



STRATEGIC
COMMUNICATION
CONSULTANCY

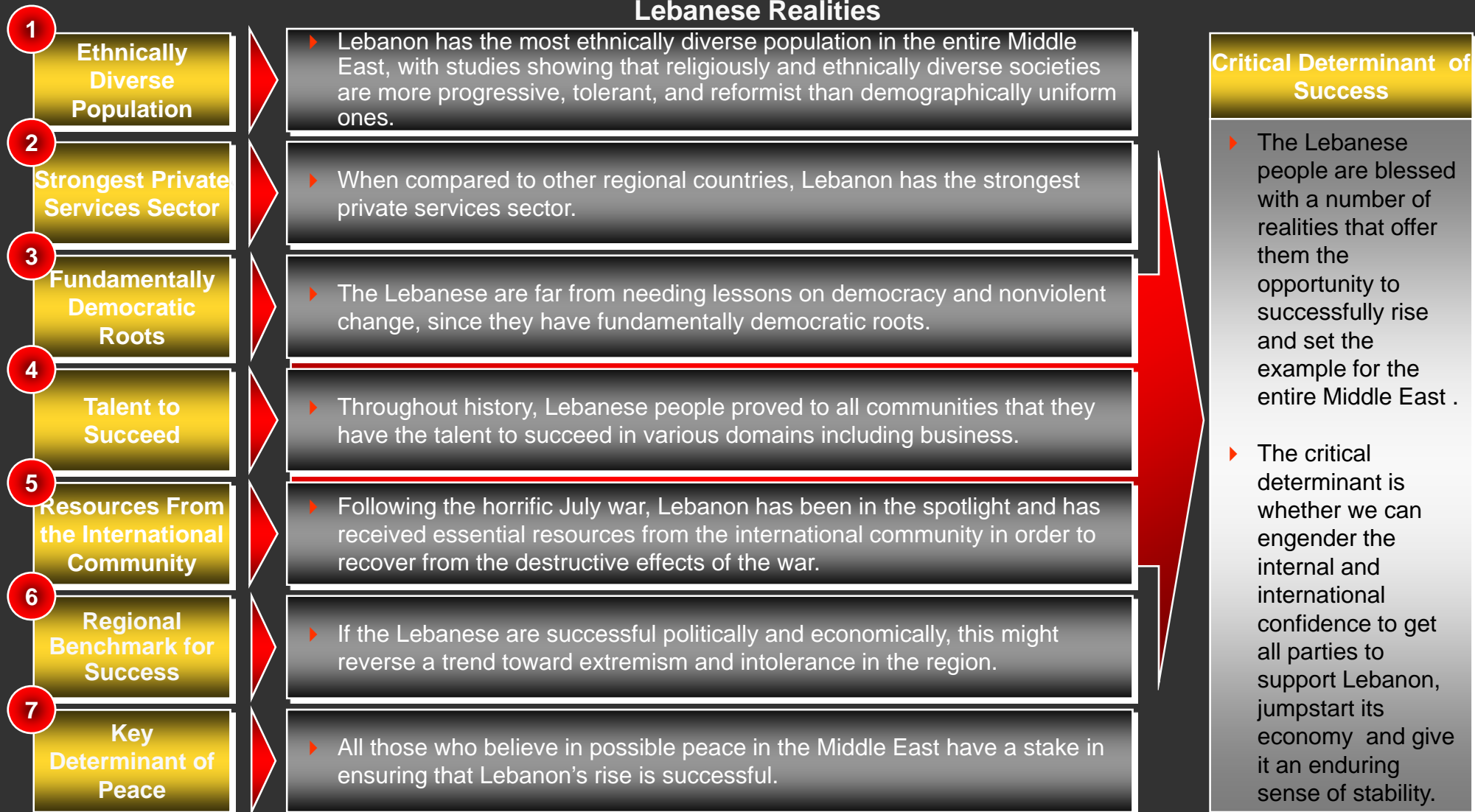
Restoring Confidence

Conveying the Message

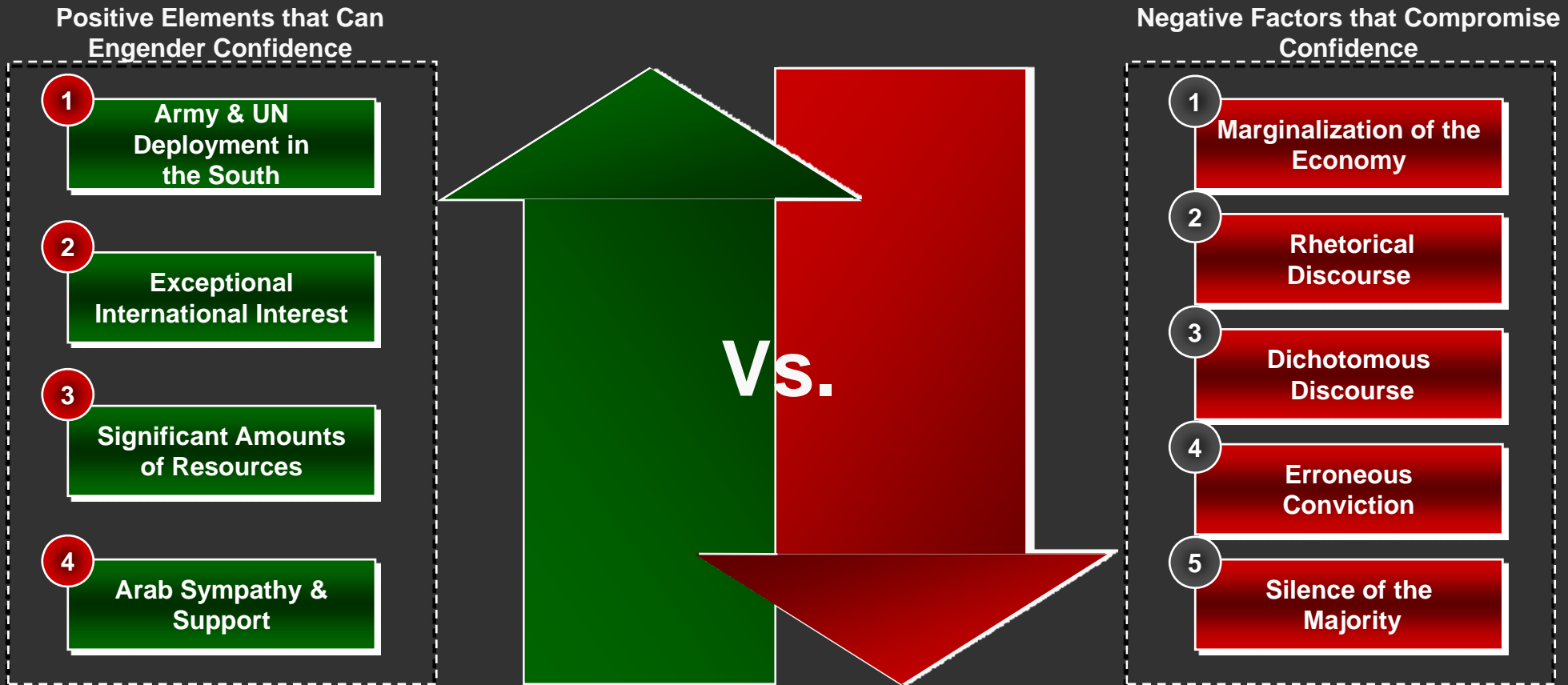
LEBANON OPPORTUNITIES

Back in Business-
Success under Duress

In light of Lebanese realities, engendering internal and international confidence is possible



Yet, positive elements that can engender confidence are compromised by several negative factors that have taken hold of the Lebanese internal scene



Land of Missed Opportunities?

- ▶ Positive elements that can engender confidence are compromised by a number of negative factors that have taken hold of the Lebanese internal discourse and political and economic scenes .
- ▶ Should we allow these negative factors to overturn our positive realities and compromise these favorable elements, turning our **promising land** into the **land of missed opportunities**?

Positive Elements that Can Engender Confidence

Vs.

1

Army & UN Deployment in the South

- ▶ Following the 1701 resolution, and for the first time in a generation, Lebanese troops, tanks and armored vehicles were deployed in the South of Lebanon.
- ▶ This army deployment offers Lebanon the opportunity to be sovereign in all its territory .
- ▶ On the economic level, although Lebanon will continue to struggle with a massive debt burden, changes in sovereignty, freedom, and governance can only have a positive effect on Lebanese, Arab, and foreign investment in the country and on the prospects for economic growth.

2

Unprecedented International Interest

- ▶ Lebanon has recently moved into the spotlight of all major political and economics discussions regionally and internationally.
- ▶ The United States, as well as Europe, the United Nations, and the Arab community see in Lebanon the opportunity to change the reality of the Middle East.

3

Significant Amounts of Resources

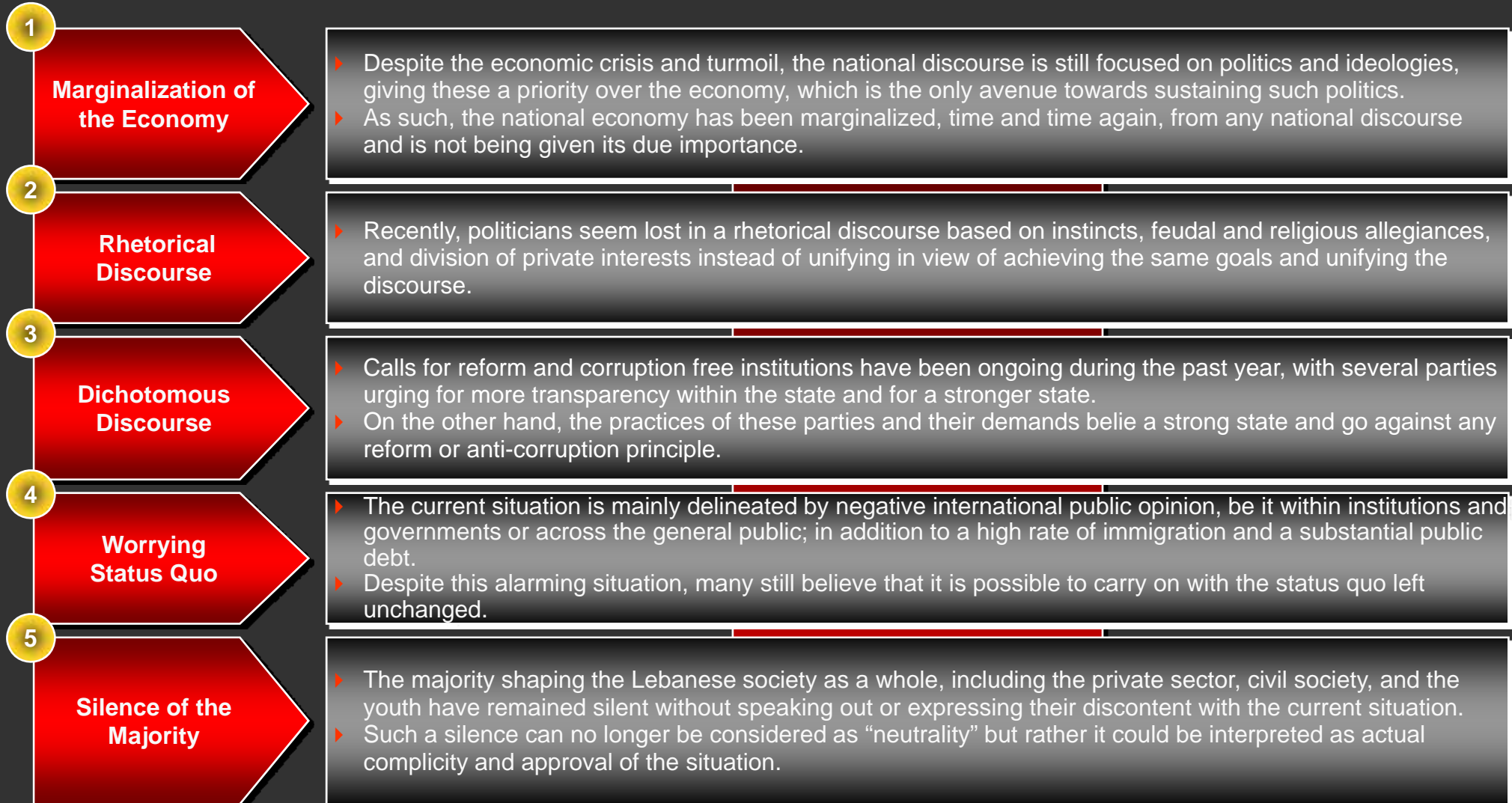
- ▶ Following the horrific July war on Lebanon, huge amounts of resources have been offered to Lebanon by Arab and international countries.
- ▶ These resources, if used properly and strategically, can help Lebanon stabilize its economy and ensure that this economy prospers.

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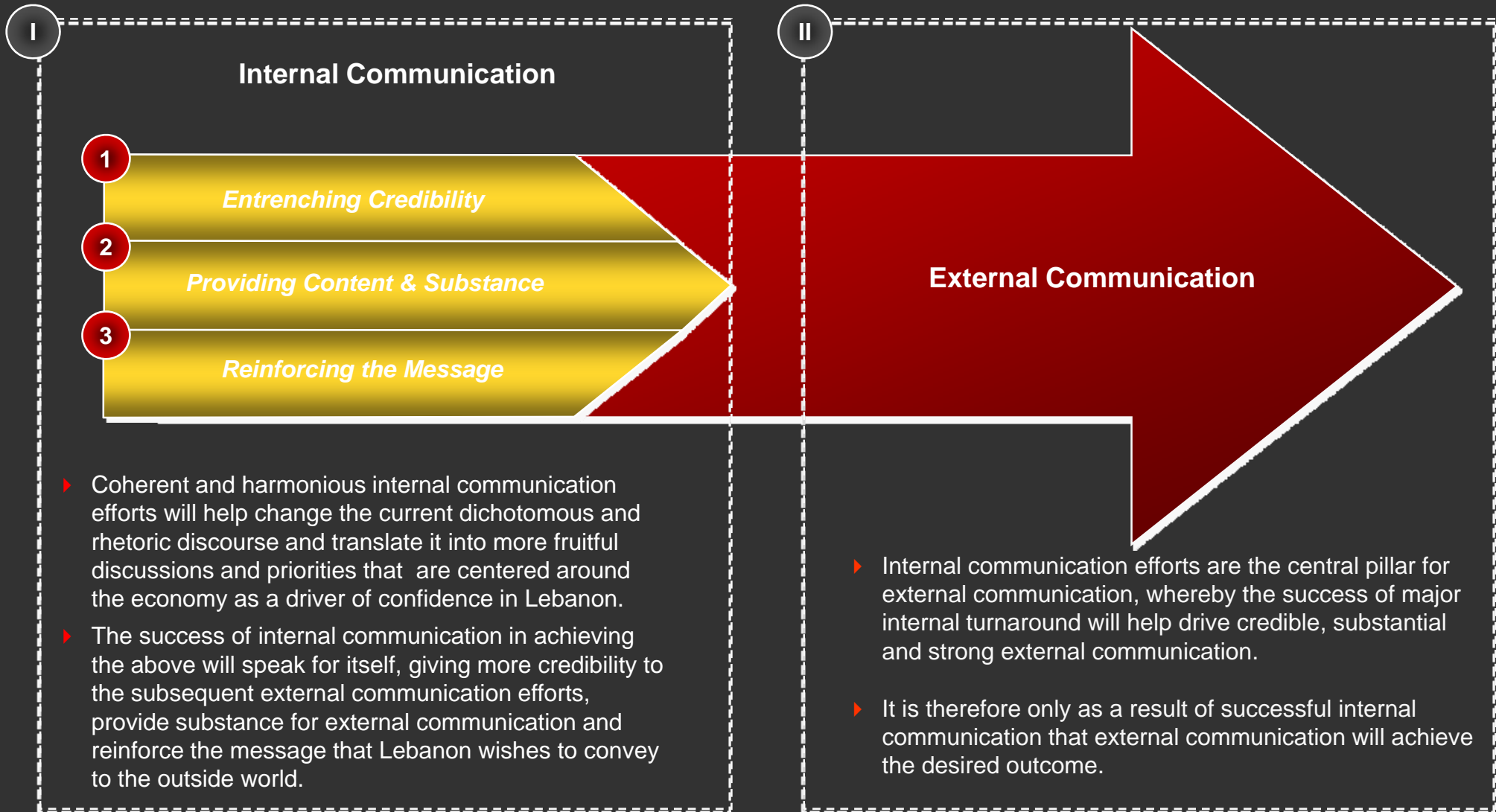
Arab Sympathy & Support

- ▶ The Arab world feels that what has been taking place in Lebanon happened in their “second home”, and have thus pledged to uphold their support, demonstrating their sympathy towards the country and its people by providing moral and material support in view of restoring the country’s infrastructure, economy and overall confidence.

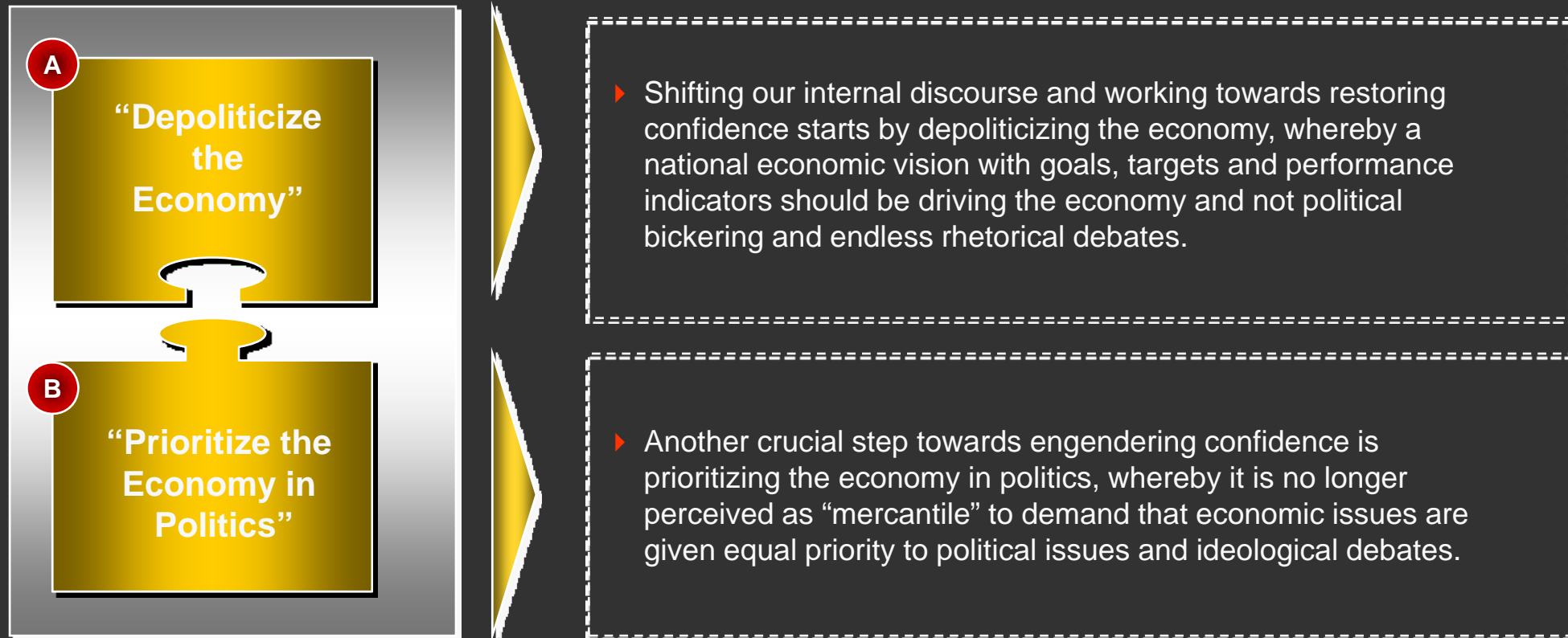
Negative Factors that Compromise Confidence



Internal communication efforts are the central pillar for external communication, entrenching credibility, providing content, and reinforcing the message



Shifting our internal discourse and working towards restoring confidence starts by depoliticizing the economy and prioritizing the economy in politics



This implies consecrating politics to serving the economy, calling for action, creating an obsession with economic indicators...

1

Consecrating Politics to Serving the Economy

- ▶ Politics should serve the economy and not vice-versa. In this scope, it is only a prosperous economy that can lead to sustainable development at the human, social, and political levels.
- ▶ Economic factors and needs should be a main driver of politics as they are the main engine behind fulfilling any political aspiration.

2

Calling for Action & Forcing Silent Majority to Speak Out

- ▶ The passiveness and silence of the majority including the private sector, unions, and syndicates should be replaced by a call for action whereby they speak out for the need to prioritize the economy and to resort to a state based on productivity which would ultimately help restore internal and international confidence in our economy.

3

Creating an Obsession with Economic Indicators

- ▶ The national debate about the economy should be driven by an economic vision and strategy with an obsession with economic indicators, targets, and milestones such as job opportunities, GDP growth, investment, trade, annual capital expenditures, etc.
- ▶ Rather than being perceived as mere mercantile instruments, indicators should be established as a useful tool to help restore a normal equilibrium between political fervor and economic strength.

,...unifying the discourse and creating a culture of productivity, shifting the culture of work, gearing priorities towards the future, and believing that no freedom can exist without a strong economy

4

Unifying the Discourse & Creating a Culture of Productivity

- ▶ Officials should unify their discourse in an effort to move away from rhetoric and dichotomy and create a common culture of productivity, meritocracy, and accountability.
- ▶ This would help the country move away from a welfare state, ultimately calling on all parties to act according to their consistent calls for reform and transparency and to be held accountable for such calls.

5

Shifting the Culture of Work

- ▶ Contrary to worldwide cultures of work whereby starting out at the bottom of the ladder and working one's way up is perceived as highly commendable, Lebanese still perceive professions such as law, medicine and engineering as the only valuable careers with young graduates wanting to start their careers at management positions.
- ▶ Shifting the culture of work and emphasizing meritocracy, competitiveness, and excellence are imperative.

6

Gearing Priorities towards the Future

- ▶ National efforts and priorities should be geared towards securing the interests of our future generations and providing a better and prosperous future, whereby economic prosperity, creation of job opportunities, and long lasting security and stability are predominant.

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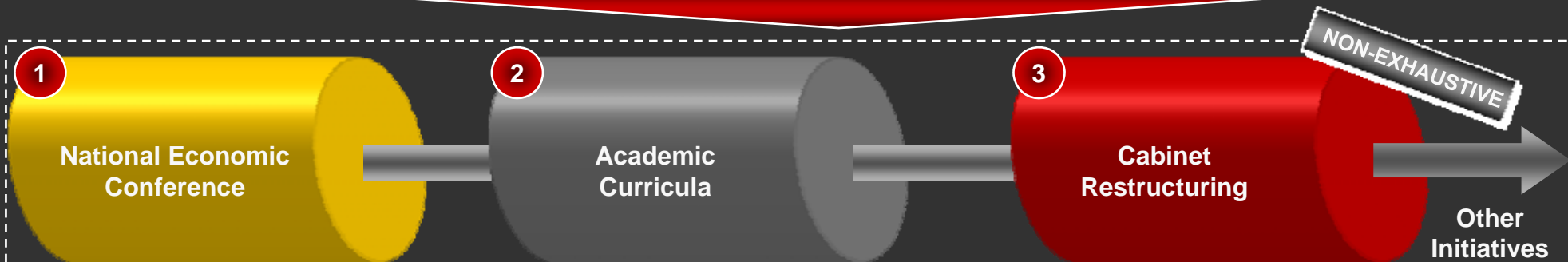
Believing that no Freedom can Exist Without a Strong Economy

- ▶ It is high time we believe that it is impossible to achieve freedom, independence, and sovereignty or preserve the dignity of our country without a well established, solid and strong economy.

Initiatives that aim at restoring confidence in Lebanon will serve as the content and substance of communication efforts

Initiatives

- ▶ Initiatives that aim at restoring confidence in Lebanon will serve as the content and substance of communication efforts.
- ▶ The following initiatives are but a high level sample of a panoply of initiatives that could help restore confidence.



- ▶ This entails a national conference bringing together different stakeholders including members of the Lebanese private sector, civic society, and the political fabric to establish the importance of the economy and create a national effort geared towards economic growth.
- ▶ The conference aims at discussing and aligning on Lebanon's economic role and priorities across the different sectors, including trade, tourism, industry, etc.

- ▶ This entails integrating the principles of a well established economy in academic curricula by emphasizing the culture of productivity across the curricula and instilling a new culture of work whereby values such as meritocracy and excellence are valued.
- ▶ This would ultimately call for the repositioning of Lebanon from a "welfare state" to a state driven by productivity and economic growth.

- ▶ This initiative calls for restructuring the cabinet in an optimum way which would ensure that the economy bears a leading role; this entails:
 - **Empowering** the leading and fundamental ministries which drive economic developments.
 - **Adding** key ministries that can contribute to positive economic developments (eg: Ministry of Planning, etc.)
 - **Removing** ministries that have no added value.