, the material brings to life what we do, how we do it and provides you with a better overall understanding of our work. On the website, you can also check the [interactive annual report](#) for a better digital experience while viewing. You can also view it on any mobile device.

SCAN & KNOW MORE ABOUT US



Welcome to Sharekkna, the first online platform in the MENA region that spreads verified awareness to support community development and advocates for the 17 Sustainable Development Goals!

We do this by sharing 60-second videos where specialists spread knowledge, and NGOs and Startups talk about their social impact. **WHY Sharekkna MENA?** To help fight misinformation and to support CSOs, NGOs, & Startups in taking their donor experience to the next level by increasing the visibility of the social impact. Here we go!

SHOOT. SEND. SHOW.



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HERE'S A STORY FROM **SHAREKKNA MENA TEAM**

BUILDING SOCIAL IMPACT NETWORKS

WHAT IS SHAREKKNA MENA WITH A DOUBLE KAY, AND WHAT DOES IT DO?

Just a few decades ago, the vast majority of online opportunities were far from possible. Starting from Zero in 2019, Sharekkna MENA ended 2020 with more than 400 awareness videos on its pages. 100's specialists, CSOs, NGOs, startups, and Information volunteers, made our year. Today, our shoot-from-work videos have created a new wave of awareness. We're privileged to work with some bighearted specialists and humanitarian actors in the MENA region. Sharekkna MENA team always thought that we need to face the challenge of false online content and the harmful ignorance of topics that go viral over the internet. Humans live in the continuous quest for answers to questions that mingle in their minds. We also thought that while fighting misinformation, we can increase the social impact of CSOs, NGOs, and startups. And here we are!





OUR MISSION

Our mission is to work toward the 2030 SDGs, to spread verified awareness that fights online misinformation, and to support NGOs, Startups, and Rising Specialists by showcasing their social impact & the works that they are doing to make sustainable communities.

OUR VISION

Sharekna MENA is a place where people on board and the community advance at all times, making 2030 SDGs real.



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OUR STRATEGIC PRIORITIES

DISABLE THE SPREAD OF MISINFORMATION

Peace and human rights depend on a well-informed, intelligent community equipped to judge the validity of the information available.

We are fighting misinformation by spreading 60-second videos filmed by specialists, particularly experts in their work in the MENA region.

We believe this will enable us to deliver more consistent knowledge, drive awareness growth and improve community development.

BRIDGE GAPS TOWARD THE GLOBAL GOALS

Sharekkna MENA team assists nonprofit organizations in showing their works by posting 60-second videos about their social impact. We provide a simple application process to get the word out to the community to increase support and visibility for these organizations.

OUR CORE VALUES

EXCEPTIONAL SERVICE

WE SUSTAIN LIFELONG RELATIONSHIPS WITH OUR PEOPLE ON BOARD AND OUR COMMUNITY THAT SPAN AT ALL TIMES.

TRUSTWORTHINESS

WE MAINTAIN OUR COMMUNITY'S ASSISTANCE AND HOLD OURSELVES ACCOUNTABLE TO THOSE WHO PLACE THEIR TRUST IN US.

LEADERSHIP

WE LEAD AND COLLABORATE WITH OTHERS TO BUILD A BETTER COMMUNITY AND ENGAGE OUR PEOPLE ON BOARD TO SHOW THEIR IMPACT.

PASSION

WE INSPIRE PASSION BY ENCOURAGING OUR MEMBERS ON BOARD TO REVEAL THEIR KNOWLEDGE AND THEIR SOCIAL IMPACT THROUGHOUT OUR COMMUNITY.

What did we achieve since the start in 2019?

578

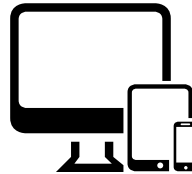
Our aim is to empower

MILLION PEOPLE

in the MENA region, spanning 3 continents and speaking Arabic by giving them a platform of awareness.



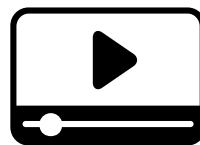
OUR REACH ON SOCIAL MEDIA GREW IN 1 YEAR FROM ZERO TO 100000'S



WE LAUNCHED 6 PLATFORMS THAT GO IN PARALLEL WITH THE WEBSITE



WE GREW A TEAM OF 100 INFORMATION VOLUNTEERS FROM 15 UNIVERSITIES IN THE MENA REGION



400 60-SECOND VIDEOS ARE POSTED FOR NGOS, STARTUPS, & SPECIALISTS



IN 1 YEAR, 100 SPECIALISTS ON BOARD



IN 1 YEAR, 100 CSOS, NGOS & STARTUPS ON BOARD

INSTAGRAM: 12K FOLLOWERS

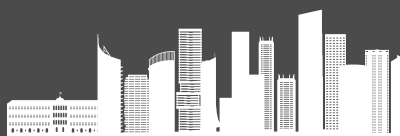
AVERAGE 10K IMPRESSIONS ON EVERY IGTV POSTED

55.4% OF FOLLOWERS ARE WOMEN

WE LAUNCHED 3 CAMPAIGNS:



#SHAREKNAELMILED



#PRAYFORBEIRUT



YES! I TESTED POSITIVE



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**PARTNERSHIP
FOR THE GOALS**



embrace



جمعية المبادرة والعطاء
Mubadara & Ataa Association



سوشل
rcset

& MUCH MORE

+100 NGO

WE'RE MAKING SDG17 REAL

Sharekkna MENA's work with CSOs & NGOs supports reveal the social changes that they are doing & pushes them to go outside their walls and find creative ways to prove their impact while creating sustainable communities.

While we're moving into the 2030 epoch, global trends disrupt the funding sources of many CSOs & NGOs. Many donor agencies have threatened to cut their budgets. Why? Because donors strategic thinking is changing. They are starting to think more like investors, seeking better value for money, even in social outcomes. They're expecting CSOs and NGOs to be more accountable and transparent than ever. Sharekkna MENA is here to help non-profit adapt to this by giving them a fresh look at their social impact visibility models.

What is better than appearing online in 60-second video series talking about an initiative? Driving CSOs and NGOs to speak in animation about every step they do to help humanity is the only way to gain credibility and expand funding.



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+100 SPECIALISTS

THE THREAT IS REAL BUT WE ARE FACING IT

We all think that pieces of false information are spread through the news. NOPE! Unfortunately, they are disguised in videos, memes, images, articles, and headlines and mainly, they are spread intentionally by those who aim to disseminate discrimination, division, obliviousness, and cacophony.



& MUCH MORE

WHY DID WE SELECT TO INCLUDE SPECIALISTS ON BOARD?

Sharekkna MENA team thinks that there is a challenge with those people who are unprepared to analyze the media around them. They like and share online information by ignorance. Suddenly false information goes viral. Because the source of fake news is hard to find among all the posts and shares, Sharekkna MENA specialists joined hands to fight this and slow the spread in their community.

For example, how can we make good decisions about critical health and science issues if we cannot trust the information we get about them? Knowledge in any field, by its very nature, is constantly changing. Sharekkna MENA uses simple methods that can ascertain the validity of the information on its platforms, such as recruiting certified specialists and verifying their education, experiences, and background.



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#TheChangemakers

LEBANESE FOOD BANK

The main focus of the Lebanese Food Bank is to feed those in need in Lebanon, without discrimination on the basis of religion, political affiliation, geographic location, sexual orientation, race, or nationality, as well as raising awareness about food waste and ways of better managing food resources.

Watch their **video** that got more than 5K views in just 1 day

SHOOT. SEND. SHOW.



Lebanese Food Bank



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#ShareknaTheChange

As a start,
5k views on Tiktok

"GOOD COMMUNICATION SAVES LIVES" - ANTÓNIO GUTERRES, THE 9TH SECRETARY-GENERAL OF THE UNITED NATIONS, WHO TOOK OFFICE ON 1ST JANUARY 2017

DR GAELE ABILLAMA

is a Dentist, specialist in aesthetic and prosthetic dentistry, instructor and resident in the prosthodontic department in the Faculty of Medicine at the Saint Joseph University in Beirut, Lebanon. She's on board with Sharekna MENA since 22/10/20. Her awareness videos got more than 20K views



VERIFIED AWARENESS IS THE INFORMATION SPREAD THROUGH SPECIALISTS. DR ABILLAMA POSTED HER 60-SECOND VIDEO SERIES TO FIGHT MISINFORMATION ON ORAL HEALTH CARE AT AGE GROUPS, COVID-19 PRECAUTIONS & MEDICATION PRESCRIPTION OVER THE PHONE IN THE DENTAL CLINIC.

>>> [CLICK HERE](#) TO WATCH HOW SHE IS SHARING VERIFIED INFORMATION WITH SHAREKKNA MENA COMMUNITY.



Dr. Gaëlle Abillama



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PARTNERS & DONORS: SDG17

PARTNERSHIP FOR THE GOALS IS OUR AIM

We must work closely together to make this year a year of global action, one that will be remembered as the dawn of a new era of sustainable development" - un.org/sustainabledevelopment

This is how we moved toward SDG17. In line with our strategy, we managed to diversify and grow our partners' base in 2020. Partners we worked with have placed their trust in us. We continue to work towards more multi-year, large scale partnerships in the public and private sectors. In 2021 onward, we'll keep looking for impact investing because it's a rapidly growing sector powered by donors who are determined to deliver social and environmental impact as well as financial returns.

SO WE PARTNERED WITH



Feeding.
Educating.
Empowering Families



**&
MORE**



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AWARENESS WORTH SHARING

HERE'S A FINAL LOOK AT WHAT SHAREKKNA MENA TEAM ACCOMPLISHED IN 2020:

- ▶ A NEW PRODUCT
- ▶ A UNIQUE WAY OF DELIVERING SERVICES
- ▶ ONE MORE COST-EFFECTIVE ADAPTATION TO ONLINE INTRICACIES
- ▶ ANOTHER INCREASED USAGE OF EXISTING PROVEN SOLUTIONS
- ▶ A SOCIAL, ENVIRONMENTAL, & BEHAVIORAL IMPACT VARIATION



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[SHAREKKNA.COM](https://sharekkna.com)

