

4.1 Sustainability and Scalability

ARK has designed this project to ensure that the outcomes of the activities implemented are sustainable and that, if additional funding or resources are available, the project can easily be scaled up and a future, multi-year project leading up to the 2022 national and municipal elections be built on this initial pilot.

Exit Strategy: All activities implemented as part of this project are mutually reinforcing but will be delivered explicitly as short-term, standalone interventions that are designed to motivate and enable the individual and CSO beneficiaries involved to take forward the training and strategic planning with no additional expectation of support from the ARK team or CSSF.

Sustainability of Delivered Outcomes: By focusing on skills training and capacity building for Pillars 1 and 2 of this project, ARK will ensure that the activities generated by these trainings are sustainable beyond this pilot project. Under Pillar 1, ARK will work provide female political party and municipality members and CSOs with a variety of trainings aimed at developing and promoting their personal brands and their credibility as political talking heads in the Lebanese media. As an example, the trainings will support them to start and manage their own personal social media pages, an activity which requires limited resources beyond time and creativity to maintain. The ARK team will work to ensure that beneficiaries see the benefits of raising their profile, are supported to do so, and understand how to effectively counter negative messaging, enabling them to continue these activities far beyond the end of the pilot project.

Network development: Given that women are likely to experience a degree of online harassment, and that this could contribute to women choosing to stop online activities, ARK will bring all beneficiaries together, and work alongside male and female influencers, to provide them with a network of support to ensure that they are not intimidated by a public profile. The trainings provided to male and female influencers will again be able to be used in their on and offline communication and engagement well beyond the duration of the project.

Media engagements: ARK will also provide Pillar 1 beneficiaries with public speaking and engagement skills, and work with CSOs to put these into practice at local events, and at the Pillar 3 conference planned for mid-December 2018. ARK's well-connected communications team will also ensure that all beneficiaries are connected to local media stations and well-known hosts to provide them with ongoing opportunities to use and hone these skills and to repeat the project's key messages relating to the importance of women's participation in political life. One of the key indicators of this project will be the number of repeat requests that the most promising and relevant beneficiaries receive to talk on political matters from Lebanese media. Again, this would be expected to continue beyond the end of this project.

Lobbying and advocacy: The training provided to CSOs under Pillar 2 is designed to provide a high degree of skills transfer to enable CSOs to continue localised lobbying and advocacy beyond the pilot project. ARK's partners PCDD will provide them with the tools to identify a prioritised list of key gendered community needs that can be addressed beyond the initial project and to enable them to share their skills with other community members, CSOs and CBOs.

Road Map implementation: The conference and Road Map development in Pillar 3 will provide all attendees – which will include all beneficiaries and ARK's selected CSO project partners - with a top level framework that will enable them to move forward constructively, building on the trainings received to identify and implement their own activities. As part of this activity, the ARK team will also work with its CSO partners to create a mechanism that builds on the network developed in Pillar 1 to enable the different groups to take concrete steps to advance the Road Map after the end of this project.

Scalability: While the previous section demonstrates that the pilot project has been designed to have sustainable outcomes, all activities initiated, and outcomes achieved as part of the pilot could also be significantly enhanced to increase the level of visibility, awareness raising and support for female political leaders and women's participation in decision making. All pilot project activities could therefore be continued and increased to address additional beneficiaries and target municipalities,

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and to develop the informal network established into an active, managed CSO Coalition. The pillars are currently designed to be mutually-supporting, however, activities would become increasingly shared and coordinated across the pillars, with the ultimate aim of harmonising them into a dedicated coalition, working towards the fulfillment of the 2022 Women in Parliament Road Map through ongoing, coordinated advocacy, supported by a strategic communications campaign that all beneficiaries participate in.

Pillar 1: Trainings would continue and expand to additional beneficiaries across the country to involve both female and male MPs, political party and municipality members, in addition to civil servants, local government leaders, public commentators and private sector leaders. Media coaching would identify and focus on the most promising public speakers to provide Lebanese media with an increasingly wide range of women political commentators for interviews, as well as providing male commentators with narratives and arguments to lobby for greater women's participation. As the project progresses, activities undertaken in this pillar would merge with the Take Action umbrella campaign, and would finally provide support to run effective elections campaigns.

Pillar 2: ARK would work with additional CSOs and CBOs to provide training on lobbying and advocacy related to women's participation to create a network of municipalities that demonstrate a commitment to women's rights. These activities would be amplified at the national level through Take Action to demonstrate the positive outcomes resulting from these activities. This would set the scene for national level issues to be addressed, linked to the 2022 Road Map, and promoted by and through the Coalition (see below) and the Take Action campaign.

Pillar 3: ARK would provide the services of secretariat to the Coalition formed following the Conference and continue to advance implementation of the Road Map, including working with mainstream political parties to ensure their buy-in and increase the number of women elected to public office within the parties. The Coalition would increasingly integrate the work of Pillar 1 and 2 to become the central coordination mechanism for all project activities, a unifying voice for women's participation, backed by both men and women, and an increasingly powerful voice in the Lebanese polity capable of shifting the status quo by the 2022 elections.

Timetable for proposed future programmes

| | 2019 Q2-3 | Q3-4 | 2020 Q1-2 | Q3-4 | 2021 Q1-2 | Q3-4 | 2022 Q1-2 |
|---|--------------|------|--------------|------|--------------|------|--------------|
| Pillar 1 | | | | | | | |
| Ongoing social/media training and mentoring | | | | | | | |
| Talking Heads identification and promotion | | | | | | | |
| Coordinated Campaign | | | | | | | |
| Pillar 2 | | | | | | | |
| Ongoing local advocacy | | | | | | | |
| National level advocacy | | | | | | | |
| Pillar 3 | | | | | | | |
| Consultation phase | | | | | | | |
| Road Map implementation | | | | | | | |
| Political party Buy-In | | | | | | | |
| National level advocacy (with Pillar 2) | | | | | | | |