

## 2.3 ToC and Project Plan

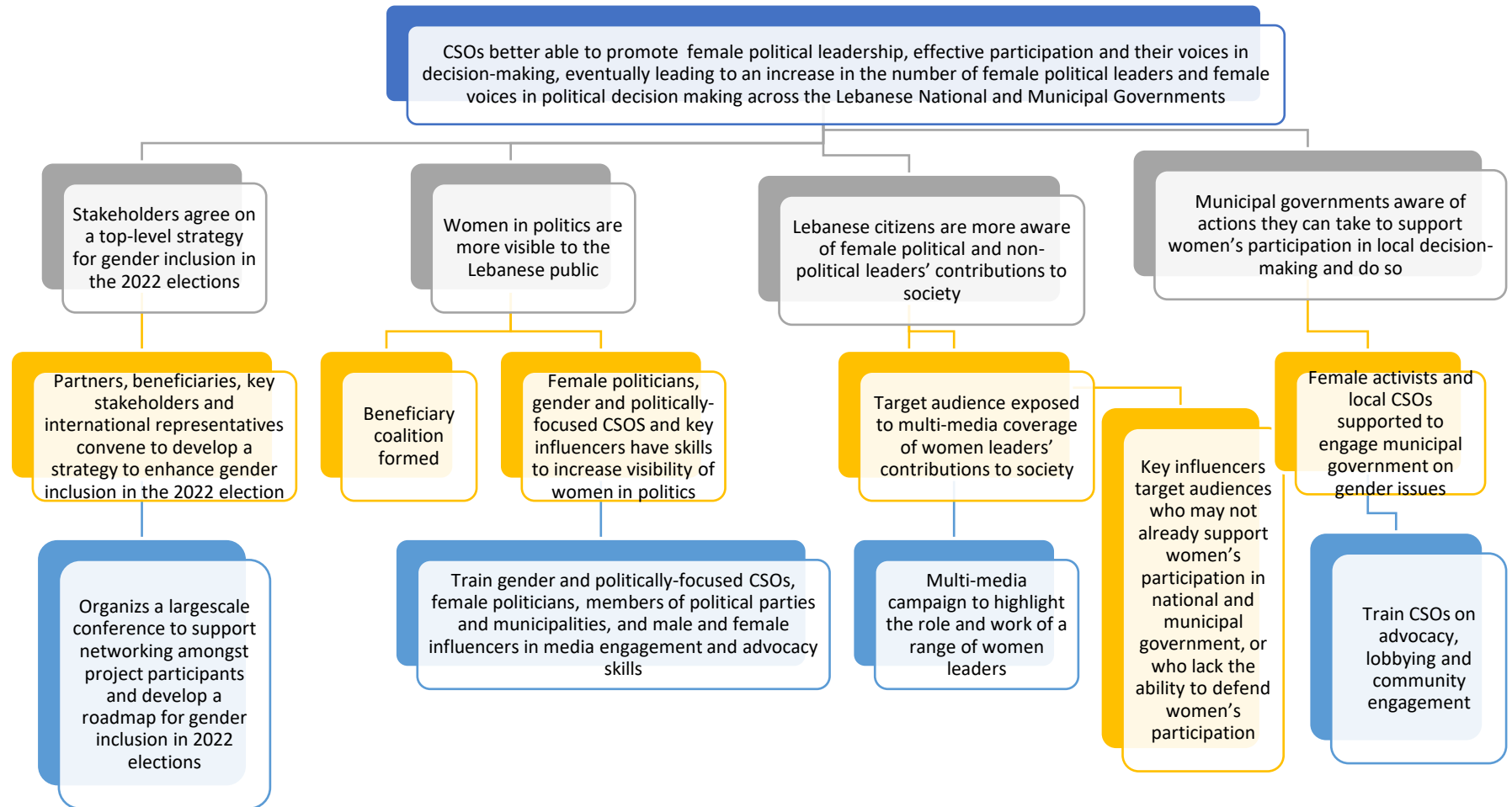
**Problem Statement:** There is a lack of inclusion of women in Lebanese political life, with Lebanon scoring 135th out of 144 countries on the Global Gender Gap Index Report 2016 for economic and political empowerment. This low score is mostly driven by the country's poor performance in terms of effective inclusion of women. The 2018 election saw a large increase in the number of women submitting their candidacy, from 1.7% in 2009 to 14.3% in 2018, but despite the significant increase of women candidates on the ballot paper, the number of female MPs only increased from 3% to 5%. The absence of women in decision-making positions has been attributed to the patriarchal character of Lebanese society, which considers politics as a male preserve and dismisses women's political participation and views, and unfulfilled equal rights for women as citizens within the applicable laws. HMG is therefore aiming to develop a project to: support organisations whose work focuses on gender issues, and enhance their impact in promoting female political leadership, effective participation and their voices in decision-making. The ultimate aim of this project is to increase the number of female political leaders and female voices in political decision making across the Lebanese National and Municipal Governments.

**Theory of Change:** If we provide media and awareness raising training to existing female political party and municipality representatives **and** empower women's CSOs to effectively lobby municipalities on gender issues **and** organise a conference and workshops for beneficiaries to develop a Road Map for gender inclusion in the 2022 elections, **then** there will be greater visibility of female politicians **and** support for the need to include women's voices in decision making at all levels, **because** there will be increased normalisation of women engaging positively in politics.

### Project Plan

	Oct	Nov	Dec	Jan	Feb	March
Social media training and network building for CSOs, female political party members and key influencers						
Training local CSOs and activists on advocacy, lobbying, and community engagement						
Conference and workshop preparation						
Conference and workshop implementation						
Post-conference formalisation of coalition and coordination mechanism						
Road Map consultations						
Road Map implementation and recommendations report						
Cross-cutting multi-media campaign - production						
Cross-cutting multi-media campaign - dissemination						
Monitoring and evaluation						

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### Anticipated output indicators and targets:

- Facebook/ Instagram pages created by the project maintain high content and page engagement rates (500,000 interactions per month)
- By the end of month 3, the project has effectively engaged Lebanese influencers such that the campaign message/content organically reaches an additional 2-5 million users a month because of influencer networks, thus providing value for money.
- At least two gender-related actions taken by targeted municipalities
- At least 100 people attend the Conference and participate in the associated workshops
- The conference results in the production of a top-level Road Map

### ARK's Approach to the Measurement of outcomes and impact:

ARK's approach to measuring the impact of the project will follow the three key guidelines in the media impact literature:

1. Maintain methodological flexibility and diversity;
2. Use a wide range of performance metrics;
3. Understand target audience engagement as central to the measurement of outcomes and impact.

ARK has previous recent experience delivering socially-focused online and offline media campaigns in Lebanon, which successfully reached and engaged the target audience, and resulted in numerous, organic offline instances of social action. ARK's previous project succeeded in reaching up to 27% of the active internet user population in Lebanon, which accounts for around 21.7% of the total population. Additionally, almost half of ARK's engaged fanbase (48%) were women, above the regional average of 30%, and the national average of 43% engaged female users.

As such, project level outcomes and associated impact will be measured using a combination of qualitative and quantitative data. All quantitative findings are disaggregated by gender, age, location and any other relevant markers. Data will be two-pronged; 1) Online data will provide qualitative information and quantitative metrics regarding the resonance, reach and performance of female politicians' digital presence, and simultaneously provide evidence of their increasing media skills 2) Offline data will both provide additional information to corroborate or further develop findings and analysis from online data, and also provide evidence of 'offline' impact of the project, i.e. how the media component has translated into offline actions amongst project participants and the general public in Lebanon.

### Anticipated outcome indicators and targets:

Recognising the limited implementation timeframe for this project, ARK will measure the impact of the project through the following:

- 25% digital penetration at the governorate level across Lebanon by month 6 of the project.
- Social media campaigns engage citizens not previously in support of women's participation, measured via online polling and comment analysis.
- More than 25% of municipality members engaged through the project report greater awareness of the importance of gender-related issues at the tactical level, demonstrated through key informant interviews.
- More than 60% of conference participants report they will take actions to advance women's political participation in 2022 election, measured through follow up questionnaires and interviews.

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Context	Inputs	Activities	Output	Outcomes	Impact
<p>Key political parties largely refused to facilitate the selection and election of women candidates to their lists in 2018 election.</p> <p>Most female candidates were independent and aligned themselves with new, small scale groups lacking a loyal support base.</p> <p>Gender quota bill was not adopted by Parliament, with establishment party leaders likely to select female family and friends if forced to adhere to quota.</p> <p>Dismantling Lebanon's patriarchal structure is a generational challenge.</p>	<p>ARK staff time</p> <p>SMEs</p> <p>Training facilities</p> <p>HMG funding</p> <p>CSO partnerships</p>	<p>Train gender and politically-focused CSOs, members of political parties and municipalities, and male and female influencers in advocacy, lobbying and social media engagement skills</p> <p>Train local CSOs and activists on advocacy, lobbying and community engagement</p> <p>Organise a largescale conference to support networking amongst project participants and develop a roadmap for gender inclusion in 2022 elections</p> <p>Multi-media campaign to highlight the role and work of a range of female leaders</p>	<p>Gender and politically-focused CSOs, female political party and municipality members, and key influencers have skills to increase visibility of women in politics</p> <p>Beneficiary network formed</p> <p>Key influencers target audiences who may not already support women's participation in national and municipal government, or they lack the ability to defend women's participation</p> <p>Local CSOs supported to engage municipal government on gender issues</p> <p>Participants, beneficiaries and international representatives convene to develop a strategy to enhance gender inclusion in the 2022 election</p> <p>Target audience exposed to multi-media coverage of women leaders' contributions to society</p>	<p>Women in political parties more visible to the Lebanese public,  <i>*Number of engagements on project pages grows in quantity and quality per month</i>  <i>*Number of Lebanese citizens with access to articles on TV, newspaper and magazines produced by the project</i>  <i>*Digital penetration of the project's campaign at governorate level in Lebanon</i></p> <p>Lebanese citizens are more aware of female political and non-political leaders' contributions to society  <i>*At least 60% of citizens exposed to campaigns demonstrate awareness of women's contributions</i>  <i>*Evidence that social media campaigns have engaged citizens who were not previously supportive of women's participation</i></p> <p>Municipal governments aware of actions they can take to support women's participation in local decision-making and does so  <i>At least two actions undertaken</i></p> <p>Stakeholders agree on a top-level strategy for gender inclusion in the 2022 elections  <i>*75% of conference participants report that will take concrete actions to advance women's political participation in the 2022 election</i></p>	<p>CSOs better able to promote female political leadership, effective participation and their voices in decision-making, eventually leading to an increase in the number of female political leaders and female voices in political decision making across the Lebanese National and Municipal Governments</p>