

Response 1.2.8

During the inception phase, we will conduct detailed research, and analysis, of the context in which our campaign will take place. This will include the **identification** of previous and current initiatives, campaigns, related programmes and potential partners with complimentary objectives.

Gap Analysis will allow us to ascertain what is already being conducted in the field, and what can be added to the existing context to move towards achieving our objectives in synergy with other actors.

Where **potential partners** are identified, we would discuss with CSSF the option to work collaboratively with these partners in order to pool resources, and work together toward a shared aim. At the very least, we will ensure that we are not duplicating, or contradicting, work already taking place in the field that is effectively working towards shared objectives.

As we have experienced previously, other **HMG and partner social stability programming** may well prove valuable in providing access to hard to reach groups, success stories and interviewees which will complement the wide network already established by our experts. During the inception phase, we will analyse the potential impact our campaign may have on their work and vice versa, to maximise efficiencies and to avoid any unintended negative impacts.

We would recommend setting up a **platform for dialogue** with relevant offices, programmes and initiatives in order to, for example, share knowledge, utilise existing expertise, gain insight into existing initiative and to test campaign ideas.

We would like to share our campaign with selected actors in the field prior to implementation, so that they are aware of the campaign. Engaging actors at an early stage will not only feed into **campaign development and testing**, but will help to achieve **campaign buy-in**, resulting in the campaign being amplified further via these actors communication channels and networks. We would aim to hold focus groups for these selected actors in the field during the campaign development phase, in order to gather input and reactions that will feed into campaign development.

Our project team will remain in close contact with these actors throughout the project duration, keeping them abreast of campaign developments, motivating them to engage in the campaign, receiving feedback and reactions, and answering any queries. The CSSF will be kept up-to-date on these interactions and any challenging queries, or concerns, will be raised immediately.

During the implementation of the **Madad Fund**, we cooperated with implementing partners on the ground with the level of expertise and exposure to reach out and successfully support refugees and host communities in specific regions. Some of these organisations included UNCHR, UNICEF, Oxfam, the World Health Organisation, and large development banks such as AFD.

The **Social Justice Programme in Lebanon** covered topics including human trafficking of Syrian and other refugee groups in Lebanon, gender inequality and torture. During implementation, we closely cooperated and supported a number of local civil society and non-governmental organisations who were granted EU-funding to drive projects on the ground such as SKOUN and Oum el Nour (youth), the National Commission for Lebanese Women (NCLB) (women's rights and gender equality), and projects implemented by the British Council, such as DAWRIC - Direct Action for Women: Reform, Inclusion and Confidence. We supported the capacity of national and local government organisations, such as the Labour Inspection Department of the Ministry of Labour, the National Employment Office (NEO), the Economic and Social Council (ECOSOC) in advocating for social dialogue and the strengthening of the institutional framework for the protection of human rights. We also worked with the regional Office of the High Commissioner for Human Rights (OHCHR) to ensure national institutions and civil society take sustainable measures to uphold Lebanon's international human rights obligations.