

Making the Most of the Internet:

An Ideas Engine for Groups and Organizations that Support Peacebuilding and Youth Activism

As the Internet improves in Lebanon, the potential for it to become an engine of empowerment also increases. As an activist, you probably have hundreds of ideas for how you can make use of the internet to further your cause. But without planning, technical skills, and the right resources, those ideas may seem impossible to realize.

At Social Media Exchange, it is our mission to help agents of change like you in using online tools strategically to achieve your goals. But first we need to know what your ideas are!

Ideas Engine Process

From August through October, SMEX is leading its first-ever ideas engine process for projects that apply digital and/or social media for peacebuilding and youth empowerment in Lebanon.

The process starts with a half-day Ideas Generation workshop in August, where you will learn about Internet trends and social media tools that have been used to advance civil society campaigns. You will then be guided through the process of refining your ideas into a project concept and identifying social media approaches that can help.

After the initial workshop, participants will further develop concepts with the guidance of SMEX coaches during a six-week project planning phase. The planning phase will culminate in a fully developed project proposal and presentation, eligible for submission to USAID's Office of Transition Initiatives (OTI) in Lebanon, in response to their call for proposals that utilize social media for peacebuilding and youth activism projects.

In addition, projects that take advantage of SMEX coaching will be presented to a wide-ranging audience of donors and potential partners at a one-of-a-kind ideas fair in late October.

Tentative Schedule

August 24-September 6: Ideas Generation Workshops, time and place to be announced

September 13-October 18: Project Planning and Proposal Development Phase

October 25: Ideas Fair

Eligibility

The Ideas Generation workshops will be given in Arabic in several regions across Lebanon. Workshops are open to representatives from nonpartisan, nonsectarian civil society organizations and initiatives based in Lebanon. We especially encourage youth-led or youth-oriented initiatives and projects whose focus is outside Beirut, including:

- Youth groups
- Lebanese nongovernmental organizations
- Community-based organizations
- Municipalities
- Public-private partnerships
- Artist and other types of nonpartisan collectives
- Other formal and informal civil society players
- Individuals may attend but cannot receive coaching unless they are affiliated with a group

We recommend that more than one person attend from your group or organization. Space is limited, so please register as soon as possible. We will follow up with you via email regarding times and locations as soon as they are finalized.

Registration

To register for a workshop in your area, please fill out the online registration form (<http://www.smart-survey.co.uk/v.asp?i=13521pnsag>). If you have difficulty accessing the form, please email us directly at ideas@smex.org. For more information about Social Media Exchange, please visit www.smex.org, or call 961-1-390-620.