

THEORY OF CHANGE (TOC)

If men, women, boys and girls in fractured communities in Lebanon have access to more objective, conflict sensitive information via local media, authorities and civil society actors; **and** the same communities are exposed to online and offline campaigns that raise awareness of social stability narratives, **and** promote engagement with pro-social behaviours that reinforce the building blocks of social stability, **then** there is likely to be a reduction in the amount of misinformation in the narrative space, **and** communities will make better cognitive and practical choices that break down preconceived, prejudiced ideas of each other, **and** recognise their own self-efficacy, which will result in defused tensions at the local level, and by extension over time, **result in** increased social cohesion, reduced risk of violence and more stable communities.

RESULTS MEASUREMENT AND TARGETS

Below is an example of key performance indicators (KPIs) for impact, outcome and output level, as well as information on the means of verification and appropriate targets.

Project Pillar	Key Performance Indicators	Target	Means of Verification
Overall impact indicator	Increase in Scanlon-Monash social cohesion index ¹ scores at end-line compared to baseline in target communities	Percentage increase from baseline scores	IMPACT Initiative's formative and summative evaluations
	Statistical evidence from randomised control trials (RCTs) demonstrates project activity prompted behaviour change	Statistical testing and proof of concept via RCT	Nudgeco RCT waves
Inclusive relationships	Outcome: increased positive perceptions of out-group members in community	Statistical testing correlates increased positive interactions with out-group members with increased positive perception of out-group over time	ARK on-going M&E activities IMPACT Initiatives evaluations
	Output: increased positive interactions with Syrian/Lebanese counterparts in community Activities: number of offline events held in communities; number of online calls-to-action that encourage interaction; access to more objective media	Community events have 50/50 representation from Lebanese and Syrians, and an equal gender split of attendees, where possible. Evidence of increased dialogue on online platforms	Self-reported attendance at offline events/ calls to action; digital analysis shows increased dialogue
Positive personal self-efficacy	Outcome: Increase in number of TA members who report heightened sense of self-efficacy by project end-line	Percentage increase from baseline scores	On-going M&E from ARK IMPACT Initiatives evaluations
	Output: Participation in pro-social activities that benefit the community Activity: number of online call-to-action that encourage pro-social activity	Community events and pro-social activities have 50/50 representation from Lebanese and Syrians, and an equal gender split of attendees, where possible.	ARK M&E data

¹ <https://scanlonfoundation.org.au/mapping-social-cohesion/> ARK believes this measurement approach to be the most rigorous, and typically will adapt some of the factors to be relevant to the context on a given project.

