

PRESS RELATIONS | SPECIFICATIONS

- Convergences Lebanon Forum-

I. SUMMARY

These specifications detail the tasks to be carried out for a press relations service to promote the first edition of the Convergences Lebanon Forum, which will take place end of September 2024 (**provisional date: 26 September 2024**). The Forum will be followed by the launch of a publication highlighting the main themes of the event.

II. CONTEXT

A. About Acted and the Hawkamaa-EU project

Acted is a Non-Governmental Organisation, that has been operating in Lebanon since 2006, with an office in Beirut. Acted works closely with local authorities and civil society stakeholders implementing priority humanitarian interventions and longer-term development programming, strengthening multi-stakeholder governance and accountability, public service upgrades, citizen participation, and increasing economic opportunities.

The Hawkamaa-EU project is a 4-year project, funded by the European Union, led by Acted and implemented in partnership with Solidarite International, Action Against Hunger, WeWorld and LebRelief. The project aims to enhance water governance and improving the provision of public water and wastewater services in Lebanon, targeting **263,684 individuals** across Beirut, Mount Lebanon, South Lebanon, Bekaa, and Baalbek-Hermel.

The project aims to improve public water services in Lebanon through the implementation of **5 large infrastructure water projects** benefiting **141,000 Lebanese and Syrian refugees**, training staff in **6 water establishment branches** across the 4 regional water establishments, enhancing service delivery in over **20 localities**, and boosting water subscriptions through community campaigns. In terms of improving governance in the water sector, it supports integrated resource management for **3 river basins**, empowers local actors with training and grants, increases the participation of CSOs and NGOs in the water sector via LEWAP, and provides **9 research grants** for future water professionals.

B. About Convergences

Launched in 2008, Convergences is a platform for reflection, mobilisation and advocacy. Convergences promotes the Sustainable Development Goals (SDGs) and the fight against poverty, exclusion and climate change in both developed and developing countries. Composed of more than 300 partner organisations from all sectors, the association acts to stimulate reflection and action, disseminate good practices and encourage the co-construction of innovative partnerships with a strong societal impact.

Convergences aims to Mobilise actors from all sectors for a convergence of objectives and actions towards a 3ZERO world: Zero Exclusion, Zero Carbon, Zero Poverty. This mobilisation is embodied by the organisation of Forums and the co-construction of publications throughout the year.

The preparation process for Convergences Forums and publications is based on a methodology of co-construction and multi-stakeholder partnerships with the national public, private, voluntary, academic and media sectors, the international cooperation sector, as well as youth and citizenship movements. Working Groups (WGs) are set up to identify programmatic and editorial issues, ensuring that projects

add value by responding to needs raised by national stakeholders. WGs members are involved in all stages of the process, from conception to implementation and mobilisation. A call for contributions is also open so that external organisations can contribute according to a series of selection criteria. The aim of this methodology is to create a space and tools by and for the stakeholders.

C. About the Lebanon Convergences Forum 2024

Under the HawkaMaa-EU project, led by Acted and funded by the EU, five organisations (Acted, Solidarites International, ACF, WeWorld and LebRelief) are partnering with Convergences to organise the first edition of the 3Zero Lebanon Convergences Forum in Lebanon, which will centre around SDG 6 “clean water and sanitation for all”.

The 3ZERO Lebanon Convergences Forum will take place in Beirut end of September 2024 (provisional date: 26 September 2024). Theme of the Forum: Water – Sustainable Development Goal 6

The project aims to create a genuine platform for dialogue between stakeholders from different sectors concerned with improving public water services in Lebanon. The Forum will span over one day and feature several conferences/panel discussions around the identified themes, as well as a market fair showcasing innovative solutions and programmes in the water sector and a photo exhibition highlighting several of the initiatives and infrastructures implemented under the HawkaMaa-EU project. The Forum will also have networking spaces for people to exchange.

The topics are addressed in their intersectional dimension by highlighting their link with other pillars of the 2030 Agenda, notably supporting concrete measures to foster and improve integrated resource management.

Goals of the Forum:

- Creating a space at national level for sharing resources, good practices, and organisational challenges;
- Breaking down sectoral silos and create an enabling environment for innovative multi-stakeholder partnerships with high societal impact;
- Strengthening organisations, especially Civil society organisations (CSO), in their capacity to combine social justice and ecological transition.

The themes addressed during the Forum and in the content of the publication will stem from the discussions held during the consultations and the work carried out up to September.

III. SERVICES & DELIVERABLES TO BE PROVIDED

- ➔ Responses to the services requested must be based on the nomenclature presented below and include a detailed costing.
- ➔ The services must be provided with the equipment and independently.
- ➔ The offer must include all charges.

A. Objectives

- Promote the Forum to professional and semi-professional audiences who are aware of these issues; increase the visibility of the event in the press beforehand to ensure that the target audiences come,
- Ensure visibility of the EU funding in the water sector in Lebanon
- Capitalise on the Forum to speak out in the media on the 3Zero issue and promote the results of the event.
- Distribute the publication that will come out after the Forum to the sector's professional ecosystem.
- Position the HawkaMaa-EU Consortium partners (Acted, SI, ACF, WeWorld and LebRelief) and Convergences as key players in the field of sustainable development in Lebanon, and the Forum as a must-attend event for the entire sector.

B. Press targeting

The service provider will have to reach the following targets:

- the sustainable development press
- the professional/managerial press
- the business/finance press
- the business press
- the general public press, which is increasingly focusing on sustainable development issues.

C. Mobilisation message (can be subject to changes)

As part of the EU-funded HawkaMaa-EU project, Convergences is excited to invite you to its very first Lebanon Forum!

The Convergences Lebanon Forum, an event created in close collaboration with local and international stakeholders, aims to create a platform for dialogue between change makers working towards better water governance in Lebanon and for the improvement of public water supply and sanitation services. The goal of this event is to create a nationwide space dedicated to sharing best practices, creating innovative multi-stakeholder partnerships with a strong societal impact, and strengthening the capacity of civil society organisations to combine social justice and ecological transition.

The Forum programme and sessions are the result of a participatory and consultative process, involving actors from different paths of life in the water sector, all to bring new solutions and different ways of thinking around SGD 6/water-related issues.

The Convergences Lebanon Forum is THE not-to-be-missed event for professionals involved in the water and sanitation sector. During this day, you will be able to take part in numerous debates and conferences, and help identify concrete, equitable and sustainable solutions to Lebanon's water challenges.

We look forward to seeing you on September 2024 in Beirut, for this moment of meeting and sharing.

D. Details of services requested

a. Creation of press lists

- Research on media to target.
- Analysis and identification of key specialist and consumer media.
- Selecting, qualifying and building up a database of contacts in the specialist press and the mainstream media (specialist sections, TV and radio programmes, etc.).

b. Contacting journalists

- Distribution of press releases to targeted journalists.
- Follow-up by telephone, identifying needs and sending the necessary information.
- Organising interviews.

c. Press support during the Forum

- Presence of a press officer at the forum to welcome journalists.
- Organisation of journalists' meetings during the event with Acted and Convergences spokespeople and other participants/partners.
- Sending out material (visuals, press releases, additional information) requested by journalists.
- Managing interview requests.

d. Reporting and recording of media coverage

- The service provider will send Acted and Convergences a minimum of one mailing per week regarding project developments.
- Delivery of press coverage at the end of the assignment