



Together, Beirut Rises Again Initiative

MEDIA & SOCIAL MEDIA DIGITAL CAMPAIGN



TABLE OF CONTENTS

SECTION 1 Introduction

- 1.1 SPHERE Building Tomorrow
- 1.2 Objective
- 1.3 Problem Statement
- 1.4 Collaborators

SECTION 2 Concept

- 2.1 Synopsis
- 2.2 Script
- 2.3 Storyboard (Feel & Vibe)

SECTION 3 Requirements

- 3.1 Technical Support

SECTION 4 Targeted Impact

- 4.1 Target Audience
- 4.2 Credits

SECTION 1

INTRODUCTION



WHO WE ARE

SPHERE Building Tomorrow is a local humanitarian non-profit organization, established in 2018.

It aims at improving and empowering societies through developing the individuals' skills and increasing their productivity and ensuring their well-being.

OUR MISSION

SPHERE Building Tomorrow aims to orient individuals in order to reach their full potential, build their competencies, and raise up their creative talents through opening their minds and engaging them in humanitarian interventions and actions, supporting them in having access to appropriate services and marketplace in different sectors and fields.

OUR ACTIVITIES

SPHERE Building Tomorrow achieved several projects and activities, emphasized several sectors for individuals and group based-human capital with respecting cultural and environmental standards. Necessary workshops and awareness raising events held for implementing the desired change in acquiring knowledge, building dialogue, fostering communication, and plugging community members into development and facilitating the accessibility of job opportunities and employability, such as CHIPS Project-DELTA Association and World Bank, AFDAL Project-Care International, WFP & BMZ, Women Empowerment- Safadi Foundation Tripoli... Full of Life-Arab Open University, and many others...



OBJECTIVE

SPHERE Building Tomorrow intends on releasing a Digital Social Media Campaign that touches the hearts of those who are able to support Lebanon and its people.

Through an Awareness Campaign we'll tackle the impact left behind Beirut's Port Explosion, and the importance of "combined efforts".

As a conclusion to the digital social media campaign we're hoping we can motivate Funders & Donators to help SPHERE Building Tomorrow deliver, and help the surrounding society as much as possible, specifically SMEs due to the unbearable financial crisis combined with the recent port's blast that stopped most of the small ~ average businesses, and reduced every career's income by at least %80.

The Campaign will be act as an extension to the voiceless, the hurt, the hungry, the cold, the restless, and the afraid. In order to optimize SPHERE Building Tomorrow's funding, SPHERE is launching an Initiative that brings influencers, artists, and above everything else, the masses from different sectors & fields closer by highlighting the importance of standing side by side in these rough times to avoid worst case scenarios with a lot of people who requires our help.

In the presence of many shadows, our combined efforts can bring the light to the lives of many SMEs that lost their main source of income again; because **Together, Beirut Rises Again.**



PROBLEM STATEMENT

Truth is, People are tired, exhausted, lonely, down, and are in desperate need of help that is probably not coming anytime soon.

The accumulated years of neglect, combined with concrete absence of any real help & accountability left many people feeling hopeless.

While the media has been shedding light over the hardships that the Lebanese society is constantly going through, the media failed to launch meaningful campaigns in the intention of raising proper funds to be allocated by credible local NGOs to help Small to Average Businesses regain their footing again, and support their families with basic necessities.

It is come to SPHERE Building Tomorrow's attention that the problem is categorized into 3 main core issues as follows:

1. **Narrowed Perception** People are focused on Global Issues such as "Covid19-" & " The World's Economy Crashing Down "
2. **Mass Depression** People are generally feeling a sense of abandonment, and as a natural consequence depression is at its highest levels
3. **Trust Issues** People aren't as cooperative as they were due to multiple factors, one of which is the mishandling of aids, funds, and finances in Lebanon.
4. **Career Equity** Raise awareness regarding the importance of every Career (as is on its own) giving the same credit, and value creating a complimentary system based on equity in the community.





Containers of Love is an NGO that started with a mission from a heart that beats for one country: Lebanon! And most importantly, the people in Lebanon who have had such a hard time. After years of war and crisis. A pandemic on top and then also that infamous 4 August 2020. A devastating explosion in the port of Beirut. In one fell swoop more than 190 dead, thousands injured and thousands homeless. Initiator of Containers of Love Sumeya and her family survived the explosion, but knew even before she was safely back in the Netherlands: I will help my beloved Lebanon to scramble on top of this. And Containers of Love was born.

Because we have people both here in the Netherlands and there in Lebanon who work closely together and are in direct contact with each other, we are able to operate %100 transparently.



Our vision is to be able to serve the country's needs and fill all the gaps to build a more efficient, active and dynamic community that strives for a better existence. more efficient, active and dynamic community that strives for a better existence.

We aim to earn your trust to set you for the right pathway:

1. To inspire: Act as the Networking & Collaboration hub for the active groups in the region.
2. To empower: Help the unemployed discover and reach the opportunities they justify for
3. To guide: Set the pathways for the youth
4. To achieve: Help the minors of our society be more creative and innovative



SECTION 2

CONCEPT



SYNOPSIS

A group of Lebanese individuals (from different social classes, careers, and education level) combine their efforts to narrate the beauty that Beirut offered, the memories lived, the connections made, the chants, the smiles, the knowledge, hope and youthful moments only to be struck by reality and realize how hurt Beirut is, and how nobody's hearing her curl up in pain and how bad Beirut needs support; inbetween segments each individual will tackle a certain issue as they visually portray the act of help by passing over the object related to that issue to the next individual and so on and so forth until everyone ends the video with the call for action:

“ Together, Beirut Will Rise Again ”

مجموعة من الأفراد اللبنانيين (من طبقات اجتماعية , مهن , ومستويات علمية مختلفة) يتحدثون لرواية الجمال التي قدمتها بيروت , الذكريات, العلاقات و الصلوات التي أقيمت ,الهتافات الرنانة ,الإبتسامات المشرقة ,المعرفة والعلم ,الأمل , ولحظات الشباب. ليصدمها الواقع ويدركوا مدى الأذى الذي لحق ببيروت , وكيف لا أحد يسمعها وهي تتألم وحاجة بيروت إلى الدعم ؛ بين المقاطع , سيطرح كل فرد مشكلة معينة في حين فعل المساعدة يصور من خلال تمرير غرض مرتبط بالمشكلة إلى الفرد التالي وما إلى ذلك حتى ينتهي الجميع من الفيديو بالدعوة لإتخاذ إجراء:

«إيد بايد, بتقوم بيروت من جديد»



النص

بيروت؟ شو بدى قلقك عن بيروت؟ بيروت الحب، الأمل، والحياة.
بيروت الفرحة، الرقص، والسهر والضحك تحت ضوء القمر.
ما بينشبع من خيرك يا بيروت، عنجد..... نيالنا فيكي شو حلوة.

Explosion shot

Black screen : بيروت.....بيروت...بيروت! عم تسمعينا ؟

بلحظة كل العالم، كتبت، غنت وتضامنت مع بيروت.
دخلك؟ مين فيكن مصدق وين صرنا؟

في كثير عيل تهجرت.
خلونا إيد بايد نجما.

الحياة صارت أبيض و أسود.
خلونا إيد بايد نلونا.

بيروت تدمرت، بيوت وقعت ، وأشغال وقفت
خلونا إيد بايد نعرها لنعيشها.

لأن الإنسانية ما بتموت، والمساعدة ما بتعرف دين، منطقة أو لون.
تبرعاتك اليوم، بتجيب أمل بكرنا للناس يلي يأسو اليوم.

إيد بايد ما في شي مستحيل... و بتقوم بيروت من جديد.



المشهد الثالث



الأمل والحياة

المشهد الثاني



بيروت الحب

المشهد الاول



بيروت؟ شو بدي قلقك عن بيروت

المشهد السادس



و الضحك تحت ضوء القمر.

المشهد الخامس



والسهر

المشهد الرابع



بيروت الفرح

المشهد التاسع



نيالنا فيكي شو حلوة

المشهد الثامن



عند.....

المشهد السابع



ما بينشبع من خيروك يا بيروت

المشهد الثاني عشر



بلحظة كل العالم, كتبت, غنت وتضامنت مع بيروت.

المشهد الحادي عشر



بيروت...بيروت... عم تسمعينا؟

المشهد العاشر



Explosion Shot

المشهد الخامس عشر



خلونا إيد بإيد

المشهد الرابع عشر



في كثير عيل تهجرت...

المشهد الثالث عشر



دخلك؟ مين فيكن مصدق وين صرنا؟

المشهد الثامن عشر



خلونا إيد بإيد

المشهد السابع عشر



الحياة صارت أبيض وأسود

المشهد السادس عشر



نجمنا

المشهد الواحد وعشرين



بيوت وقعت

المشهد العشرين



بيروت تدمرت

المشهد التاسع عشر



نلونها

المشهد الرابع والعشرين



لنعيشها

المشهد الثالث والعشرين



خلونا إيد بايد نعمرها

المشهد الثاني والعشرين



وأشغال وقفنا

المشهد السابع والعشرين



مساعدتكن اليوم

المشهد السادس والعشرين



والمساعدة ما بتعرف دين, منطقة أو لون

المشهد الخامس والعشرين



لأن الإنسانية ما بتعموت

المشهد الثلاثين



تبرعو اليوم لأنو إيد بايد, بتقوم بيروت من جديد

المشهد التاسع والعشرين



عايشين بخوف مستمر من بكرا

المشهد الثامن والعشرين



بترجع الأمل لكثير عيل و أطفال

SECTION 3

REQUIREMENTS



TECHNICAL SUPPORT

Equipment

- Camera (With Microphone)
- Lighting (Including Filters)
- Props (To Be Advised)
- Backdrop (To Be Advised)

Manpower

- Producer
- Director
- Camera Operator
- Sound Technician
- Lighting Technician
- Cinematographer
- Film / Video Editor
- Makeup Artist
- Location Supervisor
- Social Publicist
- Subtitling Specialist



SECTION 4

TARGETED IMPACT



TARGET AUDIENCE

The audience we're trying to impact and communicate with is the MENA Region First, Then Foreign Countries abroad. Our first and last concern is to attract Donors, and Funders, locally, regionally, and globally.



CREDITS

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