USAID | LEBANON
FROM THE AMERICAN PEOPLE

LITANI RIVER BASIN MANAGEMENT SUPPORT PROGRAM

WATER POLLUTION AWARENESS CAMPAIGN IN THE LITANI RIVER BASIN

March 2012
This report was produced for review by the United States Agency for International Development (USAID). It was prepared by International Resources Group (IRG) under Contract EPP-I-00-04-00024-00 order no 7.

LITANI RIVER BASIN MANAGEMENT SUPPORT PROGRAM

WATER POLLUTION AWARENESS CAMPAIGN IN THE LITANI RIVER BASIN

Contract No.: EPP-I-00-04-00024-00 Order no 7.

March 2012

DISCLAIMER
The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government

TABLE OF CONTENTS

1. INTRODUCTION 1
- 1.1. AUTHORIZATION 1
- 1.2. PROGRAM OBJECTIVES 1
- 1.3. PROGRAM COMPONENTS 1
- 1.4. PURPOSE OF THE REPORT 2
- 1.5. CONTENT OF THE REPORT 2

2. PROJECT CONTEXT 3

3. COMMUNICATION BRIEFS 3
- 3.1. Audience Profile 4
- 3.2. Obstacles to Implementation 5

4. PROJECT IMPLEMENTATION 5
- 4.1. Methodology 5
- 4.2. Messages 6
- 4.3. Design of the Communication Material (Posters/Billboards) 6
- 4.4. Visual Concept 7
  - 4.4.1. Proposed Visual Concept 7
  - 4.4.2. Chosen Concept 7
  - 4.4.3. Visual Language 7
- 4.5. Posters 8
- 4.6. Monitoring Mechanisms 8
- 4.7. Media Implementation Plan 8

5. RECOMMENDATIONS 9
- 5.1. Baseline Assessment 9
- 5.2. Creation of an "Exchange of Ideas" Platform 10
- 5.3. Awareness Raising and Mobilization Tools for Various Stakeholders 10
  - 5.3.1. Municipalities 11
  - 5.3.2. General Public 11
  - 5.3.3. Farmers 12
  - 5.3.4. Industry 13

APPENDICES 14

ACRONYMS

IWRM	Integrated Water Resources Management
IRG	International Resources Group
LRA	Litani River Authority
LRBMS	Litani River Basin Management Support
USAID	United States Agency for International Development

FOREWORD

This report was prepared by MORES SARL under subcontract with International Resources Group (IRG), the main contractor under the Litani River Basin Management Support (LRBMS) Program, a USAID-funded program in Lebanon (Contract EPP-I-00-04-00024-00 Task Order No.7) under the Integrated Water and Coastal Resources Management Indefinite Quantity Contract (IQC) II.

EXECUTIVE SUMMARY

The LRMBS Program is a four-year program to improve water management in the Litani River Basin in the Bekaa. It is undertaken by IRG, in cooperation with LRA, and is funded by USAID. The program began in October 2009 and has four components: Building institutional capacity, Water monitoring, Irrigation management and Risk management.

MORES s.a.r.l has been subcontracted by International Resources Group (IRG) to develop messages for a water pollution awareness campaign in the Upper Litani River Basin, design posters, prepare a media implementation plan, and identify indicators and mechanisms for monitoring and assessing impacts of awareness campaign. The main objectives of this project are to support Litani River Authority (LRA), design communication material that will create greater public awareness of sources of water pollution and water polluting actions and behaviors and promote ownership among the local community of their facilities and natural resources, and support IRG in determining the next future initiatives to meet their overall goal.

The designed posters/billboards target awareness to specific actions polluting the Litani River (Untreated wastewater discharge into Litani River, Industrial discharge into Litani River, Agricultural Runoff and Excessive Use of Fertilizers and Pesticides, Haphazard and Open Dumping of Solid Waste). The target audience which was addressed includes farmers, industries, and the general community, where the campaign highlighted their polluting actions and their effects on drinking water, domestic water, and irrigation water.

Based on site visits, interviews with various stakeholders, literature review, and consultations with representatives of IRG and LRA, two slogans were chosen for the posters/billboards:

- We are all in this together كلنا بالهوا سوا و بالمي كمان
- We are all responsible كلنا مسؤولين

Upon the selection of the concept and the key messages, MORES developed the draft visuals. The chosen concept employs water-container images that are familiar to the residents of the area specifically. The water container symbolizes the water use and inside the container or on top of it is the source of pollution. 5 posters/billboard were developed as follows:

Poster	Visual	Primary Slogan	Secondary Slogan	Extra Information
Poster 01	Drinking Water Glass + Pesticide Representative	We are all responsible **كلنا مسؤولين**	We are all in this together **كلنا بالهوا سوا و بالمي كمان**	Pesticide -> Litani -> Our Water
Poster 02	Watering can + wastewater discharge from house	We are all responsible **كلنا مسؤولين**	We are all in this together **كلنا بالهوا سوا و بالمي كمان**	Our sewage -> Litani -> Our Water
Poster 03	Water Bucket for domestic use + solid waste dump	We are all responsible **كلنا مسؤولين**	We are all in this together **كلنا بالهوا سوا و بالمي كمان**	Our solid waste -> Litani -> Our Water
Poster 04	Water beaker + industrial discharge	We are all responsible **كلنا مسؤولين**	We are all in this together **كلنا بالهوا سوا و بالمي كمان**	Our industries -> Litani -> Our Water
Poster 05	Water Cycle	We are in this together **كلنا بالهوا سوا و بالمي كمان**	We are all responsible **كلنا مسؤولين**	

A media implementation plan was prepared. The purpose of the media implementation plan is to raise awareness and ensure the effective delivery of designed communication material which would ensure the desired outcome.

A list of recommendations which include the design and implementation of a complementary "call for action" stage are part of this report.

ملخص تنفيذي

يمتد بنامج الـــ LRBMS لأربع سنوات ويهدف إلى تحسين إدارة المياه في حوض نهر الليطاني في البقاع. تقوم بهذا العمل شركة الـــ IRG بالتعاون مع المصلحة الوطنية لنهر الليطاني، ويتم تمويله من قبل الوكالة الامريكية للتنمية الدولية (USAID). بدأ البرنامج في تشرين الاول من العام ٢٠٠٩ ويتضمن اربعة مكونات:

- بناء القدرات المؤسسية
- مراقبة ورصد المياه، كماً ونوعاً
- تطوير إدارة مشاريع الري
- إدارة المخاطر، (سد القرعون والانفاق التابعة له والفياضانات)

قامت مجموعة الموارد الدولية (IRG) بالتعاقد مع شركة MORES s.a.r.l من اجل تطوير مجموعة من الرسائل كحملة تهدف إلى التوعية من مخاطر تلوث المياه في الحوض الاعلى لنهر الليطاني، وذلك عبر تصميم اعلانات على الطرقات والتجهيز لخطة اعلامية، كذلك تحديد مؤشرات وآليات لمراقبة تأثير الحملات التثقيفية او التوعوية. إن الهدف الرئيسي من هذا المشروع هو دعم المصلحة الوطنية لنهر الليطاني في تصميم مواد اتصال تهدف إلى خلق المزيد من الوعي العام والمخاطر التي تشكلها مصادر تلويث المياه والاجراءات الواجب اتخاذها لا سيما تغيير السلوك وتعزيز الشعور بالملكية فيما بين المجموعات المحلية لناحية مرافقها ومواردها الطبيعية وبالاخص التوعية من مخاطر تلوث المياه نفسها، كذلك دعم الـــ IRG وتمكينها من تحديد المبادرات المستقبلية الواجب اتخاذها لتلبية الهدف بشكل عام.

تهدف الملصقات المصممة / والوحات الإعلانية إلى تحديد اجراءات معينة توعوية للحد من تلوث مياه نهر الليطاني (تدفق مياه الصرف الصحي غير المعالجة في نهر الليطاني، تصريف النفايات السائلة الصناعية، كذلك التوعية من تأثير النشاط الزراعي عبر الاستخدام الجائر للمبيدات والاسمدة الزراعية، النفايات الخطرة، النفايات الصلبة والمطامر). من الجدير ذكره ان الجمهور المستهدف بهذه الحملة يشمل: المزارعين، الصناعيين، المجتمع المدني، حيث قامت الحملة بتسليط الضوء على تصرفاتهم وآثارها على تلويث مياه الشرب، المياه المنزلية ومياه الري.

بناء على زيارات ميدانية ومقابلات مع مختلف المعنيين، واستعراض الأدبيات، وبعد المشاورات مع ممثلي IRG والمصلحة الوطنية لنهر الليطاني، تم اختيار اثنين من الشعارات للملصقات / وللوحات الاعلانية:

- كلنا بالهوا سوا و بالمي كمان
- كلنا مسؤولين

قامت شركة MORES بتطوير التصاميم (المرئيات)المذكورة وعرضها على IRG والمصلحة الوطنية لنهر الليطاني وذلك من اجل إختيار المفهوم والرسائل الرئيسية. المفهوم المختار يوظف صور حاوية للمياه وهي مألوفة لدى سكان المنطقة على وجه التحديد. حاوية الماء هذه ترمز إلى استخدام المياه وأعلى الحاوية يظهر مصدر التلوث. وقد تم تطوير ووضع ٥ ملصقات / لوحات على النحو التالي:

Posterاللوحة	Visual المرئيات	Primary Slogan الشعار الاولوي	Secondary Slogan الشعار الثانوي	Extra Information معلومات اضافية
Poster 01 اللوحة ١	Drinking Water Glass + Pesticide Representative كوب المياه الزجاجي+ ثل المبيداتيم	We are all responsible **كلنا مسؤولين**	We are all in this together **كلنا بالهوا سوا و بالمي كمان**	Pesticide -> Litani -> Our Water مياهنا<المبيدات
Poster 02 اللوحة ٢	Watering can + wastewater discharge from house يمكن الري+تصريف مياه الصرف الصحي من المنزل	We are all responsible **كلنا مسؤولين**	We are all in this together **كلنا بالهوا سوا و بالمي كمان**	Our sewage -> Litani -> Our Water <صرفنا الصحي مياهنا<الليطاني
Poster 03 اللوحة ٣	Water Bucket for domestic use + solid waste dump دلو الماء للاستخدام المنزلي+تفريغ النفايات الصلبة	We are all responsible **كلنا مسؤولين**	We are all in this together **كلنا بالهوا سوا و بالمي كمان**	Our solid waste -> Litani -> Our Water <نفاياتنا الصلبة مياهنا<الليطاني
Poster 04 اللوحة ٤	Water beaker + industrial discharge ابريق مياه الشرب+ النفايات السائلة الصناعية	We are all responsible **كلنا مسؤولين**	We are all in this together **كلنا بالهوا سوا و بالمي كمان**	Our industries -> Litani -> Our Water <الليطاني <صناعاتنا مياهنا
Poster 05 اللوحة ٥	Water Cycle دورة المياه	We are in this together **كلنا بالهوا سوا و بالمي كمان**	We are all responsible **كلنا مسؤولين**	

إن زيادة الوعي للتأكد من فعالية الحملة التوعوية والتاكد ايضاً من تأثير التصاميم والاعلانات الموضوعة كان السبب الرئيسي لتجهيز الخطة الاعلامية وضمان النتائج المرجوة منها.

كما وتم تحديد قائمة توصيات والتي تحتوي على تصميم وتنفيذ تكاملي "النداء او دعوة للعمل" في مرحلة اخرى وهي جزء من هذا التقرير.

1. INTRODUCTION

1.1. AUTHORIZATION

International Resources Group (IRG) was contracted by USAID/Lebanon (Contract EPP-I-00-04-00024-00 Task Order No. 7) under the Integrated Water and Coastal Resources Management Indefinite Quantity Contract (IQC) II to implement the Litani River Basin Management Support (LRBMS) Program. The period for performance of the contract is September 29, 2009 to September 30, 2012.

1.2. PROGRAM OBJECTIVES

The purpose of the LRBMS Program is to set the ground for improved, more efficient and sustainable basin management at the Litani river basin through provision of technical support to the Litani River Authority and implementation of limited small scale infrastructure activities.

The LRBMS program is part of USAID's increasing support for the water sector in Lebanon. The Litani River Basin suffers the fate of many river basins around the world: increasing demands compete for limited natural resources. Groundwater over-exploitation, deforestation and overgrazing, unplanned urban sprawl, untreated wastewater effluents, and unsustainable agricultural practices contribute to environmental degradation in the form of declining water and soil quality.

Solutions do exist to reverse these trends and establish sustainable management practices. The key to successfully implement such solutions requires applying the principles of Integrated Water Resources Management (IWRM) through a single river basin authority rather than multiple agencies responsible for different aspects of water management as is the case in many countries. Fortunately, the existence of the Litani River Authority (LRA) provides a unique platform to become such an IWRM river basin authority that will mobilize stakeholders in the river basin and address these challenges in an integrated manner.

Successful implementation of LRBMS will prepare the LRA to assume the role of an integrated river basin authority upon the removal of the present legal constraints.

1.3. PROGRAM COMPONENTS

LRBMS works with national and regional institutions and stakeholders to set the ground for improved, more efficient and sustainable basin management at the Litani River basin. The LRBMS technical assistance team provides technical services and related resources to LRA in order to improve their

planning and operational performance and equip them with the necessary resources for improved river basin management.

To achieve the program objectives, LRBMS undertakes activities grouped under the following four components:

1) Building Capacity of LRA towards Integrated River Basin Management

2) Long Term Water Monitoring of the Litani River

3) Integrated Irrigation Management with two sub-components:

   a. Participatory Agriculture Extension Program: implemented under a Pilot Area: West Bekaa Irrigation Management Project

   b. Machghara Plain Irrigation Plan

4) Risk Management which with two sub-components:

   a. Qaraoun Dam Monitoring System

   b. Litani River Flood Management Model

1.4. PURPOSE OF THE REPORT

The purpose of this report is to summarize the accomplished activities, delivered outputs, and achieved results.

1.5. CONTENT OF THE REPORT

The remainder if this report contains the following:

- Chapter 2: Project Context;
- Chapter 3: Communication Briefs (audience profile, obstacles to implementation);
- Chapter 4: Project implementation (methodology, messages, design of communication material, visual concept, posters, monitoring mechanisms, and media implementation plan); and
- Chapter 5: Recommendations and next steps.

2. PROJECT CONTEXT

MORES s.a.r.l (Management of Resources and Environmental Solutions) has been subcontracted by International Resource Group (IRG) to develop messages for a water pollution awareness campaign in the Upper Litani River Basin, design posters, prepare a media implementation plan, and identify indicators and mechanisms for monitoring and assessing impacts of awareness campaign.

The main objectives of this project are to:

- Support Litani River Authority (LRA) in Litani River protection.
- Design communication material that will:
  - Create greater public awareness on sources of water pollution and water polluting actions and behaviors;
  - Create greater public awareness on and participation in water resource management and protection; and
  - Promote ownership among the local community of their facilities and natural resources
- Support IRG in determining the next future initiatives to meet their overall goal.

3. COMMUNICATION BRIEFS

Since the campaign targets awareness to specific actions polluting the Litani River, the billboards' design and messages were conceptualized and executed in order to inform and raise awareness among the residents of the Litani River Basin about those polluting actions. The addressed target audience included farmers, industries and the general community, where the campaign highlighted their polluting actions and their effects on drinking, domestic, and irrigation water.

The polluting actions addressed in the billboard campaign are:

- Untreated wastewater discharge into Litani River;
- Industrial discharge into Litani River;

- Agricultural Runoff and Excessive Use of Fertilizers and Pesticides; and
- Haphazard and Open Dumping of Solid Waste.

3.1. AUDIENCE PROFILE

The target audience includes:

- Children;
- Industries;
- Restaurants;
- Farmers;
- Municipalities; and
- General Public.

Characteristics of the target audience:

- Mainly rural and suburban population;
- Older generations who are not likely to be as technologically savvy as younger populations and will turn to more traditional forms of information;
- Those who live on fixed incomes and will not look to authority figures for advice but would find a solution themselves without considering long term consequences;
- Many (most) of those segments have active social networks and highly value family and social life, with some municipalities helping them to engage in volunteering or helping their families and their close social circles;
- Large industries that contribute to pollution in the area and possibly blame small and medium industries and the government for negative impact on the environment;
- Small and Medium Industries that do not consider themselves polluters to the Litani River;
- Many Municipalities who feel hopeless and blame the pollution problem on the community and on the central authorities;
- Almost nonexistence of initiatives by Municipalities to encourage the involvement and participation of youth in municipal work.

3.2. OBSTACLES TO IMPLEMENTATION

The following observations were noted during MORES's field visits and meetings with members of the local community, issues that complicate the making of a compelling case to raise awareness about water quality:

- People are faced with financial concerns and absence of governmental support.
- Farming communities depend on agriculture for their livelihood and live on limited resources, and at the same time do not perceive the water pollution as a significant concern and undermine the dangers of excessive use of fertilizers and pesticides.
- General community perceives the lack of wastewater networks and the absence of a wastewater treatment plant as main causes of pollution.
- Large industries have installed filters and water treatment stations and claim to treat water before its discharge into the Litani River; however, small and medium facilities and enterprises do not abide by standards and have no treatment options.

4. PROJECT IMPLEMENTATION

4.1. METHODOLOGY

MORES's approach in fulfilling the project requirements was to move along the following (table below) progressive schedule in direct consultation with IRG and LRA representatives for every component or sub-component. We, generally, assessed the situation, found alternatives, selected the most feasible option, got client's input and approval, and set the timeline for process implementation.

Date	Location	Reasons for Meeting
11/10/2011	IRG offices	Project inception meeting
26/10/2011	IRG offices	Discussing proposed messages
15/11/2011	IRG offices	Presenting three visual concepts (a total of 8 posters)
21/11/2011	IRG offices	Presenting and discussing first draft of posters
09/12/2011	IRG offices	Presenting and discussing second draft of posters
28/12/2011	IRG offices	Discussing survey for monitoring mechanisms

24/02/2012	IRG offices	Presenting and discussing final draft of posters, media implementation plan, and final report

For the assessment of the current situation, which was essential in the development of the key messages and subsequent design of the communication materials, several field visits to villages and sensitive sites were carried out. These included:

- a visit to a farmer in Joub Janine;
- a visit to Sicomo, a recycling paper and cardboard industry in Kab Elias;
- a visit to the Mayor of Al Marj;
- a cleaning day in Anjar; and
- visits to various villages to obtain suitable photographs to complete the communication materials.

4.2. MESSAGES

A selection of nineteen (19) messages/slogans was presented to IRG via two distinct approaches (Proposed approaches and key messages are presented in Appendix A). The approaches in delivering various messages related to water pollution and prevalent issues used the language of the audience (sayings/ proverbs/dialect).

Two slogans were chosen:

- We are all in this together (developing on a Lebanese proverb) كلنا بالهوا سوا و بالمي كمان
- We are all responsible كلنا مسؤولين

Upon the selection of the approach and the key messages, MORES developed the draft visuals.

4.3. DESIGN OF THE COMMUNICATION MATERIAL (POSTERS/BILLBOARDS)

The communication material was designed to mainly address the primary audience and using strategies that emphasized:

- water protection and preservation is the responsibility of everyone (various concerned parties and stakeholders);
- everyone is to blame for the pollution of Litani River (general public, industries, farmers, municipalities, government);
- the impacts of polluting actions touch us directly and indirectly; and
- stakeholders can choose to be either part of the solution or part of the problem.

4.4. VISUAL CONCEPT

4.4.1. PROPOSED VISUAL CONCEPT

Initially, MORES proposed three visual directions. The three visual directions for the campaign employed familiar imagery for the general Lebanese public and specifically for the communities of the Upper Litani River Basin (the visual direstion are presented in **Appendix B**).

4.4.2. CHOSEN CONCEPT

The chosen concept employs water-container images that are familiar to the residents of the area specifically. The water container symbolizes the water use and inside the container or on top of it is the source of pollution.

The chosen concept stresses the flow of pollution into the Litani River (domestic wastewater and sewage, agricultural runoff, pesticides, industrial discharge, and haphazard dumping of solid waste) and then into domestic water, irrigation water, and ultimately drinking water, i.e. the concept revolves around the water cycle and how pollution reaches the community in different ways.

The chosen concept insinuates that various stakeholders are responsible and not one particular party is more to blame than others. Hence, the solution is in the hand of various stakeholders.

4.4.3. VISUAL LANGUAGE

The visual language:

- Is simple, bold, straight forward;
- Tells a story (part of the cycle) with 1 picture;
- Shows the constituents of the water in use; and
- Uses appropriate and culturally-specific images and phrases

4.5. POSTERS

5 posters/billboards were developed as follows:

Poster	Visual	Primary Slogan	Secondary Slogan	Extra Information
Poster 01	Drinking Water Glass + Pesticide Representative	We are all responsible **كلنا مسؤولين**	We are all in this together **كلنا بالهوا سوا و بالمي كمان**	Pesticide -> Litani -> Our Water
Poster 02	Watering can + wastewater discharge from house	We are all responsible **كلنا مسؤولين**	We are all in this together **كلنا بالهوا سوا و بالمي كمان**	Our sewage -> Litani -> Our Water
Poster 03	Water Bucket for domestic use + solid waste dump	We are all responsible **كلنا مسؤولين**	We are all in this together **كلنا بالهوا سوا و بالمي كمان**	Our solid waste -> Litani -> Our Water
Poster 04	Water beaker + industrial discharge	We are all responsible **كلنا مسؤولين**	We are all in this together **كلنا بالهوا سوا و بالمي كمان**	Our industries -> Litani -> Our Water
Poster 05	Water Cycle	We are in this together **كلنا بالهوا سوا و بالمي كمان**	We are all responsible **كلنا مسؤولين**	

4.6. MONITORING MECHANISMS

To monitor the impact of the awareness campaign, a pre and post survey was developed. The survey contained questions pertaining to the current condition of the Litani River, sources of pollution, and actions that can be done to reduce pollution and preserve the Litani River.

The survey will be administered to stakeholders before the onset of the campaign to assess their level of awareness and after the completion of the campaign to assess the effectiveness of the initiative. The survey is included in **Appendix C**.

4.7. MEDIA IMPLEMENTATION PLAN

A media implementation plan was prepared and included:

- identified key locations to install posters/billboards;
- printing costs and providers;
- terms of reference for board advertising;
- costs for board advertising; and
- next steps, which involve a "call for action" plan.

The purpose of the media implementation plan is to raise awareness and ensure the effective delivery of designed communication material, which would ensure the desired outcome. The media implementation plan is included in **Appendix D**.

5. RECOMMENDATIONS

In order to ensure effective delivery of messages and to generate the desired long term outcome, it is favored that the designed billboard campaign be part of a comprehensive awareness campaign that includes a complementary "call for action" phase, which involves various activities for each of the targeted stakeholders. The "call for action" phase ought to utilize different channels and should be designed to:

- Mobilize community towards actions for protection of Litani River;
- Pressure municipalities to take ownership of the Litani River and its cleanliness; and
- Mainstream water resources protection in various initiatives, projects, and policies in the Upper Litani Basin.

The recommended "call for action" phase would include the below:

5.1. BASELINE ASSESSMENT

The baseline assessment should entail:

- Review existing environmental health situations by undertaking site visits and conducting extensive interviews with local population (households, youths, students, teachers, shops, small market owners, shops, and workshops);

- Review existing public awareness raising initiatives related to Litani River Pollution and environmental health issues and existing reports related to this subject;
- Conduct Focus group discussions. Focus group discussion produce data and insights that would be less accessible without the interaction found in a group setting.
- Conduct a comprehensive assessment of relevant organizational set ups and of communication between different actors and stakeholders when it comes to Litani River Basin Management, wastewater management, and solid waste management.

It will also be useful to draw up on available publications and other media products that can further target the awareness raising strategy.

5.2. CREATION OF AN "EXCHANGE OF IDEAS" PLATFORM

A platform for the exchange of ideas and experiences must be set up with different organizations active in Upper Litani River Basin in the fields of environmental health, public health, and waste management awareness raising, and river protection and preservation to unify messages, goals, and approach, and efforts.

5.3. AWARENESS RAISING AND MOBILIZATION TOOLS FOR VARIOUS STAKEHOLDERS

It will be essential that the awareness raising and mobilization tools focus on groups who can have direct impact on the local population and who can spread messages to and mobilize a wide audience. Effectively, we recommend that the second phase mainly focus on local communities leaders, representatives, and notables, the representatives of local NGO'S, school health teachers, community facilitators/trainers, representatives of health centers, representatives of women's organizations and activity centers, and representatives of cultural and vocational training centers.

The following are preliminary suggestions of activities that can be employed in the 'call for action' phase. A more detailed study is required upon the initiation of this phase in order to have a complete effective list of communication activities, justified by their specific target audience, their specific objectives and their specific utilization in the 'call for action' phase.

The suggested communication activities, per stakeholder, include:

5.3.1. MUNICIPALITIES

- Creation of a platform for the exchange of ideas between municipal councils based on transparency and a united effort to make a difference;
- Meetings with municipal councils to raise awareness on initiatives and community mobilization efforts as well as enforcement of legislation and industries; and
- Working with municipalities to establish volunteer groups to guarantee the sustainability of awareness raising initiatives.

5.3.2. GENERAL PUBLIC

5.3.2.1. DESIGN AND DISSEMINATION OF INFORMATION THROUGH ENVIRONMENTAL CARE CODES AND INFORMATIONAL PANELS

These should be designed to be informational and motivational prompting people to seek change. These care codes and panels can be placed at:

- Vegetable markets;
- Picnic locations;
- Cooperatives;
- Mosques;
- Churches;
- Hospitals;
- Municipalities;
- Schools; and
- Libraries.

5.3.2.2. DESIGN AND GENERATION OF COMMUNICATION MATERIAL

5.3.2.2.1. DOCUMENTARY

Design and production of a 6-8 minute informative short movie on water pollution on the Litani River, sources of pollution, polluting actions, proposed solutions on different levels, and community participation. The movie can be designed and produced to be non-technical and can include animation

to suit all audiences. The key messages should be tailored to encourage communities to take matters into their own hands and exert pressure on concerned stakeholders to protect and preserve the river waters.

5.3.2.2.2. POWERPOINT PRESENTATION

Preparation of PowerPoint Presentation that includes facts and figures on current condition and quality of Litani River waters, sources of pollution, long term impacts on public health, and solutions for different stakeholders. The presentation will be motivational and should be prepared in a way that brings about changes in attitudes towards existing problems and solutions.

5.3.2.2.3. POSTER/PAMPHLETS

Preparation of a poster/pamphlet that targets different age groups and contain information on Litani River and instructions on adopted actions that can reduce pollution (such as backyard composting).

The posters and/or pamphlets ought to be uploaded on a portal and various stakeholders should be encouraged to use them.

5.3.2.3. IMPLEMENTATION OF A "CALL FOR ACTION" CAMPAIGN

5.3.2.3.1. AWARENESS SESSIONS

Awareness sessions that target members of the local community, enforce a sense of ownership among local communities of their resources, and mobilize them towards change.

5.3.2.3.2. TRAINING OF THE TRAINERS SESSIONS

Training sessions should be designed to create the capacity of local and regional organizations and societies, activities, school teachers, and heath education specialists to deliver the awareness campaign in an effective manner and utilize the designed communication material. These training sessions are recommended to encourage the use of existing networks, the exchange of ideas and sharing on different ongoing initiatives by different stakeholders. A training support and distribution network (portal) ought to be established to provide assistance to local professional who wish to carry out awareness raising initiatives.

5.3.3. FARMERS

5.3.3.1. DEVELOPMENT OF AN AGRICULTURAL EXTENSION PROGRAMME AND CENTER AT THE LITANI RIVER AUTHORITY

In order to guide farmers on good practices, use of fertilizers and pesticides, and raise awareness on polluting actions, and to ultimately increase their livelihood, it is advised that an agricultural extension program and center be developed. The center will:

- Change behavior or knowledge (importance of agriculture, investment opportunities, use of chemical and fertilizers, organic farming, and agricultural tourism);
- Provide advisory work by responding to farmers' enquiries;
- Develop human resources;
- Facilitate farmer to farmer exchange of information and expertise;
- Provide advice to farmers on problems or opportunities in agricultural production, marketing, conservation, and family livelihood; and
- Facilitate development of local skills and organizations and links with other programs and institutions.

5.3.4. INDUSTRY

5.3.4.1. AWARENESS RAISING SESSIONS WITH INDUSTRIES

Raising awareness on environmental auditing and standards and on how adopting environmentally friendly measures can in the long run reduce costs.

APPENDICES

Appendix A

Key Messages

Our approach in delivering various messages related to water pollution and prevalent issues is using the language of the audience (sayings/ proverbs/dialect). A selection of 19 messages/slogans has been presented via two distinct approaches. Upon the selection of the approach and 5 key messages, MORES will thereafter develop the draft visuals.

approach 01: *One* vernacular slogan

- **Poster series: one** primary slogan + **one** visual structure to be discussed & developed at a later stage
- Each poster has a different **issue-related *secondary*** message

Main slogan	ما بقبل...	i don't accept ...	targeted audience
*Possible secondary **vernacular** slogans* [*Based on popular lebanese sayings, some with word play to get the message across.*]	الدم يصير مي	*... to be tricked into believing that pollution disappears*	slaughter houses, commercial and industrial facilities, general public, municipalities
	لا تحت الدلف و لا تحت المزراب	*... to go from bad to worse*	general public
	آخذ وجه ... ومكتّر	*... to feel too comfortable (to the extent of indifference)*	general public, industries
	إشرب من البير وإرمي فيه حجر	*... to drink from the well & to throw stones in it (grateful for & responsible enough to preserve water resources)*	general public
	إنغش بالمظاهر	*... to be cheated by looks (pollution can take on invisible forms)*	farmers, agricultural communities, general public
	الزايد لأنو خي الناقص	*.... more because it's as the less (based on: **more is less**)*	farmers, agricultural communities, general public

Other possible **main** slogans, in case we don't use **slogan-based** secondary messages, following **approach 01** are listed below. We suggest that these messages be followed by facts about water pollution.

من تحت الدلف لـ تحت المزراب	*from bad to worse*
كلنا بالهوا سوا...و بللي كمان	*we're all in this together*
الروحة باليد و الرجعة فيا تكون بالأيد	*it can be reversible*
طيِّبْ ... و بعدين؟	*ok and then what?*

approach 02: Variety of lebanese sayings & proverbs

- The **main** message/s about the general issue of water pollution in addition to **supplementary** specific messages
- Each poster has it's unique **issue-related** slogan from popular lebanese sayings and proverbs.
- **Poster series:** all posters will have same visual structure to be discussed & developed at a later stage.
- There would be no **direct** mentioning of targeted groups, although the messages are developed with these groups in mind

targeted action	intended response + message	tagline + slogan	
		general message for the whole campaign	
general community		كلنا بالهوا سوا...و بالمي كمان	1
indifference towards the problem	**take** the initiative	*we're all in this together*	
unwillingness to take responsibility	**entice** the public to feel the responsibility	كلّو بيرجعلك ***double meaning:*** *'it's up to you'* + *'what comes around goes around'*	
unawareness to magnitude of problem	**mobilize** the community to take action		
accumulation of pollution *(solid wastes, wastewater, chemicals, etc...)*	**explain** the dangers of the problem highlight danger of the pollution	***other** possible slogans* المي حياة... حافظ عليها / *water is life, save it*	2
		بيشرب من البير وبيرمي فيه حجر *drinking from the well and throwing stones in it* *(using water resources & not grateful for them)*	3
		أنا أمير وإنت أمير ومين بيسوق الحمير *i'm a prince, you're a prince, and who'll be the shepherd* *(no one is above the responsibility)*	4
		إيد وحدة ما بتزقف / *team work makes the difference*	5
		آخذ وجه ... ومكتّر / *feeling comfortable....too much*	6
		ما تغشّك المظاهر / *don't be fooled by looks*	7

	targeted action	intended response + message	tagline + slogan	
		specific message options		
1	children **	**information** about water pollution	فكِّر فيا	8
		put them in charge to change the future	*think about it*	
			***other** possible slogans*	
			مبيني نضيفة ... ما تنغش فيا	9
			it's looking clean ... don't be fooled	
	(they are the future, they can be any of the above pollutants)		بتفكرا نضيفة؟... فكِّر فيا / *you think it's clean ... think about it*	
2	farmers, agricultural communities, general public	**raise awareness** to the dangers of excessive use	الزايد خي الناقص	10
	excessive use of:		*more is less*	
	chemical fertilizers	**alternative** solutions *(backyard composting, use of natural fertilizers, etc...)*	***other** possible slogans*	
	pesticides		أرخص من الفجل / *if it's cheap, it doesn't mean to abuse it*	11
	water	**rational** use of water	أكتر مش أحسن / *more is not better*	12
			كميّة مش يعني نوعية / *quantity is not quality*	13
3	slaughter houses, fish wastes from restaurants, general public, municipalities	**stop** that disposal	الدم ما بـ صير مي	14
	disposal into the river of:	raise awareness to how **un-healthy** the water is	*blood doesn't become water (pollution doesn't just disappear)*	
	dead animals &/or their parts		***other** possible slogans*	
	wastes of dairy production facilities		طيِّبْ ... و بعدين؟ / *good & then?*	15
	hospital wastes		تحكم بالـ مي احسن ما تتحكم فيك	16
	domestic waste water		*control the water, better than it controlling you*	

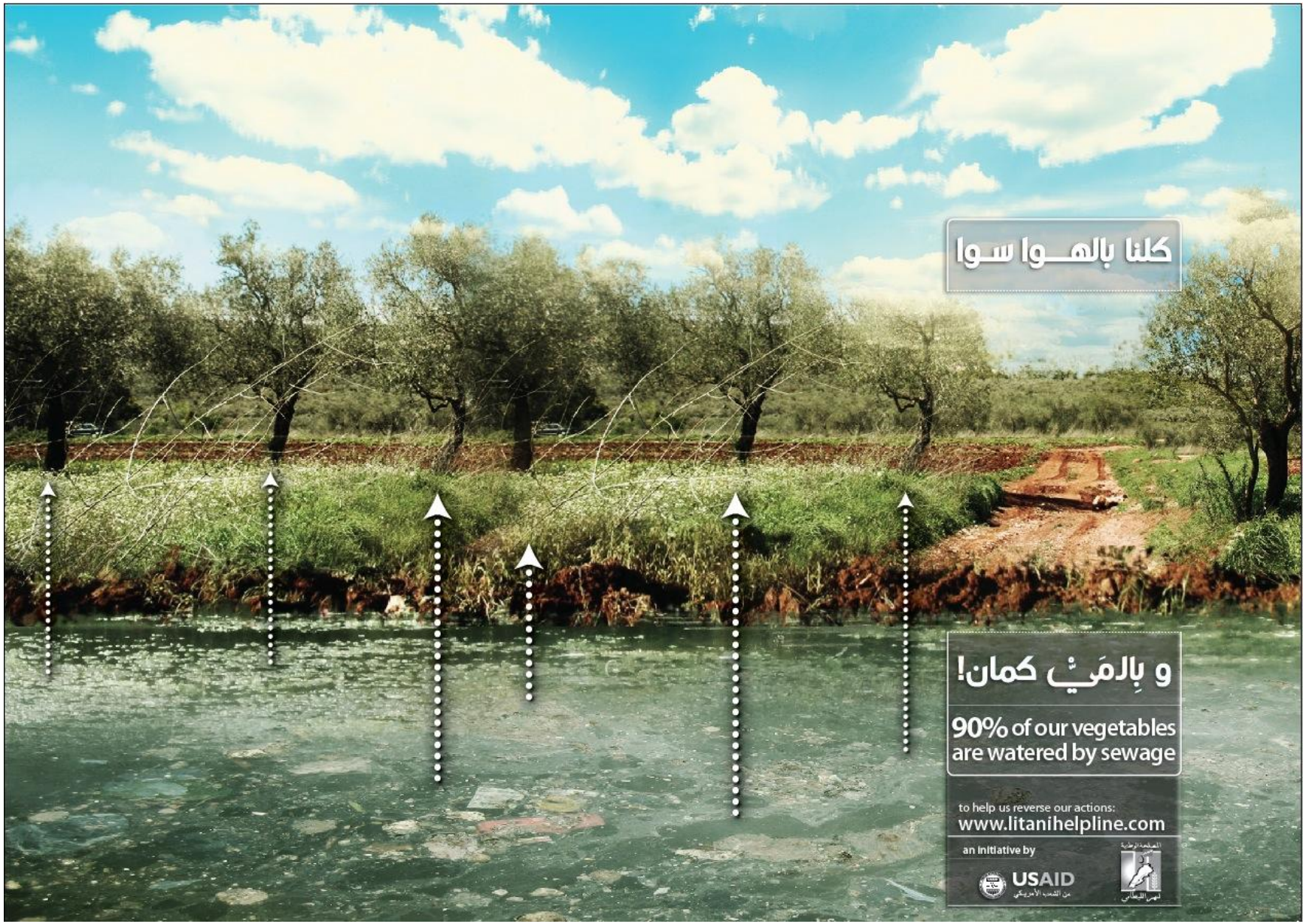
	targeted action	intended response + message	tagline + slogan	
4	industries, hospitals **industrial contamination of water resources**	**filter the water** before throwing it into the river	الغالي بيرخصلك *nothing is expensive for you*	17
5	municipalities excessive wastewater need cooperation of the community	**explain** the responsibility get the people to know **where** to go for their problem and role of the municipality	حط ايدك بـ ايدنا *hand in hand, we make a difference (municipality addressing the public)* ***other** possible slogans* ناطرين إيدك *waiting for your help*	18 19

note: As a series of posters, we recommend the adoption of **approach 01** for the following reasons:

- **Consistency ; one** slogan on all of the posters to strengthen the message, in addition to the **one** visual structure.
- **Familiarization;** having one main slogan for the whole campaign, reinforces our message and makes it familiar to the audience.
- **Flexibility;** the slogans listed in approach 02, can be rephrased to work with **approach 01**

Appendix B

Proposed Visual Directions



كلنا بالهــوا ســوا
و بِالمَيّ كمان!
99% of our waste goes into our water
to help us reverse our actions:
www.litanihelpline.com
an initiative by
USAID

كلنا بالهوا سـوا... و بالمـي كمان!

99% of our waste goes into our water

to help us reverse our actions:
www.litanihelpline.com

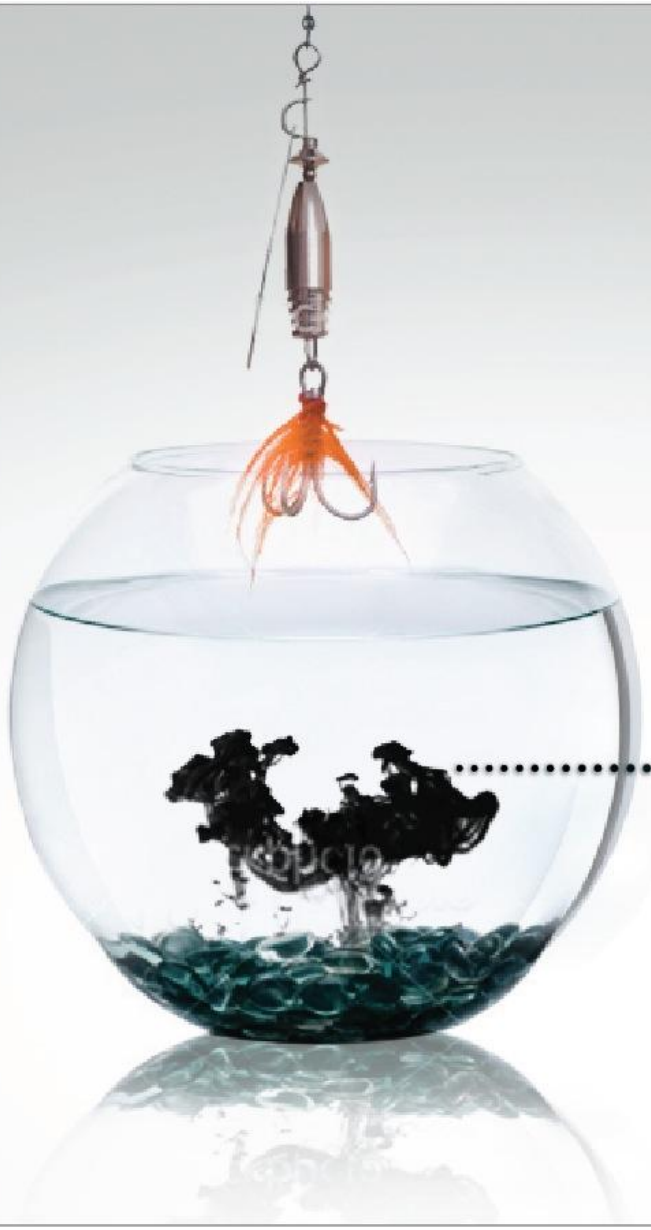
an initiative by

MORES WORKS

USAID
من الشعب الأميركي

الليطاني

كلنا بالهوا سوا... و بالمي كمان!
60% of medical waste goes into our water
to help us reverse our actions:
www.litanihelpline.com
an initiative by
MORES WOMEN
USAID



كلنا بالهوا سوا... و بالمي كمان!

70% of our waste goes into our fish

to help us reverse our actions:
www.litanihelpline.com

an initiative by

MORES WORKS

USAID

الليطاني

أكيد بدك تشرب
من الليطاني؟
60 % sewage
30 % industrial waste
10 % drinking water
كلّو بيرجعلك
to help us reverse our actions:
www.litanihelpline.com
an initiative by
USAID
MORES

أكيد بدك تسقي
من الليطاني؟
60 % deadly chemicals
30 % dead animals
10 % irrigation water
كلّو بيرجعلك
to help us reverse our actions:
www.litanihelpline.com
an initiative by
USAID
MORES

أكيد بدك تغسل
من الليطـــاني؟
80 % hospital wastes
20 % utility water
كلّو بيرجعلك
to help us reverse our actions:
www.litanihelpline.com
an initiative by
USAID
MORES

Appendix C

Pre and Post Questionnaire

1. Name: …….
2. Name of the village: …….
3. Job: ……
4. Do you consider the Litani River water polluted?
   □ Very
   □ Little
   □ No
5. List three sources of pollution
   .....
   .....
6. For the three you have listed, what do you think the solutions are?
   .....
   .....
7. Why is it a problem that the Litani River is polluted?
   .....
   .....
8. What are the types of waste that you produce at home?
   □ Organic waste
   □ Inorganic waste
   □ Both
9. The number and volume of trash bags discarded per week
   ……
   ……
10. Do you think it is possible to reduce the daily waste production? How?
    .....
    .....
11. What is the fate of the waste after collection?
    □ Sanitary Landfill
    □ Open dumping of waste
    □ Open burning of waste
    □ Litani River
12. How do you get rid of your wastewater?
    □ Cesspool
    □ Septic Tank
    □ Wastewater network
    □ Litani River

13. Do you perceive the agriculture sector a source of pollution of the Litani water?
    □ Very
    □ Little
    □ No
14. If yes, how?
    .....
    .....
15. Do you think that the industrial sector is a source of pollution of the Litani water?
    □Very
    □Little
    □ No
16. If yes, how?
    .....
    .....\
17. Who should be the most involved in preserving the Litani River
    □Local community
    □Municipalities
    □Farmers
    □Factories
18. Do you see that you can play a role in improving the environmental situation of the year?
    .....
    .....

Appendix D
Media Implementation Plan

1. OVERVIEW

MORES s.a.r.l has been appointed by International Resource Group (IRG) to design and develop a poster campaign for a water pollution awareness on Upper Litani River Basin. As part of this project, 5 posters/billboards have been designed and two slogans. This document details the exact media implementation plan to secure smooth execution of the designed campaign.

1.1 TARGETED OUTCOME OF THE BILLBOARD (OUTDOOR) CAMPAIGN

Billboards can reach a large audience and the selected messages are concise and thus critically effective. The billboard campaign is considered an initiation step and should be followed with a second stage that calls for action and entices positive behavior suggesting solutions. However, the expected outcomes of this campaign are listed below:

- Raised community awareness on the danger of their current actions;
- Raised community awareness on the pollution of Litani River;
- Incentive and motivation for change in behavior;
- Activation of policymakers (municipalities, MAKHATEER, etc...) to enforce control and preventive practices;
- Excitement to rationalizing water (recycling, cutting down, etc...); and
- Raised awareness that pollution exists in potable, domestic, and irrigation water even though it is not visible at times.

1.2 AUDIENCE PROFILE

The target audience includes:

- Children
- Industries
- Restaurants
- Farmers
- Municipalities

- General Public

Characteristics of the target audience:

- Mainly rural and suburban population
- Older generations who are not likely to be as technologically savvy as younger populations and will turn to more traditional forms of information
- Those who live on fixed incomes and will not look to authority figures for advice but would find a solution themselves without considering long term consequences
- Many (most) of those segments have active social networks and highly value family and social life, with some municipalities helping them to engage in volunteering or helping their families and their close social circles
- Large industries which pollute the area and blame small and medium industries and the government
- Small and Medium Industries which do not consider themselves polluters to the Litani River
- Many Municipalities feel hopeless and blame the pollution problem on the community and on the central authorities
- The initiatives by Municipalities to encourage the involvement and participation of youth in municipal work are almost nonexistent

2. SCOPE OF WORK

As per the Terms of Reference, MORES will be:

- identifying key locations to install these posters (municipalities, churches, mosques, and schools),
- defining printing costs and identifying providers,
- designing board advertising campaign and identifying providers,
- drafting terms of reference for board advertising,
- Assessing costs for board advertising, and
- Assisting with supervision.

The campaign targets awareness to eliminate destructive actions polluting the Litani River, thus the messages and delivery strategies are tailored to inform and raise awareness among the residents of the Litani Rver Basin which include farmers, industries, and the general community, to highlight the nature

of those actions and their evident side effects in drinking water, in domestic water, and in irrigation water.

The problems tackled in the poster campaign include:

- Untreated wastewater discharge into Litani River,
- Industrial waste discharge into Litani River
- Excessive use of chemicals in agricultural production, and
- Haphazard and open dumping of solid waste.

2.1 OBSTACLES TO IMPLEMENTATION

These observations were noted during our field visits and meeting with members of the local community. It may be difficult to make a compelling case to raise awareness about water quality when:

- People are faced with financial concerns and absence of governmental support.
- Farming communities depend on agriculture for their livelihood and live on limited resources, and at the same time do not perceive the water pollution as a significant concern and undermine the dangers of excessive use of fertilizers and pesticides.
- General community perceives the lack of wastewater networks and the absence of a wastewater treatment plant as main causes of pollution.
- Large industries have installed filters and water treatment stations and claim to treat water before its discharge into the Litani River; however, small and medium facilities and enterprises do not abide by standards and have no treatment options.

3. DELIVERABLES

The deliverables are:

- designing a board advertising campaign,
- terms of reference for board advertising, and
- assessing costs for board advertising: printing costs and identifying providers.

3.1 DESIGNING A BOARD ADVERTISING CAMPAIGN

3.1.1 MESSAGES AND SUPPORT STATEMENTS

The selected communication messages are simple, clear, direct, audience-focused, and easy to be read, to be remembered and to be understood.

Poster	Visual	Primary Slogan	Secondary Slogan	Extra Information
Poster 01	Drinking Water Glass + Pesticide Representative	We are all responsible **كلنا مسؤولين**	We are all in this together **كلنا بالهوا سوا و بالمي كمان**	Pesticide -> Litani -> Our Water
Poster 02	Watering can + wastewater discharge from house	We are all responsible **كلنا مسؤولين**	We are all in this together **كلنا بالهوا سوا و بالمي كمان**	Our sewage -> Litani -> Our Water
Poster 03	Water Bucket for domestic use + solid waste dump	We are all responsible **كلنا مسؤولين**	We are all in this together **كلنا بالهوا سوا و بالمي كمان**	Our solid waste -> Litani -> Our Water
Poster 04	Water beaker + industrial discharge	We are all responsible **كلنا مسؤولين**	We are all in this together **كلنا بالهوا سوا و بالمي كمان**	Our industries -> Litani -> Our Water
Poster 05	Water Cycle	We are in this together **كلنا بالهوا سوا و بالمي كمان**	We are all responsible **كلنا مسؤولين**	

3.1.2 VISUAL CONCEPT

CHOSEN CONCEPT

The chosen concept employs water-container images that are familiar to the residents of the area. The water container symbolizes the water use and inside the container or on top of it is the source of pollution.

The chosen concept stresses that flow of pollution into the litani (domestic wastewater and sewage, agricultural runoff, pesticides, industrial discharge, and haphazard dumping of solid waste) and then into domestic water, irrigation water, and drinking water. The concept revolves around the water cycle and how pollution reaches the community in different ways.

The chosen concept insinuates that various stakeholders are responsible and not one particular party is more to blame than others. The solution is in hand of various stakeholders.

VISUAL LANGUAGE

The visual language:

- Is simple, bold, straight forward.
- Tells a story (part of the cycle) with 1 picture.
- Shows the constituents of the water in use.
- Uses culturally-specific images and phrases.

3.2 TERMS OF REFERENCE FOR BOARD ADVERTISING

3.2.1 MEDIA CHANNELS AND ACTIVITIES

The following recommended channels and activities, are designed to raise awareness and consequently complement the delivery of an effective campaign to achieve the targeted outcomes.

3.2.1.1 INITIATION STAGE

This initiation stage is important to arouse the curiosity of the community and raise awareness on polluting actions. However, it ought to be supported with a secondary "Call for Action" stage that include more extensive and deeper awareness tools, information on solutions and alternative options.

Channels:

- Localized Mass Media: Outdoor-billboard campaign was chosen for this stage to generate excitement and to raise general awareness to the problems of water pollution in the Litani River. As mentioned above, marketing efforts work "synergistically" with other media channels. In this case, the billboard campaign reinforces awareness messaging beyond just the prime audience with upper funnel awareness and consideration messages, but rather directing them down the funnel into actions and with information that is closer to their concern (daily life, lifestyle, situation, status quo).

Activities:

- Outdoor-billboard campaign (designed by MORES s.a.r.l, activities for the second phase to be adapted from this design to serve their respective objectives)

3.2.1.2 SECONDARY STAGE (RECOMMENDED)

Channels:

- Mass Media: Pertinent information will be placed in the mass media, where the campaign can use local programs and include public service announcements on radio and local TV programs, in

addition to the outdoor-billboard campaign, collateral print media, radio and tv. TV advertising can generate a feeling of excitement for the problem. Print and internet marketing are effective at delivering information about product attributes- a call to action.

- Direct Communication: It is recommended in this phase, because it involves in-person/one-on-one communication, it can also be highly effective.

- Community and Organizational: It is recommended that the campaign disseminates information through awareness material, such as direct mail and newsletters, pamphlets, newsletters and flyers, where public services are provided or where public activities occur such as: municipalities, vegetable produce markets, picnic locations, religious houses. Community gatherings, and events also provide opportunities to distribute information and conduct workshops and presentations, whether through municipalities or supporting groups.

3.2.2 THE RECOMMENDED FRAMEWORK

A two-phase plan is recommended. An initiation stage of raising awareness, followed by a second phase of Call for Action plan.

3.2.2.1 INITIAL STAGE: OUTDOOR BILLBOARD AWARENESS

Billboards to be placed along key commuter routes, where there would be seen by repeat traffic. The billboards incorporate a "teaser campaign" strategy, whereby a series of billboards were revealed to pique curiosity and maximize the impact of the message.

Since outdoor campaigns - with heavy media weight- can experience rapid awareness decline once consumers learn the message benefit, the campaign uses multiple executions introduced over time to continue building the awareness of a campaign.

Initiating the campaign:

- week 1 & 2: specific posters; raising the issue
- week 3 & 4: specific posters + general cycle poster; revealing references (municipalities)

Sustaining the campaign:

For the rest of the year to implement a sustained pulsing scheduling by using a low distribution level all year round and heavy distribution during peak periods.

- peak periods for water usage: plantation season, summer season
- peak periods for visiting the Litani river: fishing season, spring time of picnics

3.2.2.2 SECONDARY STAGE: CALL FOR ACTION (RECOMMENDED)

- Implement a sustained (1-year) awareness campaign

- Promote awareness and action through municipalities and other stakeholders
- Focus significant and specific effort at reaching participating parties in the pollution

3.3 COSTS AND PROVIDERS

Different regions are covered by different companies. In the region in focus, the available form of billboards are the 3x4, print. The following 3media suppliers cover the Upper Litani Area:

- Plus Holding:
    - Telephone: 01 584006
    - Email: anasser@GROUPEPLUS.com
    - Contact Person: Ali Nasser
- Pomedia:
    - Telephone: 01 552595
    - Email: alik.pomedia@gmail.com
    - Contact Person: Ali Kriek
- Pikasso:
    - Telephone: 01 290390
    - Email: chadia.traboulsi@pikasso.com
    - Contact Person: Chadia Traboulsi

There offers are presented in **Appendix A**.

3.4 RECOMMENDATIONS

To ensure reach to the target audience and push a call to action, it is recommended that the campaign be branched to more channels as per the advised assessment.

This is an outline of a complete, cohesive media campaign. For a detailed list of activities, time & distribution framework, a more detailed study can be submitted, upon which we supply the design of all activities in addition to production follow-up.

APPENDIX E

Offers

Offer A

Pomedia

POMEDIA

To	:	International Resource Group
C/O	:	
Fax	:	

From	:	POMEDIA
Date		Feb. 6, 12
Pages	:	1/1
Ref	:	IRGJH06022012 (1)

Subject: Offer Proposal

Dear Sirs

Kindly find hereunder our offer favor your campaign in February—BEKAA

Code	Description		Reservation Face	Duration		Start Date	End Date	Up.Face	Printing Batch	Qty	P/Batch	Total in USD	Total in LBP
BILLBOARDS													
	Bekaa	4x3	200	1	W	21.02.12	27.02.12	15			0	$ 3,000	4,522,500
	Printing of 5 visuals- 50 of each	4x3							50	5	1300	$ 6,500	9,798,750
									TOTAL			$ 9,500	LBP 14,321,250.00

Note VAT is not included in Total

We hope our offer meets your requirements
For further information, please do not hesitate to contact us.

Best regards,

International Resource Group

POMEDIA

Gallery Semaan - Samah Building • T+F : 01 55 25 95 M : 03 55 25 95 • E : info@pomedia.info • W : www.pomedia.info

POMEDIA

To	: International Resource Group
C/O	:
Fax	:

From	: POMEDIA
Date	February 6, 2012
Pages	: 1/1
Ref	: IRGSJH06022012(2)

Subject: Offer Proposal

Dear Sirs

Kindly find hereunder our offer favor your campaign in February—BEKAA

Code	Description		Reservation						Printing			Total in USD	Total in LBP
			Face	Duration		Start Date	End Date	Up.Face	Batch	Qty	P/Batch		
BILLBOARDS													
	Bekaa	4x3	200	1	W	21.02.12	27.02.12	15			0	$ 3,000	4,522,500
	Printing of 5 visuals- 100 of each	4x3							100	5	1700	$ 8,500	12,813,750
									TOTAL			$ 11,500	LBP 17,336,250.00

Note VAT is not included in Total

We hope our offer meets your requirements
For further information, please do not hesitate to contact us.

Best regards,

International Resource Group

POMEDIA

Gallery Semaan - Samah Building • T+F : 01 55 25 95 M : 03 55 25 95 • E : info@pomedia.info • W : www.pomedia.info

Offer B

Plus Holding

Beirut, February 3rd, 2012
Ref: MP/005/2012

MM. International Resource Group
Beirut - Lebanon

Dear Ms. Shannan

First of all, allow us to congratulate you for choosing Media Plus services for your next campaign. Our exhaustive network will undoubtedly ensure the best exposure and impact of your ad.

As per your request, you will find below an offer relating to **your** billboards campaign on ***Media Plus*** Network.

Dimension	: 4m x 3m
Type of panels	: Pre-wet
Number of faces	: 500 faces
Locations	: National covering all over LEBANON
Duration	: one week
Period	: 23/02/2012 till 01/03/2012

Total Price ***: 27.500,-$ Net***
Printing cost ***: 9.000,-$ Net for 500 posters (pre wet paper- four colors.***

N.B.: V.A.T. is excluded

We are certain that Media Plus excellent network will outstrip your expectations

Sincerely yours,

ALI NASSER

MEDIA PLUS

U.S. Agency for International Development
1300 Pennsylvania Avenue, NW
Washington, DC 20523
Tel: (202) 712-0000
Fax: (202) 216-3524
www.usaid.gov