



## **Elmoustkbal organization for media and strategic studies – Elmoustkbal SDGs**

Elmoustkbal for media, policy and strategic studies – Egyptian Official company registered No. **63652** - working for using media and journalism content also media campaigns to achieve sustainable development goals in Egypt and Arab region, also we are now launching “Elmoustkbal SDGs” platform to contribute to achieving sustainable development goals (SDGs) in Egypt, the Middle East and the Arab region, And to encourage Arab #youth to interact with those goals more positively. In order to achieve a world in which we live a better life in cooperation, peace and freedom.

**During 3 years of continuous work, we have launched a number of media campaigns on the serious challenges facing the Egyptian society, most notably the crisis of water scarcity and climate change, as well as introducing the Egyptian society to the goals of sustainable development and its role in the development of their economy and raise their standard of living and change many concepts that need to develop and develop cultural level We also launched the Elmoustkbal SDGs for peace campaign, which aims to use the Sustainable Development Goals to achieve peace in the Middle East, we are working for, We are working to bridge the gap that Egypt suffers from insufficient media interest in sustainable development.**

Here's an overview of what we have done from 2017 to October 2019:

### **Elmoustkbal SDGs Presentation:**

<https://www.slideshare.net/AmroSelim1/elmoustkbal-for-sustainable-development>

**Also our article "Sustainable development goals and peace in middle east region" (Explain main idea):**

<https://amrojournlist.blogspot.com/2019/05/the-sustainable-development-goals-and.html>

### **Samples for our SDGs campaigns:**

<https://www.facebook.com/Elmoustkbal/posts/2557830890924357>

<https://www.facebook.com/Elmoustkbal/posts/2566299526744160>

<https://www.facebook.com/Elmoustkbal/photos/a.331921830181952/2912729898767786/?type=3&th eater>

<https://www.facebook.com/Elmoustkbal/photos/a.331921830181952/2912734532100656/?type=3&theater>

<https://twitter.com/Elmoustkbal/status/1125078099681476609>

<https://twitter.com/Elmoustkbal/status/1122463455821344768>

<https://twitter.com/Elmoustkbal/status/1130429144154685440>

**Recently I have chosen as first Art Impact 2030 for ACD Vienna in Egypt also Ambassador for Net Africa in Egypt and North Africa region:**

<https://www.facebook.com/1062859200475115/photos/a.1144545308973170/2227860973974926/?type=3&theater>

<https://www.netafrica.be/about>

**My latest report about sustainable development in Egypt:**

[https://docs.wixstatic.com/ugd/c9e6c2\\_c9a85e82dda74c6f8a5fe73e7b9507cd.pdf](https://docs.wixstatic.com/ugd/c9e6c2_c9a85e82dda74c6f8a5fe73e7b9507cd.pdf)

**Recently "Elmoustkbal organization for media studies also Facebook page and twitter pages" become one of the international Competitors for the UN SDG Action awards:**

<https://sdgactionawards.org/initiative/752?fbclid=IwAR3tyiDEWgrgx7-WCsupzEuYjCD1jyxCF2nnxavKePgdxR73MdB3tm6QiQ>

**Also "Elmoustkbal" has become one of the international consultative organizations of the United Nations (UNMGY) to achieve goals 4, 8, 10, 13, 16 and 17 for sustainable development which include:**

<https://www.facebook.com/Elmoustkbal/photos/a.331921830181952/2671964632844315/?type=3&theater>

We are already starting our work for SDGs in our Facebook and twitter pages:

<https://ar-ar.facebook.com/Elmoustkbal/>

<https://twitter.com/elmoustkbal?lang=ar>

## **International Achievements**

**-Elmoustkbal presentation about "digital gap between Africa and Europe" in UNESCO official website:**

[https://en.unesco.org/sites/default/files/gmw2018\\_amro\\_selim.pdf](https://en.unesco.org/sites/default/files/gmw2018_amro_selim.pdf)

**-UNESCO Selected Amro Selim representative of Elmoustkbal as chairman of Nominations committee for GAPMIL International Elections 2019:**

<https://www.facebook.com/Elmoustkbal/photos/a.331921830181952/3136698303037610/?type=3&theater>

<http://sadaelseed.com/index/2019/08/04/%D9%85%D9%86%D8%B8%D9%85%D8%A9-%D8%A7%D9%84%D9%8A%D9%88%D9%85%D9%8A%D8%B3%D9%83%D9%88-%D8%AA%D8%AE%D8%AA%D8%A7%D8%B1-%D8%B9%D9%85%D8%B1%D9%88-%D8%B3%D9%84%D9%8A%D9%85-%D8%B9%D8%B6%D9%88%D8%A7-%D8%A8/>

**-Elmoustkbal Contribution in digital Cooperation initiated a global consultation in October 2018 in (UN Digital Cooperation) website. Oct 2018:**

<https://digitalcooperation.org/responses/>

**-Participate in Global network of civil society organizations working to prevent violent conflict:**

<https://peaceportal.org/node/117>

**- participated in the preparation and signing of an international letter asking the United Nations to involve Governments and other United Nations stakeholders in the process of evaluating, reviewing and considering measures that strengthen the Organization:**

<http://un2020.org/wp-content/uploads/2019/02/0107-sign-on-PGA-Espinosa.pdf>

**-"Elmoustkbal SDGs" presentation:**

<https://www.slideshare.net/AmroSelim1/elmoustkbal-sdgs-platform>

**- Member in Collaboration for development network group in World Bank:**

<https://c4dnetwork.ning.com/members/AmroSelim>

**- Participate as international media speaker, with session about digital media in Africa, in Mil City week 2018, UNESCO.**

[https://www.vdu.lt/wp-content/uploads/2018/10/Detailed-Feature-Conference-Agenda-18-Oct\\_web.pdf](https://www.vdu.lt/wp-content/uploads/2018/10/Detailed-Feature-Conference-Agenda-18-Oct_web.pdf)

**- Mentor in Youth lead network (USAID) with focus for "Elmoustkbal SDGs"**

<https://www.youthlead.org/innovations/elmoustkbal-sdgs>

**-Member in Anna Lindh Network:-**

<http://www.annalindhfoundation.org/members/elmoustkbal-online-newspaper>

-Elmoustkbal Register as international media tool in Official Europe media hub:

<https://openmediahub.com/directory/contact/?pdb=16>

-Tunisian national radio speaks about my article in Elmoustkbal as Top trend in social media

[https://www.youtube.com/watch?v=cNwybwq\\_jAU&feature=youtu.be](https://www.youtube.com/watch?v=cNwybwq_jAU&feature=youtu.be)

Member in The Global Editors Network in France (GEN):-

[http://community.globaleditorsnetwork.org/search?search\\_api\\_views\\_fulltext=amro+selim](http://community.globaleditorsnetwork.org/search?search_api_views_fulltext=amro+selim)

-*Participate* in the Communication Initiative Network in North America:

[http://www.comminit.com/global/ci\\_users\\_profile?field\\_name\\_value=&field\\_last\\_name\\_value=&username=Amro+Selim&field\\_taxonomy\\_communication\\_ap\\_value=All&field\\_taxonomy\\_communication\\_to\\_value=All&field\\_taxonomy\\_custom\\_codes\\_value=All&field\\_taxonomy\\_evaluation\\_value=All&field\\_organisation\\_value=&field\\_role\\_value=&field\\_city\\_value=&field\\_country\\_value\\_many\\_to\\_one=All&field\\_taxonomy\\_organisations\\_in\\_value=All&body=](http://www.comminit.com/global/ci_users_profile?field_name_value=&field_last_name_value=&username=Amro+Selim&field_taxonomy_communication_ap_value=All&field_taxonomy_communication_to_value=All&field_taxonomy_custom_codes_value=All&field_taxonomy_evaluation_value=All&field_organisation_value=&field_role_value=&field_city_value=&field_country_value_many_to_one=All&field_taxonomy_organisations_in_value=All&body=)

- joins to the largest American organization specialized in youth affairs and emerging leaders:

<http://youthspeaks.org/bravenewvoices/organizations/elmoustkbal-online-newspaper/>

-Participate in United Nations Global Compact as NGO Global:

<https://www.unglobalcompact.org/what-is-gc/participants/129201-Elmoustkbal-Online-Newspaper->

-"Elmoustkbal SDGs' in Orange entrepreneur club-

<https://entrepreneurclub.orange.com/project/elmoustkbal-sdgs>

-Elmoustkbal message for UN secretary general to active Community organization role to face global threats:

<https://together1st.org/wp-content/uploads/2019/05/20-May-Letter-to-Co-Facs-asking-for-civil-society-inclusion-155-endorsements-1.pdf>

<https://www.civicus.org/index.php/es/component/content/article/131-media-resources/news/united-nations/new-york/3852-un-to-turn-75-years-old-in-2020-commemoration-events-must-include-civil-society>

-Elmoustkbal member Non-Governmental Organizations Major Group (High level political forum 2019):

[https://sustainabledevelopment.un.org/content/documents/23192NonGovernmental\\_Organizations\\_Major\\_Group\\_Position\\_Paper\\_HLPF\\_2019.pdf](https://sustainabledevelopment.un.org/content/documents/23192NonGovernmental_Organizations_Major_Group_Position_Paper_HLPF_2019.pdf)

- Recently "Elmoustkbal organization for media studies also Facebook page and twitter pages" become one of the international Competitors for the UN SDG Action awards:

<https://sdgactionawards.org/initiative/752?fbclid=IwAR3tyiDEWgrgx7-WCsupzEuYjCD1jyxCF2nnxavKePgdXR73MdBR3tm6QiQ>

-Also "Elmoustkbal" has become one of the international consultative organizations of the United Nations (UNMGCY) to achieve goals 4, 8, 10, 13, 16 and 17 for sustainable development which include:

<https://www.facebook.com/Elmoustkbal/photos/a.331921830181952/2671964632844315/?type=3&theater>

-Elmoustkbal as Partner with SDGs action to achieve sustainable development goals:

<https://www.act4sdgs.org/partner/ElmoustkbalSDGs>

-Elmoustkbal in global innovation exchange:

<https://www.globalinnovationexchange.org/innovation/elmoustkbal-organization-for-media-studies>

<https://millionlivesclub.org/innovation/elmoustkbal-organization-for-media-studies>

-Elmoustkbal in water action hub:

<https://wateractionhub.org/projects/323/d/elmoustkbal-online-newspaper/>

-Elmoustkbal member in World Bank collaboration development platform:

<https://collaboration.worldbank.org/content/sites/collaboration-for-development/en/profile.html/home/users/community/u/CgaEj6U11sQDckdnyOBF/profile>

-Elmoustkbal special press covering for AMWAJ Forum 2018 in Spain:

<https://amwajforum.com/press/>

-Elmoustkbal participate as professional speaker in MIL City week 2018 in Lithuania as special invitation from UNESCO:

[https://www.vdu.lt/wp-content/uploads/2018/10/Detailed-Feature-Conference-Agenda-18-Oct\\_web.pdf](https://www.vdu.lt/wp-content/uploads/2018/10/Detailed-Feature-Conference-Agenda-18-Oct_web.pdf)

**-Elmoustkbal member in Global Network of Civil Society Organizations for Disaster Reduction (GNDR):**

[https://community.gndr.org/s/account/001000002NWCoF/elmoustkbal-for-media-studies?language=en\\_GB](https://community.gndr.org/s/account/001000002NWCoF/elmoustkbal-for-media-studies?language=en_GB)

**-Elmoustkbal in VC4A platform:**

<https://vc4a.com/ventures/elmoustkbal-sdgs-platform/>

**-Journalism campaigns Elmoustkbal launch about SDGs Issues in 'Elmoustkbal' social media Pages:**

<https://www.facebook.com/Elmoustkbal/posts/2557830890924357>

<https://www.facebook.com/Elmoustkbal/posts/2566299526744160>

<https://www.facebook.com/Elmoustkbal/photos/a.331921830181952/2541546192552827/?type=3&theater>

<https://www.facebook.com/Elmoustkbal/photos/a.331921830181952/2520031568037623/?type=3&theater>

<https://www.facebook.com/Elmoustkbal/photos/a.331921830181952/2517811098259670/?type=3&theater>

<https://www.facebook.com/Elmoustkbal/photos/a.331921830181952/2468723389835108/?type=3&theater>

<https://www.facebook.com/Elmoustkbal/photos/a.331921830181952/2450400605000720/?type=3&theater>

<https://www.facebook.com/Elmoustkbal/photos/a.331921830181952/2448359558538158/?type=3&theater>

<https://www.facebook.com/Elmoustkbal/photos/a.331921830181952/2938180016222774/?type=3&theater>

<https://www.facebook.com/Elmoustkbal/photos/a.331921830181952/2912729898767786/?type=3&theater>

<https://www.facebook.com/Elmoustkbal/photos/a.331921830181952/2912734532100656/?type=3&theater>

<https://twitter.com/Elmoustkbal/status/1125078099681476609>

<https://twitter.com/Elmoustkbal/status/1122463455821344768>

<https://twitter.com/Elmoustkbal/status/1122462934985334785>

<https://twitter.com/Elmoustkbal/status/1113766676938543105>

<https://twitter.com/Elmoustkbal/status/1130429144154685440>

<https://twitter.com/Elmoustkbal/status/1126809329812877312>

<https://twitter.com/Elmoustkbal/status/1103276588525912064>

<https://twitter.com/Elmoustkbal/status/1125078590352187392>

### Some of our activities we planning to release in upcoming 6 months

- Awareness campaigns through social networking sites about water and energy also climate change challenges.
- Training courses for journalists on press coverage of sustainable development, especially water and climate change.
- Making Videos and simple cartoon stories for children to raise awareness of water scarcity and climate change.
- Meetings with climate change specialists and press conferences
- Issue monthly report and research and specialized studies on the impact of climate change and water scarcity on Egypt and North Africa.

### Market addition

- 1- In first upcoming year we will create at least between 3 to 5 new jobs.
- 2- We will provide Egyptian and Arabian market with new tools for content writing.
- 3- We will maintain social diversity in the institution.

Best regards

Amro Selim

Amro Selim



Chairman of Elmoustkbal Company for media studies

29/10/2019