Meaningful Stories
Unforgettable Visuals
**InfoTimes** is an independent company combining expertise in data science, information design and storytelling. We explore and analyze raw data in order to uncover hidden messages and tell meaningful stories through catchy and interactive visuals. We offer a wide range of visual products and services for media outlets and businesses to help them use data for their goals.

Whether you’re a start-up or a vast-growing company, your business or organization cannot go without data. Whether you have a shortage of data or a lot of data, you cannot go without handling it. Dealing with data can turn your whole project upside down, either to the best or to the worst, and we want it to be perfect.
If you are in need of digging into some data you have in hand, if you need to find some data you can’t reach, if you want to tell visual stories in a static or an interactive way, if you want to create data-based products; if you need the help of designers, web developers and data scientists, this is the right place for you.

InfoTimes, a Cairo-based company specialized in data journalism, can help make your task easier. With the help of its GEN award winning team, facts, figures and opinions are much easier to collect. Presenting data attractively and effectively is definitely guaranteed. Working on great projects with greater clients helped InfoTimes become a pioneer in the field. During the last five years, InfoTimes was honored to serve more than (50) clients, as well as give consultations and trainings, for reputable media outlets in Algeria, Egypt, Istanbul, Jordan, Lebanon and Tunisia.
OUR SERVICES

We have the ability to analyze and transform huge, complex and messy data, into attractive and simple visuals with our expertise in research, statistics and algorithms.

STATIC INFOGRAPHICS

Readers may not have enough time to read every detail in a story. For that reason, we create infographics that convey every important detail to the reader, within the shortest time possible, and in a manner that attracts the reader to know more.

We create: Nuggets infographics - Long infographics - Wide infographics

MOTION GRAPHIC

We make the visual content move and get the unique & attractive visuals to dance. So, if you’re spreading your message digitally, we can go the extra mile and make them rocking interactive.

We create: 2D videos - GIF - 360-degree videos

INTERACTIVE VISUALIZATION

The bigger the data is, the more complicated the visualization becomes. But not to worry, because we’ve got that covered. With the capability of our team, rest easy when it comes to analyzing and visualizing huge amounts of data. We know how accurate and understandable your audience needs the data, and that’s why interactive visualizations is one of the most important services we provide.

LAYOUTING

We have got a team of very talented designers, armed with the most up-to-date skills to make your reports, studies and books attractively informative and very expressive.

We create: Reports - Books
COLLECTING DATA
Collecting data is all about the availability of data, isn’t that right? What if it is not available to you, but can be available with someone else’s help? That’s what we are here for: we conduct researches and surveys, and we extract relevant data from different sources to help you deliver your message. We help you scrape and parse data, conceptualize your database and shape your methodology. We believe that data is a valuable asset, and that’s why we go hunting for it anywhere possible.

DATA MINING
We create stories out of data. Through our expertise in research, statistics and algorithms, we help you understand your data and tell your story the best way possible. We have the capability to transform huge records of raw data into stories that matter for the decision-making process.

DATA-DRIVEN STORYTELLING
All humans are storytellers; one way or another. Some stories stick to our heads, while others vanish away the moment they end. At InfoTimes, we believe in the power of media and in the influence visuals can have if accompanied by a news story. That’s why one of the most important services we provide media outlets with is to furnish their data-driven stories with the visuals necessary to make their stories compelling and unforgettable.

TRAINING
InfoTimes has 14 workshops in journalism, visualization and coding. Yet, this workshops are customized according to your needs. In addition to the handbooks, with which we provide our trainees, we also offer hand-on-hand trainings so that they would be able to do their own work with their own hands and build upon the basics they have learnt.

InfoTimes was honoured to give trainings to nearly 3000 journalists around the Arab world. In cooperation with the BBC, InfoTimes managed to give trainings on data journalism and data visualization to the Algerian News Agency and Radio Algeria, and an online course in data journalism basics to a group of Syrian journalists.

Everything we do can be engineered to work across devices, from laptops to tablets and smartphones.
OUR CLIENTS

Information design has an important role to play wherever data is found. Whether you’re a public sector, a private sector or a non-governmental organization, we have experiences with all three and we are more than thrilled to help you spread your message.

**NGOs**
Over the past 7 years, we’ve served many NGOs tackling social issues and public policies. Our mission was to help them understand huge amounts of data, deal with it, and use it within their reports in an attractive informative way so that it would be easily comprehensible by their audience.

**MEDIA OUTLETS**
We provide different media outlets of all kinds (printed - online - radio - television) with help so that they would be able to deal with huge amounts of data, present it in a way that’s compatible with its nature and take data-driven decisions.

**GOVERNMENTAL BODIES**
Part of the services we provide is to help building databases, documenting and archiving, and we’ve served national news agencies in Algeria and Jordan. Moreover, we believe that governmental institutions are important resources for raw data, and that’s why we’re so keen on helping them with data collecting methods, in addition to giving trainings on Excel and databases.
During the last five years we were honored to serve more than (50) clients. We served a number of huge media outlets like giving consultations for Yahoo, and Training for BBC.

We help media outlets, businesses, individuals and teams looking for data mining services: Data visualization, data journalism.
Project Title

Renewable Energy

Client: Yahoo

Mission: This project was about searching and mining data for the renewable energy and the renewable sources used in the Arab world and the popular source for each country.
Project Challenge

The challenge was to produce renewable-energy-related infographics for an audience that’s more used to entertaining topics than to serious ones. We also had to face the difficulty of searching for and digging into the data related to each country needed to be represented in the infographics.

The output

The output: 22 static scientific infographics.

The impact

Expanding the circle of interest to readers, who are not usually interested in such topics.
CASE STUDIES

Project Title: Understanding Masculinities

Client: UN WOMEN

Mission: A series of nugget infographics designed to be published through social media platforms in order to present the results of a survey, conducted by UN Women, about violence against women in 5 Arab countries.
**Project Challenge**

The challenge was to turn a 100-page study, about violence against women in 5 Arab countries, into a series of nugget infographics designed for social media. We had to read and understand the study carefully, highlight the parts that needed to be included in the infographics, making sure nothing crucial is omitted, and then produce an output that’s related to each of the five above-mentioned countries, which was another challenge: 150 infographics and 5 countries would have made it very difficult for the audience to get the information they wanted to know about a certain country. They would have had to go through all the 150 infographics so that they’d be able to tell: about which country was this or that infographic. That’s why we customized the infographics by color and icons to make it easier.

**The output**

150 static nugget infographics

**The Impact**

UN Women’s social media followers have actively shared and interacted with the infographics, which helped in understanding masculinities and in achieving the campaign’s goals.
**CASE STUDIES**

**Project Title:**

**Public Budget**

**Client:** Egyptian Initiative for Personal Rights (EIPR)

**Mission:** Nugget infographics designed to be published in a social media campaign that tackles economic issues related to the public budget, public spending and subsidy policies in Egypt.
Project Challenge

The challenge was to represent heavy content, about the country’s budget and public expenditure, for the audience on social media platforms, who is often expected to scroll down when seeing such content. We had to mix the statistics and the illustrations in an attractive easy-to-comprehend way to gain the reader’s attention.

The output

25 Nugget infographs
A4 Report

The Impact

The impact: the infographics have managed to gain more than expected engagement on social media platforms, meeting EIPR’s goal of the project.

10,000 Thumbs up
CASE STUDIES

Project Title

Arab Women in Science

Client: Al-Fanar Media

We’ve done more than one project with Al Fanar, but our favorite is one called Women in Science that required us to search for data and statistics related to gender equality in different science branches in the Arab world.

Mission: We searched for data and statistics related to gender equality in different science branches in the Arab world.
Project Challenge

The challenge was to reach the data needed for the project, making it available and verified. One more challenge was that some of the data we’ve managed to collect weren’t continuous, which might have led to gaps in the provided information, so we had to come up with alternative resources to get the unavailable data.

The output

10 interactive charts

The Impact

Al Fanar reached one of its most reads, thanks to the interactive visualizations.
CASE STUDIES

Project Title

Short videos

Client: BBC Media Action

Mission: In cooperation with BBC Media Action, our mission was to produce three 60-second videos about various topics, such as: cyberbullying, sexual blackmailing and violence against women. Each video represented a trainee’s project, and the videos aimed to promote these projects.
Project Challenge

InfoTimes team had to create characters having the features of men and women living in the Gulf region and to bring them to life in a motion graphic video. Although the videos were all about the Gulf region, it can’t be denied that each country has its own characteristics and that was the challenge: to make the created characters well-representative of the country it hails from. We also had only 24 hours to finish each video.

The output

three 60-second promotional videos.
CASE STUDIES

Project Title

Multi Infographics

Client: Rotana

Mission: producing diversive long infographics about various topics, such as sports, entertainment and lifestyle, to be published on its online website.
**Project Challenge**

The challenge was about the diversity of the topics we had to work on, as it involved topics related to sports, entertainment, lifestyle... etc. We also had to make these long infographics suitable to be published online.

**The output**

100 long infographics.

**The Impact**

Remarkable engagement from the audience.
3. Methodology

We present in this section the two NWAPs of Egypt in the government strategy toward water security of the country. It shows the way the measures contained in these plans are evaluated and validated, before proposing a critical assessment of the policy design, which requires a discussion about the economic properties of policy instruments, whether or not they are explicitly present in the NWAPs.

3.1 National Water Resources Plans (NWAP)

Recent measures such as the creation of a building-city, and water tariff increases motivated the fact that water management is an inter-sectoral issue, requiring a Water in the National Economy (WINE) approach. Integrative National Water Resources Management (INWAM), focusing on water use categories, was set against achieving national objectives of available water management. On top of this, water policy needs to include issues of securing water for people in industry, food production, and employment, while protecting vital ecosystems and complying with international treaties. A decisive political move regarding Egyptian water policy was the first NWAP for 2005-2015.

NWAP 2005-2015 was launched in 2005 and included 19 actions, with three categories: (1) promotion of water demand, (2) the recommendation of subsidized PPC during the challenging, and (3) the NWAP was based on three pillars: for instance, to increase water use efficiency, protect water quality and control pollution, and increase water supply. The temporal approach of PPC assumed that all resources are effectively implemented. Because lack of awareness of all stakeholders may help lower consumptions for example, this lack of efficient management of water quality will ensure that its increase in the state of water will be much less than expected, and therefore has some water will be available.

3.2 The tariff for domestic users was set between from LE 0.45 and to LE 2.15 per m3

The tariff for domestic users was set between LE 0.45 and LE 2.15 per m3, with an increasing block rate structure: LE 0.65 for volumes 0 to 10 m3, LE 1.50/0.5 for 11 to 20 m3, LE 3.00/1.0 for 21 to 30 m3, and LE 5.00/2.5 above the level.

Source: Salam. The tariff is calculated on consumption.

4. Conclusions

The NWAPs 2005-2015 were an attempt to address the challenges of water scarcity, but they faced many limitations. The main challenge was the limited funding for the implementation of projects. The NWAPs were not fully implemented due to financial constraints, and the political will to tackle the water crisis.

In conclusion, the NWAPs 2005-2015 were a step in the right direction, but they need to be revised and updated to address the current challenges. The government needs to prioritize water resources management and take decisive actions to ensure sustainable water use.
Project Description

The data visualization and layout of this paper was done for Alternative Policy Solutions, a public policy research project at The American University in Cairo. The paper proposes a policy framework for sustainable water management including agricultural usage, non-agricultural usage, and general propositions.
CASE STUDIES

Project Title

Report about CARE’s Industrial activities in Egypt

Client: CARE International – Egypt
Tools: Adobe Illustrator, Adobe InDesign
Categories: Layout
Date: October 25, 2018
Project Description

The report included a lot of numbers about activities undertaken by CARE International in Egypt in the field of education, agriculture, and women's economic empowerment. It is intended to present the report to decision makers in the Egyptian government to enhance opportunities for cooperation with CARE International. We designed the data to match the colors of the organization and its own symbols, ensuring that the report follows the identity of the institution.
GET IN TOUCH

We are happy to offer expert advice on how data visualization could benefit your organization, and we would love to hear from you.

Adress:
21 Dareh Saed, Al Inshaa WA Al Munirah, El-Sayed Zainab, Cairo, Egypt

Email:
info@infotimes.org

Phone:
+20 227930553

Website:
www.infotimes.org