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Sarah Tosh - Project Director

Sarah has worked for ARK for the past six years, primarily in the management of large scale, complex projects in the Middle East, and prior to this, she worked as a Project Manager in the commercial sector, overseeing implementation of multi-million dollar projects, delivering them on time, on budget and achieving desired outcomes. Given the short-time frame for implementation of the majority of this project and the multiple, different activities proposed to achieve effect, Sarah will provide oversight, quality control and quality assurance, guidance and support on implementation to the project team, as well as donor coordination.

Joulia Bou Karroum – Project Manager (ARK)

For the past fifteen years, Joulia has led project implementation for a number of local Lebanese, regional and international organisations, focusing on projects relating to gender, SGBV and Human Rights. In addition to her project management skills, she also brings substantial experience working in the Lebanese political sector, from lobbying and advocacy on electoral reforms, raising awareness on voter education and human rights education and curriculum development, to elections monitoring. Joulia has most recently been providing gender consultancy services for ARK, HIVOS, and The Stabilisation Network. Joulia is a certified trainer in Human Rights Instruments and International Mechanisms, Gender, Grants Mechanisms, Elections Laws, Elections Monitoring and Voter Education, Women and Youth Participation, Project and NGOs Management, Citizenship, Leadership and Advocacy, Local Governance and Community Engagement.

She will manage implementation of all aspects of the project, ensuring that activities are implemented on time and on budget, that each activity in the three pillars is achieving intended effect and that the project overall remains on track to achieve its objectives.

Abed Khattab – Project Coordinator (ARK)

Abed has worked on a range of ARK programming for the past 5 years, from overseeing capacity building support to the White Helmets in Syria to running ARK's Get Out The Vote (GOTV) project, a UK-funded communications project in Lebanon encouraging young and first-time voters to engage in the democratic process by registering and casting their votes in the parliamentary elections. Abed has extensive experience delivering projects with components related to good governance and has developed strong ties with key government actors and governance stakeholders in Lebanon. Abed has also conducted monitoring and observations missions in municipal and parliamentary elections in Lebanon and has consulted on electoral reform. He previously worked as a logistical electoral expert in Tunisia for the Lebanese Association for Democratic Elections (LADE) and has also worked extensively with donor-funded projects in Lebanon and Turkey supporting the development of local governance capacity in Lebanon and Syria. As well as working for ARK and LADE, Abed has also worked for Adam Smith International. All projects he has run have met all milestones and outcomes set by the client and achieved a full and compliant budget spend.

For this project, Abed will provide a coordination function with beneficiary CSOs and individuals across the Pillars, liaising with local partners to ensure implementation is on time, as well as coordinating this part of the Take Action campaign with other donor funded activities also taking place under the Take Action umbrella.

Dr Lina Alameddine – Lead Advocacy and Outreach SME (PCDD)

Dr Alameddine is the Founding Director of the Partnership Center for Development & Democracy (PCDD), an advocacy and institutional development non-profit and independent organisation with operations in Lebanon and the greater Middle East region. She is a recognised leader in promoting democracy and civil society throughout the region. Dr Alameddine has collaborated with over a

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hundred international organisations working in the Arab world to identify and analyse key political developments and provide local solutions to political problems. She has played a primary role as a moderator in promoting effective political dialogue, and in developing action plans. She helped set up the electoral platform for parliamentary elections for the former Lebanese Prime Minister and Minister of Education in 2009 and in preparation for the 2013 parliamentary election, she trained campaign managers on how to organise an effective electoral campaign.

As the Director of PCDD, Dr Alameddine leads her staff to work with civil society organisations to design and manage advocacy campaigns, develop and implement outreach strategies and build networks. She has extensive experience in capacity building, project management and leadership, including experience in direct management of USAID projects, as well as consultancy on EU projects. Dr Alameddine is also Vice President of the Women International League for Peace and Freedom (WILPF). She has trained female political leaders and civil society practitioners and activists encouraging women to become more active in public life. She mentored 80 newly-elected Iraqi women counsellors across the country to strengthen their capacity to better represent women's issues and ensure gender equality and inclusion, delivered through hands-on practical coaching. She has also facilitated the structure and strategic planning for numerous Arab Networks, including the Lebanese Women's Network (15 women NGO members), the National Network for Development (89 NGO members) and the Lebanese National Network for the Right of Access to Information (a group of 27 organisations that includes parliamentarians, governmental ministries, private sector associations, professional syndicates and NGOs).

For this project, Dr Alameddine will lead PCDD's advocacy and outreach trainings for CSOs under Pillar 2 and will also work with ARK to implement the Pillar 3 Conference and develop the Road Map.

Hayat Mirshad – Media SME (FE-MALE and Lebanese Women Democratic Gathering- RDFL)

Hayat is a well-connected and experienced media, social media and women's rights trainer who has extensive experience carrying out media-related capacity building in the Lebanese context. She is currently head of Communications and Campaigning at the Lebanese Women Democratic Gathering- RDFL (a secular non-governmental organisation established in 1976) and works to improve women's status and participation and empower them, with the goal of achieving full equality between both sexes. She has also been active as a trainer specialising in women's rights, gender and media since 2012 and has managed training workshops for BBC Media Action, Diakonia, UNFPA, Makhzoomi Foundation, Collective for Research and Training on Development (CRTDA), Lebanese Women Democratic Gathering (RDFL), YWCA, Fe-Male, ULDY, and the Women's Learning Partnership (WLP). In 2013, she co-founded FE-MALE, a Lebanese non-profit feminist collective and is currently its Head of Programmes. From January 2016-August 2017, she was Content Manager for the feminist news website Sharika wa Laken and prior to this ran a number of national media campaigns, such as “#NotBefore18”, opposing child marriage in Lebanon, and supervised the production of a Code of Conduct between media institutions and women's NGOs on gender-sensitive media coverage. This was produced with ABAAD and through the support of the Embassy of Netherlands.

Dr Lina Abirafeh - Institute for Women's Studies in the Arab World (IWSAW)

Dr Abirafeh has nearly 20 years of experience addressing gender issues and joined the Institute for Women's Studies in the Arab World (IWSAW) in 2015, working to advance its links between academia and activism. Earlier this year, she was named one of the world's 100 Most Influential People in Gender Policy in a report published by Apolitical, an international platform for governments that gathers and produces research on topics relevant to civil servants. She has worked with a number of UN agencies and international NGOs on a range of gender issues and has published much of this work in books and journals. Her work is summarised in her 2015 TEDx talk: <https://www.youtube.com/watch?v=krSG-RtiWUA>. Dr. Abirafeh has a PhD from the London School of Economics. Her book, “Gender and International Aid in Afghanistan: The Politics and Effects of Intervention”, published in 2009, is

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available at: <http://www.mcfarlandpub.com/book-2.php?id=978-0-7864-4519-6>. She received her Master's degree in international economics and development from the Johns Hopkins University (JHU) School of Advanced International Studies (SAIS). She is also a member of the Knowledge is Power (KIP) advisory board and a board member at ABAAD.

She will work with ARK to support the Conference preparations, using IWSAW's convening power to ensure a largescale turn out and effective workshop participation to develop the Road Map.

Hassan Kassem – Production Manager (ARK)

Hassan is currently ARK's Communications and Production Manager, directing a team of core staff and multiple freelancers. Using his own technical media skills and experience, he provides practical assistance to a broad range of media activists, and oversees daily creative, production and distribution of high quality project-related products. He works with partner groups to increase the quality of their production and supports them in ongoing diversification into animations, songs and long-form reports, while his experience in news and live broadcasts ensures rigorous adherence to deadlines and budgets. Hassan has repeatedly proven able to commission highly skilled creatives to work to short timeframes and produce excellent work on a limited budget on sensitive and challenging subjects. He has detailed knowledge of the Lebanese media scene and close relationships with print, broadcast and social media channels. He is very aware of audience responses to different product types and messages, believing firmly in the value of positive messaging.

Hassan has eleven years' experience in media production and communications, having worked as a journalist and television news and documentary producer prior to joining ARK. He has worked on a wide variety of subjects, from the Lebanese political environment and freedom of speech to popular entertainment shows, honing his ability to appeal to a wide variety of audiences.

For this project, Hassan will lead on developing and implementing the cross cutting Take Action communications campaign, as well as providing guidance, mentoring and support to the network developed under Pillar 1 to develop and implement a complementary communications campaigns linking to Take Action.