

# Guidelines



**OUR LAND OUR STORY**

## Guidelines for OLOS

Guidelines for format and structure of Our Land, Our Story pieces

Partners are requested to follow the below points while developing their stories:

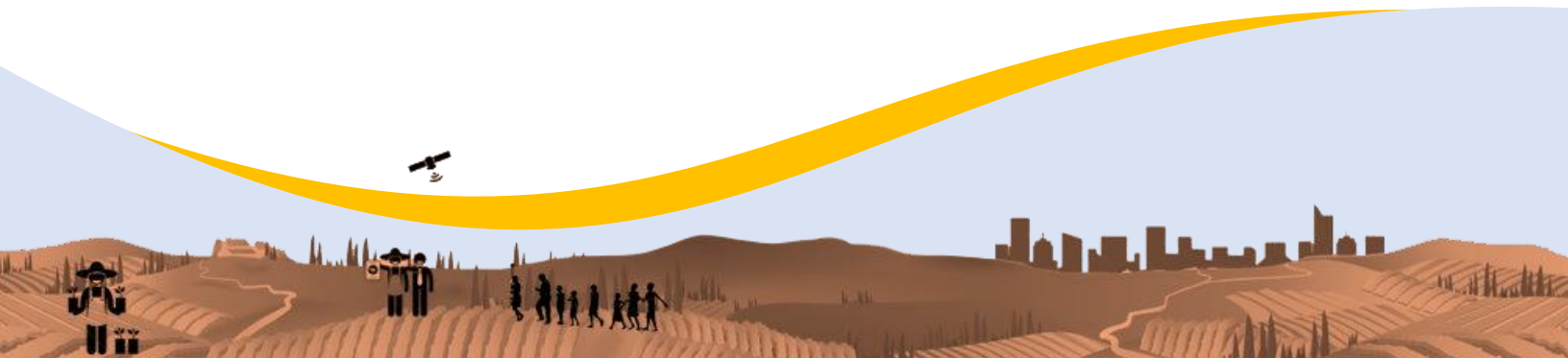
1. Stories should remain between 400-600 words;
2. Please use supporting quotes and quotations where possible;
3. Some background into the “protagonist” or “main character” is always useful (even some details about their past studies, for example, can be important in enriching the story);
4. Information about their location or village/town, and the land rights situation in that area, is also useful;
5. How has the land rights situation evolved? What has been the outcome for the protagonist?
6. How has the writer of the story, or the organization worked with the protagonist?
7. Please also, if possible, attach a high-quality picture for us to use in accompaniment of the story.

### Story Verification

In submitting any story, fact, or research to the campaign organizers, every contributing partner is to provide ample and appropriate reference (from reports, outcome reports, case studies etc.) preferably along with a declaration about the story.

### Promotion & Story Sharing

All participating campaign members are free and encouraged to share each other’s stories with their contacts on their websites, newsletters, and social media accounts. Personal and/or department accounts can be used in place of organizational accounts. However the story format and branding must follow the agreed campaign design.



## Story example #1

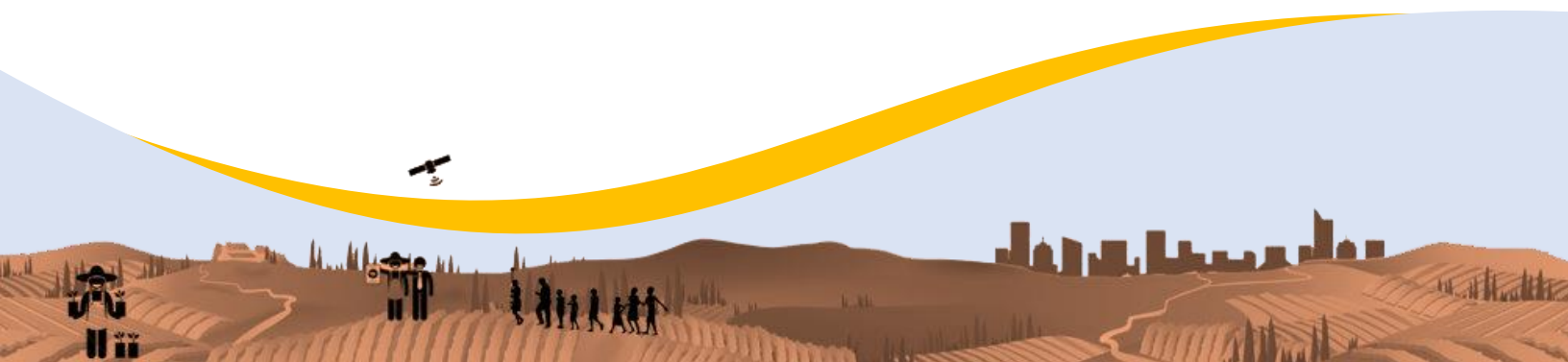
Meet Tala Kammourieh. Tala is a land rights champion, in disguise! Not your traditional land rights advocate, Tala studied architecture at the American University of Beirut as well as Urban Planning at the University of Illinois. Since early February 2017, she has been working with UN Habitat Lebanon on housing policy and housing, land and property rights issues for Syrian refugees. Prior to this, she worked on developing housing solutions for vulnerable populations in Lebanon, with the Affordable Housing Institute based in Boston.

For Tala, housing land and property rights are understudied in Lebanon and they urgently need more attention! Lebanon's brutal 15-year civil war resulted in large scale displacement within the country, in both rural and urban settings. The post war reconstruction project which followed in Beirut's city center had major implications on the original owners and tenants in that area and their future access to their properties. The "informal settlements" which were built incrementally outside the traditional legal framework are currently housing thousands of low-income Lebanese, migrants and refugees.

"This is an area that is so rich and has been studied in pieces under various themes but not comprehensively from a housing, land and property rights lens. Doing so would give us the opportunity to unfold many layers of our urban development and the root causes of conflict that would potentially arise over land."

Tala also believe that women hold the key to important change with regards to this!

"Lebanese women's housing, land and property rights are of particular importance and an integral part of the bigger fight for women's rights in Lebanon. In Lebanon, there's no unified civil status law that equates all citizens, instead laws concerning personal status vary between different religions and sects, creating grave inconsistency in matters regarding marriage, divorce, inheritance, custody, etc. In order to protect women's housing, land and property rights, the different systems need to be aligned under a civil status law that does not differentiate based on gender and religion. Even though Lebanese laws don't have any restrictions in principle over women's right to access or own and lease land and property, other laws such as the personal status laws, can prove to be barriers in women's housing, land and property rights. Many civil society groups are active in advocating for women's rights and it's important to put housing, land and property rights at the forefront of this debate."



## Story example #2

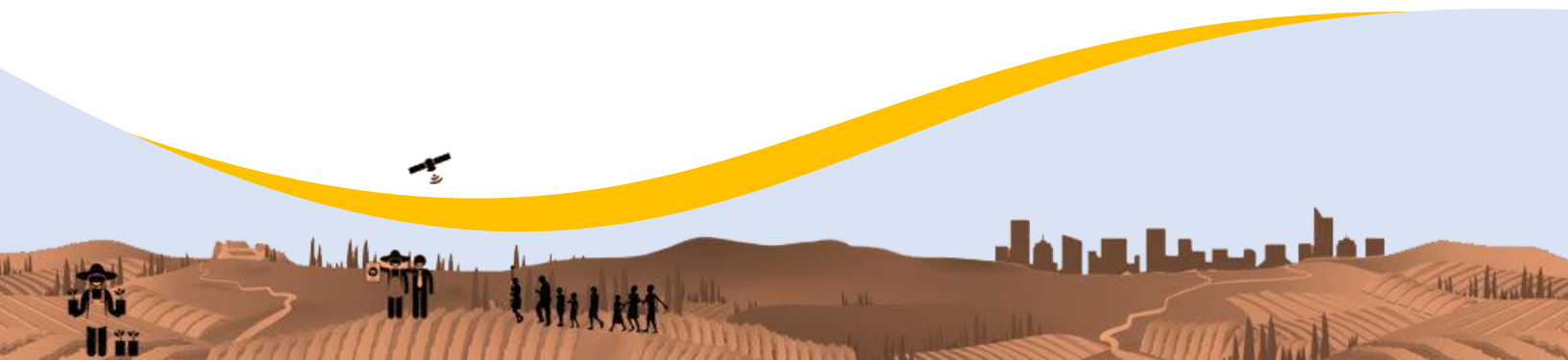
Meet Manuela Wing. To say that Manuela wears many hats would be an understatement. She is the Coordinator of the Communication and Dissemination Unit at Centro Terra Viva (CTV), at once a land rights and environmental rights defender, and master communicator.

A native Mozambican, Manuela says the following:

*“Despite the macro-economic “success story” in Mozambique, 69 per cent of Mozambicans still live below the poverty line and the Mozambican government has been giving land to foreign investment, which bring little to no benefits to communities. NGOs and civil society organizations across the country refuse to stay silent on the issue and we stand with them.”*

How do she and her colleagues plan on doing this? By getting people talking, of course! A recent online discussion, hosted by CTV and supported by the Land Portal, is a first step in this direction. In true Mozambican fashion, the virtual discussion served as the catalyst and starting point, with former online colleagues now meeting in person on a regular basis. CTV has interacted with approximately 2,500 people via face-to-face meetings in the past year, with almost half of these being women. In an interesting turn of events, these face-to-face meetings are being recorded for later sharing online.

“Mozambicans are curious about technology and online platforms to discuss their concerns with regards to land rights, and are eager to continue learning more. The truth is, however, that in person conversations, the chance to vocalize the issues that matter to us, to gage reactions and sometimes, frustrations, to come up with concrete plans of action, will always be pivotal to the way change happens here. This is especially true for women, who wish to make personal connections. It is also steeped in a deep history and tradition of activism and social reform that we wish to continue on with.”



### Guidelines for Logo Use, Post Template & Branding:

It is envisaged that in order to make a uniform appearance on website and social media, OLOS will have a fixed design template. All the institutions interested to contribute stories will follow the standard design template of OLOS without making any changes of their own to enable uniform branding and better visibility and impact. The stories will be reviewed and edited if required by the organizing team only to ensure quality and uniformity. They will be subsequently posted on the campaign webpage with logos of the contributing partners and due acknowledgement. The links will be shared with contributing- partner and disseminated widely.

Names of both Organizing and Contributing Partners in the official post will be displayed according to the template design. Besides, the names/logos of all the partners will be used in the promo material, social media kit during the campaign duration. Similarly the dedicated campaign web page will display the logos along with web-link of the partner's organizations (website/blog, if available/requested).

### Outputs

A Story Book with these stories will be launched during ILDC 2021 and will also display partner logos. Contributing partners will be informed about the design and content of the book.

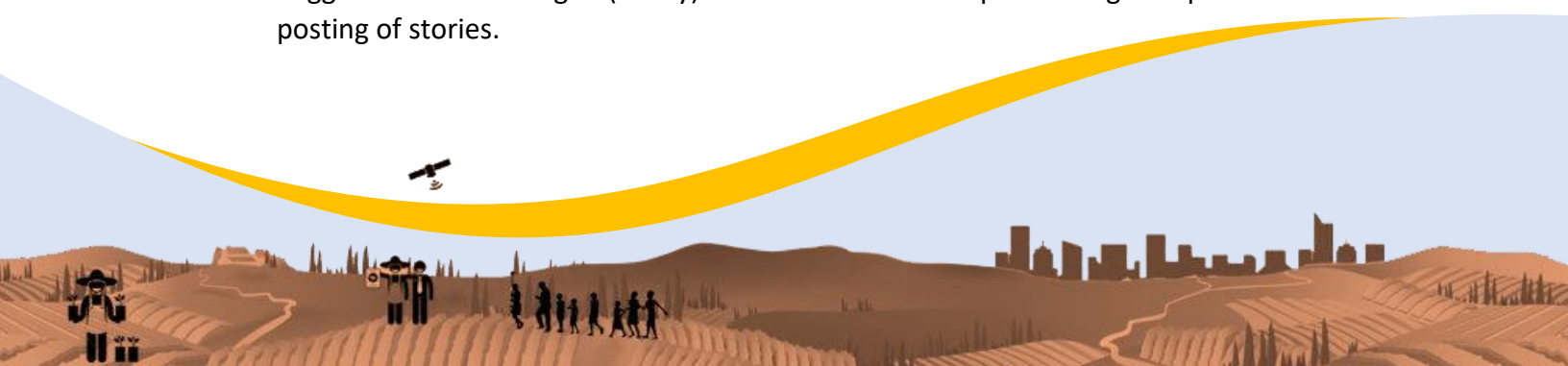
Some of the stories will be selected by an academic review team comprising ILDC- partners to take up detailed case study development with more field research and investigation.

The OLOS web page is proposed to be maintained with addition of new stories from other partners and also potentially from other countries. Therefore partners may consider continue to contribute such stories in future.

### Responsibilities

C- Partners have certain responsibilities as follows:

- Contribute stories from them or from affiliation/network partners.
- Provide sufficient information about the contributor (In case shared story is from contributor other than C-Partners)
- Assist in reviewing story submissions
- Pitch the idea to additional partners
- Assist in promoting the campaign across all channels
- Assist in research activities/ case studies post OLOS.
- Suggest needful changes (if any) to the web and template designers prior to official posting of stories.



Campaign Hashtag: #OurLandOurStory

Corresponding hashtags:

- #WomensLand
- #ILDC2021
- #LandRights
- #landrightsnow
- #landmatters
- Other hashtags can be used as per fit to purpose.

## Campaign Schedule/Guideline:

20 Aug 21 Onwards

- Contact contributors, partners
- Communicate the idea of campaign
- Collect the Stories

1<sup>st</sup> Sep - 10 Oct 21

- Social media post is created as per template and posted to website
- Coming soon attached to unreleased stories
- Stories are edited by team

15 Oct – 20 Nov 21

- Stories are posted on website one by one on each scheduled days
- Promotion to larger audience to contribute via social media

15 Oct 21 onwards

- Story Book compiled and shared during ILDC 2021

