



Moomken Annual Report

Moomken Org

for Awareness and Media

We firmly believe that awareness and media are powerful catalysts for change, and to make a positive impact, we have harnessed the potential of these forces to amplify our message of hope, inspire collective action, and drive meaningful social transformation. Together, let us continue to illuminate minds, ignite conversations, and shape a brighter future for all.

By Ahmed Bibas, CEO

Content

**Moomken Annual Report
2022**

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The background is a solid blue color, divided into three vertical panels of different shades. The left panel is a medium blue and contains a large, rounded square shape in a darker blue. The middle panel is a lighter blue and contains a large, solid white circle. The right panel is a darker blue and contains a large, thin white circle. The word "ABOUT" is centered across the middle panel in a bold, white, sans-serif font.

ABOUT

ABOUT MOOMKEN

Moomken Organization for Awareness and Media is a non-profit organization founded in 2013 that works on raising awareness among Libyans on issues of importance for democratic transition and community development. With 52 Full-time employees, hundreds of cooperating freelancers, and an extensive partnership network, the organization is actively implementing and overseeing implementation of projects in every region of the country.

Moomken practices its values and vision in investing in Libyan youth, by qualifying and employing ambitious, freshly graduated young men and women, who are given the freedom to choose between Full-time employment or flexible, part-time contracts to accommodate their personal goals, circumstances, and favorable work-conditions.

Moomken organization cultivates a culture that values creativity, innovation and productivity, and places on itself the onus of building its team as individuals and active Libyan citizens, offering mentorship, regular in-person and online workshops, coaching sessions, and internationally certified, paid courses.

The organization **prioritizes its members' well-being, quality of work-life, and personal endeavors**, by providing a variety of benefits for its contracted employees, such as health insurance, financial advances, workplace well-being sessions, and more.



THE DEPARTMENTS

Departments of MOOMKEN



Moomken Organization relies on six interconnected departments to be able to implement diverse projects that covers great geographical areas, numerous communities, and governing bodies.

The organization's departments cooperate to develop and implement projects in line with its program and operations design, but their biggest support comes from IT and Human Resources departments. These departments are vital for every aspect of Moomken's work, making sure the needed resources are always available for all teams to keep the momentum going.

The Program Development Department of Moomken Org

Is in charge of maximizing the organization's potential for utilizing its capacities, competencies, and expertise in focused interventions. Creating prospects for winning initiatives comprises proactive and strategic planning, desk research, support departments, and idea collaboration. Desk research is a low-cost and efficient method of acquiring important information that can significantly improve project success. Throughout the project lifecycle, support departments give direction, resources, and assistance, while idea collaboration ensures that projects are produced in a practical and well-aligned manner with the capacities and abilities of implementing teams.

Human Resources Department

Makes the most out of cutting-edge technologies to advance HR standard procedures and develop insights through analytics, increasing organizational resilience and performance in the process. By harnessing the power of technology, Moomken's HR department is able to streamline employee workloads and allow them to concentrate on personal growth and taking initiatives.

Information Technology Department

Is the backbone of the organization, the Enterprise Resource Planning software is constantly adjusted and optimized by the IT department to meet the growing and dynamic needs of the organization. Providing technical support for daily tasks is one thing, but our IT teams is actively engaged in our projects, leading the way for technical, software-based solutions and developing applications, websites, and databases for our work.

Creative Media Department:

Bring concepts to life, and visually translate what cannot be literally stated. Not only are they responsible for branding projects, CSOs, and our own social media pages, but they also engage with the public in social matters, national celebrations, and humanitarian causes, by covering events, and advocacy campaigns. The media team is an integral element for Moomken organization, bridging social gaps with communities, and presenting their organization at an increasingly exceptional quality of coverage, through stand-alone activities or as part of ongoing projects.

The Operations Department

Operates the common feedback mechanism call center and conducts data collection, analysis, and reporting of findings for third-party monitoring, studies, research, assessments, and evaluation activities. The department therefore has an experienced team of researchers, interviewers, enumerators, call center operators, translators, data analysts, and report writers. The department is a high-pressure environment, and its teams always look for ways to maximize their output volume and continuously work on improving their standards.

The Project Management Department

With its team of project managers, coordinators, and officers, the department implements projects across the country, contributing to economic development and social cohesion, making advances in peacebuilding, and supporting local CSOs by working on increasing their capacities. The team makes use of numerous tools, modalities, and means of implementation to reach CSOs, Authorities, and Local Communities.

Moomken Organization

Operations Department

CFM Call Center

Third Party Monitoring

Studies & Research

Assessments & Evaluations

Human Resources Department

Finance Department

Project Management Department

Economic Development & Social Cohesion

Building Capacity for Libyan CSOs

Peace Building

Advocacy

Distance Training

Project Development Department

Creative Media Department

Information Technology Department



PROGRAM DEVELOPMENT DEPARTMENT

Program Development

At MOOMKEN

Moomken's program development department's paramount role lies in maximizing the organization's potential for applying its capacities, capabilities, and expertise in targeted interventions. The department's ability to effectively communicate and collaborate with potential funders enables the team to secure funding and enhance designs for projects that align with the organization's strategic development goals.

Creating Opportunities

Creating opportunities for winning projects requires a proactive and strategic approach to project development and proposal writing. This involves a careful and intentional planning process to ensure that the project is well-designed, feasible, and meets the needs of stakeholders. A feat that may only be possible through a solid understanding of the current status of the field or industry, usually honed through research and analysis in the form of desk research.

Desk Research

Overall, desk research is a critical component of project design, providing valuable insights and informing evidence-based decision-making. It is a cost-effective and efficient way of gathering relevant information and can greatly enhance the success of a project. For every project the organization undertakes, the team gathers information and data from existing sources such as published reports, academic papers, online databases, and other publicly available materials, gaining valuable knowledge and understanding to guide project design and implementation.

Support Departments

The project design team plays a critical role in supporting the project implementation team by providing guidance, resources, and support throughout the project lifecycle. Starting with clarifying project goals and objectives, to developing plans and timelines, and even providing resources and tools, the development team creates an advantageous situation for implementors to succeed.

Collaboration of Ideas

Through effective collaboration with other departments in the organization, the project design team can ensure that projects are developed in a manner that is not only feasible, but also well-aligned with the capacities and abilities of implementing teams. Collaboration not only contributes to the success of current projects, but also enables the solicitation of feedback and input from other departments, to further refine and improve future planning to meet the evolving needs and circumstances.



HUMAN RESOURCES DEPARTMENT

Human Resources

At MOOMKEN

The Human Resources Department at Moomken is responsible for implementing contemporary policies and regulations, assisting employees' personal growth and development, and fostering Moomken's culture in a welcoming environment.

Tech Solutions

To achieve highest efficiency, Moomken has adopted the ERP system. The system is used to automate tasks and improve on staffing plans, archiving documents, tracking contract dates, and improving the distribution of workloads and projects. This allows the department to focus more on strategic initiatives and employee engagement.

Procedures

Conversations with employees, analysis of internal surveys, exit interviews, and turnover data are the catalysts for ongoing optimization of HR standard procedures to match the contextual reality of the environment, the employees, and the demand of work. Their attention to such details has advanced a number of procedures relating to leaves and gifts, rewarding good work ethics, employee-based evaluation of supervisors and managers, and many other areas.

Culture & Environment

The HR department invests in creating a homogeneous culture within the organization's department. Moomken management has an open-door policy and an employee council, and employees have an internal and free communication platform to keep in touch, inform, and interact with one another.

Personal Development

Moomken also has policies in place to financially cover trainings and education, encouraging its members to opt into trainings that can improve their careers. Moomken will also cooperate with universities to provide internship for undergrads and provide periodic feedback and assessments to their professors under the HR department.



INFORMATION TECHNOLOGY DEPARTMENT

Information Technology

At MOOMKEN

The department provides critical technology infrastructure and support for the organization's operations, including hardware and software systems, network and data security, and communication tools. It plays a key role in facilitating productivity, efficiency, and innovation across all departments and organization's functions.

Website Hosting

One of the roles of the department is oversight of website hosting and daily monitors the status of its websites and online tools. This year, they added new hosting systems to its website management toolset and migrated to more powerful robust hosting environments. These are crucial for our online presence, monitoring effectiveness of online training courses, and operational functionalities such as the Moomken ERP system, and the Archive online data collection service.

Application Development

Website-based and mobile application development using state of the art frameworks, and utilizing tools for interactive videos and quizzes, data visualization, video hosting, etc, allows the IT department to participate in projects that require unique and out of the box solutions. Their contributions allowed us to reach wider portions of the population with more and more learning content, informational material and collect their feedback using automation and technology.

Cyber Security

The department has provide website security for its systems and websites, using specialized plugins that are tweaked by the team to prevent suspicious activities and possible attacks and take measures against them. The watchdog software keeps our websites and devices safe from malicious activities and helps the organization to maintain their functionalities and interconnection.

Software Solutions

software solutions helps our teams to be more effective, efficient, and transparent, allowing us to focus on our mission and make a greater impact in our communities. The IT department provides the Microsoft Office 360 packages for all staff members, manages users, archives and documents management, and email services. Their emails are integrated into the ERP system, and update of subscription to include Yammer platform. The Call Center heavily relies on software to receive and manage calls, which are provided and upkept by the IT department. Additionally, the operations department and M&E teams use data collection software specially optimized by the IT department to match the needs of each team and the intended use of the software.

Training

IT team members are always involved with the organization activities and employee development to offer the needed trainings in the use of the available websites and software. The trainings the offer increases capacities of individuals to make the most out of IT solutions and improve their effectiveness and efficiency.

Technical Support

Either with laptops, network infrastructure, network traffic and users management, VPN service, the IT department provides support to employees enabling staff to function irrespective of their location, giving flexibility and increasing effectiveness of staff members.



IV

**PROJECT MANAGEMENT
DEPARTMENT**

Project Management

At MOOMKEN

As the organizations capacity and capabilities grow, we have developed a program structure to keep us on track and stay true to our organizational goals. The structure details the types of activities that align with our long-term impact targets, and therefore maintains the direction of the organization in the long run. The program design covers three main areas of development, Peaceful development, Socioeconomic development, and development of local technical capacities.

Program implementation at Moomken is led by the Program Management Department, which throughout the year have implemented projects and administered mini grants, entailing numerous and varied trainings, events, focus group and dialogue sessions in Libya and neighboring countries as well, not to mention the development and creation of training content, which is done in cooperation with the media department.

Project Managment Department works on:

Peace Building

Building Capacity for Libyan CSOs

Economic Development & Social Cohesion

Advocacy

Distance Training

Peace Building

For over a decade, Libya have been racking up tens of thousands of human casualties and witnessed the growth of various armed organizations around the nation following the onset of the violence and instability in 2011. Conflicts not only cause terrible human suffering but also impede or damage institutions and facilities, which hinders our country's ability to flourish economically and socially despite its enormous potential.

The goal of peacebuilding is to deal with the root causes of conflict, assist communities in settling their disagreements peacefully, and provide the groundwork for averting further conflict. Our teams collaborate with local communities to embed principles of peaceful development and promote healthy mechanisms for peaceful conflict resolution.

Promoting youth for peaceful development – (GIZ)

Youth from six different municipalities attended the summer camp held in Tripoli and then implemented activities in their municipalities to enhance youth participation. Additionally, the project targeted youth multipliers and local administrations with activities to promote the social and political participation of young people in peacebuilding on a local level.

Youth and Peacebuilding – UNDP

To build positive peace among all groups in Sabha city, and engage them in the decision-making process within the municipal committee, online courses on MOCS.ly and a six-day in-person training covering advocacy conflict analysis, dialogue, and facilitation skills. A micro-projects followed the training and implemented by its participants to promote peace according to local perspectives.

Youth lead peace – ACIEM

To involve youth in peacebuilding and security, based on the UN Security Council Resolution 2250, the project trained a group of young activists in Djerba, Tunisia, and each organization provided awareness-raising initiatives on human rights upon returning to their countries, to provide platforms for dialogue, exchange of views, and promotion of human rights in their communities.

Building Capacity for Libyan CSOs

Local civil society is crucial to the stabilization process and to meeting local needs given the background of political unpredictability in Libya at the national level. However, due to the limitations and difficulties associated with the lack of a widespread national understanding of the role and mandate of civil society, as well as a lack of CSO experience and capacity, civil society organizations (CSOs) in Libya do not have the necessary capacity to autonomously fill the gaps left by the authorities in the delivery of basic services.

A planned, extensive effort to improve a CSO's viability and effectiveness is known as capacity building. A CSO's effectiveness is a gauge of how well it is carrying out its objectives by doing the correct things. It depends on whether an organization is using the appropriate framework and strategy to accomplish its main goal. A CSO's viability can be described as its capacity to endure or support itself over an extended length of time.

In order to address a CSO's capacity, any aspect of the organization that might affect performance should be looked at. It is therefore necessary to thoroughly analyze the CSO's resources, structure, connections, systems, practices, and culture. That will identify the necessary resources and activities that improve a CSO's capacity to deliver programs as well as adapt, grow, and innovate.

NGOs.ly Online Platform – ACTED

Long-term stability in Libya hinges on building accountable, inclusive governance institutions and an informed citizenry. In order to achieve this, a platform was created, and training program was delivered to provide resources and knowledge to government officials, citizens, and civil society activists to help in Libya's democratic transition.

Towards Locally Led Stabilization and Reconciliation in Libya – UNITAR

The project is designed to strengthen the capacities of five local CSOs, through capacity building activities and workshops (TOT). The implementation of these responses on the ground and throughout Libya's diverse communities will be led by these five CSOs partners.

Rule of law capacity-building – SHARP

The Rule of Law Capacity-Building Project aimed to increase the capacity of civil society organizations working or planning to work in the area of the rule of law, particularly among civil society organizations dependent on society for advocacy and awareness-raising. Four initiatives were selected to be conducted based on geographical balance covering all Libya regions.

CSO Resource Center – British Council

The European Union-funded «Linataawan» project aims to strengthen governance and development in Libya by empowering civil society organizations (CSOs). Moomken has launched and maintained three Resource Centers in Tripoli, providing co-working spaces, ICT equipment, meeting rooms, and consultancy services to CSOs. The centers have hosted 200 local and international CSOs that made use of the centers.

Moomken Organization Paid Internship (MOIP) – Moomken Org

Moomken Organization Paid Internship (MOPI) is a training program for Libyan youth entering the workforce that covers various aspects of project management, civil society laws, and community work. MOPI aims to equip trainees with the skills to effectively contribute to their communities and country. Trainees will work on projects run by Moomken and receive allowances covering transportation, communications, and operational expenses while being assessed through tasks and assignments.

Economic Development & Social Cohesion

The GDP (Gross Domestic Production) per person in Libya is among the highest in all of Africa. Aside from low population compared to the area of the country, the largest oil reserves in Africa and one of the largest in the world are found on the territory of Libya. The oil industry, which generates %94 of the government's income, is very important to Libya's economy. Given this, social factors are crucial for the nation's economy when considering the impact of social tensions and the outbreaks of violence. The disruption of oil production due to the conflicts resulted in a drop of GDP by more than %40. However, it is projected that once the oil industry recovers, robust growth rates will resume, and can only happen if social cohesion is achieved.

Social cohesion is enhancing connections and trust between various community groups, by building and strengthening connections and trust between various community groups, as well as between these groups and institutions, particularly Municipalities. Only with an integrated and unified society can economic growth be accomplished.

Strengthening Livelihoods and Small Business Creation for Affected Populations in Kikla - UNDP

The project aims to strengthen the recovery and resilience of Kikla municipal people by helping entrepreneurs create and reactivate small businesses to help the community recover. Moomken has conducted FGDs, interviews and SMS messages to advocate for active participation in economic growth and has trained individuals with the business management for 80 households. Moomken's Procurement Manager acquired assets for distribution among selected trainees.

Moomken project for municipalities support

Moomken's municipality support effort intends to give municipalities with conflict and peace analysis inside the selected municipality. Sinawn's Municipality Council have solicited Moomken's assistance in bringing prosperity to the municipality following its separation from Derj Municipality. A three-day workshop on Strengthening Stability in the Municipality of Sinawn was held for Sinawn municipality members.

Advocacy

Advocacy is described as any action that speaks in support of, recommends, argues for, or pleads on behalf of others. It is critical to preserve the rights of persons who could otherwise be rejected or overlooked. Advocates are frequently the only impartial help that people receive during some of their most difficult times, so we must continue to encourage advocacy programs across the country.

Campaigning, social media campaigns, demonstrations, initiating petitions, and mobilizing others to take action are all examples of advocacy strategies. Advocates work to organize evidence, attention, and action in order to effect good change.

We are all Libyans – US Embassy

«We Are All Libyans» is a campaign that aims to promote national unity in Libya by reducing social distances among Libyan communities and increase awareness through collaboration with influencers on artistic and creative content. The campaign involved a media contest where 18 aspiring media creators were selected to participate in a 1-day training and produce their own short film advocating for peace and unity.

Digital Resource Center –IFES

Moomken has designed content to expanding Digital Resource Center, making knowledge and guidance easily accessible to citizens, local actors, and activists. 100 young men and women were targeted for online training to increase engagement, and a social media campaign was launched to raise citizens' awareness of elections and the role of the High National Electoral Commission.

Preventing electoral violence – USIP (Ongoing)

The project is designed to train police officers and community leaders and activists on Preventing Electoral Violence (PEV) activities and create opportunities for solid collaboration, networking, and exchange between local communities and police. The project includes developing a PEV toolkit, a Training of Trainers, an extra one-day training on facilitation skills, and providing ten community actors with small stipends to conduct local trainings in their communities.

Policy paper on decentralization in local government - Swiss Embassy (Ongoing)

Moomken organization and partners are working to produce a policy paper focusing on decentralization in Libya, including efforts to move towards decentralization, Law 09, successful experiences and challenges, and governorates.

Distance Training

Distant training is a type of education in which lectures are broadcast or lessons are delivered via mail, with the learner not needing to visit a school or college. It works by utilizing computers, tablets, phones, and the internet to allow you to study from remote locations such as your home or office rather than attending a university campus. It is a versatile approach for balancing higher education with employment and family obligations.

The greatest advantage of distance education is its adaptability. Students can pick when, where, and how they learn by determining the time, location, and medium of instruction. Students learn more than in traditional classes, because they can work at their own speed since online courses give them complete control over their studies. In online classes, students work faster and acquire more material than they would otherwise.

MOCs.ly Platform

Hankamel Taleem is an e-learning platform project established in 2020 to develop educational projects in Libya. It focuses on asynchronous mode of distance education and includes learning assessments of knowledge gained. In 2022, Moomken was chosen by Tadamon Accelerator as one of 50 organizations to partake in a learning and capacity development.

Hankamel Taleem – Tadamon Accelerator

MOC.ly Platform is an online application that provides learners with educational content to use on their own terms, lessening the constraints students face when using traditional instructional techniques. The content includes documents, toolkits, videos, and interactive quizzes, and covers a wide range of issues, including administration, project design and implementation, cyber security, and more.

Peace Building

10 Micro Project

10 Training

123 Individuals Trained

3 Dialogue Session

58 Attendants

1 Event

79 Attendants

Advocacy

4 Training

51 Individuals Trained

5 Dialogue Session

92 Attendants

3 Media Campaign

49 Posts

47,042 Average Reach / Campaign

1,931 Average Engagment / Campaign

Economic Development & Social Cohesion

8 Training

121 Individuals Trained

5 Dialogue Session

65 Attendants

1 Event

46 Attendants

Building Capacity for Libyan CSOs

4 Micro Project

60 Training

670 Individuals Trained

4 Dialogue Session

54 Attendants

20 Event

589 Attendants

Distance Training

373 Users

59 Courses

6,695 Enrolment

We are all Libyans – US Embassy



Moomken Organization Paid Internship – Moomken Org



Preventing Electoral Violence – USIP



Youth and Peacebuilding – UNDP





VI

**OPERATIONS
DEPARTMENT**

Operations

At MOOMKEN

Moomken's operations department was developed to handle actions that are performed on a regular basis as part of services supplied to other international organizations, local enterprises, and local or national government authorities. Third-party monitoring is an important element of the department's work; with our broad network of enumerators, we can reach remote regions and attend events on behalf of our partners.

The department's ability in investigative data collection and analysis has steadily improved over the years, and an elite team of project managers, data analysts, and report writers has been developed and nurtured to serve that purpose, putting Moomken at the forefront of the nation's most prominent organizations conducting assessments and research.

In addition to conducting two research projects and two evaluations in collaboration with local and international actors, the department is carrying out third-party monitoring contracts with two distinct international partners and operates the Tawasul Call Center as well.

Third Party Monitoring

The process of hiring other parties to gather and validate monitoring data is known as third-party monitoring, or TPM. The capabilities of assistance actors are constrained in the Libyan context, and access for their own workers is restricted. As a result, they rely on partner organizations to carry out the activities and third parties to oversee the operations.

To collect information about the activity and share it with the partner, TPM requires making visits to activities, sites, or individuals and using data collection forms. The gathering of data can be done using a variety of electronic or conventional techniques and can be based on the observations of the enumerators or the feedback they get from conducting individual interviews.

It is common for the TPM partner to also handle data processing and analysis, which in the context of our work may include partner performance evaluation, site suitability, and feedback classification. The final and most important step of the process is reporting on findings or summarizing the visits, where activities are thoroughly described for the partners to evaluate and archive.

Food Assistance - WFP

Based on their level of food insecurity and vulnerability, the WFP provides assistance to those who are at risk of food-insecurity in urban areas, including migrants, internally displaced people, returnees, and persons of concern. Through in-kind or cash-based transfers, the WFP offers aid in this form under general food assistance.

In-Kind Assistance

General food assistance activity aims to ensure food security for families across Libyan cities. This type of assistance targets beneficiaries based on current need assessments and livelihood studies conducted frequently, and provides parcels of food commodities to address food insecurity for its beneficiaries.

Cash-Based Assistance

Cash-based transfers (CBT) is a type of food assistance that allows the beneficiaries to buy food in the market and be in charge of key decisions that affect their lives. Cash-Based Transfers are part of an integral solution to enable WFP to respond faster to the needs of the people it serves. Using the latest technology available, they bring flexibility and agility to traditional assistance. CBT activity can be broken down to three sub-activities which are card distributions, cash -distributions and food redemption at the shops.

Ready To Eat Meals

To fill a vacuum in its emergency response, WFP has been working on the creation of Ready-To-Eat Meals (RTEMs). When an emergency first arises, it may not be acceptable to give basic WFP items like grain, pulses, and oil because these items need to be cooked and the facilities for so are frequently destroyed in a disaster or left behind when people are forced to flee. WFP therefore finds vendors who can provide items that can be consumed directly to assist refugees and migrants in Libya who have not yet found stability in their stay.

School feeding – WFP

WFP and the Ministry of Education collaborated to begin the nutrition-conscious school feeding program in 2019, aiming to reach 70,000 schoolchildren after recent expansion of the project. The National School Feeding Initiative, which aims to feed all Libyan kids, is also being launched through the WFP providing technical assistance to the Ministry. In accordance with a contract with the government, WFP started a central kitchen project in 2022 to supply wholesome school lunches in Benghazi. The initiative, which offers a range of social services as well, will soon be expanding into Tawergha.

Resilience and livelihoods – WFP

The WFP's Food assistance For Training (FFT) programs, which were developed in collaboration with regional partners and communities, strengthen household resilience by giving disadvantaged individuals access to vocational training that is in line with the demands of regional labor markets. In addition, participants' business management abilities are improved, and notable graduates are given access to basic tools to launch side projects under Food assistance For Assets program (FFA).

Learning Monitoring & Evaluation – USAID

ORB International and Moomken organization partner to support USAID projects that promote good governance, support civil society, and enhance the capacity of local communities in Libya. Moomken collects data on behalf of USAID's implementing partners, through observation, interviews with participants, and review of documents providing the partner with the insights needed for unbiased assessment about the implementation of activities, achievements towards objectives, and ensuring accountability, transparency, and quality of the activities in the process.

Common Feedback Mechanism

Tawasul is a common feedback mechanism call center in Libya that allows beneficiaries of humanitarian services to communicate their feedback, complaints, and inquiries to various UN agencies, INGOs and Local organization. The call center serves as a central point of contact for individuals seeking to voice their concerns or ask for assistance.

The call center is accessible through a toll-free number, email, and social media channels and operates in eight different languages, including French, Tigrinya, Amharic, Oromo, Hausa, and Somali. Tawasul is an essential tool for beneficiaries to engage with the organizations and provide feedback on the quality of humanitarian services, which can help improve service delivery and increase trust in organizations.

In its 3rd year of operation, the hotline has successfully recorded and provided answers and counseling to 91,888 calls and registered 76,157 cases, including Covid-19-related reports, that is %213.6 increase in cases handled in comparison to the year of 2021.

Studies & Research

The purpose of research studies is to uncover new knowledge or to answer a question about how we learn, behave, and function, with the ultimate goal of benefiting society. Many research cycles entail simple components of surveys, interviews, or focused group discussion sessions. We primarily do social and economic studies and research, looking into living circumstances, labor markets, health-care systems, and other fundamental society institutions or concepts. This will then give social and economic players important information they may use to develop solutions for our communities.

Municipal Leaders Building Peace – PREP

This program, developed by the Peace Research and Education Program at New York University in collaboration with RESURPAZ (Colombia) and Moomken (Libya), will both strengthen the evaluation skills of these local partners and conduct applied research critical to the advancement of human rights in post-conflict countries. Under the program, Moomken have investigated how community-based organizations might use participatory action research approaches to develop grassroots understandings of how communities interpret «impact.»

The primary research question was how municipal leaders see the impact of locally led peacebuilding efforts in their areas.

Living conditions study – NES&DB (ongoing)

The Libyan economy is an unstable scene to say the least. Despite recording a surplus of %13.8 of GDP in 2021, owing primarily to a rise in hydrocarbon-related fiscal receipts, domestic debt has risen dramatically in recent years. According to the Multi-Sector Needs Assessment for the Libyan Population in %53 ,2021 of households in Libya could not meet their basic expenses, indicating that poverty and food insecurity continue to plague the country.

The conflicting indications and uncertainty surrounding the status of the Libyan economy is confusing decision makers and off putting their efforts to stabilize the economy. Therefore, a comprehensive study of the living conditions of the Libyan population is launched late 2022 by the National Economic and Social Development Bureau (NESDB) in partnership with Moomken organization.

Perception Study – USAID (ongoing)

A quantitative study and focus groups were conducted to investigate perceptions of USAID branding in Libya. The study is required for USAID to alter their approach to humanitarian aid in the country, which consists of assisting local communities as well as national governmental authorities.

Evaluations & Assessments

The goal of research studies is to discover something new or answer a question about how we learn, behave, and function, with the ultimate goal of improving society. Many research cycles include simple components like as questionnaires, interviews, or focus group discussions. We generally do social and economic research and studies, focusing on living conditions, labor markets, health-care systems, and other key societal structures or concepts. This, in turn, will provide useful insights for social and economic actors seeking to solve problems in our communities.

Moomken performed a field study of 240 graduates between 2018 and 2020 from chosen colleges in 10 different cities. The findings reflect TVET graduates' perspectives on employment in Libya, as well as survey respondents' stated experience with vocational training in the targeted institutions.

Graduates of Technical Vocational Education & Training Tracer Study - BC

This research is the result of a collaborative effort involving British Council, TVET CoE management guidance, and implemented by Moomken Organization. The goals of this study are to assess the employment outcomes of graduates from selected TVET institutions and to assess the extent to which TVET curriculum and services matches labor market needs.

Moomken performed a field study of 240 graduates between 2018 and 2020 from chosen colleges in 10 different cities. The findings reflect TVET graduates' perspectives on employment in Libya, as well as survey respondents' stated experience with vocational training in the targeted institutions.

Third Party Monitoring

13 International Partners

10 Local Partners

154 Distribution Points

41 Cities

6,033 Beneficiaries Interviewed

Common Feedback Mechanism

91,888 Calls

76,157 Cases

9 Sectors

Studies and Research

15 Municipalities

8 KII Interviews

12 FGDS

2,356 Survey Interviews

Evaluations and Assessments

239 Survey Interviews

9 Cities

Third Party Monitoring



Common Feedback Mechanism

CFM Operators



Evaluations and Assessments



The background is a solid blue color with abstract geometric shapes. On the left, there is a large, light blue semi-circle. On the right, there is a large, dark blue circle. The text is white and positioned in the center-left area.

VII

**CREATIVE MEDIA
DEPARTMENT**

CREATIVE MEDIA At MOOMKEN

Moomken has a dedicated Media Department that oversees all media-related operations, such as generating graphic components, printing materials, and managing social media content to present Moomken's projects and campaigns in the best possible light.

The Media Department is comprised of a skilled team of graphic designers, videographers, and social media experts. With access to the necessary resources and tools, the team has been fully engaged in designing visual identities, producing training and instructional videos, and running social media campaigns to promote the organization's work in a visually appealing and deserving manner.

During 2022, the Media Department collaborated on 17 projects, 6 campaigns, and 21 international days, activities, and events for social media work. The team published approximately 220 social media posts totaling 14,520 words. The organization's social media page reached an impressive 2 million people organically, with 75,000 interactions, over 9,500 new followers, and more than 90,000 views on their Facebook page.

Project Collaboration

Moomken's media department, as one of its most important duties, provides technical support to all projects for media coverage, content production, and promotion of their activities. This requires tight collaboration and effort across departments to guarantee that all project objectives are completed to the required standards and to the standards envisioned by the media department.

The team's diverse experience enables the creation of a wide range of media products, including 3D logos, documents, movies, reports, stands, and so on. Additionally, photography and videography are always utilized for coverage of events, trainings, or other activities for documentational or promotional purposes.

Digital Democratic Resources Center:

Moomken has designed content to expanding Digital Resource Center, making knowledge and guidance easily accessible to citizens, local actors, and activists. 100 young men and women were targeted for online training to increase engagement, and a social media campaign was launched to raise citizens' awareness of elections and the role of the High National Elector Commission.

Moomken Organization Paid Internship:

Moomken Organization Paid Internship (MOPI) is a training program for Libyan youth entering the workforce that covers various aspects of project management, civil society laws, and community work. MOPI aims to equip trainees with the skills to effectively contribute to their communities and country. Trainees will work on projects run by Moomken and receive allowances covering transportation, communications, and operational expenses while being assessed through tasks and assignments.

Youth and Peacebuilding

To build positive peace among all groups in Sabha city, and engage them in the decision-making process within the municipal committee, online courses on MOCS.ly and a six-day in-person training covering advocacy conflict analysis, dialogue, and facilitation skills. 8 micro-projects followed the training and

implemented by its participants to promote peace according to local perspectives.

Promoting youth for peaceful development

Youth from six different municipalities attended the summer camp held in Tripoli and then implemented activities in their municipalities to enhance youth participation. Additionally, the project targeted youth multipliers and local administrations with activities to promote the social and political participation of young people in peacebuilding on a local level.

Annual NGOs Expo

The annual NGOs Expo was an event that provided non-governmental organizations (NGOs) with a platform to demonstrate their impact and to connect with individuals and organizations that share their values and goals. It is a valuable opportunity for NGOs to showcase their work and to promote their causes to a wider audience.

NGOs 101 Campaign

The campaign is a strategic effort undertaken by Moomken's Media Department to increase public knowledge and understanding of NGOs' work, goals, and missions, designed to educate the public, raise awareness, and ultimately drive change about public opinion about NGOs' work.

History of Libya Magazine

The Libya History Magazine is a publication developed by Moomken Organization to promote awareness of the rich cultural heritage and history of Libya. It features in-depth articles written by experts and reviews of books, exhibitions, and other relevant events, as well as interviews with historians, archaeologists, and other professionals. It is published quarterly and distributed to libraries, universities, and research institutions throughout Libya.

Common Feedback Mechanism

The CFM consists of a toll-free, country-wide number that affected populations can call to obtain information on humanitarian assistance programs; submit their feedback and get referrals to the humanitarian organizations that are best-suited to handle their issue(s). The CFM enables the humanitarian community to collect feedback directly from the affected populations; better understand the needs on the ground and take better-informed programming decisions.

Amn.ly App

By using the Amn.ly app, users can have a record of their possessions readily available in case of theft or loss, which can assist with insurance claims and police reports. The app can also help individuals keep track of their possessions, making it easier to monitor their belongings and identify any missing items.

EWAN App

Ewan is a project developed by Moomken Organization to create a platform that connects individuals in need with those who are interested in giving charity. It provides a safe and secure way for individuals to find those in need and personally deliver their donations. Moomken is committed to improving the lives of individuals and communities in Libya through projects like Ewan

CSO Resource Center

The European Union-funded «Linataawan» project aims to strengthen governance and development in Libya by empowering civil society organizations (CSOs). Moomken has launched and maintained three Resource Centers in Tripoli, providing co-working spaces, ICT equipment, meeting rooms, and consultancy services to CSOs. The centers have hosted 700 local and international CSOs that made use of the centers.

Youth lead peace

To involve youth in peacebuilding and security, based on the UN Security Council Resolution 1700, the project trained a group of young activists in Djerba, Tunisia, and each organization provided awareness-raising initiatives on human rights upon returning to their countries, to provide platforms for dialogue, exchange of views, and promotion of human rights in their communities.

Preventing electoral violence

The project is designed to train police officers

and community leaders and activists on Preventing Electoral Violence (PEV) activities and create opportunities for solid collaboration, networking, and exchange between local communities and police. The project includes developing a PEV toolkit, a Training of Trainers, an extra one-day training on facilitation skills, and providing ten community actors with small stipends to conduct local trainings in their communities.

Towards Locally Led Stabilization and Reconciliation in Libya – UNITAR

The project is designed to strengthen the capacities of five local CSOs, through capacity building activities and workshops (TOT). The implementation of these responses on the ground and throughout Libya's diverse communities will be led by these five CSOs partners.

Strengthening Livelihoods and Small Business Creation for Affected Populations in Kikla

The project aims to strengthen the recovery and resilience of Kikla municipal people by helping entrepreneurs create and reactivate small businesses to help the community recover. Moomken has conducted FGDs, interviews and SMS messages to advocate for active participation in economic growth and has trained individuals with the business management for 100 households. Moomken's Procurement Manager acquired assets for distribution among selected trainees.

Social Media Campaigns

It's easy to think that social media is a negative influence, continuously exposed to unsolicited content that may be harmful to our mindsets. However, social media may also be used to create and sustain constructive social change, which we can all contribute to.

We often lose sight of how important small details are in affecting greater, long-term change, especially with our continual struggle in our day-to-day lives. Small activities, such as voting in local and state elections, calling your legislators, or forming a community group for political education, can have a significant impact on our communities.

As a result, campaigning for the proper cause can assist communities in focusing their attentions on what is most important to their future, in a constructive collaborative manner that will increase their chances of attaining the change they need and require.

Encouraging Campaign:

Vaccinations

Raises awareness of vaccination benefits during the COVID19- pandemic through social media, advertising, and outreach. Through this campaign, the public is made aware of the many benefits of vaccination, both in protecting themselves and their communities

Mocs.ly Campaign:

Encourages personal and professional development through online courses and workshops for young people in Libya. The Mocs.ly Campaign strives to educate and empower young people by bringing to their attention the available access to courses, workshops, and resources on the Mocs.ly platform that can help them develop professionally and personally.

Ramadan Campaign

Provides support to people in need during the holy month of Ramadan through charitable donations and community events. Ramadan Campaign seeks to promote a sense of community and social responsibility among young people.

Tashjeer Campaign “Change for Better life”:

To promote environmental sustainability by encouraging individuals and organizations to plant trees. This campaign seeks to increase awareness about the importance of trees for reducing carbon footprint, protecting biodiversity, and enhancing the quality of life.

World Peace Day

An International Day of Peace observed annually on September 21, aiming to promote global ceasefire, non-violence and harmony. The goal of World Peace Day is to strengthen the ideals of peace within and among all nations and people.

Athar Campaign “CSOs Impact”:

Advocates for the role and impact of Civil Society Organizations in social development, governance, and civic engagement. Civil Society Organizations have long been essential agents in helping to promote unity, development, and rights.

International Days & National Events

The main reason we celebrate national days is to remember a significant event in our history, and to share that great moment with the people we care about. Special occasions bring people together in harmony, peace, and unity. Additionally, the United Nations observes designated days, weeks, years, and decades, each with a theme, or topic. By creating special observances, the United Nations promotes international awareness and action on these issues.

Each national or international day provides numerous actors with the opportunity to organize activities relating to the day's theme. Organizations and governments as well as civil society, the public and commercial sectors, schools, universities, and citizens in general, can use an international day to launch awareness-raising campaigns.

Amazigh New Year

International Education Day

17 of February Revaluation Day

International Women's Day

National Traditional Clothing Day

World Health Day

Eid Adha greeting:

New Higry Year

World Youth Day

World Volunteers DAY

National Martyr's Day

Tourism Day

Moulid Nabawi Day

World Sight Day

World Food Day

National Liberation Announcement Day

Audio Visual Heritage Day

**International Day of Solidarity with
the Palestinian People**

World Human Rights Day

National Independence Day

Project collaboration

Almost 1800 Media Material

17 Project Support

62 Training Video

163 Social Media Posts

9 Online Courses on MOCs.LY

19,739 Average reach / post

486 Average engagment / post

Social Media Campaigns

7 Campaigns

64 Posts

49,457 Average reach / campaign

289 Average Engagement / Campaign

International days & National Events

21 Posts

18 Designs & Illustration

57,952 Average reach / Post

1,579 Average Engagement / Post

Moomken Org at Annual NGOs Expo



Annual NGOs Expo



CSO Resource Center



We are Libyan:



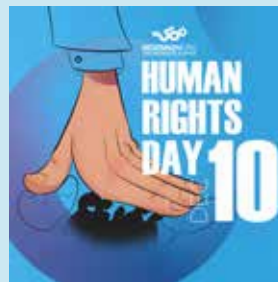
Youth lead peace



Strengthening Livelihoods and Small Business Creation for Affected Populations in Kikla



National Days Posters:



Athar (Impact) Campaign:



Tashjeer Campaign:



World Peace Day:



Vaccinations Campaign:



MOOMKEN IN 2023



MOOMKEN 2023

Outlook

As the new year approaches, our organization's unwavering commitment to solving problems with tech solutions and futuristic AI solutions is more resolute than ever. We have astutely recognized the immense benefits of leveraging big company tools to streamline and expedite our operations, and we will implement them with utmost efficiency.

Our organization fervently acknowledges the paramount importance of education in our society, and we are steadfast in our commitment to developing educational applications that are fully compatible with the local education system. We aspire to equip the community with the necessary tools to thrive, and we are confident that our educational applications will play an indispensable role in achieving this objective.

Moreover, we intend to establish a CSO resource center website that embodies our cultural identity and is seamlessly compatible with MOCS.ly and NGOs.ly, creating a virtual space for CSOs' capacity building and networking. We are resolute in our determination to enhance our Sabha office and expand in the south region, with the ultimate aim of increasing individuals and organizations benefiting from our support.

Our organization is expanding partnerships with the government and other organizations to maximize the benefits of our services to the community. We aspire to achieve concrete legal status of CSOs in Libya and advocating for entrepreneurship to catalyze economic growth.

The significance of our organization's environment, team skills, and productivity is at the forefront of our attention next year. Hence, we are determined to improve our organization's environment to augment team skills and bolster productivity. We recognize the pivotal role of individual income, and we are committed to improving this aspect for our team members as well.

In conclusion, our organization is unflinchingly committed to achieving high-quality output and fulfilling our mission of creating a brighter future for the Libyan community. We firmly believe that our team's unwavering dedication and our commitment to innovation will enable us to achieve our goals and make a profound impact in the Libyan scene in ٢٠٢٣.

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conclusion

Thank you

From Moomken Org Team

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