



تواصل

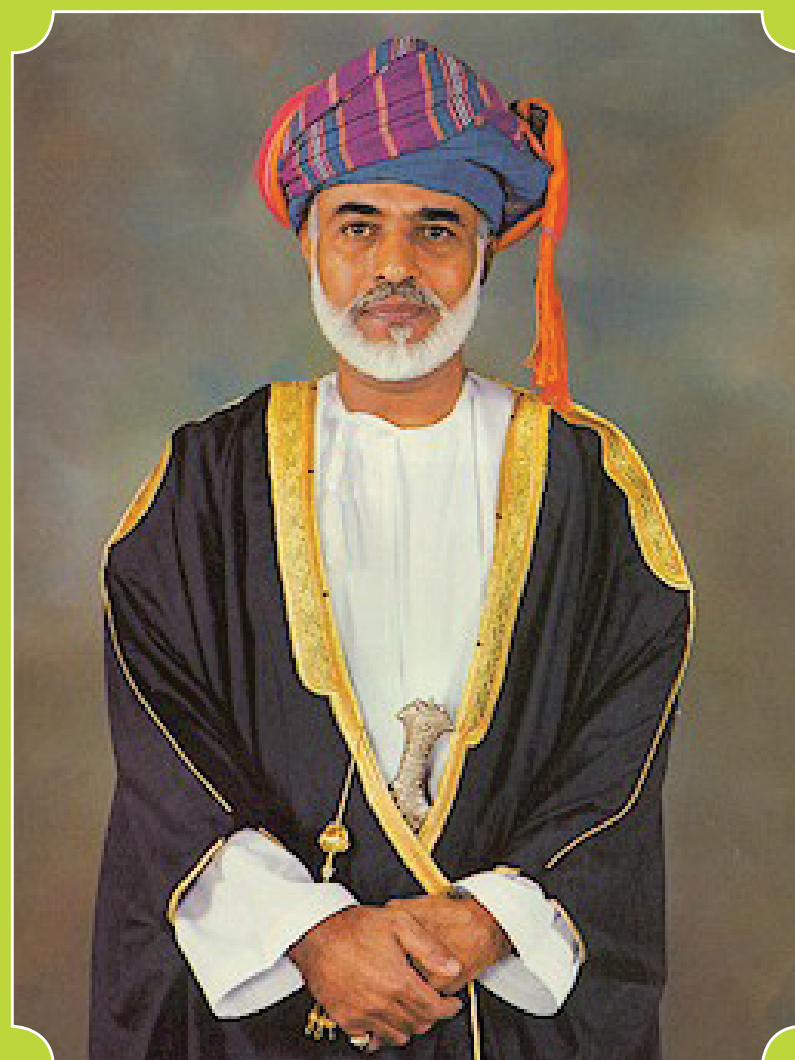
www.tawasul.co.om

20
10

Achievement Report

Table of Contents

- **Inspiring words**
- **Welcome message**
- **Who we are**
- **Organizational Structure**
- **Core Projects**
- **Our Achievements (July 2009 to December 2010)**
 - **Capacity Building Advocacy and Leadership Workshops**
 - **Women on Elections Training**
 - **Policy Research Papers**
 - **Media Outreach Activities**
 - **Corporate Social Responsibility**
 - **Conferences and Seminars**
- **Impact Report**
- **Awards**
- **Table of Partners**



His Majesty Sultan Qaboos Bin Said

Dear Citizens,

"Giving attention to human resources, including the provision of the various tools required to enhance their performance, incentives to develop their capabilities, diversifying their creative talents and to improving their scientific and practical qualifications, is the basis of real development and the cornerstone in its structure which is based on solid foundations. The human element is the maker of a renaissance and the builder of a civilization.

Therefore, we are sparing no effort and will continue to spare no effort in order to provide our human resources with all the help they will need to develop, hone and train. We will also provide educational opportunities for them in order that they may acquire useful knowledge, the required experience and the necessary technical skills that will be needed in the labour market and as are required by the sustainable development programmes in the various fields".

Speech of His Majesty Sultan Qaboos Bin Said Sultan of Oman at The Opening of the Annual Session of The Majlis Oman

11th November 2008

Welcome Message

Dear Madam/Sir,

Your positive engagement as our most valued stakeholder with our modest efforts during the past two years has not only enabled us to sustain the momentum of our services, it also encouraged us to innovate award winning civil society empowerment initiatives.

Therefore, on behalf of Tawasul family it gives me great pleasure to share with you our stories in this Achievements Report. This report aspires to provide you with a glimpse of what our strategic objectives aspire to achieve in the near future while counting on your continuous encouragement and support.

This fruitful joint efforts carried out by our team in cooperation with our private and public sector partners for the benefit of the not for profit organizations empowered us as a THINK TANK, or a policy research institution, to effectively interpret our vision and mission into five programs or products; Policy Research Papers, Social Responsibility and Sustainability Advisory, Advocacy and Capacity Building Workshops, and Media Outreach Activities.

You would be pleased to know that a team representing the brightest minds in their respective fields in the nation from the State Council, the Shura Council, Civil Society, public and private sectors, and the media gathered to discuss, critique, and present practical recommendations in our first policy paper, titled, 'Oman Majlis Ashura Elections: A Normative Analysis,' and the second policy paper,

'Civil Society in Oman: The Way Forward.' These two positive national dialogue exercises are paving the way to engaging the public and relevant parties in civic participation related matters.

Thanks to your vote and the around twenty thousand votes cased; The Annual Civil Society Leaders Awards, in its first and second cycles, boasted networking opportunities between the three sectors and showcased best practices in terms of social responsibility and suitability.

In preparation for the 2011 Shura elections, the women and men who participated in the eighteen month long four activities 'Women on Elections Program' advocated in favor of a more balanced and therefore effective positive electoral and participatory atmosphere.

In the media outreach activities media representatives interacted with notable civil society leaders, legislative representatives, social responsibility experts, and economists. For example. Tawasul hosted a media roundtable featuring international economist and MIT professor Dr. David Andrew Singer, on effects of global financial crisis.

Tawasul family has been very fortunate to have the opportunity to partner and sponsor result-oriented and active professional and youth organizations; such as The Omani Journalists' Association (OJA), the Omani Society for Writers and Literati (OSWL), Omani Women Associations (OWAs), and the largest students' organizations AIESEC and Ro'yat Shabab.

Yours Sincerely,



*Khalid Alsafti Al Haribi
Managing Director
Tawasul*

Tawasul Mission

Tawasul pursues its mission «to empower civil society institutions through training and knowledge» aided by home-grown partnerships and support, presenting Oman as a leading country in the field of societal solidarity and partnerships between the public sector, the private sector and the civil society organizations.

Tawasul Vision

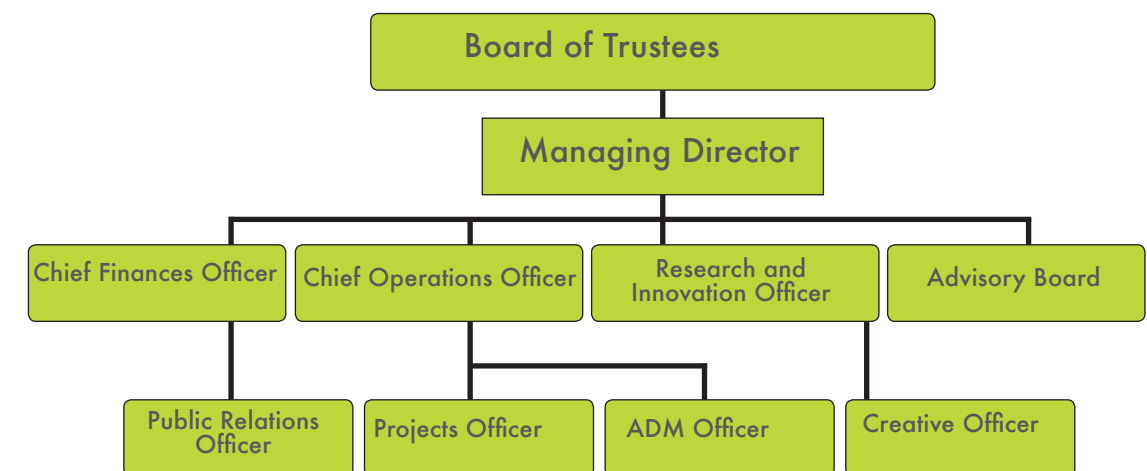
Tawasul is driven by its vision to be the primary and preferred catalyst for an effective and efficient civil society in Oman.

Tawasul Values:

Transparency
Acceptance
Willingness
Assertiveness
Society Based
Universality
Leadership

Organizational Structure

The organizational structure of Tawasul is comprised of two boards: Board of Directors and Advisory board, whose main responsibility is to assure the continuity and sustainability of our work by addressing our mission and vision. Tawasul is also comprised of the team: Managing Director, Chief Operations Officer, Chief Finances Officer, Projects Officer, Research and Innovation, Public Relations Officer, and the Administration Officer. Below, the figure shows the structure for 2010 - 2011.



The Team



Khalid Al Haribi
Managing Director

Khalid Al Haribi has around ten years experience of working in an academic, international relations and civil society atmosphere. He started his career as a lecturer in Majan University College and after he joined the United States Department as Political Analyst. Since mid 2009 Khalid has been serving as Managing Director at Tawasul Global Connections Center a think-tank which aims at empowering civil society institutions and Civil Society leaders. He holds a BA in political Science from West Virginia University, USA.

Nasra Al Adawi
Chief Operations Officer

Nasra has more than ten years' experience in working with non-profit organizations. Her passion is poetry, which she utilizes in fundraising campaigns to help children and women. She has published three books; all proceeds were donated to charities. In addition, she has served as a free-land journalist on women's issues for Oman's Al-Mar'a Magazine and Oman Observer.

Mireia Zamora
Finance Officer

Mireia Zamora holds a BA in Arabic Linguistics from the University of Barcelona. Has more than 15 years experience as a Social Worker in several Spanish organizations. Also has worked more than 3 years in the Sultanate as a Language teacher. For the past 2 years she has been in charge of the Tawasul's business development and fundraising specially leasing with the Sultanate private sector. Her international background and experience make her a great asset to Tawasul.

Ahmed Al Mukhaini
Strategic Studies Consultant

Mr. al-Mukhaini is a gender and human rights specialist, with a focus on political participation. He served at the Majlis a'Shura in different capacities. He also worked as a political adviser and System Analyst.

Hamood Al Humaidi
Public Relations Officer

Hamood had worked for 10 years with private sector and 9 years serving in Omani Navy. Currently Hamood is in charge of Public Relations and Communication issues. He also works liaising with CSOs in Oman.

Carolina Dalla Chiesa
Management and Projects Officer

Carolina is a Brazilian and Administration student currently doing an internship in Tawasul, through AIESEC, to work with Projects, Internal Management and New Media communication. She had experiences with third sector organizations in Brazil as employee and volunteer, and researching organizational culture.

Asma Al Jandal
Volunteer

Asma completed her higher education studies at the American University of Sharjah (AUS) graduating with a bachelors in International Studies focusing on International relations. Interned at Oman International Investment and Development Company (OMINVEST) for 6 months. Asma is currently volunteering at Tawasul handling external communication and management.

Iman Al Huraibi
Media Consultant

Ms. Al Huraibi works for Dhofar University as the Media Officer. She obtained her MA in Education from Shofar University. She is also a columnist with Al Roya Newspaper and has published several articles about media, higher education and economic development.



Core Work Products



• Capacity Building, Advocacy and Leadership Workshops

Advocacy workshops for CSOs aim at providing civil society organizations with knowledge and tools that are necessary for them to suggest policies change related to their causes and focus issues. The training workshops on management for CSOs aim at creating knowledge opportunities for them to become more professional: having established and effective processes, being transparent to communicate to community the work which is done by them, knowing how to raise funds and manage financially the organization, being sustainable and investing in impactful actions.

• Policy Research Papers

Research Papers about Omani Civil Society and Society issues, that provide suggestions for policies change. The policy papers done by Tawasul aim at providing the intellectual base and knowledge needed by policy makers to accurately analyze, compare and evaluate policies, in order to make decisions based on accurate and non biased analysis of reality.

• Media Outreach Activities

The media outreach activities organized by Tawasul aim to provide media in Oman with cutting edge information from experts about the latest news on national, regional and global levels.

• Social Responsibility and Sustainability

The consultancy in Corporate Social Responsibility (CSR) offered by Tawasul aims at building a bridge between Private Sector and the Civil Society Organizations (CSOs) in Oman, to increase the general awareness of Social Responsibility and put in practice partnerships among all the sectors for the advancement of the country.

• Conferences and Seminars

This activity aims to provide the society with events that raise a specific social issue and to provide moments for discussion among different sectors.

20
10

Achievement Report

CAPACITY
BUILDING,
ADVOCACY
AND
LEADERSHIP
WORKSHOPS

CAPACITY BUILDING WORKSHOPS

EMPOWERING CIVIL SOCIETY THROUGH TRAINING AND KNOWLEDGE

This activities are part of our mission to empower the civil society by providing the CSOs with skills to stretch their potential. Each workshop had approximately 30 participants, 7 hours of training and focused on different skills such as: public speaking, fundraising and sustainability, strategic planning and leadership, etc. Below are described our Capacity Building workshops for CSOs and OWAs.



Photos of the Events

Public Speaking OWA

(4th and 5th of July 2009)

The workshop aimed at providing representatives from various Omani NGO's with the necessary skills to communicate effectively before a targeted audience. The issues presented addressed how to know your audience, the capability of persuasion, how to prepare a speech and power point usage.



Hon. Shukoor Al Ghamari, Chairwoman of OWA Muscat, facilitator Yasser Sulaiman hand over certificate to Public Speaking workshop participant

Facilitator Yaser Sulaiman Al Shalwani

CAPACITY BUILDING WORKSHOPS

STRATEGIC LEADERSHIP AND PLANNING

(16th AND 17th OF AUGUST, 2009)

The workshop aimed at women in leadership positions and chalked out methods to help develop leadership qualities and strategic planning. It also explored the role of women leaders in the society as well as leadership skills, the practical application of such skills in an attempt to understand the principles and frameworks for strategic leadership.



In the picture: Hon.Muna al Manthari, Member of the State Council, Salalah Shura Representative HE Rasheed Alsafi Al Huraibi.

Facilitator: H.E. Dr. Rasheed Al Huraibi, Member of Majlis Ashura

VOLUNTEERISM

(21ST AND 22ND OF NOVEMBER, 2009)

The workshop aimed at providing representatives from various Omani NGO's with the necessary skills to attract, motivate and manage volunteers. The workshop addressed also the issue of volunteering as an important tool for non-profit organizations in their mission and provided insights into how to develop a successful volunteer management system.



Nasra Al Adawi, conducting the workshop

Facilitator: Ms. Nasra al Adawi, Chief Operations Officer at Tawasul

CAPACITY BUILDING WORKSHOPS

VOLUNTEERISM OWA

(29th AND 30th OF DECEMBER, 2009)

This workshop targeted Omani Women Associations in Muscat and focused on Volunteerism as important tools for Non Profit Organization to sustain their work. In addition gain an insight on how to develop a successful volunteer management system by teaching tools on how to attract and recruit volunteers, how to manage and motivate them. The workshop also had addressed the importance of feedback for a constructive relationship in the organization.



Distributing Certificates: Mr. Ali Ibrahim Shunun Al Raisi, CEO of Oman Charitable Organization

Facilitators: Ms. Nasra Al Adawi and Mr. Ahmed Al Mukhaini.

FUNDRAISING NGOS

(17th AND 18th OF JANUARY, 2010)

This workshop aimed at building the capacities of participants in the area innovative fundraising with ways of building sustainable fundraising networks and discussed ways to overcome fundraising challenges. The workshop also focused on enhancing creative thinking on how to build networks for the sake of a sustainable management.



Mr. Steve Pier and Ms. Nasra Adawi handing over certificates to the participants.

Facilitators: Mr. Said Al Hashmi

CAPACITY BUILDING WORKSHOPS

EFFECTIVE COMMUNICATION

(25th OF JANUARY, 2010)

This workshop was designed in cooperation with University of California at San Diego, Rady School of Management, Bester Institute, Civil Society Leaders Program, and Middle East Partnership Initiative (MEPI). The workshop aimed to improve communications strategies, concepts and challenges in the Omani Civil Society Sector.



Participants interacting during the session.

Chief Guest: H.E. Dr. Richard J. Schmierer, Ambassador of United States of America Accredited to Sultanate of Oman

Facilitator: Yasser Abdullah Sulaiman.

NETWORKING WORKSHOP OWA

(21ST AND 22ND OF FEBRUARY 2010)

This workshop aimed at training Omani Women Associations on the importance and methods of networking with other organizations which hold similar goals. The main topics addressed: identifying organizations with similar goals, partnering with them and developing a database of contacts that can assist the organization in meeting goals.



Facilitator with the participants

Facilitator: Ms. Shaima Al Lawati, Social Responsibility Manager at Bank Muscat

CAPACITY BUILDING WORKSHOPS

NETWORKING FOR CSOS

(28th AND 29th OF MARCH, 2010)

The 2 days training aimed at providing measures to evaluate organizational goals and planning. The workshop also addressed sessions on database management, networking with CSR departments, as well as the opportunity for the CSOs to network among themselves by developing plans for mutual engagement.



From Left to Right: Mrs. Taiba Sulaiman Al Hasani, Board Member of the General Federation of Oman Trade Unions and Ms. Kamiliya Muhammad Al Busa'idi, Deputy Chairwoman of Omani Lawyers Association.

Facilitator: Paul Prososki, International Republican Institute

MARKET YOURSELF FOR OWA

(13th AND 14th OF JUNE 2010)

Aiming at empowering individuals at their personal presentation skills, OWA Muscat, in partnership with Tawasul, concluded this training workshop titled "Market Yourself", which focused on Job search and Public Speaking for 15 participants.



Participants interacting with the facilitator.

Facilitators: Ms. Zaina Al Harthi and Mr. Yasser Abdullah Sulaiman

CAPACITY BUILDING WORKSHOPS

WORKSHOP ON STRATEGIC PLANNING, LEADERSHIP AND MANAGEMENT

(26th AND 27th OF JUNE, 2010)

The workshop consisted of two main subjects aimed at enhancing the skills of the 24 participants and expand their horizons to improve their performance and management skills at different levels, using Injaz Oman achievement as a model.



Facilitator: Mr. Shabib Mohammed Al Ma'amari with participants

Facilitators: Shabib Mohammed Al Ma'amari, Executive Director of Injaz in Oman

WORKSHOP ON STRATEGIC PLANNING AND LEADERSHIP IN SALALAH (9th AND 10th OF AUGUST, 2010)

Tawasul presented a workshop on Strategic Planning and Leadership in partnership with IRI and OMIFCO for Civil Society Organizations in Salalah. The topics were: Organization Management and its volunteers, Strategic Planning and Leadership for CSOs with the aim to stretch their potential and have more social impact.



Participants preparing their presentations.

Facilitators: Mr. Talal al Qudah

CAPACITY BUILDING WORKSHOPS

WORKSHOPS ON ADMINISTRATION AND RESOURCES DEVELOPMENT FOR CSOS (21ST AND 22ND OF SEPTEMBER, 2010)

The workshop in partnership with MEPI aimed to develop sustainable fundraising tactics to enable the CSOs to support their activities and initiatives. Also the workshop covered issues related to human resources capacity building, administration, resources development and management.



Facilitator: Mr. Ahmed Al Mukhaini delivering the workshop.

Facilitator: Mr. Ahmed Al Mukhaini

ADVOCACY WORKSHOP FOR CIVIL SOCIETY ORGANIZATIONS (25TH AND 26TH OF OCTOBER, 2010)

The workshop aimed at presenting basic concepts on Advocacy for Social causes and how to apply these concepts in their organizations. The participants improved their knowledge on societal issues, social marketing, advocacy methods and impact assessment.



Mr. Khalid Al Haribi comenting the feedback from the participants.

Facilitators: Mr. Khalid Al Haribi and Mr. Musa Ali Saad, Mayor of Rusaiifa (Jordan)

WOMEN ON ELECTIONS PROGRAM

BUILDING CAPACITY TO RUN FOR SHURA COUNCIL

The Women on Election Training is an ambitious program targeted for enthusiastic Omani women who wish to contest in the next election for Shura Council. This program has been designed bearing in mind that it is important for the Omani Civil Society that women participate in the elections process for the development of the Country. By providing the workshops, Tawasul intends to cooperate in the empowerment of the Omani women.

The program was designed at providing participants with an overview of the political aspects of the Sultanate and to explore about the Shura Council, its internal and election procedures. Each workshop had approximately 7 hours of training per day.



HE Dr. Masoma Al Mubarak, Member of the Kuwaiti Majlis Al Ummah with participants of the program

PHASE 1 – CAMPAIGN DESIGN, MANAGEMENT AND BUDGETING (6th, 7th, 8th OF NOVEMBER 2009)

The phase 1 aimed at providing future candidates with the Political Landscape, Campaign Planning and Budgeting, Forms and Procedures. The 50 participants had addressed the importance of the training on the empowerment of women candidates by having also Omani intellectuals facilitators with experience in and insight to Omani Politics and Human Rights.



HE Dr. Zahira Kamal, Former Palestinian Minister of Women Affairs, Dr. Amal van Hees, and Sama Oweidha hand over certificate to a participant.

Chief Guest: Honorable Shukoor al Ghamari, first women elected for Shura Council and current member of State Council.

Facilitator: Dr. Zahira Kamal, Prof. Sama Aweidah and Ahmed Al Mukhaini.-

WOMEN ON ELECTIONS PROGRAM

PHASE 2 – CANDIDATES AND MEDIA RELATIONS (3RD, 4th, 5th OF FEBRUARY 2010)

The second phase was remarkable for its emphasis on the importance of communication strategy and skills and capability to build relations. It was also important the reinforcement of self-esteem of the 30 participants, in order to be successful on the run for elections.



H.E. Abdulqader Salim Al Dhahab, Secretary General of Majlis Ashura.

Chief guest and guest speakers:

Honorable Muna Mahfuth al Manthari, Member of State Council, Honorable Lamis Abdullah al Taei, Member of State Council, H.E. Abdulqader Salim Al Dhahab, Secretary General of Majlis Ashura and Mrs. Jihan al Lamki, board member of Omani Journalist Association.

PHASE 3 – PUTTING IT ALL TOGETHER – IT'S CAMPAIGN TIME (8th-10th OF MAY 2010)

The third phase aimed at preparing and testing the 30 participants to create and present to others their own campaigns. Before the workshop, women in preparation to be candidates and campaign managers prepared their campaign plans projects, based on data about their willayas, their local communities, their motivation to be in Shura Council and their potential to develop an important role for the advancement of the country.



From Left to Right: H.E. Shaikh Sa'd Al Mardhuf Al Sa'di, Deputy Chairman of Majlis A'shura; Honorable Lamees Abdullah Al Tae'i, Member of State Council; Ms. Manal Majid Al Sardi Political Researcher Staff of Dr. Masouma Al Mubarak in the Kuwaiti Majlis Al Uma; Ms. Al Unud Abdullah Al Hashash Political Researcher Staff of Dr. Masouma in the Kuwaiti Majlis Al Uma; Dr. Amal van Hees, Director of Bridging the Gulf Foundation.

Chief guest and guest speakers:

HE Shaikh Sa'd Al Sa'di, Vice-Chairman of Shura Council, Hon. Lamees Al Taei, member of State Council; Hon. Muna Al Manthari, member of the State Council, Hon. Dr. Suad Sulaiman, member of State Council and Chairwoman of the Social Comittee, HE. Dr. Masoma Al Mubarak, Member of Kuwaiti Parliament, Dr. Amal van Hees, Director of Bridging the Gulf.

Facilitator: Ahmed Al Mukhaini, Strategic Consultant of Tawasul.

WOMEN ON ELECTIONS PROGRAM

PARTICIPANTS OF THE WOMEN ON ELECTIONS TRAINING VISIT THE MAJLIS A'SHURA (23RD OF MARCH, 2010)

The Majlis visit consisted in a series of meetings with Shura Council, especially with the H.E. AbdulQader Salim Al Dhahab, the Secretary General, who was answering the participants questions about how elections work, how Shura Council works, how to guarantee Integrity in Shura Council, and what is the role of female candidates in the next elections. The meeting was important for the participants of the Women on Elections Program in order to have a broader perspective of Shura Council's work. Also H.E. Shaikh Ahmed Mohamed Al Isai, Chairman of the Shura Council, welcomed the participants and encouraged them to take advantage of the early preparation and of the enormous support of the community.



H.E. Sheikh Ahmed bin Mohammed Al Isai, Shura Council Chairman, with workshop participants.

DIALOGUE ON WOMEN IN POLITICS IN THE GULF REGION – KUWAIT AS A CASE STUDY (8TH OF MAY, 2010)

Tawasul organized a Dialogue on Women in Politics in Gulf Region, to be discussed with the Diplomatic Corp of Oman and very selected guests. The dialogue was led by the Chief Guest His Excellency Ambassador of the Kingdom of the Netherlands, Stefan van Wersch and Her Excellency Dr. Masoma Al Mubarak as main speaker. HE Dr. Masoma analysed the history of women in Politics in Kuwait and after that she explained her personal opinion about a series of related issues, by responding the audience's comments and questions.



HE Dr. Masoma Al Mubarak, National Assembly Deputy, Kuwait.

20
10

Achievement Report

POLICY
RESEARCH
PAPERS

OMANI MAJLIS A'SHURA: A NORMATIVE ANALYSIS

In April 2010, Tawasul launched its first Policy Paper (Integrity in Elections), which stated several recommendations about the Elections System for Shura Council and it was presented to relevant authorities in the Sultanate and media.

This policy paper was driven by two premises:

- 1- The Electoral Process is a multi-lateral process and cannot be viewed in isolation of the political and social cultures of the community.
- 2- The evaluation and reform of the Electoral Process must adopt a methodical and objective approach that is measurable, repeatable and comparable with the practice of the Electoral Process in similar and other countries.

38

The policy research paper has relied on the metrics of fair and free election, which have been developed by the International Institute of Democratic and Electoral Assistance (IDEA). These metrics are drafted in a question fashion examining laws, measures and structures regulating the Electoral Process.

To access the complete document, please contact Tawasul.



Hon. Lamees Al Tai, Hon. Rahila Al Riyami, Hon. Muna AL Manthari, Dr. Mohammed Al Ansari, Ahmad Al Mukini, and Khalid Al Haribi



CIVIL SOCIETY ORGANIZATIONS: THE WAY FORWARD

The event was held under the auspices of HE . Dr Yahya bin Badr al Maawali, Undersecretary of Ministry of Social Development. This paper attempted to understand the situation of Civil Society (CS) in Oman and suggest a way forward through answering four questions:

- 1- Why Civil Society? i.e. What is the need for CS? Why is this current discourse and advancement of CS causes?
- 2- Is the CS concept foreign to the Omani society and its culture?
- 3- What challenges face Civil Society Organizations (CSO)?
- 4- How could we advance CS forward?

39



Hon. Dr. Suad Sulaiman, HE . Dr Yahya bin Badr al Maawali, Mr Mohammed Al Hajri and Khalid Al Haribi.



Hon. Shukoor Al Ghammari, Hon. Dr. Suad Sulaiman and HE Dr. Yahya bin Badr al Maawali.

20
10

Achievement Report

**MEDIA
OUTREACH
ACTIVITIES**

MEDIA OUTREACH ACTIVITIES

Media Outreach Activities are meant to accord the media its due position as a great influencing factor in the public mindset. These activities are, hence, designed to achieve two goals:

- 1-To launch Policy Research Papers and
- 2-To raise the media awareness level of the subject matter of these papers and engage them in public discussion

DR. ANDREW DAVID SINGER DIALOGUE

(13TH OF JANUARY, 2010)

Round table discussion with Andrew Singer (Assistant Professor of Political Science and MIT) aimed towards looking at the new development in international financial regulation and national monetary policy. The activity was promoted by Tawasul in partnership with United States Embassy in Muscat.



20
10

Achievement Report

SOCIAL
RESPONSIBILITY
AND
SUSTAINABILITY

SOCIAL RESPONSIBILITY AND SUSTAINABILITY



Social Responsibility and Sustainability is not only for the good of the community it has the added value for been good for business and has to be integrated in the principles and the operations of the organizations. CSR initiatives should be in line with the mission and vision of the organization and complemented by public relation activities but it should not be merely considered an activity under PR, it is also important for internal and external way of achieving our mission and vision.

Our CSR policies are totally internalized in processes and structure:

INTERNALLY: Adhering to the environmental friendly policy, promoting diversity, empowering women restricting legal frame work and labor rights. Encouraging freedom of expression and civil liberties.

EXTERNALLY: Designing, implementing and supervising community based social programs and projects.

TAWASUL SPONSORSHIPS

During its first two years of existence, Tawasul has supported Civil Society in Oman through a Sponsorship Program to CSOs initiatives. By investing in social responsibility, Tawasul reaffirms and strengthen its role of fostering a more vibrant CS through cooperating with all stakeholders.

Tawasul, aims at giving example to other organizations on the importance of Social Investment by supporting the initiatives described below.

National Partnership AIESEC

(August 2009 to July 2010)

Tawasul sees youth as the future of the country and is proud to sponsor this organization that aims at the development of university students and recent graduates through voluntary work and international exchanges. Tawasul had already received two international trainees from AIESEC.



AIESEC Directors and Cintia Freitas, Intern at Tawasul

TAWASUL SPONSORSHIPS

Forum on Omani Women Reality and Aspirations organized by Omani Society for Writers and Literati (14th and 15th of November, 2009)

The workshop provided legal awareness among women in Oman highlighting their political achievements and revitalizing the independence of Civil Society institutions in the Sultanate. The seminar addressed five main issues dealing with the reality that Omani women face regarding political and social development.



Ms. Maysa Al Hinai, Ms.Basma Al Rajhi, Mrs. Taiba Al ma'wali, Dr. Fatma Al Shidi and Dr. Khalid Al Azri.

Leadership Workshop for OWA Seeb (19th and 20th of April, 2010)

In this workshop, 34 representatives from women NGOs to make the most out of this training: an interactive workshop that focus on providing participants with leadership strategies, communication skills and networking.



First photo: Dr. Saba Al Asfour and Majda Al Mamari

Special Guest: HE the Undersecretary of Ministry of Social Development and HE the Wali of Seeb.

Facilitators: Dr. Saba Al Asfour and Ms.Najiya Sayyid Sharaf

Dialogue on Women in Media organized in partnership with Omani Journalist Association (5th of May, 2010)

In an effort to open dialogue between leading media figures and the new generation of journalists and stakeholders from the public and private sector, Oman Journalists Association and Tawasul organized an Omani Women in Media Dialogue for 24 participants. The dialogue featured important themes to the society including vision for empowering new media, women, and civil society, experiences of pioneering women in media, and international and foreign media experiences.



From left: Dr. Sana Al Bulushi, National Career Guidance Center, Ms. Jihan al-Lamki (OJA member) and Mr. Awadh Ba Quwair (Director of Media, Majlis a'Shura)

Tawasul initiated in 2010 the Social Responsibility and Sustainability services, to assist companies to plan, implement and supervise their CSR initiatives and projects, as well as integrating a socially responsible and environmentally sustainable way of dealing with their core businesses.

Dialogue on Social Investment: what is it and what does it mean to your business?

11th of May 2010 in partnership with the Muscat American Business Council

The first activity by Tawasul on CSR was executed in partnership with MABC. The event was a panel of 6 speakers (3 of them talked about their companies CSR initiatives in private sector, and 3 of them talked about their non-profit initiatives for society) and was followed by a networking lunch.

The attendance of 30 guests was composed by representatives of CSR departments of companies (specially Small and Medium Enterprises) in Oman.

Tawasul expects to organize many more dialogues, gathering companies from specific sectors, to talk about CSR and sharing ideas about programs implementation.



From left: Khalid Al Haribi, Aisha Abdullah Al Kharusi; Fatima Hassan Al Shidad; Emmee Nichol; Al-Mutasim Al Sariri; Christopher Charles; and Shabib Al Mamari

20
10

Achievement Report

CONFERENCES
AND
SEMINARS

CIVIL SOCIETY MAJLIS DIALOGUES

The Civil Society Majlis Dialogues are based on a traditional Omani Sablat where people discuss and debate society concerning issues. Tawasul's Majlis aim to bring pioneer personalities of the Sultanate in order to share their experiences and promote development among the participants.

Tawasul had already promoted 3 Majlis during the year of 2009 and 2010 gathering CSOs, OWAs and individuals in different regions of the country.

1st Civil Society Majlis Dialogue (26th of June, 2010)

Speaker: HE Ali Al Mahruqi, Wali of Ibra

2nd Civil Society Majlis Dialogue in Salalah: Life Milestones (28th of July, 2010)

Speakers: Hon. Lamees Al Taei, Member of the State Council and Hon. Ambassador Awadh Al Shanfari, Member of State Council.

3rd Civil Society Majlis Dialogue (21st of September)

Speaker: Mr. Abdulqader Ahmad, Management Expert.



Participants of the 2nd Civil Society Majlis Dialogue in Salalah: Life Milestones (28th of July, 2010)

MEDIA ON ELECTIONS FORUM

Media Forum: media and elections campaign (25th and 26th of September, 2010)

The forum discussed the role of media professionals in covering elections, best practices in elections coverage, media as a development tool for omani society, law regulations, parliamentary media role and impact. The forum also aimed at providing a space for discussion of relevant topics for media representatives and women contesting for Shura elections. This was the first initiative of its role in the Sultanate. Guest speakers included Mohamed Al Hadi Al Hanashi, journalist and producer in Al Arabiya news channel, and Sara Staino, an electoral process global programs officer in the International Institute for Democracy and Electoral Assistance (IDEA).



Up (left to right):Awadh Baqwair, Ahmed Al Mukhaini, HE Dr. Rasheed Al Huraibi, Mohammed Al Hannashi, HE Mohammed Al Tobi Down (left to right): Nasra Al Adawi, Jihan Al Lamki, Amal Van Hees, Hon Lamees Al Tai, Hon Muna Al Manthari, Sara Staino, Iman Al Huraibi

CIVIL SOCIETY LEADERS AWARDS 2010

56

The CSL Awards is an initiative highlighted by an awards ceremony created to recognize distinguished and Out-of-the-Box Social Responsibility Initiatives from the Public Sector, Private Sector and Civil Society Organizations. The recognition prizes will be open for the organizations and individuals to apply highlighting their initiatives towards a better society in Oman.

This award is the seed of a national initiative and one of the Social Investment programs of Tawasul towards the empowerment of civil society. Moreover, this Award aims to develop a national standard which will improve the various programs and efforts exerted to serve the Omani society. We expect the Award to succeed in honoring and appreciating civil society leaders, individuals or organization wise.

The 2010 edition counted with more than 17000 votes, exceeding the expectations of last year's edition. The projects running for CSL Awards 2010 are addressed with a diversity of themes and regions in the Sultanate. Omani Women Associations category is represented with 7 participants, while the Charitable and Professional Associations Category counts with 7 participants. For the Best Social Investment Category 14 candidates among Independent, Public and Private Sectors had nominated their initiatives. Best Civil Society Leader (male) counts with 5 participants and female with 6 candidates.

CSL Awards 2009

The first edition of the Civil Society Leaders Award in Oman took place in January 12th, 2010 and honored the leaders and organizations that dedicated efforts to serve the community in the country.

57

WINNERS OF 2009 (12th of January, 2010) –

First Category: The Best Social Investment Program for 2009

Sub-category 1: Public Sector Initiatives

«Together for Happy Aid», Omantel and Bank Muscat.

Sub-Category 2: Private Sector Initiatives

The First Interactive School Project, PDO and The Ministry of Education.

Second Category: Best Civil Society For the Year 2009

Sub-Category 1: Non-Charitable NGOs:

Al Noor Association for the Blind (Dhofar Governorate Branch)

Sub-Category 2: Omani Women Associations

Omani Women Association of Shinas

Sub-Category 3: Private Initiatives

The Center for Women and Technology for Training and Studies

Third Category: The Civil Society Female Leader for the Year 2009

Amna Bint Khadim bin Saeed Al-Awadi

Fourth Category: The Civil Society Male Leader for the Year 2009

Ali Bin Muhammad bin Salmeen al-Alawi

Special Recognition Awards:

Saud Bahwan Foundation

Suhail Bahwan Foundation

Late Yusra Khamis Al Farsi



27 Activities

558 people trained in all workshops

254 hours of training

19 Workshop

Approximately 100 of associations participated in our initiatives

All areas of the Sultanate reached

Award Winners

National Award

Best Entrepreneur of the year 2010: Shell Intillaaqah Awards

Regional Award

Arabia Corporate Social Responsibility Awards 2010: Arabia CSR Network

International Award

European Commission Human Rights Chaillot Prize 2010



Tawasul Team would like to specially thank the following partner organizations for their support.

AIESEC Oman
Bank Muscat
Blue City
Daleel Petroleum LLC
Dhofar University
Embassy of the Kingdom of the Netherlands
General Federation of Omani Trade Unions (GFOTU)
UN Global Compact (UN)
GPD (General de Producciones y Diseno S.A.)
Hala FM
International Republican Institute
Middle East Partnership Initiative (MEPI)
Muscat Daily
National Bank of Oman
Omantel
Omzest
Petroleum Development of Oman
Port of Salalah
Qalhat LNG S.A.O.C.
Rady School of Management
Said Al Shahry Law Office (SASLO)
Saraya Bandar Jissah
Shabiba
Tecnicas Reunidas
Vale
Worly Parsons

www.tawasul.co.om

Tel: +968 24614418
fax: +968 24613455
P.O.Box 1542, P.C 133
Al Khuwair- Sultanate of Oman
Way: 4837 Villa: 2267 Al Athaiba

