



Submission Form To The Lebanon Recovery Fund Steering Committee

To be completed by the UN Resident Coordinator's Office (RCO)

Meeting No:	Date of Meeting:
Item No:	Programme/project: LRF proposal " International Awareness Campaign on Lebanese Hosting Communities "

(To be completed by the Participating UN Organisation and endorsed by SC)

To: Lebanon Recovery Fund Steering Committee	Date of Submission:
From: Ministry of Economy and Trade & UNDP	Contact: Dr. Raghed Assi
Through: Project Advisory Group (PAG) <input checked="" type="checkbox"/> Endorsement <input type="checkbox"/> Comments	Contact: Telephone number, email +961 1 962 495 Raghed.assi@undp.org
Proposed submission, if approved would result in: <input type="checkbox"/> Continuation of existing programme/project <input checked="" type="checkbox"/> New programme/project <input type="checkbox"/> Other (explain)	Proposed submission resulted from: <input type="checkbox"/> National Authorities initiative within national priorities <input checked="" type="checkbox"/> UN Agency initiative within national priorities <input type="checkbox"/> Other (explain)
Programme/project title: International Awareness Campaign on Lebanese Hosting Communities	
Amount of funds requested for proposed programme/project: \$ 121,017.00	
Estimated number of beneficiaries: direct Lebanese Hosting Communities indirect Syrian Refugees	
Percentage and amount of indirect costs requested: 7% F&A \$ 7,917.00	

To be completed by the Participating UN Organisation

Background

The impact of the Syrian crisis on Lebanon is reaching a scale unprecedented in the history of complex, refugee-driven emergencies. While in April 2012, 32,800 refugees were registered or awaiting registration with UNHCR, by June 2014 that figure has jumped sharply to over 1,100,000, an increase equal to over 25% of the entire Lebanese pre-crisis population. To contextualize the impact further, Lebanon was already one of the most densely populated countries in the world, with an average of over 400 people per square km of land. This sudden and large influx of refugees from Syria is now placing enormous pressure on the country and its people, especially those in the poorest areas, where refugee concentrations have been greatest.

The crisis is not only challenging the country's existing social and economic infrastructure, it is exacerbating significant development deficiencies such as unemployment, especially among women and youth, and profound disparities between the wealthy and the poor. In addition, the crisis brings to Lebanon a set of new tensions that threaten to undermine Lebanon's delicate social and political balance of power while amplifying pre-existing inter Lebanese divisions and provoking increasingly negative reactions against the Syrian refugee presence.

A number of recent reports and assessments, of which the joint Government of Lebanon/UN/World Bank Assessment on the Economic and Social Impact of the Syrian crisis on Lebanon (September 2013) is the most extensive, all stress the enormous needs that Lebanon is facing across all sectors as a consequence of the crisis in Syria.

Unfortunately, the International Community have no plausible plan on what is to be done about the calamity that has befallen each individual refugee and the entire country of Lebanon, all of which are reeling after an unparalleled human tsunami that's far from being over.

1. Purpose of Proposed Programme/Project

The overall aim of the project is to launch a campaign to highlight to the international community the generosity and receptiveness that the Lebanese Hosting Communities demonstrated in helping the Syrians refugees.

The Campaign will serve as a platform to reach out to the international community, to draw its attention and to awaken its sympathy and concern for the sufferings and misfortunes of both the Syrian refugees and the Lebanese host communities. It is considered as a wakeup call that will prompt the international community to take action.

The main goal of the Media campaign is to:

- Mitigate the repercussions of the Syrian conflict.
- Reinforce Lebanese resilience.
- Increase funding for development assistance to the Syrian refugees in Lebanon and to the Lebanese host communities.

The campaign will fall under these basic types:

- To mobilize and involve people
- To pressure decision makers
- To inform and educate the public
- To communicate positive messages about the distress of the Lebanese Hosting Communities

The advertisement will be promoted in the International Media through active participation and help from the Lebanese embassies across the world and through the ambassadors of foreign countries in Lebanon.

3. Evaluation of Proposals by the PAG

Implement ability

	2014	2014
<i>Estimated commitments</i>	US\$	US\$
<i>Estimated disbursements</i>	US\$	US\$
<i>Contribution (optional)</i>	US\$	US\$

Does the project correspond to national priorities? Yes No

Ministerial Statement, Article 16:

In this context, the government will approve projects and programs designed to reduce the economic and social impacts resulting from the Syrian crisis

Project approved by Line **Ministry of Economy and Trade** on September 22, 2014.

4. Review by the UN Resident Coordinator's Office (RCO)

Check on Programme/Project Proposal Format Contents

Cover sheet (first page) Yes No

Logical Framework Yes No

Programme/Project Justification Yes No

- Programme/Project Management Arrangements Yes No
- Risks and Assumptions Yes No
- Budget Yes No
- Support Cost Yes No

Overall review of programme submission

Recommendations

Elaborate

5. Decision of the LRF Steering Committee

- Approved for a total budget of \$ 122,148.00
- Approved with modification/condition
- Deferred

Reason(s)/Comment(s)

Elaborate

Chair of the LRF Steering Committee

20/10/2014

Signature

Date

6. Follow-up action taken by the Administrative Agent

- Project consistent with provisions of the Letter of Agreement with donors (if applicable)

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Signature

Date

Lebanon Recovery Fund

Programme/Project Proposal Format and Guidelines

Contents:

1. Cover sheet and description of programme/project document (Appendix A)
2. Logical Framework (Appendix B)
3. Programme/Project Budget (Appendix C)

Appendix A



LEBANON RECOVERY FUND

PROJECT DOCUMENT COVER SHEET

Participating UN Organization: UNDP	Sector: Economy
Programme/Project Manager Name: Dr. Raghed Assi Address: UNDP Telephone: +961 1 962 495 E-mail: raghed.assi@undp.org	LRF PAG Name: Address: Telephone: E-mail:
Programme/Project Title: International Awareness Campaign on Lebanese Hosting Communities Programme/Project Number:	Programme/Project Location:
Programme/Project Description: The overall aim of the project is to release a film campaign to highlight to the international community the generosity and receptiveness that the Lebanese hosting communities demonstrated in helping the Syrian refugees.	Total Programme/Project Cost: USD <u>LRF:</u> Total: 113,100.00 USD F&A (7%): 7,917.00 USD
	Grand Total: 121,017.00 USD
	Programme/Project Duration: 3 months

Development Goal:

The main goal of the Media campaign is to:

- Mitigate the repercussions of the Syrian conflict.
- Reinforce Lebanese resilience
- Increase funding for development assistance to the Syrian refugees in Lebanon and to the Lebanese host communities.

Key Immediate Objectives:

- To mobilize and involve people
- To pressure decision makers
- To inform and educate the public
- To communicate positive messages about the distress of the Lebanese Hosting Communities

Outputs and Key Activities:

Output 1: International Awareness on the needs of the Lebanese Hosting Communities is raised

Launch an International Media Campaign to build a global social movement and mobilize support to provide help for Lebanon specifically the host communities through communicating the urgent need of assistance in order to minimize the adverse effects of the Syrian influx and improve the ability of helping the refugees.

Activity: Film Production

On behalf of:

/Signature

Date

Name/Title

UN Participating Organization

1/10/14

Chair, LRF SC

20/10/2014

1. Programme/Project Justification

The impact of the Syrian crisis on Lebanon is reaching a scale unprecedented in the history of complex, refugee-driven emergencies. While in April 2012, 32,800 refugees were registered or awaiting registration with UNHCR, by June 2014 that figure has jumped sharply to over 1,100,000, an increase equal to over 25% of the entire Lebanese pre-crisis population. To contextualize the impact further, Lebanon was already one of the most densely populated countries in the world, with an average of over 400 people per square km of land. This sudden and large influx of refugees from Syria is now placing enormous pressure on the country and its people, especially those in the poorest areas, where refugee concentrations have been greatest.

The crisis is not only challenging the country's existing social and economic infrastructure, it is exacerbating significant development deficiencies such as unemployment, especially among women and youth, and profound disparities between the wealthy and the poor. In addition, the crisis brings to Lebanon a set of new tensions that threaten to undermine Lebanon's delicate social and political balance of power while amplifying pre-existing inter-Lebanese divisions and provoking increasingly negative reactions against the Syrian refugee presence.

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Unfortunately, the International Community have no plausible plan on what is to be done about the calamity that has befallen each individual refugee and the entire country of Lebanon, all of which are reeling after an unparalleled human tsunami that's far from being over.

2. Programme/Project Approach

The overall aim of the project is to release a film campaign to highlight to the international community the generosity and receptiveness that the Lebanese Hosting Communities demonstrated in helping the Syrians refugees.

The Campaign will serve as a platform to reach out to the international community, to draw its attention and to awaken its sympathy and concern for the sufferings and misfortunes of both the Syrian refugees and the Lebanese host communities. It is considered as a wakeup call that will prompt the international community to take action.

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3. Management Arrangements

UNDP will continue to ensure high-quality technical and financial implementation of the project and will be only be responsible for monitoring and ensuring proper use of allocated funds to the assigned activity as per the project work plan, timely reporting of implementation progress as well as undertaking of mandatory and non-mandatory evaluations for the activity.

Costs incurred by UNDP for providing the above described support services will be partly recovered from the project budget, namely General Management Support (GMS) and Implementation Support Services (ISS).

4. Analysis of risks and assumptions

While the volatile regional and national situation represents a certain political and security risk to the project, this is not expected to have a disproportional impact. No other critical risks are foreseen to negatively affect the project since it has been developed in full partnership with the Ministry of Economy and Trade and the local partners such as the Council of Ministers, Ministry of Finance, and Ministry of Social Affairs.

Appendix B
Logical Framework

	Target	Measurable Indicators	Means of Verification	Important Assumptions
Immediate Objective	Assist Lebanese Hosting Communities in Facing the Socio Economic Impact of the Syrian Refugee Crisis			
Output 1	International Awareness on the needs of the Lebanese Hosting Communities is raised			
	At least 5 international media participating in the campaign	Number of International media participating in the campaign.	Advertisement on TV stations	International Communities will respond to the Lebanese host communities' needs.

LEBANON RECOVERY FUND (LRF)

Appendix C

Programme/Project Budget

The budget would utilize the standard format agreed by UNDG Financial Policies Working Group.

PROGRAMME BUDGET		ESTIMATED UTILIZATION OF RESOURCES (US\$)
Category		TOTAL AMOUNT (US\$)
1	staff and other personnel cost	6,000.00
2	Supplies, Commodities, Materials	
3	Equipment, Vehicles and Furniture including Depreciation	
4	Contractual Services	105,000.00
5	Travel	
6	Transfers and Grants to Counterparts	
7	General Operating and Other Direct Costs	2,100.00
Total Programme Costs		113,100.00
	Indirect Support Costs (7%)	7,917.00
TOTAL		121,017.00