

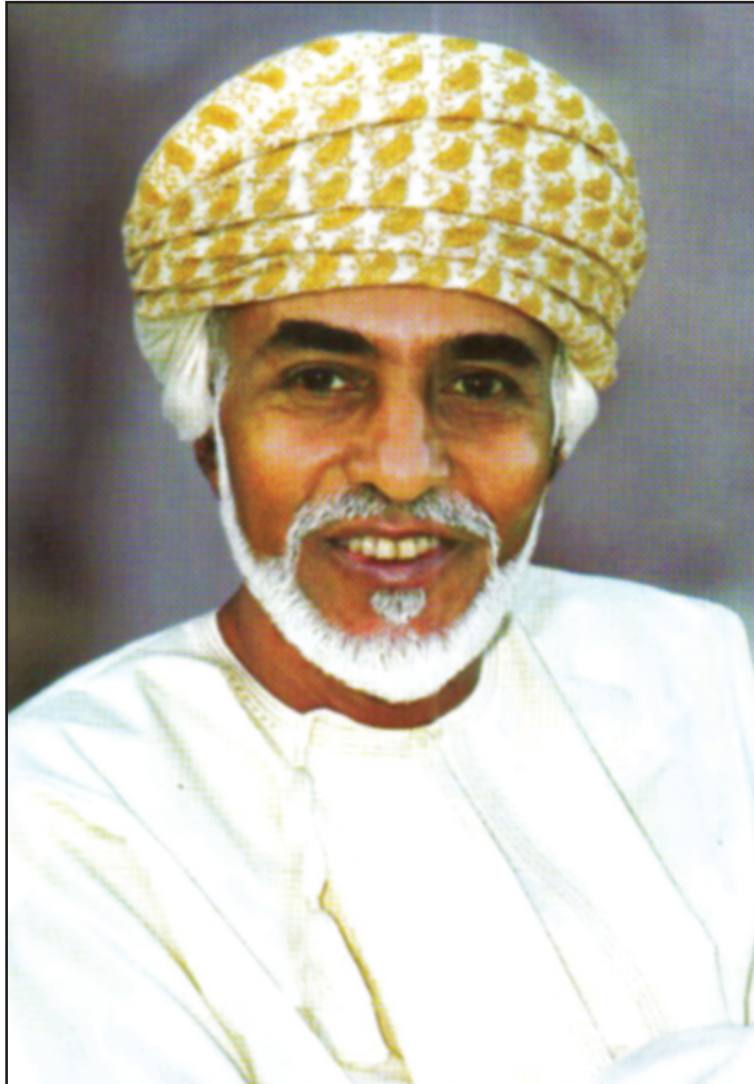
TAWASUL

GLOBAL
CONNECTIONS
CENTER

Achievements Report
2008-2009

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Inspiring Words

Speech of His Majesty Sultan Qaboos bin Said before the Opening of the Annual Session of the Council of Oman (14/11/2006)

“You are aware of the extent of the attention we accord to the development of human resources in order to provide our young sons and daughters with wider and better opportunities of education, training and employment. This is almost a fixed item in each of our speeches addressed through you to all the people of Oman. There can be no doubt that the human being is the basic component and the cornerstone of any viable civilisation. We, therefore, once again reaffirm the importance of this element in the development and modernisation of society”.

Welcome Message

Dear Sir/Madam,

On behalf of Tawasul Management Team, it gives me great pleasure to present to you our success story and achievements since July, 2008. This report 2008-2009 aims at providing you with an idea about who we are, what we do and how we can help you to achieve your business objectives.

Our activities ranged from organizing conferences and seminars, facilitating capacity building workshops, to liaising with national and international organizations to implement programs related to our core competencies. You would be thrilled to learn that, within the past few months, we have successfully planned and carried out more than six NGO capacity building seminars and workshops, sponsored various national women empowerment events, participated in the largest national Small and Medium Enterprises(SME) Exhibition, and organized a national labor event.

We have been blessed with very distinguished professionals, friends and clients, nationally and internationally, who approached us to work together to design, supervise and implement social investment, research and development programs.

We are extremely proud of the partnership we formed with our diverse list of clients which included a national renowned private university, private national and international associations and NGOs, the labor federation, an integrated tourism complex, major oil & gas companies, an international engineering company, the largest family business conglomerate, a major financial institution, the largest telecommunication company in Oman, one of the busiest ports around the world and the largest national legal firm.

In summary, with your encouragement and professional support we have been able to stay true to our main aim which is successfully linking Oman to the world through activities and programs that are well in line with country's knowledge society and human resources development goals.

We extend our heartfelt gratitude to His Majesty the Sultan for the encouragement and guidance that the nation receives from him. We would like to also extend the thanks to all government and non-government organizations that helped us in realizing our potential for the benefit of the nation.

Munthir bin Al Safi Al-Huraibi
Chairman



Tawasul's

Vision and Mission

Vision

To be a center for excellence for innovation, research and development in the fields of Social Investment, Capacity Building and Policy Analysis.

Mission

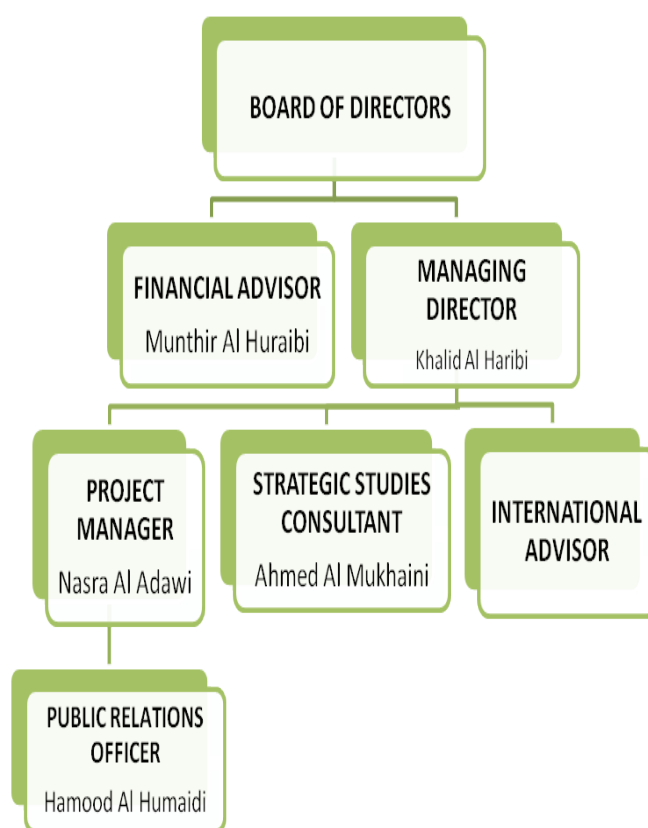
Tawasul is comprised of committed and seasoned professionals dedicated to providing high quality Social Investment Consultancy, Capacity Building and Policy Recommendations.

Values

Team Work
Acceptance
Willingness
Assertiveness
Society Based
Universality
Leadership



Organizational Structure





Core Competencies

Tawasul prides itself in having pioneered the Omani scene in three Core Competencies: Social Investment Consultancy, Capacity Building in key developmental areas, and Policy Analysis and Recommendations.

Social Investment Consultancy:

- Consulting on social investment strategies, evaluation, project-selection, development and management.
- Connecting businesses with society through social responsibility solutions that meets the needs of individual companies or organizations.
- Supporting NGOs and non-profit organizations to administer their charitable projects.
- Helping entities to demonstrate respect for ethical values, people, communities and the environment as well as researching solutions on best practices in business ethics.

Capacity Building:

- Identifying key areas for Capacity Building and Development projects with a special focus on research, professional development and civil society management skills.
- Delivering Capacity Building solutions adopting the ISD model: requirements analysis, design, implementation and monitoring and evaluation.
- Liaising with local, national and international experts in subject matters.

Policy Analysis and Recommendations:

- Conducting policy and impact analysis in economic, legal, environmental, social and cultural fields.
- Providing recommendations through commissioned reports or others initiated by Tawasul.
- Organizing specialized focus groups discussions.
- Developing a repository of knowledge in certain key areas.



November 2008

Plant, For A Green City Campaign

This green plantation campaign was organized in November 2008 by the Media Club of Dhofar University and Tawasul. The event had a clear message to spread awareness on the environment, planting native trees, and connecting students to their community. This event also had been opened a link towards cooperating with Oman Environment Society.



**November 2008
- May 2009**

Practical Judicial Guide and Employment Right Brochure with College of Law Professors

Planning, Designing and Printing

Tawasul facilitated communications on workshop and seminars related to the project. Participants included authors, judges, lawyers, labor representatives and journalist.

Achievements

June 2008 – May 2009

During the course of the pervious year, Tawasul managed to accomplish several pioneering projects pertaining to our Core Competencies and Values. These accomplished projects have been the result of successful interaction and cooperation with national and international organization.

March 2008

Sparks of Women: Poetic Evening



Tawasul and Dar Al Atta Association (a registered charity group) held a poetic evening titled “Sparks of Women”, celebrating womanhood and the role of women in community. The evening hosted women poets among them from India Priyanka Sacheti a creative writer and published three volume of poetry based in Muscat and Reem Al Lawati, an Omani Poet known by her daring Arabic Poetry, also Nasra Al Adawi had joined with English poetry recital, and Jane Jaffer, a published novelist shared her poetic thoughts.

September 2008

Islamic Guidance on the Benefit of the Last Days of Ramadhan

Tawasul sponsored an event on Islamic Guidance during the month of Ramadhan, which was organized by Dhofar University in coordination with the Sultan Qaboos Center for Islamic Culture.

**March 2009
29-30
Muscat Grand
Hyatt Hotel**

Workshop on Social, Economic and Environmental Impact Analysis

Participants: Members of Omani civil society organizations.

Facilitator: Adnan Odeh

The aim of this training was to empower members of the Omani NGO's with skills and tools to assess the impact of legislation, policy, project, etc. It looked at layers of impact such as the cultural, economic, social and political. The participants were trained on creative thinking and critical analysis as well and some writing skills.

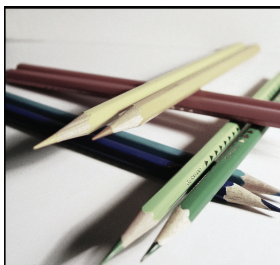
Themes:

1. Identifying the differences between good and bad policies.
2. How to analyze legislation and policies to ensure effectiveness and equality.
3. How to research foreign policies and legislation to identify potential problems with domestic policies.
4. How to advocate for changes which will improve policies.



January 2009

The Language of Colors: Community Support



In coordination with Dar Al Atta Association (a registered charity group) a program of promoting art in hospitals for patients with chronic diseases, with the objective of encouraging the use of art as form of therapy.

**January 2009
27-26
Muscat
Intercontinental
Hotel**

Workshop to Understand the Science and Value of Polling and Questionnaires

Participants: Members of Omani civil society organizations.

Facilitator: Dr Nader Said

The aim of this workshop is to provide a formal training in research methods and the methodology of polls, questions, and stats. Also the training taps on the value of polling and research units.



**February 2009
16-18**

Participation in Small and Medium Enterprises Exhibition

Tawasul showcased its services in three days of SME conference and exhibition. The aim was to present Tawasul as part of SME and how such sector can play in making the Sultanate of Oman one of the leading economies in this part of the world.

**27-28
Muscat
Intercontinental
Hotel**

Media and External Relations I

Participants: Members of Omani civil society organizations.

Facilitator: Yousef Daradkeh

The aim of this training was to equip members of Omani civil society with skills to build alliances with the press and media and utilize them for information gathering and circulation. It looked specifically at press releases and press conferences.

Themes:

1. Understand the goals and objectives of media relations.
2. Recognize the 3 keys to successful media relations:
 - Media and communication strategy. (Sensitivity, impact, reactive or proactive).
 - Access levels and modalities.
 - Creative and compelling delivery of message. (Effectiveness and Efficiency).
3. Develop and maintaining a long term communication plan and process.



April 2009

Workshop on NGO's Capacity Building and Management Skills

**18-19
Omani Women
Association,
Muscat**

Participants: Board Members and Administration Staff of Omani Women Associations from three regions in the Sultanate.

Facilitators: Ghada Lotfy and Hani Lotfy.

The aim of this training was two folds:

1. To strengthen Omani Women civil society groups (Omani Women Association – OWA) and builds their capacity to employ the most appropriate organizational structure and methods.
2. To understand the difference between program development, advocacy, planning and implementation.

**20-21
Omani Women
Association, Sohar**

**22-23
Omani Women
Association,
Nizwa**

Themes:

1. Effective internal organization.
2. Designing and running advocacy campaigns and programs
3. Marketing and mobilizing the media, especially designing, presenting written text and press releases and statements.



**May 2009
26-27**

**Muscat
Intercontinental
Hotel**

Media and External Relations II

Participants: Members of Omani civil society organizations

Facilitator: Anwar Al Safi Al Huraibi, MA.

The aims of this training were as follows:

1. To acquire a deeper understanding of media and communication theories and related concepts.
2. To understand the media policy in Oman and strategic environment.
3. To be acquainted with effective methods to establish media relations and develop media planning and handling skills.

Themes:

1. Communication, terms and concepts, (differences between key concepts, P.R , advertising , media operation , strategic communication .etc)
2. The importance of the media in information society.
3. The implication of the new technologies (ICT) on the modern and transitional societies.
4. The media policy in Oman and transitional societies.
5. The strategic communication environment in Oman.
6. Media Relation and news values.
7. Effective writing skills.
8. Media handling



May 2009
2
Muscat Grand
Hyatt

International Labor Day Celebration

In partnership with General Federation of Oman Trade Unions (GFOTU), Tawasul organized sponsorships and the celebrating the International Labor Day for the first time in Oman. The event was held under the auspices of HE Khalil Bin Abdullah Al Khonji, Chairman of the Oman Chamber of Commerce and Industry (OCCI).



Future Plan

June 2009 – May 2010

Building on the success of the past year, Tawasul is committed to provide more Capacity Building initiatives and deliver more projects.

The following list is by no means a comprehensive list of our offers for the period from June 2009 to May 2010. Its purposed is to provide you with a sample of the ideas through which we hope to serve the community in Oman.

**June 2009
9-10
Omani Women
Association,
Muscat**

Personal Professional Development Skills

Participants: Omani Women Associations Board Members and Administrative Staff.

Facilitator: Talal Al Rahbi and Yaser Sulaiman

The aims of this training are as follows:

1. To empower participants with appropriate professional skills in the fields of Public Speaking and Self Marketing.
2. To provide participants with practical skills on conducting interviews and CV writing.

Themes:

1. CV Writing
2. Interview Skills
3. Public Speaking
4. Self Marketing



**June 2009
01-02**

Dhofar University

Women Cultural Symposium

Tawasul sponsored Women Cultural Symposium in Salalah hosted by Dhofar University and Slalah Centre for Business Women. The aim of such sponsorship is to enhance the role of Omani Women in the society and to address challenges that Omani women faces.



July 2009

**Omani Women
Association,
Muscat**

Home Economics and Family Health

Participants: Omani Women Association Board Members and Administrative Staff.

Facilitator: Yusra Al Farsi (TBC)

The aim of this training is to provide Board Members and Administrative staff of Omani Women Associations in the Governorate of Muscat with a good understanding of key issue in household management and family health from a health promotion perspective, in pursuit of creating from among the participants knowledge bearers who would relay such knowledge to members of their own respective communities.

Themes:

1. Consumer Education
2. Food, Nutrition and Health.
3. Hygiene.
4. Child development.
5. Relationships within the family.

**Omani Women
Association,
Muscat**

Leadership Skills for Women

Participants: Omani Women Association Board Members and Administrative Staff.

Facilitator: Yusra Al Farsi (TBC)

The aim of this training is to complement the personal professional training delivered previously and provide Board Members and Administrative Staff of Oman Women Associations in the Governorate of Muscat with leadership and influencing skills.

Themes:

1. Motivating Skills.
2. Management by Values and Role Model.
3. Mentoring.

June 2009

**28-30
Muscat
Intercontinental
Hotel**

NGOs Management

Participants: Board Memebrebrs of the Omani Civil Society organizations and Administrative Staff.

Facilitator: Said Al Hashmi

The aim of this training is to equip Board Members and Administrative Staff of Civil Society in the Governorate of Muscat with key NGO management skills.

Themes:

1. Mission Statement
2. Organization Chart/ Division of Duties
3. Strategic Planning
4. Conducting Efficient Meetings
5. Dealing with Conflict
6. Growing Membership





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November 2009

**Muscat
Intercontinental
Hotel**

Advocacy

Participants: Members of the Omani civil society organizations

Facilitator: TBC

The aim of this training is to focus on advocacy and social marketing skills.

Themes:

1. Developing a strategy and determining partners.
2. Identifying the value
3. Developing alliances
4. Choosing the approach

October 2009

**18
Muscat
Intercontinental
Hotel**

Think Tank Development

Participants: Members of the Omani civil society organizations

Facilitator: TBC

The aim of this training is to provide participants of the importance and role of Think Tanks in policy analysis and civil society work. The discussion will also touch upon funding sources and management styles and functions of think tanks.

Themes:

1. Concept and Role.
2. Stakeholders and beneficiaries.
3. Modalities of operations and functions.