



CONNECTING POLICY. DELIVERING IMPACT.

Public policy · Governance · Inclusive development
Research · Digital · B2B Africa & trade

2017

Founded

30+

Partners

20+

Countries

RABAT, MOROCCO · FOUNDED 2017



What's Inside

01	About Africa My Home	3	11	Research & Evaluation	13
02	By the Numbers	4	12	Digital Transformation & AI	14
03	What We Do	5	13	Economic Development & Trade	15
04	Our Six Practices	6	14	B2B Matchmaking & Exhibitions	16
05	Sectors We Work Across	7	15	Convening at Continental Scale	17
06	Markets & Reach	8	16	In Pictures	18
07	How We Work	9	17	Partners & References	19
08	Public Policy & Governance	10	18	Our Impact	20
09	Inclusive Development	11	19	Leadership	21
10	Strategic Communication	12	20	Let's Work Together	22



Who we are

Public policy, governance and inclusive development advisory across Africa and the Euro-Mediterranean region.

Africa My Home is a Moroccan consulting and development firm supporting governments, international organisations, development agencies, local authorities, civil society and private institutions to design, implement, monitor and evaluate high-impact public policies and development programmes.

“We are judged not by the strategies we write, but by whether the institution is stronger after we leave.”

OUR CORE FOCUS



Public policy



Governance



Gender & youth



Research & M&E



Digital & AI



B2B & trade





Real projects. Real institutions. Real results.

2017

Year founded

6

Practice areas

30+

Partners & clients

15+

Documented engagements

7

International convenings

20+

Countries convened

4

Maghreb countries, one mandate

5

Working languages

4

Continents of operation

12

Moroccan regions mapped

500,000

Views, different campaigns

50,000

Accounts reached



Who we work for

One accountable team across the whole delivery chain — from evidence to implementation.



For governments & public institutions

- Public policy formulation and reform
- Institutional diagnostics and strengthening
- Participatory consultation and territorial dialogue
- Monitoring, evaluation and learning systems



For development agencies & multilaterals

- Baseline, feasibility and evaluation studies
- Programme design and results frameworks
- Advocacy and communication campaigns
- Convening, forums and multi-stakeholder dialogue



For companies & business communities

- Market studies and entry strategy
- B2B matchmaking and hosted buyer programmes
- Exhibition delegations, as visitors or exhibitors
- Lead generation and in-market representation

Our six practices

Deployed alone, or combined into one integrated programme team under a single contract.



01

Public policy & governance

Policy design, strategic advisory, institutional diagnostics and governance reform.



02

Inclusive development

Youth, women's empowerment, leadership and capacity building.



03

Strategic communication

Communication strategy, public relations, advocacy and branding.



04

Research & evaluation

Applied research, feasibility studies, evaluation and impact.



05

Digital transformation

Web and mobile platforms, GIS mapping, data and applied AI.



06

Economic development & trade

B2B Africa, matchmaking, exhibitions, market studies and trade.



Sectors we work across

Cross-cutting themes run through every practice — and every market we enter.



Gender equality



Youth & education



Governance & democracy



Migration & human rights



Peace & prevention



Climate & energy



Trade & industry



Digital & AI



Media & culture



Education, Skills &
employment



Civil society



Private sector

Markets and reach

Rabat-rooted, continent-wide, with an established Euro-Mediterranean and Gulf network.



Morocco — home market

Rabat head office; delivery across five regions.



Maghreb

Morocco · Algeria · Tunisia · Libya — regional gender and development.



West & East Africa

Nigeria · Ghana · Tanzania · Kenya · Rwanda



Euro-Mediterranean

Spain · Switzerland · Belgium · Italy — cooperation.



Türkiye & the Gulf

Türkiye · United Arab Emirates — trade and convening.

How we work

A five-phase methodology applied across advisory, research, programme and communication mandates.



01

Understand

Institutional diagnostic, stakeholder mapping and structured interviews.



02

Evidence

Baseline studies, feasibility assessment and fieldwork in local languages.



03

Design

Co-designed strategy and programme architecture — costed and sequenced.



04

Deliver

Implementation, capacity building, convening, campaigns and digital deployment.



05

Learn

Monitoring, evaluation and impact assessment, with documented handover.

UNDERSTAND — EVIDENCE — DESIGN — DELIVER — LEARN

Public policy and governance

Advisory that converts political intent into implementable policy — evidenced, costed and owned by the institution.



Ministerial plenary



Africa-Europe dialogue



Policy consultation



African delegations



01

Policy formulation

Design and reform across gender, youth and governance.



02

Sector strategy

National and sector strategy, costed and sequenced.



03

Institutional diagnostics

What the institution controls and can deliver.



04

Participatory design

Consultation that gives reform a defensible base.



05

Transparency & integrity

Accountability frameworks for public bodies.



06

Advocacy for reform

Coalition building, from proposal to adoption.

Inclusive development

Programmes that move women and young people from being consulted to being present when decisions are taken.



Africa Women Conference



Liberal Youth Forum — Rabat



Women's trade delegation



Capacity building



01

Gender analysis

Baseline studies and political participation research.



02

Programme feasibility

Ajjal Al Egalité, Sports & Gender for AFD, led by PwC.



03

Youth policy

National youth policy design, review and advocacy.



04

Economic empowerment

Entrepreneurship, employability and enterprise support.



05

Leadership development

For women leaders and young professionals.



06

Protection mechanisms

Response systems for survivors of violence.

Strategic communication and advocacy

Communication built to change positions and behaviour — measured on reach and response.



01

Communication strategy

Message architecture around the institution's objective.



02

Media relations

Press mobilisation across national and Pan-African outlets.



03

Creative production

Video, motion, illustration and comic-form storytelling.



04

Advocacy campaigns

Menstrual health with ICD; GBV with ISRAR and others.



05

Publications

Reports and bulletins to publication standard, four languages.



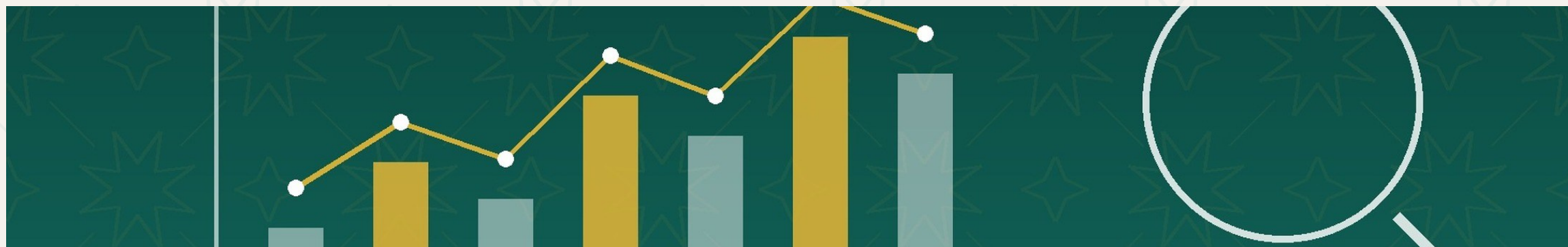
06

Analytics

More than 500,000 views in different campaigns.

Research, monitoring and evaluation

Applied research written to be used — in the decision the institution actually faces.



01

Strategic & market studies

Sector, market and opportunity studies.



02

Baseline & endline

Baseline, midline and endline assessments.



03

Feasibility studies

Four Maghreb countries for AFD, with PwC.



04

Field research

Fieldwork in the languages communities use.



05

Programme evaluation

Evaluation against agreed indicators.



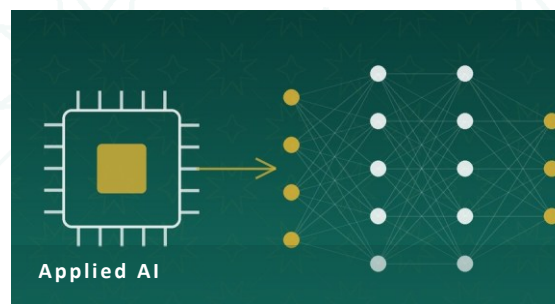
06

Impact assessment

Impact and value-for-money analysis.

Digital transformation and applied AI

Technology applied where it improves reach, evidence or cost — and declined where it would merely decorate.





Ask illy
CHATBOT

FEATURED — APPLIED AI

Ask Illy

Morocco's first civic AI chatbot for girls — French, Arabic and English, age-tailored 10–24, with WhatsApp access.





01

Web platforms

Portals and public information systems.



02

Mobile applications

Information, reporting and referral.



03

GIS and mapping

Participation and governance data.



04

Artificial intelligence

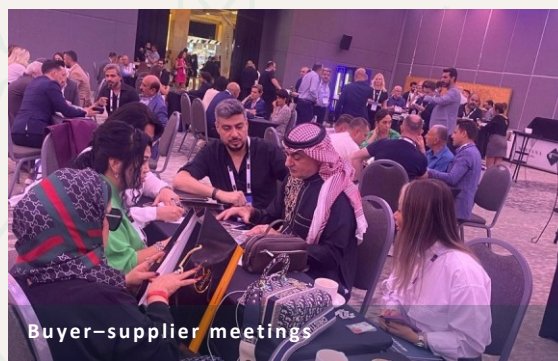
Content analysis, decision support.

Economic development and trade

Market intelligence, partner identification and structured business engagement between Africa and its trading partners.



International exhibition



Buyer-supplier meetings



Africa-Türkiye stand



Global Leaders Summit — Dubai



01

Market studies

Sector analysis, demand sizing and pricing benchmarks.



02

Trade facilitation

Import, export and investment facilitation.



03

B2B programmes

Delegations between Africa, Türkiye and Europe.



04

Partner due diligence

Counterpart screening and commercial due diligence.



05

SME development

Entrepreneurship and enterprise development.



06

International cooperation

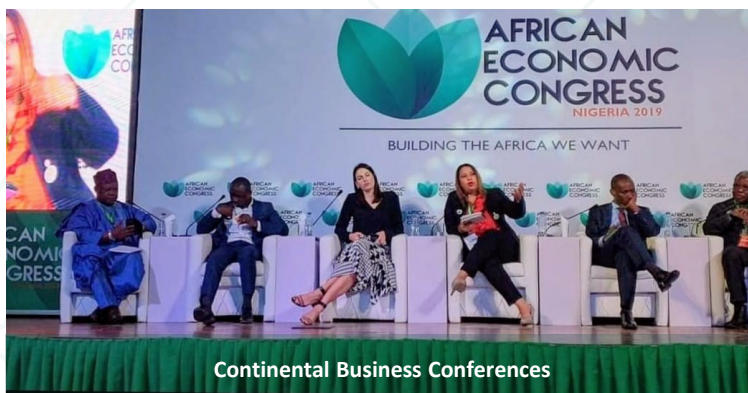
Partnership brokering across sectors.

B2B matchmaking, exhibitions and lead generation

We identify the counterpart, qualify the opportunity and place your delegation in the right room.



B2B



Continental Business Conferences



Women delegations



01

Matchmaking & B2B meetings

Curated one-to-one programmes between screened buyers and suppliers.



02

Exhibition delegations

Renowned international exhibitions, as visitors or exhibitors.



03

Product promotion

Positioning, pricing, distributors and launch in African markets.



04

Lead generation

Prospecting against a defined buyer profile, verified first.

MARKETS WE BROKER · DELIVERY PARTNERS

Morocco & Maghreb · Nigeria · Ghana · Rwanda · Tanzania · Kenya · Türkiye · United Arab Emirates | Exhibitions, hosted buyers and B2B matchmaking

Convening at continental scale

Pan African Humanitarian Summit & Awards — Morocco 2018, Istanbul 2021 — and the Africa Women Conference, Marrakech.



7

International convenings

35+

African countries represented

4

Host countries

3

Continental summit editions

Delivery, in the room

Summits, forums, exhibitions, training and campaigns across three continents.



Awards — Morocco



Forum — Rabat



Exhibition — Türkiye



Women's conference



B2B session



Cultural programme



Capacity building



Delegations



Trade delegation



Dubai summit



Istanbul panel



Recognition

Building delivery through strong partnerships

Institutions with whom we have contracted, partnered or delivered.



Global Center on Cooperative Security

NEW YORK • 2024

Movimiento por la Paz (MPDL)

RABAT • Madrid 2022

Helpline Foundation for the Needy

ABUJA • 2022

Konrad Adenauer Stiftung

RABAT • Düsseldorf 2022

FAMSI — Andalusian Fund

ANDALUSIA • 2021

PALEDEC

LAGOS • 2022

“Africa My Home exhibited a high level of professionalism and dedication... a high sense of transparency in the management of funds entrusted to her.”

Building delivery through strong partnerships

Institutions with whom we have contracted, partnered or delivered.




Rabat: April 07th, 2022

To whom it May Concern,

I, the undersigned, Mr. Steffen Krüger, testify that Mrs **Karima RHANEM, CEO of Africa My Home** have conducted in favor of Konrad Adenauer Stiftung (KAS) including the EU funded project "Get Involved! Women empowerment in Morocco and Benin" a list of successful activities as follows:

- Seminar on political networking for young women involved in civil society and politics (July 2021).
- Two digital trainings for women political leaders on civic and political technology for mobilization, advocacy and elections campaigning; on Monitoring & Evaluation of gender related policies and on Political Networking (July - December 2020).
- Evaluation study of KAS regionalization programs focusing on the implementation of a citizen bureau to provide equal services to citizens and ensure their inclusive participation in local government programs (IMAP German consulting firm specialized in evaluation for decentralization programs) February 2020.
- Three cross-party dialogues with Moroccan Political Parties from Morocco and Benin: (1) on women political participation; (2) on Gender-Sensitive Budgeting (3) on the impact of the electoral system on women political participation (2019 - 2020)
- Needs Assessments workshops for capacity building programs designed for Moroccan political parties on women political participation in 2021 regional & legislative elections (2018-2019)
- A gender baseline Study on Women Political Participation (European Union - KAS) May - September 2018.

Working with Mrs Rhanem was a real pleasure. She demonstrated thorough knowledge and skills of political party landscape, gender issues and strong skills of evaluation mechanisms and capacity building. She was highly commended by political leaders as well as other actors on her moderation and communication skills and her capacity building approach which facilitated easy learning and exchange during the scheduled activities.

I, therefore, would not hesitate to recommend Mrs RHANEM for any research and evaluation study, cross-party dialogue moderation or capacity building program or any consultancy of the type.



Mr. Steffen Krüger
Resident Representing
Konrad Adenauer Stiftung - Office Morocco

Ce projet est mis en œuvre en collaboration avec les partenaires du consortium:

Partenaires de mise en œuvre au Maroc:  Partenaires de mise en œuvre au Bénin:  Autres partenaires européens: 

Bureau de coordination du projet: Fondation Konrad Adenauer (Bureau Maroc) | Tél: +212(0)537 95 12 32 / 33 | Email: stefan.kruer@konrad-adenauer-stiftung.de



October 4, 2022

Letter of Reference

The Pan African Leadership and Entrepreneurship Development Centre (hereinafter referred to as **PALEDEC**) with headquarters at 7 Mazengo Rd, Dar es Salaam TZ, 6090, **represented by** its founder, Dr. **Babalola Omoniyi** has established a partnership agreement with **Africa My Home** with its headquarters at 4, RUEJABAL TAZAKA, N°3, AGDAL, C SOCOHIGEM, CP10000, RABAT, MOROCCO, **represented by** its founder, President Director General **Karima Rhanem** since 2017 to organize large scale projects across the African continent.

PALEDEC closely collaborated with Africa My home as an initiative even before turning it as a legal social enterprise in 2021. Cooperation between the parties included but not limited to organizing, promoting and coordinating all human and material resources towards the achievement of The Pan-African Humanitarian Summit/Awards in 2018 in Rabat, Morocco and 2021 in Istanbul, Turkey. Collaboration also included joint events designed for young entrepreneurs in Lagos, Nigeria and also supporting the FBI Africa magazine as the Managing Editor.

Africa My Home operated as the sole Representative of these events and was the responsible for the marketing, promotion and logistics coordination of all the activities.

Led by its CEO Karima Rhanem, African influencer and multi-award winner, Africa My Home and its team has been very crucial in making these events successful that exceeded our expectations. Africa My Home's professionalism, dedication, knowledge of protocol, diplomatic sensitiveness, local and regional priorities, media engagement, delegates and VIP logistics handling in addition to resources and partners' mobilization contributed to the proper implementation of our events. Therefore, we would not hesitate to recommend Africa My Home or its CEO Mrs Karima Rhanem for any project or event.

While looking forward to your response, please accept the assurances of my highest regards.



Dr. Babalola Omoniyi (SPC | H.C | FPM | ACP | PMP | SSM | CHMC)
Project Lead
www.paledec.org +1 613-301-1986




Letter of Référence

Rabat le 01/11/2021

A qui de droit

Je soussigné **Hassan Semlali** président de la fondation Driss Benzekri pour les droits humains et la démocratie atteste par la présente que **Mme Karima Rhanem**, a accompagné la fondation en tant que chef de projet pour les services suivants :

Gestion du projet « Jeunesse pour une citoyenneté active », financé par l'UE de Février jusqu'au mois d'Octobre 2021. La mission consiste en la finalisation des documents livrables selon les exigences de l'EU, réalisation de 6 agoras sur des thématiques en relations avec les droits humains, visites des clubs de citoyenneté et des droits humains dans 2 lycées pour la promotion des supports audiovisuelles réalisés par les jeunes autour de 10 sujets des droits de l'Homme, supervision de la réalisation des livrables tels que l'inauguration du centre documentaire sur la justice transitionnelle, la mise en place d'une plateforme MOOC comprenant des supports sur les droits de l'Homme, la publication des cahiers des droits de l'Homme et autres guides, ainsi que l'organisation de l'événement de clôture du projet et le développement du Rapport final du projet de 3 ans selon les normes techniques de l'EU.

Développement d'une proposition complète d'un projet sur la promotion des droits de l'Homme au Maroc destiné au financement de l'EU : rédaction de la proposition technique y compris le calendrier d'exécution de 3 ans, la matrice du cadre logique, les indicateurs d'évaluation des résultats et le budget détaillé selon les canevas de l'EU.

Mme Karima Rhanem nous a donné entière satisfaction dans la réalisation des services selon les normes et les exigences techniques de l'EU ainsi que dans les délais souhaités. Sa connaissance des politiques de la jeunesse, ses compétences en communication audiovisuelle et digitale, ainsi que son expertise dans la gestion des programmes de développement international et les subventions accordées par les organisations internationales et bailleurs de fonds, ont contribué à une meilleure gestion du projet.

La fondation Driss Benzekri est satisfaite du professionnalisme et des compétences de Mme Karima Rhanem, sa flexibilité et sa capacité de travailler en urgence. Nous sommes aussi satisfaits de la qualité des différents rapports techniques réalisés par elle dans le cadre du projet.

La Fondation Driss Benzekri n'hésitera pas à la recommander pour autres services similaires

Hassan Semlali
Président



"Africa My Home exhibited a high level of professionalism and dedication... a high sense of transparency in the management of funds entrusted to her."



CERTIFICAT

Le Fonds Andalou des Municipalités pour la Solidarité Internationale
- FAMSII -
Certifie que

AFRICA MY HOME - Mme. Karima Rhanem

a été recruté en tant qu'assistance technique pour garantir la communication, la visibilité et la diffusion du **Séminaire International sur la migration et la coopération entre les villes de la Méditerranée** les 30/11/21 et 1/12/21 dans le cadre du projet **Gouvernance et interculturelité villes méditerranéennes, villes diverses**, financé par le programme MC2CM d'ICPMD, ONU Habitat et CGLU ; et implémenté par le Fonds Andalou des Municipalités pour la Solidarité Internationale - FAMSII - et la Fédération ANMAR en collaboration avec les communes d'Oujda, Al Hoceima et Inzeq.

Manuel Redalio Gonzalez
Gérant de FAMSII
Date: 18/10/2022




MC2CM

CONTENUS

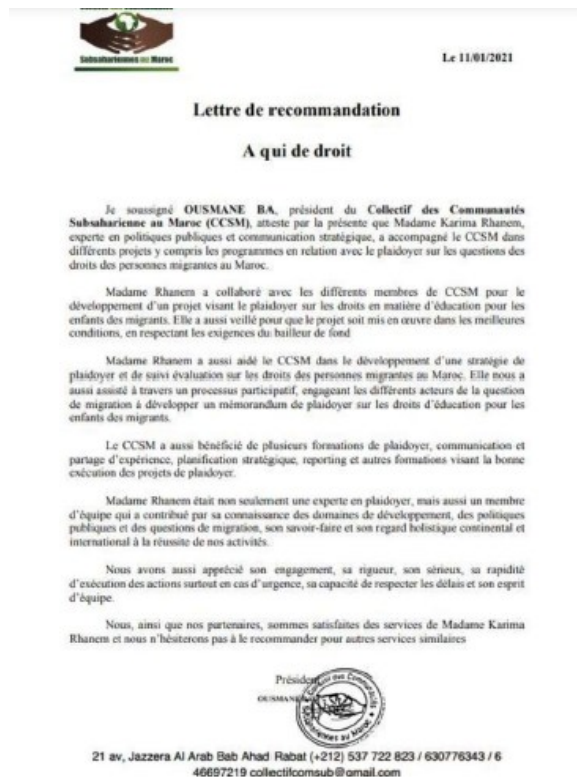
- ♦ ANIMATION DU SÉMINAIRE DANS LES RÉSEAUX SOCIAUX
- ♦ DIFFUSION ET COMMUNICATION PRESSE
- ♦ ÉDITION ET CONCEPTION DES AFFICHES, PROGRAMME, NOTE CONCEPT
- ♦ RÉSUMÉ DES INTERVENTIONS ET CONCLUSIONS
- ♦ CRÉATION D'UN BULLETIN DE COMMUNICATION DU SÉMINAIRE EN ARABE, FRANÇAIS ET ESPAGNOL

Institutions with whom we have contracted, partnered or delivered.



Building delivery through strong partnerships

Institutions with whom we have contracted, partnered or delivered.



New York, June 1, 2024

Subject: Reference letter recommending Karima Rhanem's consultancy services

To whom it may concern,

This is to confirm Karima Rhanem was contracted in a consultancy role as part of the Global Center on Cooperative Security partnership with the Israr Coalition for Equality and Empowerment of Women in Morocco. Her responsibilities included supporting the development of training materials tailored for women-led civil society organizations in the Prevention of Violent Extremism and Gender. Karima also provided training support through delivery of interactive training workshops for training participants from across Morocco.

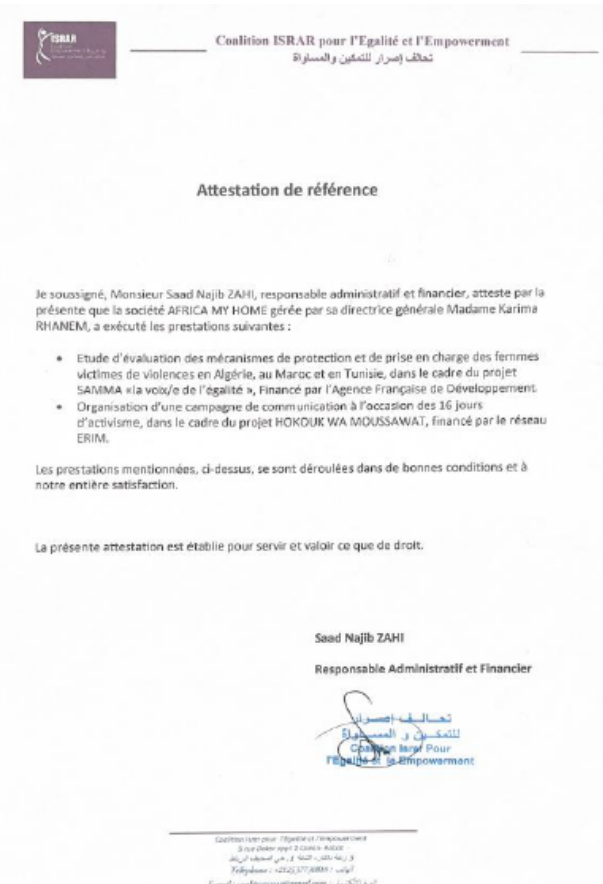
Ms. Rhanem demonstrated technical expertise in preventing violent extremism and gender that added significant value to the design of the training curriculum and valuable facilitation skills to ensure the training maintained its integrity and adult learning values.

The Global Center program staff were satisfied with Ms. Rhanem's contributions and would recommend her for other consultancy services.

Should you require any further information, please do not hesitate to contact Saïda Rouass at the Global Center (srouass@globalcenter.org).

Yours faithfully,

Eelco Kessels
Executive Director
Global Center on Cooperative Security



“Africa My Home exhibited a high level of professionalism and dedication... a high sense of transparency in the management of funds entrusted to her.”





Building delivery through strong partnerships

Institutions with whom we have contracted, partnered or delivered.



ATTESTATION DE BONNE EXÉCUTION

Mouvement pour la paix-MPD, association à but non lucratif, sis au numéro 4, rue Moulay Driss, Résidence Moulay Driss, appartement numéro 4, Hassan, 10.000, Rabat, représenté par Mme SYLVIA KAÏSSY GONZALEZ, certifie que **Mme Karima RHANEM**, a participé dans la réalisation des services suivants en sa qualité de Cheffe de mission, avec la société DREAM 3D exécutés du juillet 2020 et à ce jour :

Juillet – Septembre 2020

- Organisation de 4 webinaires en ligne sur le rôle des acteurs locaux de la région de l'Orientale dans la gestion de la crise du Covid 19 (le premier avec les collectivités territoriales, le deuxième avec la société civile, le troisième avec les instances consultatives dans le cadre de la démocratie participative et le quatrième avec les jeunes). La mission consiste en la mobilisation des partenaires, l'organisation logistique et l'animation des webinaires, production et gestion du contenu digital, la conception graphique des matériaux de communication, la promotion dans les médias, l'élaboration des rapports, ainsi que la production et l'impression d'une booklet bilingue en Français et en Arabe sur les résultats des webinaires et la réalisation d'une vidéo Best off.

Octobre 2020- Mars 2021

- Réalisation & impression d'une booklet en Français sur les résultats du projet Appui au processus de participation démocratique dans la région de l'Orientale. Conception des infographies sur l'étude relative aux besoins des jeunes et des femmes dans la région de l'Orientale, Promotion des résultats du projet dans les réseaux sociaux, Formation des membres des instances consultatives et de la société civile de 4 provinces de la région de l'Orientale en communication et plaidoyer.
- Organisation de deux webinaires de débats entre la société civile et les députés parlementaires sur la représentativité des jeunes et des femmes au sein du parlement (Organisation, mobilisation, animation design et vidéo graphique, communication et reporting)

Mars – Mai 2021

- Chef d'équipe pour la logistique, le contenu et la communication, le reporting et la production de supports écrits, numériques et audiovisuels pour la réalisation d'un séminaire international (4 conférences) de bonnes pratiques en matière de participation citoyenne et démocratique, financé par l'UE et la coopération Espagnole, comprenant des participants du Maroc, Espagne, Colombie et Tunisie. Réalisation & impression d'une booklet en Français sur les bonnes pratiques. Développement d'une newsletter du séminaire. Promotion des



résultats du projet dans les réseaux sociaux. Production d'une vidéo Best off du séminaire.

Juillet 2021 – Juin 2022

- Chef d'équipe pour développement d'une stratégie de communication. Systématisation d'une base de données des partenaires et bénéficiaires.
- Babioration de 4 capsules vidéo thématiques sur la participation citoyenne des femmes et des jeunes dans le cadre des mécanismes de la démocratie participative dans la région de l'Orientale et Tanger Tétouan Al Hoceima.
- Babioration de 24 témoignages vidéo des partenaires (société civile, élus locaux et cadres communaux).
- Babioration des communiqués de presse en Arabe et en Français et gestion de la couverture médiatique (supports audiovisuels (Radio, TV), presse écrite et électronique, revue de presse).
- Développement du contenu sur les réseaux sociaux, Community management et gestion des tendances.
- Design graphique, développement de newsletters mensuels et des messages du projet destinés aux bénéficiaires dans les communes cibles.
- Gestion et coordination de la communication avec les différents partenaires.

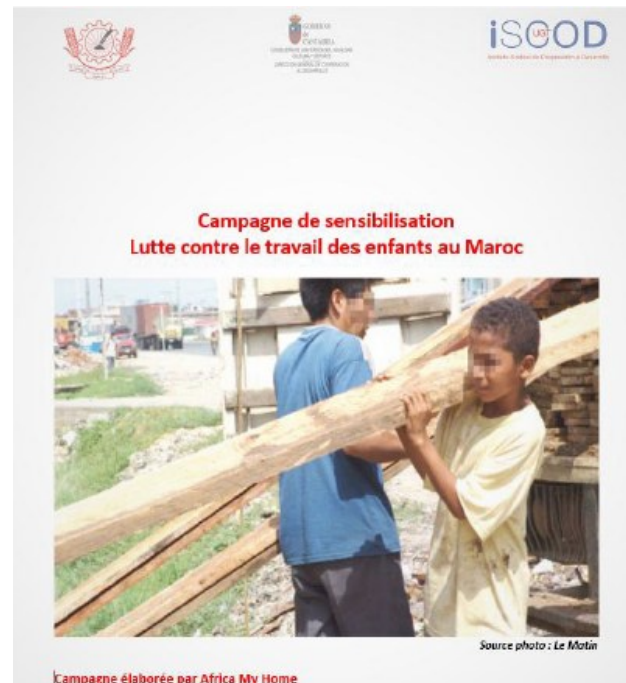
Ces prestations ont été menées à bien avec sérieux et professionnalisme, dans le respect des délais avec notre satisfaction et appréciation.

Cette attestation est établie afin de servir et valoir ce que de droit.

Fait à Rabat le 22 mars 2022

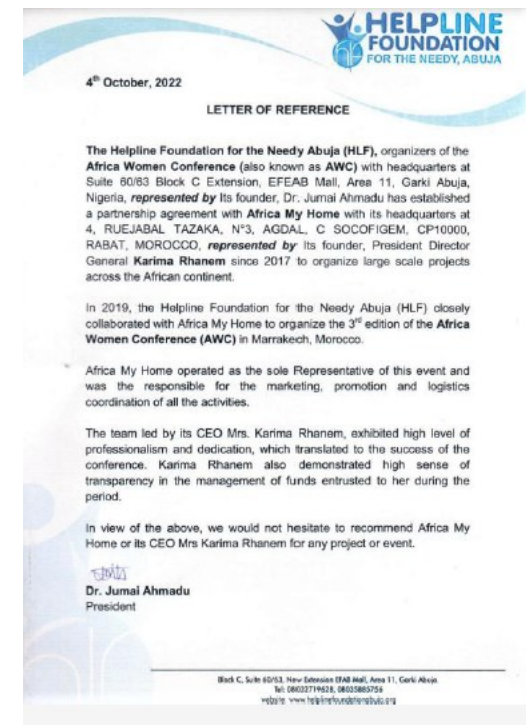
Par MPD,
Nom : SYLVIA KAÏSSY GONZALEZ
Signature :

Sylvia Kaissy Gonzalez



Source photo : Le Motin

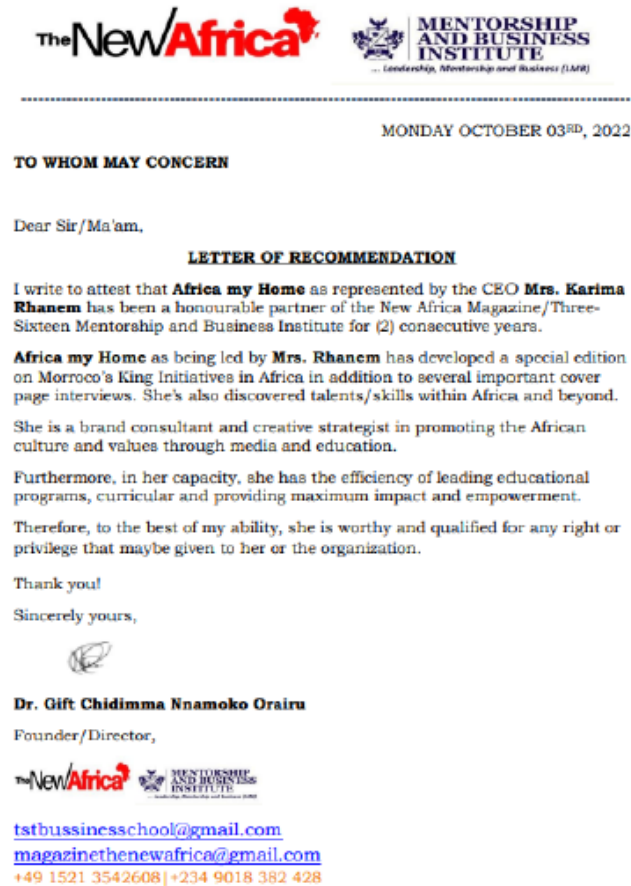
Campagne élaborée par Africa My Home



"Africa My Home exhibited a high level of professionalism and dedication... a high sense of transparency in the management of funds entrusted to her."

Building delivery through strong partnerships

Institutions with whom we have contracted, partnered or delivered.



"Africa My Home exhibited a high level of professionalism and dedication... a high sense of transparency in the management of funds entrusted to her."

What the work leaves behind

Indicative portfolio metrics, drawn from executed engagements.



Documented engagements



International convenings



African countries convened



Public digital platforms in service



Moroccan regions mapped



Working languages

Beyond the count: a national reporting and referral service in daily use, a territorial evidence base for governance programming, and cadres of women and young leaders still in public life long after our contracts closed.

Who you will be working with

Named personnel and individual curricula vitae are provided with every technical proposal.

Karima Rhanem

FOUNDER & CHIEF EXECUTIVE OFFICER

A multi-award winner and international consultant in with over 20 years of expertise in **public policy, governance, gender, strategic communication, B2B, international development, digital innovation, and AI**, with extensive experience connecting businesses, investors, institutions, and markets across Africa. **By education, she is a journalist and media communication professional with an academic background in governance and public policy**, complemented by specialized training and extensive professional practice across diplomacy, political analysis, international cooperation, research and market studies, digital transformation, and emerging technologies.

As **President of the International Center for Diplomacy**, she works at the intersection of policy, diplomacy, development, business, and communication—**designing results frameworks for development partners, contributing to policy and governance initiatives, shaping digital and AI-driven solutions, facilitating B2B partnerships and investment opportunities, and moderating high-level dialogues** involving governments, international institutions, development agencies, diplomatic actors, civil society, NGOs, and private-sector leaders.



Public policy & governance



Gender & inclusive development



Preventing violent extremism



Migration & human rights



Strategic communication,
Networking & B2B



Participatory democracy



Media & advocacy, digital
innovation & AI



Youth participation



Let's work together.

Connecting policy, evidence and delivery across Africa and the Euro-Mediterranean region.



HEAD OFFICE

4 Rue Jabal Tazekka, Apt N°3
Agdal, Rabat, Morocco



TELEPHONE

+212 660 44 14 77



EMAIL

Info@africamyhome.org
krhanem@africamyhome.org



WEBSITE

www.africamyhomeworld.org

Karima Rhanem · Founder & Chief Executive Officer

AFRICA MY HOME · AN INCLUSIVE PARTICIPATION FOR AFRICA'S DEVELOPMENT