**Annex 2- Creative Brief**

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| **Public Brand Background** What it is, any relevant information about it |
| **What it is:**  Shabeb Act is a public brand that promotes active citizenship, resilience and positive pathways by highlighting and amplifying positive social initiatives happening in local communities.  **Background:**  2.1 The Strengthening Resilience - MENA II (SR2) programme is funded by the European Union and delivered by a consortium led by the British Council. It began with a pilot in 2015 and its current phase will continue until January 2021. It is under implementation in Lebanon, Morocco, Tunisia and Jordan.    Resilience is the ability of individuals and communities to recover keep going and grow through adversity. Resilient individuals are the “self-starters” who both take advantage of and create opportunities for themselves and others. Resilient communities use their social and political ties to negotiate solutions to the problems they face. The Strengthening Resilience (SR) programme aims to build young people’s resilience – their ability to “survive and thrive” whatever pressures and hazards they confront.    In Lebanon the programme involves building the individual resilience and sense of citizenship of youth, engaging them in community development and enhancing their role in political participation in order to strengthen communities against extremist narratives and reduce the appeal of violent extremist groups.  This is being done through Shabeb Act, a project that brings together 11 civil society organisations from all the 8 governorates and the local authorities to work together on increasing the resilience of their communities.  The 350 participants of the program will learn to identify needs within their communities and respond to them by implementing 15 social action projects across Lebanon. The Shabeb Act platform will then highlight and amplify those social action projects to encourage and push youths to take similar positive pathways.  **Public Brand Concept**:  Shabeb act came as an alternative to “Shabeb el action” option which wanted to create a positive chock by raising the curiosity of people (particularly youth) to learn more about a project that gives a connotation linked to aggression and violence aiming to then delivering the proper understanding of action being action for positive change. This title which is creative in structure is being seen with high risk of delivering an undesired negative connotation and thus leading to negatively impacting people’s perceptions towards the project and its image in addition to the risk of not being enough attracted to “peaceful” youth and particularly to female youth.  While the chock factor get lost with  “Shabeb act”, though it eliminates the foreseen risks by offering a positive impression towards the project and maintaining the below rationale:  - young people are mostly perceived as receptive of aid, services and knowledge delivered to them by senior leaders while they can be equal partners to senior leaders and active citizens who drive the positive change in their communities.  - ACT be the Acronym of Active Citizens Team, thus the project would be Youth as Active Citizens Team representing the team spirit of young people who are active citizens in their communities. - Shabeb act - also has a tonality of motivation and immediate action  - Young people of this project are advocates for actions: they drive a youth-led social action project to respond to community gaps and needs; moreover they make their voice head to drive Actions at ministerial and other decision makers bodies. |

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| **Who are we talking to?** Target audience, their behaviors, some insights about them |
| **The public** – at its widest base the public brand is intended to reach all citizens in Lebanon. Positive journalism may not be a trend, but the brand needs to communicate that this approach is necessary for the whole of society, and that for its objectives to be achieved, a collaborative effort is required between the citizens, civil society and local authorities.  **Organisations who are interested in showcasing their work on Shabeb Act**– these entities may carry the brand, populate it with content of their own and extend its reach.  **Government Ministries** – need to be made aware of the brand and the work it represents.  **The media** – should support the brand by highlighting its content regularly |

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| **What is the challenge?** What is the tension, the objectives, the problem or the behavior we are trying to change |
| That National Strategy defines Violent Extremism as the spread of individual and social hatred that may lead to community violence, the rejection of diversity and non-acceptance of the other and the use of violence as a means of expression and influence, and a behaviour that threatens societal values necessary for social stability.  The vision of the government is to mainstream PVE concepts among key society stakeholders and the wider public. This comes from the conviction that preventing violent extremism is a mission that requires inclusive partnership between the government and the main actors in society in order to maximize the effectiveness of public policies and programs.  The overarching objective of the Lebanese National Strategy for PVE is to pre-emptively immunise the Lebanese society from causes of susceptibility to violent extremism.  The general objectives of the strategy are:  **Regaining social trust:** Every public policy and program is aimed at supporting trust-building among the various components of society on the one hand, and state institutions on the other.  **Promoting Citizenship:** Promoting identity, citizenship and the sense of national belonging among all members of the Lebanese society.  **Achieving Social Justice:** Adopting social justice as the starting point of all public policies, as an integrated concept that includes individuals, social components and geographic areas.    **Monitoring Social Transformations:** Maintaining a scientific approach to the study and follow up on social transformations at national and local levels by focusing on the interactions among the components of society and understanding their determinants, causes and effects. |

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| **What are we trying to say?** What is the one thought we want to communicate |
| We want the audience to believe in the power of positive pathways and empower those who are already engaged in helping their communities. |

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| **Why should they believe us?** What can we say to support this? Any RTBs |
| Because we represent the community.  Shabeb Act is a consortium of 11 civil society organisations across all the governorates. |

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| **How are we going to say it?** Is the tone informative, fun, friendly, loud, etc.. |
| **Tone:**   * Informative * Genuine * Honest * Credible * Humble * Human * Dynamic * Energetic * Positive |

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| **What is the desired outcome?** What do we want people to remember? To do? Feel? Etc.. |
| We want people to feel reassured that this work is happening in their communities, interested in knowing more, interested in supporting, and committed to taking similar actions. |

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| **Where do you want to say it?** What are the mandatory deliverables – Possible platforms and exectuions |
| * Social Media * Media/ Press * Videos * Advertising/ Marketing collateral * Events (including partners’ activities) * Online Exchange Platform |

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| **Is there any watch-outs? Mandatory elements we need to have?** Logos, guidelines, things we can’t say, etc.. |
| * Should acknowledge the current situation in Lebanon * Must not be polarising or divisive or look polarising or divisive * Must be representative * Must ‘do no harm’ |