



**COMPANY PROFILE
2020**

Table of Contents.

<u>WHO WE ARE</u>	----->	01
<u>OUR MISSION</u>	----->	02
<u>WHERE WE WORK</u>	----->	03
<u>CORE VALUES</u>	----->	03
<u>OUR SERVICES</u>	----->	04
<u>OUR KEY EXPERTISE</u>	----->	07
<u>CONTACT INFORMATION</u>	----->	08



WHO WE ARE

BAAR Research is a multidisciplinary consulting firm operating across Somalia, including hard-to-reach areas and Somaliland. Established in 2020 by a team of dynamic and experienced consultants, BAAR is dedicated to addressing complex social, economic, security, and political challenges across East and the Horn of Africa through high-quality research and advisory services. The name “**BAAR**,” meaning “**search**” in Somali, reflects our commitment to exploration, discovery, and delivering impactful solutions.

Our team comprises highly skilled professionals with deep contextual knowledge of the region. Through a multidisciplinary approach, we provide innovative, evidence-based solutions tailored to client needs. We are committed to delivering meaningful impact and take pride in mobilizing the right expertise to support our clients in achieving their goals.

BAAR Research Consulting brings extensive experience in national-level policy design, strategic planning, and curriculum development. Our team has contributed to key national frameworks, including the National Transformation Plan (NTP 2025–2029), the Somali National Climate Finance Policy (2025), and the National Climate Finance Strategy (2025), as well as multiple strategic plans at the Federal Member State level. This track record demonstrates our strong institutional capacity to design structured, competency-based frameworks aligned with national priorities and international standards.

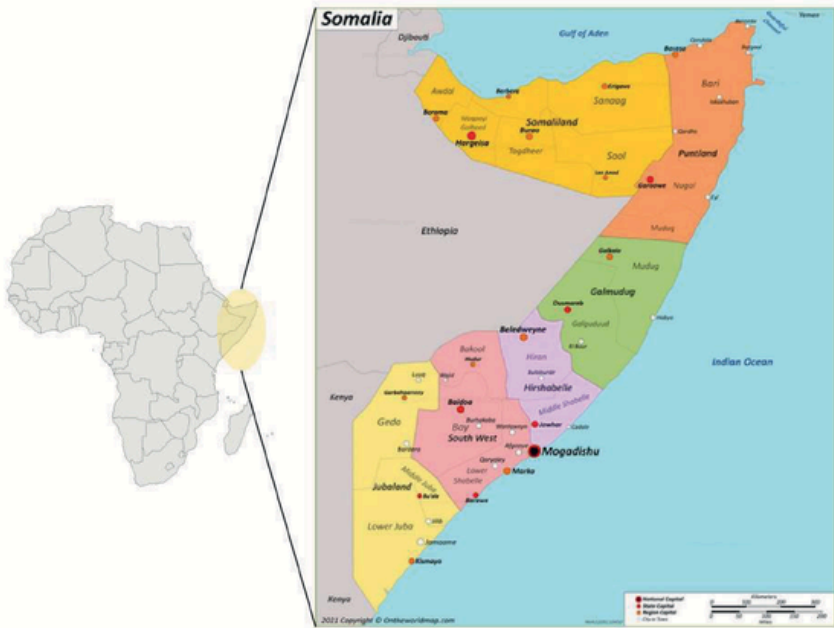
Beyond policy and research, BAAR leverages a multidisciplinary network that includes professionals from the creative and cultural industries, including leading figures from Somalia’s music sector. This unique combination of policy expertise and industry experience positions BAAR to deliver solutions and curricula that are culturally grounded, technically rigorous, and responsive to Somalia’s evolving socio-economic and creative landscape.



OUR MISSION

At BAAR Research, we are dedicated to being a valuable resource for our clients, assisting them in achieving their organizational aspirations through informed research engagement. Our mission is to:

- **Understand the Context:** We immerse ourselves in the field to gain a deep understanding of the context in which our clients operate.
- **Evidence-Based Studies:** We assist in comprehending interventions through evidence-based studies, including monitoring and evaluation.
- **Effective Support:** We provide support using the best methodologies and approaches to ensure effective monitoring and evaluation.
- **Fact-Finding:** We aid our clients in uncovering facts and dynamics on the ground, guided by their specific needs.



WHERE WE WORK

BAAR Research Consulting operates in various regions across Somalia, including hard-to-reach areas and Somaliland. Our specialization lies in working in hard-to-reach areas, ensuring that our services reach even the most remote communities.

CORE VALUES



CLIENT ORIENTATION

We conduct business with integrity, transparency, and a strong sense of responsibility. We prioritize our clients' needs and build trust by standing up for what is right.



VALUE FOR MONEY

We are committed to delivering efficient and effective solutions, ensuring that our products and services add tangible value to our clients' systems, processes, and outcomes.



INTEGRITY

Our clients are our top priority, and we maintain productive partnerships by gaining their trust and respect.



SOCIAL IMPACT

We aim to be a catalyst for positive change in the communities we work with, contributing to meaningful social impact in all our endeavors.



Our Services

At BAAR Research Consulting, we deliver integrated, evidence-based solutions that address complex development, governance, and institutional challenges across Somalia and the Horn of Africa. Our services combine rigorous research, policy expertise, and practical implementation support.

Strategic Research and Analysis

We provide high-quality qualitative and quantitative research to support informed decision-making. Our work includes assessments, baseline studies, political economy analysis, and sectoral research tailored to client needs. We ensure actionable insights that go beyond data to inform strategy, programming, and policy.

Monitoring, Evaluation, and Learning (MEL)

We design and implement robust Monitoring, Evaluation, and Learning (MEL) systems that ensure accountability, continuous learning, and performance improvement. Our services cover baseline, midline, and endline evaluations, the development of results-based management frameworks, indicator design and performance tracking, as well as data collection, analysis, and reporting. We also support learning and adaptive programming systems to enhance project effectiveness. By combining field-based data with advanced analytical tools, we generate credible, evidence-driven insights that inform strategic decision-making.

Planning, Policy, and Curriculum Development

We support governments, institutions, and development partners in designing policies, strategic plans, and competency-based curricula aligned with national priorities and international standards. Our expertise includes curriculum design for academic, professional, and capacity-building programs, development of training manuals and learning frameworks, and integration of monitoring and evaluation systems into learning processes. We ensure that all curricula are practical, measurable, and responsive to local contexts and institutional needs.

Training and Capacity Development

We design and deliver tailored training programs aimed at strengthening both institutional and individual capacities across various sectors. Our training covers key areas such as governance and public sector management, peacebuilding and conflict resolution, monitoring and evaluation (M&E), policy development and planning, as well as research and data analysis. Our approach emphasizes practical, hands-on skills, ensuring sustainability and fostering long-term impact in the institutions and communities we serve.

Governance, Stabilization, and Peacebuilding

We support governments and partners in strengthening governance systems and promoting sustainable peace. Our expertise integrates stabilization, democracy, peacebuilding, reconciliation, security, and the rule of law into a unified governance approach. We provide services including institutional strengthening and governance reforms, peacebuilding and reconciliation processes, democratic governance and inclusive participation, justice and rule of law systems support, conflict analysis and stabilization programming, as well as security and safety assessments. Through context-driven approaches, we enhance accountability, legitimacy, and long-term stability.

Preventing and Countering Violent Extremism (PCVE)

We support evidence-based strategies to prevent and counter violent extremism through research, community engagement, and policy advisory. Our work focuses on understanding the drivers of radicalization, strengthening community resilience and engagement, supporting policy and program design, and providing strategic recommendations to enhance prevention efforts.



Media and Strategic Communications

We assist organizations in designing and delivering impactful communication strategies that promote awareness, dialogue, and social cohesion. Key areas of expertise include Strategic communication planning; Content development and messaging, Advocacy and public awareness campaigns and Media engagement and storytelling.

Inclusion and Community Engagement

We promote inclusive development by engaging youth, women, and marginalized groups in decision-making processes. Our approach ensures: Participation and representation, Locally driven solutions, Social cohesion and community ownership.



OUR KEY EXPERTISE



Muzzamil is a highly accomplished Somali researcher and organisational development expert with over 15 years of professional experience spanning the stabilization, state-building, food security and livelihoods, peace and conflict, and security and justice sectors across the Horn of Africa. His work extends across Somalia, Kenya, Ethiopia, and Mozambique, equipping him with a nuanced regional perspective and a deep contextual understanding of complex operating environments.

He has worked with leading international organisations, including Saferworld, the Life & Peace Institute (LPI), Mercy Corps, and INSO, and has contributed to research initiatives with the World Bank, Overseas Development Institute (ODI), IOM among others. As a Salzburg Global Seminar Fellow (Austria), Muzamil's global engagement reflects his stature as a thought leader in policy and research. His expertise in institutional development, policy architecture, and complex programme design provides the strategic vision and leadership necessary for high-impact, multidisciplinary assignments, including curriculum development at the national level.

*Muzzamil Abdi Sheikh
Founder & Company Director*

H.E. Mohamed Omar Dalha is a distinguished public figure, former Member of Parliament, and one of Somalia's legendary figures in the music industry, with over five decades of experience as a singer, composer, and cultural contributor. His long-standing career in the music sector reflects a deep commitment to preserving and promoting Somali artistic heritage.

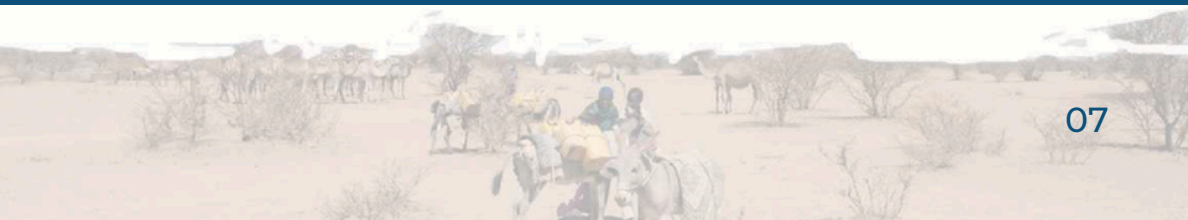


In addition to his musical achievements, he is an accomplished author who has written several scholarly works, including "Literature and Theater in Somalia and Their Role Language Promotion." These contributions highlight his strong academic background and interdisciplinary expertise across music, social sciences, and linguistics.

Academically, H.E. Dalha holds a PhD in Linguistics and has served in various academic roles at the Somali National University, including as a lecturer, Assistant Professor, and Full Professor. He has also worked with the Somali National News Agency (SONNA), contributing to the development of media and communication in Somalia.

His extensive experience as both a practitioner and policymaker enables him to effectively bridge the gap between traditional Somali music and modern institutional frameworks. As a respected cultural icon, he brings profound knowledge of Somali musical identity, performance traditions, and language, he ensures that any curriculum developed under BAAR's guidance is authentic, culturally grounded, and aligned with national heritage.

*H.E. Prof. Mohamed Omar Dalha
Senior Advisor Creative and Cultural Industries*





Mohamud Omar Ibrahim is a researcher and Planning, Monitoring & Evaluation (M&E) Specialist with strong expertise in results-based management, policy development, and data-driven decision-making. He currently serves as the Head of Policy and Planning at the Ministry of Agriculture and Irrigation, where he also works as a consultant, contributing to strategic planning, policy formulation, and institutional strengthening within the ministry.

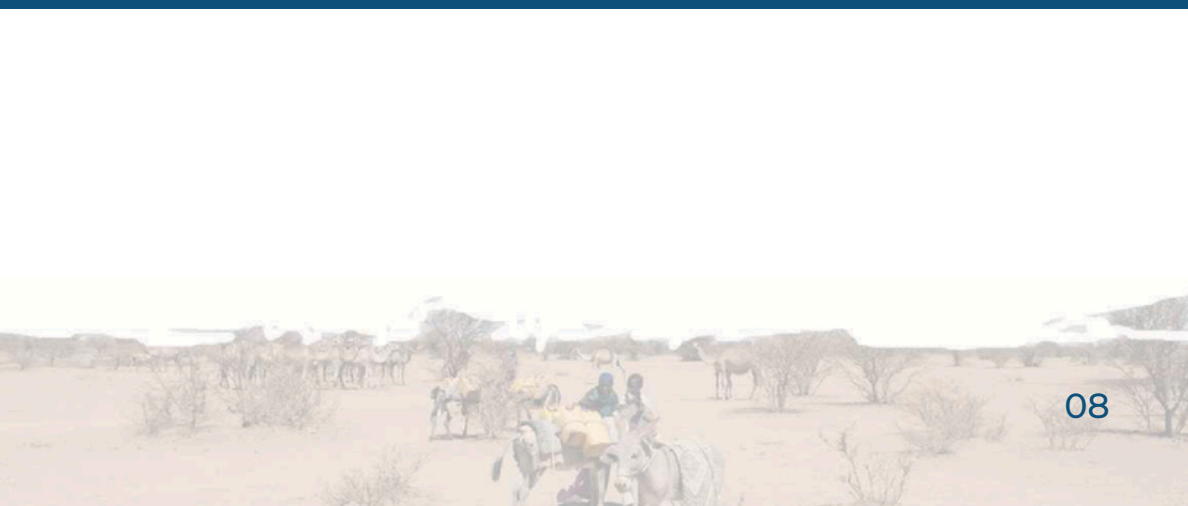
Mr. Ibrahim has contributed to academic research on Somalia's economic development, including authoring a study titled "Short-run and Long-run Effects of Public Spending, Foreign Aid, and Economic Growth in Somalia: An ARDL-ECM Study." This work reflects his strong analytical capacity and expertise in applying econometric models to assess policy impacts and inform evidence-based decision-making.

He brings hands-on experience in developing the International Cooperation Policy for the Ministry of Foreign Affairs and has contributed to the formulation of national Monitoring and Evaluation (M&E) policies, frameworks, and the Somalia National Evaluation Curriculum, as well as member NTP implementation team representing Ministry of Agriculture, strengthening institutional systems and promoting evidence-based governance.

In addition to his government and consultancy roles, Mr. Ibrahim has over a decade of experience as a high school and undergraduate teacher, demonstrating a strong foundation in education, curriculum delivery, and capacity building.

He holds a Master's degree in Economic Policy and Planning and has advanced training in data analytics, research, and report writing. His professional strengths include designing measurable frameworks, developing performance indicators, and establishing evidence-based systems, competencies that are essential for creating structured, assessable curricula aligned with international standards and best practices.

*Mohamud Omar Ibrahim
Researcher & PME Specialist*





At BAAR Research Consulting, we are committed to making a positive and lasting impact in Somalia and beyond. Our expertise, dedication, and values guide us in providing impactful solutions to complex challenges, ultimately helping our clients achieve their goals and improve the well-being of the communities they serve.





BAAR RESEARCH

Bold & Breakthrough



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