



LEADING IN PREVENTION THROUGH ADVOCACY & AWARENESS

BETWEEN FIGHTING **MISINFORMATION**
& SHARING **SOCIAL IMPACT**

2021 ANNUAL REPORT



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This document is the Sharekkna MENA Annual Report. It contains references to Sharekkna MENA's website, and other supporting disclosures located thereon such as videos, amongst others.

These references are for readers' convenience only.

Sharekkna MENA (C) 2021

WELCOME TO OUR ANNUAL REPORT 2021

Sharekkna MENA's vision is to make the UN Global Goals real through awareness-raising and advocating for causes and initiatives. We cannot change something if we don't know its reality. Knowledge and expertise are the main drives toward spreading verified information and social impact. In the second year of operations, Sharekkna MENA continues to fight misinformation and share the social impact. With the support of all its members on board, Sharekkna MENA is growing its panel of experts and organizations. CSOs, NGOs, Startups, and specialists on board from the MENA region are joining the online platform to show their works and spread awareness. While the MENA countries soak into the misinformation ocean of online scaffolds, Sharekkna MENA helps build emotional resilience of communities, so they are less easily swayed by appeals to emotion when they encounter information that manipulates them. Alongside, Sharekkna MENA shares the social impact that makes organizations more visible to stakeholders.

SCAN & KNOW MORE ABOUT US

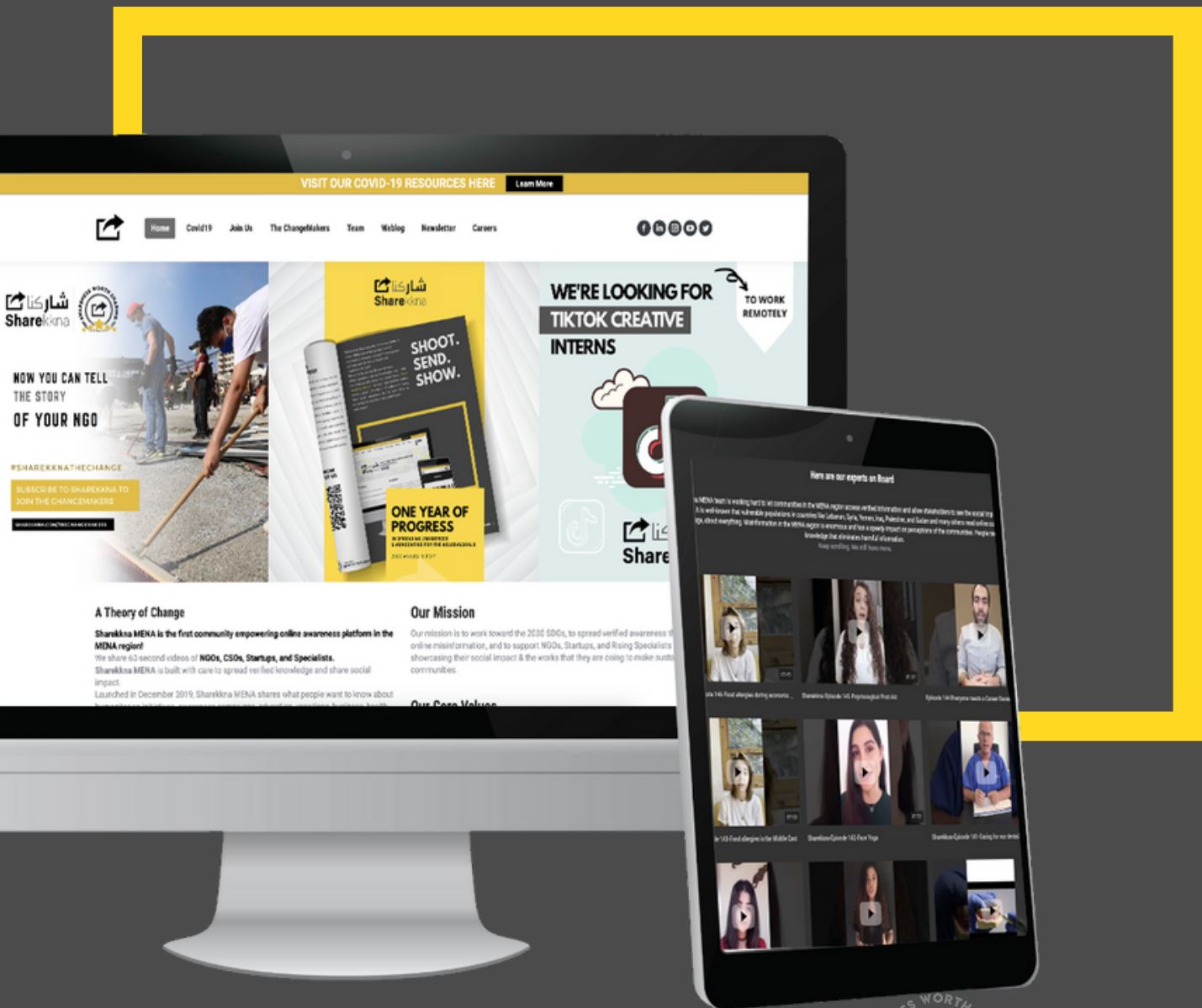


A THEORY OF CHANGE

Sharekna MENA is the first community empowering advocacy and awareness platform in the MENA region! We share 60-second videos of NGOs, CSOs, Startups, and Specialists. Sharekna MENA is built with care to share verified knowledge and social impact.

Launched in December 2019, Sharekna MENA shares humanitarian initiatives, awareness campaigns, and important concerns in the sectors of education, vocations, business, health, environment, animal welfare, and sustainable development. It's an innovative advocacy and awareness approach that brings together communities in the MENA countries and leverages partnership toward making the UN SDGs real.

SHOOT. SEND. SHOW.



A NEW KIND OF
REPORT TO SHARE 2



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

PRODUCING SUSTAINABILITY MARKS

HOW DID SHAREKKNA MENA CONTRIBUTE IN 2021 TO COMMUNITY BEHAVIORAL CHANGES?

The global SDGs guide our work at Sharekkna MENA. Throughout 2021, we managed to build new tools for unmanageable issues. Now, we're ready to commit to making our social impact and accelerating progress toward the more sustainable communities we all want.

Take, for example, our work in the #60secondrecipe. Our project contributes to achieving zero hunger and making SDGs real. The project shares 60-second awareness and advocacy videos where NGOs, Startups, and specialists talk about how we can all use locally grown, sustainable ingredients, energy-saving production practices, and waste-free packaging. Over the past year, our big goal was to understand how we could best help communities grasp the food sustainability concept. One of the key lessons we learned is that a huge opportunity to share information that drives progress exists out there.





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.



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

Sharekna 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 in 2021?

578

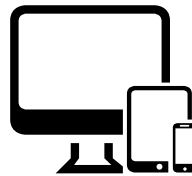
Our aim is to empower

MILLION PEOPLE

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



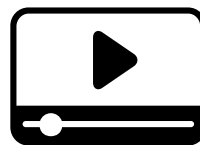
BY THE END OF DECEMBER 2021, **OUR REACH ON FACEBOOK GREW BY 761.7%**



SHARING IS DONE IN PARALLEL WITH THE WEBSITE **ON OUR 6 PLATFORMS**



WE GREW A TEAM OF **240 INFORMATION VOLUNTEERS** FROM **25 UNIVERSITIES** IN THE MENA REGION



420 60-SECOND VIDEOS ARE POSTED FOR NGOs, STARTUPS, SPECIALISTS, & INTERNS



BY THE END OF DECEMBER 2021, **OUR REACH ON INSTAGRAM GREW BY 184.6%**



IN 2021: **150** ADDITIONAL CSOS, NGOs, STARTUPS, & SPECIALISTS HOPPED ON BOARD

INSTAGRAM PROFILE VISITS:
↑ 117.9%

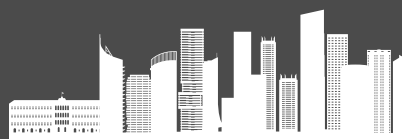
AVERAGE 10K IMPRESSIONS ON EVERY IGTV POSTED

62.5% OF OUR FOLLOWERS ARE WOMEN

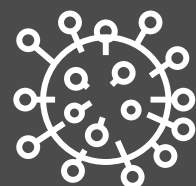
WE MANAGED 3 PROJECTS:



#SHAREKNAELMILED



#60SECONDCREIPE



YES! I TESTED POSITIVE



A NEW KIND OF
REPORT TO SHARE 6

PARTNERSHIP FOR THE GOALS



& MUCH MORE

+150 NGOS

PARTNERING FOR BREAKTHROUGHS

The Global Goals are only met when all actors work together. Goal 17 represents the partnership for the goals and reads, “Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development”. Sharekna MENA teams have worked tirelessly during 2021 to inspire the communities in the MENA countries with partnerships for sustainable development. Our multi-stakeholder 60-second videos initiative includes CSOs, NGOs, and Startups filming their efforts to contribute to sustainable communities, as included in the 2030 Agenda for global development goals. [On this link](#), you can find the list of our members on board as essential elements for mobilizing and sharing verified knowledge, social impact, and initiatives to support the achievement of sustainable development goals in the MENA countries, particularly developing countries. To help empower these dynamic members, Sharekna MENA shares on its platform the social impact in health, environment, education, and many others to generate breakthrough advocacy and awareness that will allow everyone to observe the works of the organizations in action.



A NEW KIND OF
REPORT TO SHARE

+150 SPECIALISTS

BATTLING ONLINE MISINFORMATION

In 2021, we received 50 specialists on board. From Covid specialists to food sustainability experts they all filmed 60-second video series to share on the platforms. Misinformation spreads quickly among the communities in the MENA countries because of illiteracy and the absence of rational thinking and analytical consideration. The experts of Sharekna MENA share verified knowledge and speak out on community issues and concerns.



& MUCH MORE

WHY DID WE SELECT TO SHARE THE KNOWLEDGE OF EXPERTS?

2021 seemed to be the worst year to imagine for online misinformation, given the traumatizing impact of the COVID-19 pandemic. Everyone became a knowledge expert regardless of their educational and occupational background. Sharekna MENA proved up to the task and continued to battle copious amounts of falsehoods and distortions about COVID-19, the disease, its virus and its vaccines.

Experts who joined the fight were continuously filming 60-second series targeting false information. The YES! I tested positive project also was responsible for sharing the real-life experiences, expressing concerns and introducing solutions and resolutions. Sharekna MENA experts index is found [on this link](#).



A NEW KIND OF
REPORT TO SHARE

The Sharekna MENA Internship Program is an innovative opportunity that offers internship hours to students from all recognized universities in the MENA countries. The program offers an opportunity a start toward a career path specifically in pandemic times where students find it very difficult to join an internship program. Enrolled students and fresh graduates from universities, colleges and technical schools in the MENA region and globally have joined the program where young leaders representing the MENA region's cultural, religious, socio-economic, and geographic diversity finalized a work plan that is new of its kind. Interns submit at the end of their internship their work plan based on which they receive their recommendation letter and their certificate of completion.

THE INTERNSHIP PROGRAM





+150 INTERNS

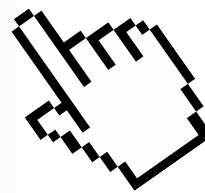
You can scroll down on [this page](#) to check all the universities from where interns joined the Sharekna MENA internship program.



THE #60secondRecipe



-  **Sharekkna presents Executive Chef Ali Sayed in the...**
Sharekkna
-  **Sharekkna presents Amateur Chef Mayiam Labaki in the...**
Sharekkna
-  **Sharekkna presents the Chef w nos Yara Rizk in the...**
Sharekkna
-  **#Sharekkna presents Amateur Chef Mayiam Labaki in the...**
Sharekkna



**Click to
see the videos**

A lot of NGOs started to work with sustainable food issues. The spread of awareness about these issues is significant because the MENA region is impoverished in such information. As a part of achieving its vision, Sharekkna MENA initiated the #60secondrecipe project that addresses food sustainability in the MENA countries. The project encloses the 3 SDGs, Zero Hunger, Good Health and Well-Being, and Partnerships for the goals. Because there is some lack of details about sustainable food in the MENA region, the #60secondrecipe's main objective is to spread online awareness and shed light on the importance of sustainable food in our daily life so that we can have a healthier body and a sustainable planet. the #60secondrecipe project is the idea of recording 60-second videos of sustainable recipes by experts in the domain of food and nutrition such as bakers, chefs, and dietitians. Sharekkna MENA project design team found out that implementing such a project will help communities have better and healthier food habits.



#ShareknaTheChange

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



Feeding.
Educating.
Empowering Families

WITH BASSMA

With partnerships already challenged by scarce financial resources, Sharekna MENA supported Bassma in sharing their social impact for the Christmas 2021 mission. The aim is to empower deprived families and making a Christmas wish come true.



WITH MASAR

IN THE FIGHT AGAINST COVID-19 MISINFORMATION, SHAREKNA MENA JOINED MASAR IN SHARING THEIR CORONIYAT VIDEO SERIES FILMED WITH THE SUPPORT OF UNICEF. A SERIES OF 9 VIDEOS WAS SHARED ON THE SHAREKNA MENA PLATFORM DESCRIBING ALL THE MISCONCEPTIONS ABOUT THE PANDEMIC AND ITS VIRUS AIMING TO INDUCE A BEHAVIOUR CHANGE IN THE MENA COMMUNITIES. THE SERIES IS PRESENTED AS THEATRICAL SCENES WITHIN THE FRAMEWORK OF THE YOUTH PROJECT, CITIZENS OF TODAY, IN PARTNERSHIP WITH UNICEF. EACH SCENE REVIEWS AN ASPECT OF THE PANDEMIC, SUCH AS: SOCIAL DISTANCING, WEARING A MASK, WASHING HANDS, USING PUBLIC TRANSPORTATION, GATHERINGS IN CLOSED AND CROWDED PLACES.





PARTNERS & DONORS: SDG17

PARTNERSHIP FOR THE GOALS IS OUR AIM

We call for a new development paradigm that furthers the well-being of humans, nature and animals, and which sees as its ultimate aim the achievement of equity and justice, to “leave no one behind.” - un.org/sustainabledevelopment.

Sharekka MENA works to make SDGs real under the umbrella of SDG17 because a partnership is the basis of any improvement. We're responsible for achieving the SDGs in consultation with our people, to address collective challenges from a place of shared endeavour and we take ownership of the Goals each in its particular contexts, acknowledging that all SDGs are interrelated and mutually reinforcing.

SO WE PARTNERED WITH



Feeding.
Educating.
Empowering Families





AWARENESS WORTH SHARING

HERE'S A FINAL LOOK AT WHAT SHAREKKNA MENA TEAM ACCOMPLISHED IN 2021:

- ▶ AN INNOVATIVE PRODUCT
- ▶ A UNIQUE WAY OF AWARENESS-RAISING & ADVOCACY
- ▶ ONE MORE COST-EFFECTIVE ADAPTATION TO ONLINE INTRICACIES
- ▶ ANOTHER INCREASED USAGE OF EXISTING PROVEN SOLUTIONS
- ▶ A SOCIAL, ENVIRONMENTAL, & BEHAVIORAL IMPACT VARIATION
- ▶ A STEP INTO THE FIRST CAREER PATH OF YOUTH



A NEW KIND OF
REPORT TO SHARE

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

