

## Outreach Plan

(Need to determine under what name/organization/brand etc.) (Third Republic?)

Two underlying assumptions:

- 1- The “new generation” is a partner and is the main driver. We are not “telling” them what to think and do; we are merely supporters and enablers.
- 2- Allow all thinking at least in the initial stages to be forward and future focused, painted by the young generation; we need to avoid falling in the restrictions and preconceptions in the minds of those of us who lived the civil war.

Outreach is in two stages, immediate and medium term.

### Immediate Term:

The “Revolution of the Hungry” might be coming or may have even started, but it is a two-way sword. It can be used for against the revolution, depending on who wins the minds of the hungry.

Short term objective is to harness the anger and direct it in favor of the revolution, and to enable the people so they are not exploited again by the Sulta.

How:

- Through a series of working sessions with small groups of 10 to 15 young people living in underprivileged areas from where critical numbers of potential demonstrators can come. To start, we can begin with those who were already in the thawra and get insights into their communities with their help.
- A discussion to engage them on why we are doing this that begins with an interactive discussion on the concept of the “Rights of the Lebanese Citizens” and on e.g. modes of protest such as civil disobedience and protests. (For us to be ready for this, a lot of material needs to be prepared. This is work that can be done by our group, other BN groups, and from the database of the BN. But we also need to reach out and partner with other experts depending on the agenda of the sessions that we agree on).
- Ask them to provide us with feedback on how they think we can get people back on the streets; what are their ideas for what we can do to link in people’s heads the connection between “Hunger and Unemployment”, their “Citizen Rights”, and the demands of the Revolution. What should be in their opinion the main demand of the revolution?
- Ask them to create marketing slogans that address their communities and use language that they relate to create this link and drive people to protest; to strengthen in people’s heads the connection between their situation and the demands of the revolution.
- Produce and distribute these marketing messages. Can also be short clips, but medium must be determined by the groups themselves according to what they think is best for outreach. It could be simple photocopies!

From these groups some individuals will emerge that would be the nucleus for the second phase.

#### Medium Term:

The final objective is the creation of “cells” in communities comprised of change agents who will help educate and spread awareness when the next election comes. One way might be to target areas based on the data from the last elections and the 52% that did not vote.

(Need data on who are these 52%).

To get there:

- Engage in a long-term training program where from our side we provide the training content (citizenship; constitution; election processes; sectarianism and secularism; etc.) (Extensive material and data needed here, collected from the same sources mentioned above).
- From the side of the trainees, they will be asked to design and implement awareness raising programs and campaigns in their communities to promote the values and principles based on which people should be voting.
- Even if elections are far off, a more immediate output of the groups would be to co-create the basic vision for the constitution of the 3<sup>rd</sup> Republic. This can start by area and then multi area workshops and visions until a unified one is reached that would form the basis of an electoral campaign.

Risks:

- 1- Local parties with established presence in certain areas might threaten the execution and even endanger the participants. Locations should be selected with care.
- 2- From previous experience, these sorts of programs work much better if there is a “carrot” i.e. incentive provided to the participants. One example that has worked before is coupling this training with a training on creating and running micro-businesses, and providing a micro fund at the end for the participants. This can be achieved by partnering with micro-funding institutions or even through private donations.

## **IMMEDIATE Term Outreach Plan**

### **Suggested Outline of Session**

(Please note the below outlines related to the immediate outreach mentioned above; a separate one will need to be elaborated for the medium-term outreach plan).

Target Groups: We need to agree on this. Could be exclusively from underprivileged areas that are most threatened economically and most at risk of being manipulated but who do not belong to any organized groups; or we can add to them members from organized thawra groups and/or members of the middle class who joined the protests but stopped going.

Number of Groups: TBD depending on time and resources.

Size of Groups: 10 to 15

How to Reach: TBD; could be through some NGOs, thawra groups, personal connections...  
**(Need info from BN on various groups and any existing connections in the field).**

Location: TBD

Length of Session: 5 hours.

Agenda:

20 min: Introduction and Objective of Session

30 min: Presentation: What are your rights as a citizen guaranteed by the constitution? What are your human rights guaranteed by various charters of Human Rights? Where is the discrepancy between the Lebanese Constitution and the international charters?

**Material needed:**

- **The Rights of the Lebanese citizen as guaranteed by the Constitution;**
- **The Declaration of Human Rights and the subsequent declarationa (Economic Rights, Children's Rights, etc.) and information on which of them were ratified by Lebanon;**
- **Comparative analysis between Lebanese Constitution and Universal Declarations.**

30 min: Facilitated Discussion: We all know that you as Lebanese citizens are not enjoying those rights, even the ones in our own constitution.

Why do you think that is?

Why is our "State" weak? What is the source of corruption?

Is the condition of the State related to the existing sectarian and "feudal" system?

What are the pros of a strong State? Any cons?

Are there any rights from what you saw in the various Human Rights charters that you think we should have in our own constitution?

**Material Needed:**

- **Material that highlights in numbers and anecdotes the negative impacts of a weak and sectarian state.**
- **Possibly corruption figures/practices linked to politicians. (TBC; we need to debate this).**
- **Material that highlights the benefits of a non-Sectarian state (equal citizen rights and responsibilities).**

10 min Break

30 min: Presentation: What are the means of protest guaranteed by the constitution and what are the laws that govern each? What are the pros and cons of each? E.g. protests, civil disobedience, sit-ins, strikes...

**Material Needed:**

- Listing of legally recognized means of protest.
- Information for each on the pros and cons.
- Information on the laws governing each.

30 min: Working session in small groups and presentations: Choose what is the most suitable method for the current context in Lebanon for your area and concerns and prepare an argument for why; prepare material or slogans you might use.

30 min: Facilitated Discussion:

Why do they think people went to the protests in large numbers when the protests started? What were the triggers?

Why do they think people stopped going to the protests?

What are the main points or drivers that would bring people back? E.g. their anger from not having jobs or from being hungry.

What do they think the prime objective(s)/demand(s) of the thawra should be? E.g. early elections or judiciary reform... (need to guide the discussion here towards acceptable objectives).

20 min Break

60 min: Working session in small groups and presentations: If we are in agreement about what the prime objective of the thawra should be, how can we link it to the main driver that pushes people to come out to the protests? (What is the link between the Revolution of the Hungry and the objectives of the thawra and/or the rights of the citizen?) For example, the masses might be angry at not having money or jobs; but they might not link that in their heads to the idea of a weak state or corruption or early elections. How can we create messages in words that the masses relate to, and that help them connect their current state and pain to the bigger objective of the thawra and the concept of proper citizenship.

Design slogans in simple language that resonate with people in their areas, and identify the most appropriate media for dissemination, including non-technology based. Produce samples.

40 min: Final discussion and Action Plan:

What can they do?

What are they willing to do? Are they willing to spread the message?

What sort of support do they want?

How should the follow up be?

Are they willing to continue working in the longer term towards preparing for a new constitution and/or election campaign? What would incentivize them?

**Additional Information Needed:**

- Voter data from the last election. Who voted, who abstained, areas that can be targeted especially in the medium-term outreach plan.
- Various experts in the fields of sociology, political sciences, law, etc. to act as an Advisory Board for the initiative.