

The Hague X Beirut



Project Protocol

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The goal of this project is to put the visibility and the tools of the HPP to the use of people in Beirut, without taking over the narrative at any point.

We want to support the causes and the livelihoods of collaborating human rights activists, artists in the most effective way: with no waste of funds, with no victimisation, but with an honest and powerful coverage, which hopefully will strengthen the whole community.

This project is a pilot. It is an example of how communication media and art can be combined to mobilise people and to strengthen their position in the market in situations of economic difficulty, instead of utilising traditional NGO donation methods.

Hopefully, the modus operandi implemented here can be replicated on many more occasions, because it mobilises and empowers our collaborators in Beirut, yielding a long-lasting impact and it creates international connections between artists, activists, and the customers who purchase their works.

This project is self-reliant in terms of funding, and it is based on the initiative and agency of collaborating Beirutis.

It is especially focused on the use of Instagram, as a tool for mobilization, validation and organisation of individuals and groups, but also as a tool to structure and spread informative literary and visual art.

As part of the The Hague Peace Projects, we strive to be as impartial as possible, yet, dealing with human rights and striving for sustainable solutions is impossible without taking choices that are partisan and political in character, especially in the context of Lebanon and Beirut in 2020. We therefore acknowledge the fact that by giving a voice to certain individuals that carry strong political messages and defend strong anti-status quo views, we indirectly take on a political stance through the project. It is as important to acknowledge that Beirut remains a fragmented political environment. Because of this, we abide to The Hague Peace Project's code of conduct and we stand against discrimination, whilst being aware that our work is not completely unbiased.

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Objectives

1. Sending **funds to three human rights activists** (based in Beirut who collaborate with the campaign), to cover the expenses for their basic needs for a minimum of six months;
2. **Paying artists** based in Beirut who collaborate with the campaign;
3. **Increasing the visibility** of the efforts of human rights activists.

Project components

1. The publishing of an Instagram-inspired **photo book** based on the voices of collaborating artists and activists to explain the situation in Lebanon.
2. **An online sales event** to raise funds through the sale of prints on canvas, photographs, art pieces and more.
3. **An Instagram campaign** to raise awareness, and to create momentum for the online auction.
4. The publishing on the HPP's Medium page of at least ten short **articles** about topics related to Lebanon, starting from the theses and essays of students and researchers.

Timeline

Timeline:

Deadline	Task	Achieved?
19/10	Find at least two members for the Human Right activist Selection Committee, a new photobook manager, and a PR manager;	
26/10	Draft the Open Call for Human Right Activists	
Between 27/10 and 31/10	Start Instagram campaign and publish Open Call for activists	
Around 24/11	Close Open Call for HR activists and artists	

By latest 27/11-29/11

Decide on HR activists and make the result public + start working with HR activists

1/12

Start photobook sale online

Artists

We are asking your collaboration in the following:

1. Permission to use material which you have previously published, for our campaign, sale and book (how many pieces, what pieces, is to be discussed with individual artists);
2. Your support for our campaign on your socials;

Additional

3. A small interview, or pre-recorded material to contribute to the Instagram campaign;
4. Personalised piece to put up for sale;
5. 700-900 words article on topics regarding Lebanon for our Medium page.

For each sold canvas with your work on it, we offer you 10 €. Additionally, for each agreed upon and commissioned tailored piece for the campaign, we will compensate with 70€, plus 10 € for each sold copy of that work.

The copyrights of the already-made works stay with the artist; the copyrights of the tailored works are sold to the HPP.

In order to be selected and participate in our campaign, each artist's content needs to be void of dis-/misinformation, and discriminatory or violent attitudes. Additionally, none of the artists shall be affiliated with any existing political party.

As a collaborating artist you can claim compensation, yet you also have the option of rejecting compensation so that we can use those funds for people in Beirut.

Activists

We are asking your collaboration in the following:

1. Permission to use material which you have previously published, for our campaign, sale and book (how many pieces, and what pieces, is to be discussed with individual activists).

2. Your support of our campaign on your socials (simply sharing it with your networks and followers).
3. Interviews, or pre-recorded materials to contribute to the Instagram campaign.
4. Follow-up communication and social media material to document what you are doing with the fund received, regardless of what it is, to show the concrete impacts of our campaign.

How we select our activists

The selection is based on the following criteria:

1. They have to be actively involved in current developments for more than a year from September/October 2020, protecting or advocating for human rights;
2. Their content needs to be void of dis-/misinformation, and discriminatory or violent attitudes;
3. They not be affiliated with any existing political party;
4. They must have at least 8000 followers on IG;
5. They must abide to the UN definition of Human Rights defenders, which you can find [here](#); you can find an abbreviated list of human rights [here](#);

In order for the selection process to be as fair and democratic as possible, we decided to open a call for nominees and to select three based on online polls.

The Instagram Campaign

The Instagram campaign will start at the beginning of October 2020 and it aims at achieving the following:

1. Explain the situation in Lebanon and drive traffic to pages working to spread awareness;
2. Advertise the pieces which will be for sale, and the sales event itself;
3. Advertise the photobook and the medium page;
4. Showcase the work that is being done in order to put the project in place, and publicise its impacts;
5. Give visibility to human rights activists and artists;
6. Call for donations.

The photographic book

The photobook will be structured to give voice to the human rights activists and artists collaborating in our initiative. It will start from Instagram posts selected from their accounts, which will be used as pictures in the book with clear references to the accounts and date of publishing. The writing in the book will be used to connect

the various posts into a flowing explanation of recent events as seen from the perspective of the activists and artists. The narrative will be organised chronologically starting with a brief explanation of the Lebanese context before the protests of October 2019. It will cover the October 2019 protests concisely to connect them to the explosion of August 4th and the presently evolving situation.

The book will be available as e-book and printed on [recycled paper](#) in multiple versions:

- coffee table hardcover, magazine size paperback, phone size format.

The price for which the photobook will be sold is defined according to market price.

The Sales Event

The sale will take place online, and it will last from a minimum of one month to a maximum of three months, according to how long it takes to reach the fundraising goal. We will use [Shopify.com](#)

During the sales, customers purchase items put up for sale in collaboration with artists, activists, and the Hague Peace Projects itself. They will be able to access the sales platform through QR codes and online links (eg. link in bio).

The items for sale will include:

1. Gadgets of the HPP (the cost will vary);
2. Recycled canvas, printed with the works of collaborating artists and activists (each canvas will be priced at 85 € and our goal will be to sell at least 1.000 of them); We are looking to collaborate with [Gelato](#) for the printing
3. The photobook's different versions, printed and shipped through Gelato.com.

Pricing for canvas:

20x20 52.8€

40x40 69.9€

60x60 79.9€

80x80 97.9€

For the first month of campaign: 2 for 1 promotion on the 20x20 canvas;

The Medium platform

The HPP has an [already running Medium platform](#). We are working with the responsible of the HPP's Medium to create a cluster of semi-academic articles about Lebanon in order to give a more or less holistic picture of today's Lebanese context. We want to do this by allowing students and researchers to write 700 to 900 words articles based on their theses, essays, and academic research.

The Collaboration With Restaurants

We will print (recycled) flyers, and we will collaborate with selected restaurants in The Hague, to put a flyer in each of their delivery bags (for about a weekend). On top of that, we will also cross-post.

Budget allocation

The Instagram campaign will advertise the sales event, but also advocate for donations. All the funds will go through the Hague Peace Projects.

The goal is to reach 85.000 €.

Funds will be divided between:

1. Activists: 1500 € per month for six months to three people;
2. Artists: 10 € for each sold canvas with their work on it; 70 € for each tailored work, plus ten € for each sold copy of that art;
3. Retribution for the work hours put in the project by the three most involved people, calculated as a minimum of 20 hours per week, 15 € per hour.
 - a. The full amount will be paid only if we reach the full budget; only half of it will be paid if we only reach half of the budget, and none of it will be paid if we do not reach even half of the budget;
4. We are estimating a total of 1300 € of upfront costs;
5. 10% of the total fund will be devolved to the HPP for operational costs;

*As of October 4th, 2020, the budget necessary to cover all basic needs has been calculated to be 645 € per month (for more information, [check this document](#)). Because of inflation, expected removal of state subsidies, increased Internet prices and increased scarcity of medicines and medical equipment, we are expecting an increase of the aforementioned necessary budget. Because of this, we set the goal monthly allowance to be more than twice higher: in this way, if prices increase, we can still cover them, and if we raise more than necessary funds, we can cover more than the six months that we are striving to reach at the moment.

Costs

Upfront costs:

- Paid marketing (advertisement) budget of about 500€.
- Sales platforms: Shopify and Gelato- about 200€/month.

- 74€ + VAT for 1500 flyers. 3000 flyers for about 170€.
 - 1.300€ of total upfront cost

Basic Costs

6. Activists: this has been calculated as 1500 € per month for each person, multiplied for six months;
7. Retribution for the work hours put in the project by the two most involved people, calculated as a minimum of 20 hours per week, 15 € per hour;
8. We are estimating an average 600 € expenditure for media contributions (such as sales platform and similar tools);
9. 10% of the total fund will be devolved to the HPP for operational costs.

And Associated Costs

10. Printing and shipping is calculated as an average of 30 € for each sold canvas- as the canvas are printed and shipped on demand, we offset this cost with the pricing for the products;
11. [Printing costs](#): setting a hypothetical 60 pages, the price ranges from 20 to 30€.
12. Artists: 10 € for each sold canvas with their work on it; 70 € for each tailored work, plus ten € for each sold copy of that art;

Collaborations

[Jakob](#) (former HPP director and current board member of HPP) - onboard

[Beirut By Dike](#) (Sinine) - Onboard

[Claude Nassar](#) - Onboard

[Amy Chiniara](#) - onboard

[Lana Chukri](#) - in touch

Myriam Boulos

Nouri Flayan- reached out on 5/09, need to follow up

Nour Saliba - dm sent

Habibi collective

Brian Denton (photographer)

1854 Media (photography platform)

YCreate by Prince Claus Fund

Glycophant (Mloukhiyyeé, lgbtq artist)

Art Nub Beirut

Itsactuallybrooklin (Lynn, Photographer)

Ivan Debs (T-shirts and digital art)

Manu Ferneini

Sama Beirut

<https://www.instagram.com/powerofarthouse/>

<https://www.paxforpeace.nl/>

[Thepostercorner_lb](#)

<https://www.instagram.com/artopencalls/?hl=en>

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