strategy&
Formerly Booz & Company

November 2016

وزارة الثقافة
Ministère de la Culture

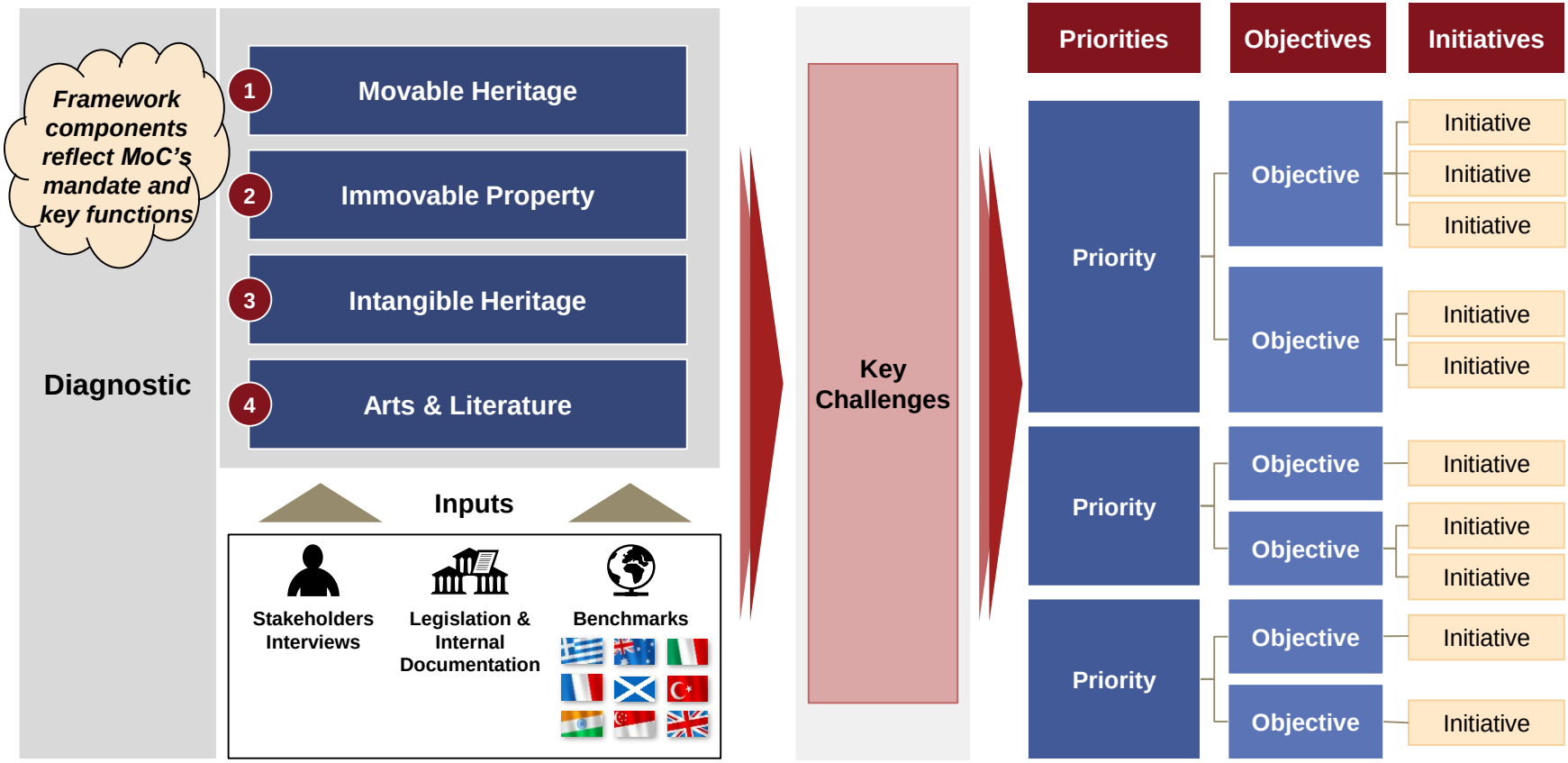
Ministry of Culture Strategic Roadmap

Strategic Priorities, Objectives, and Initiatives

Strategy& is part of the PwC network

Strategy& conducted a diagnostic across the four areas in which the Ministry is active

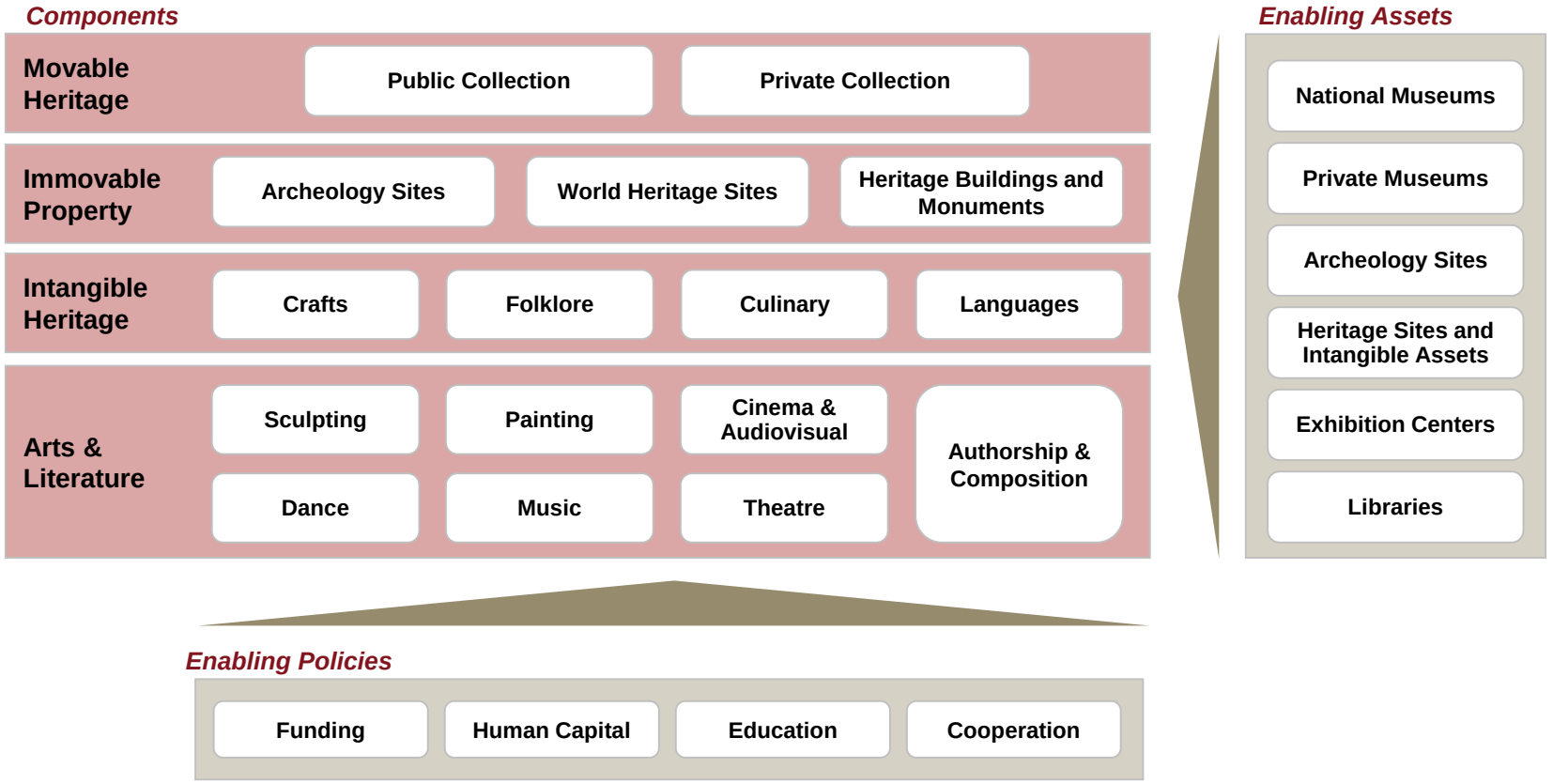
Framework for the Development of MoC's Strategic Roadmap



Source: Strategy& analysis

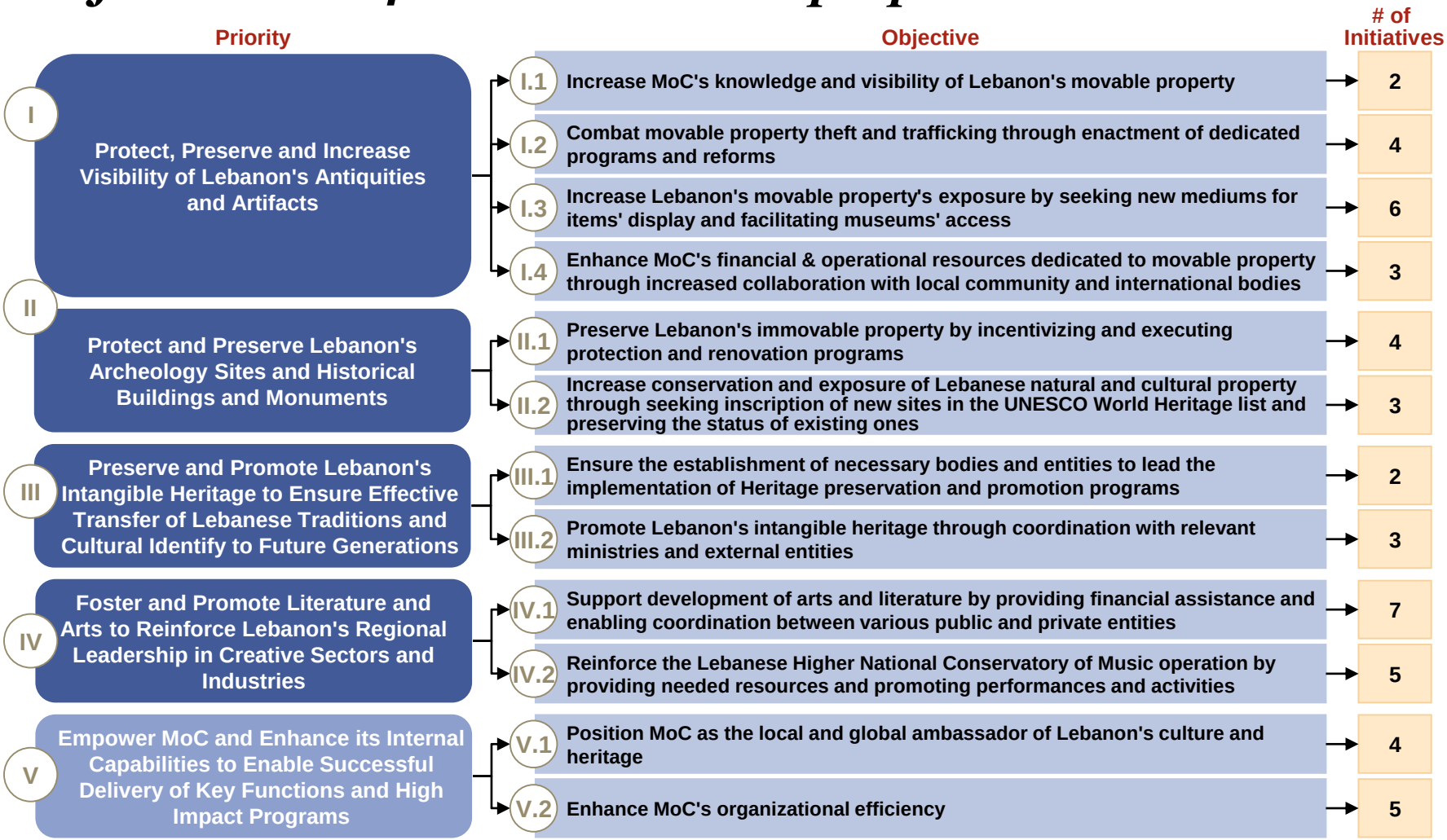
The assessment covered MoC's mandate components, assets and related enabling policies

Cultural Base Components and Enablers



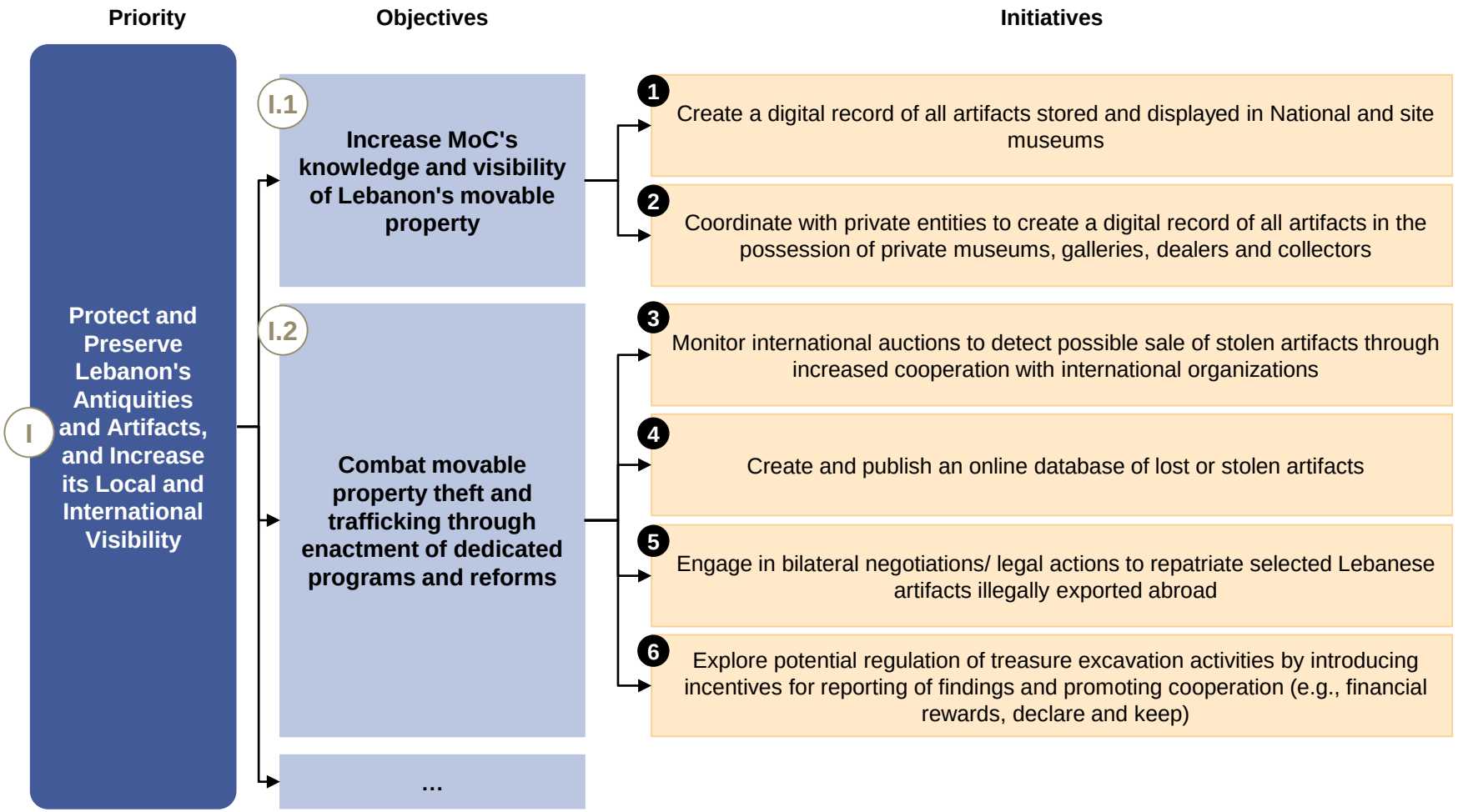
Source: Strategy& analysis

The strategy identified 5 priority areas along which 12 objectives and 48 initiatives were proposed



Source: Strategy& analysis

The strategy identified 5 priority areas along which 12 objectives and 48 initiatives were proposed (cont'd)



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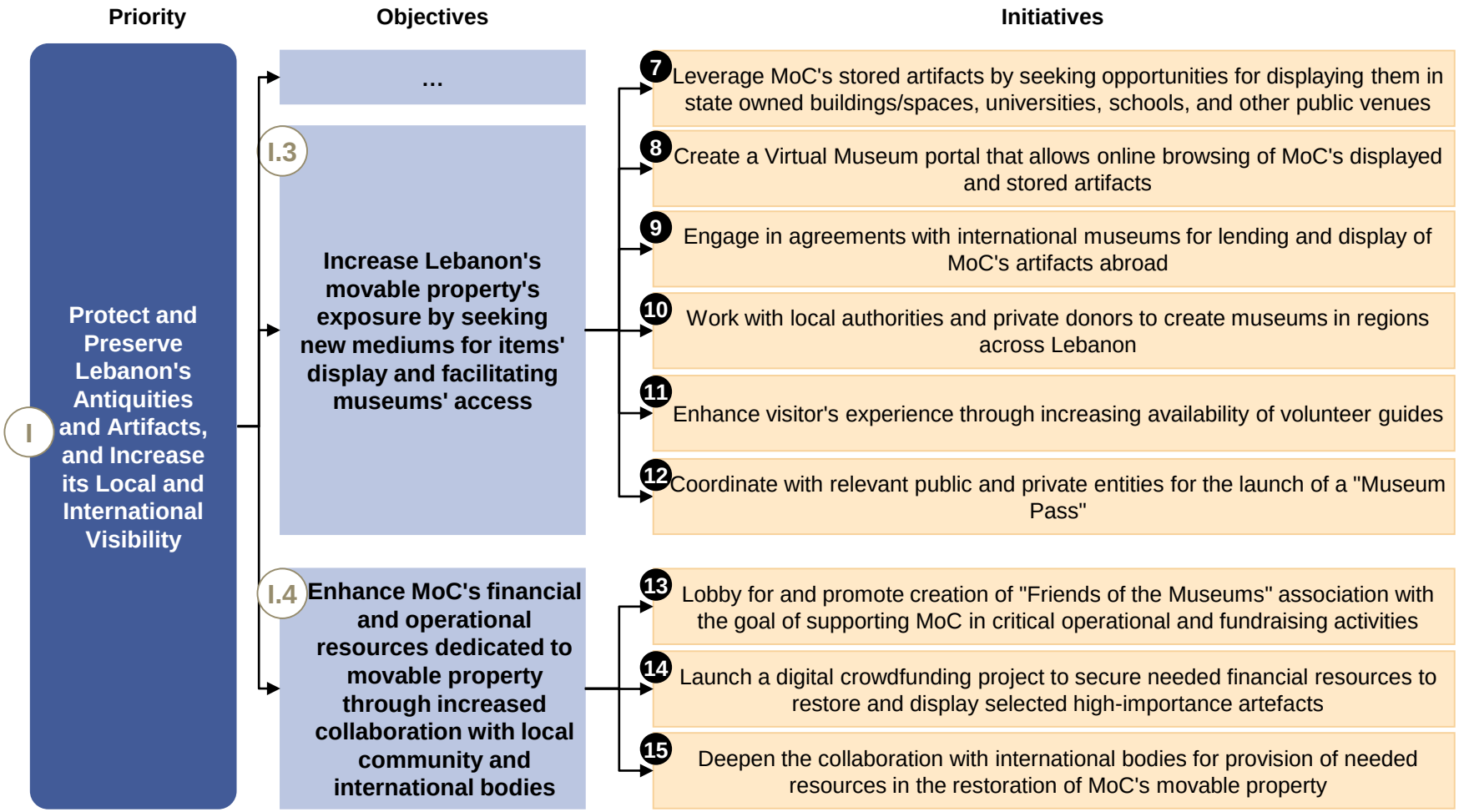

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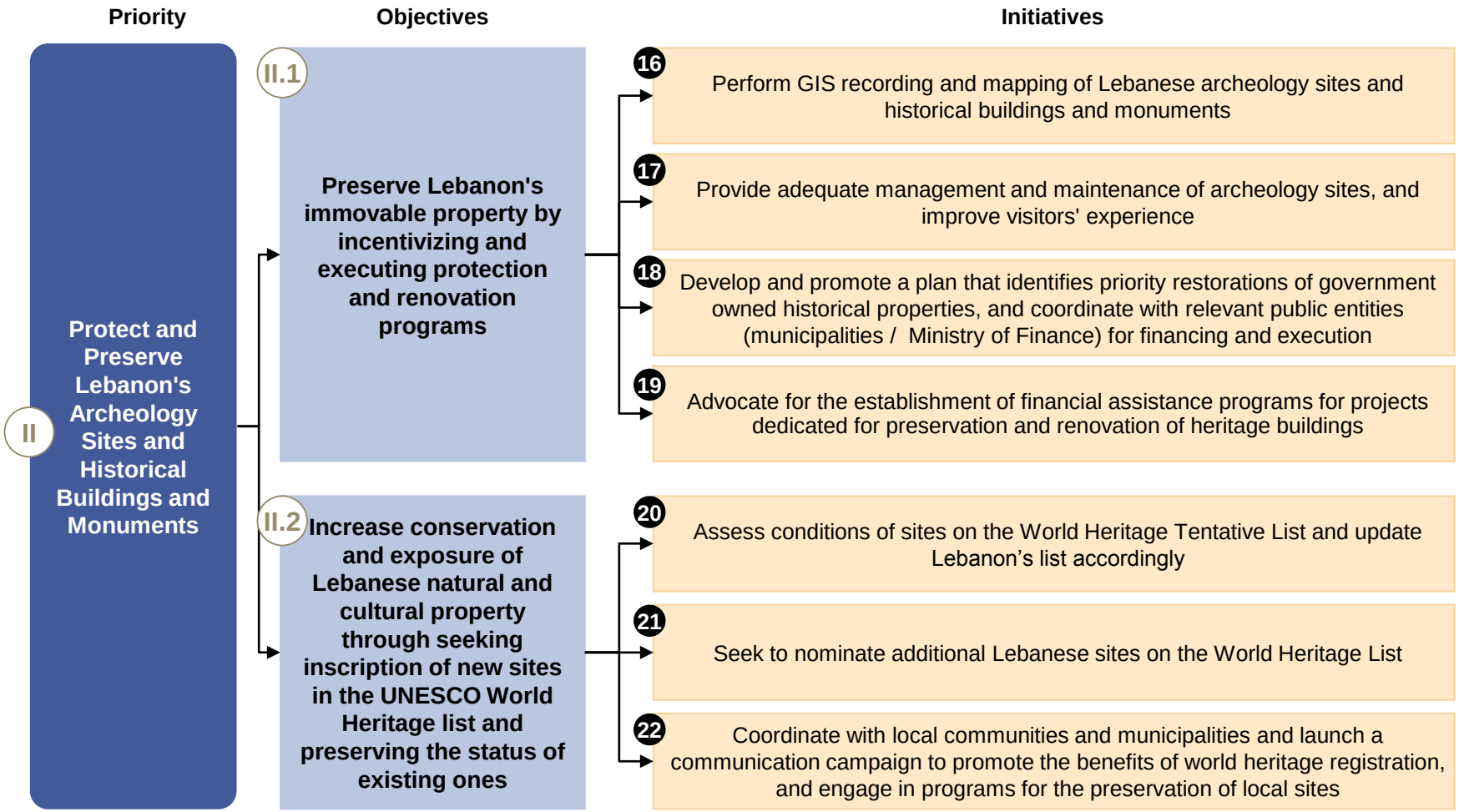

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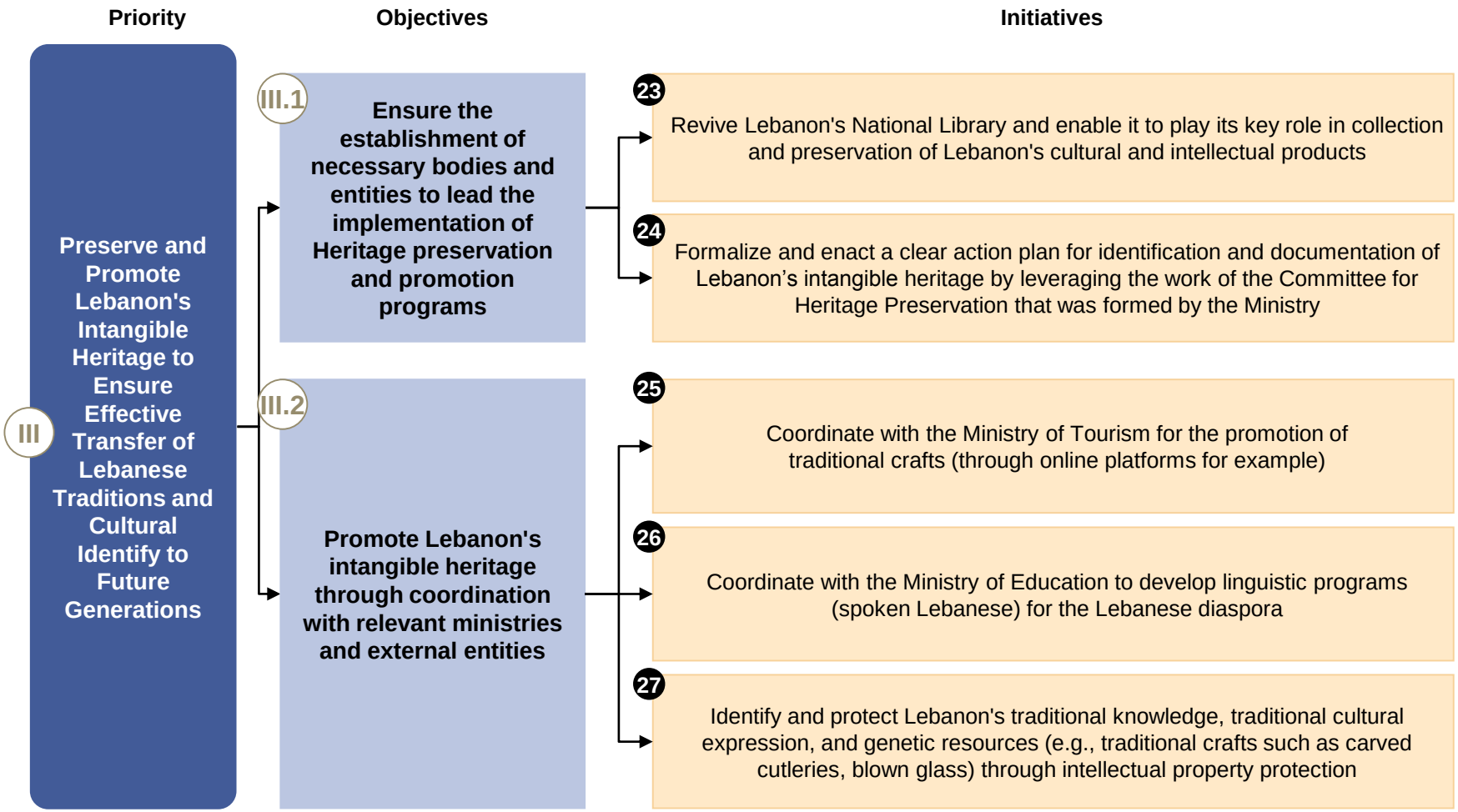

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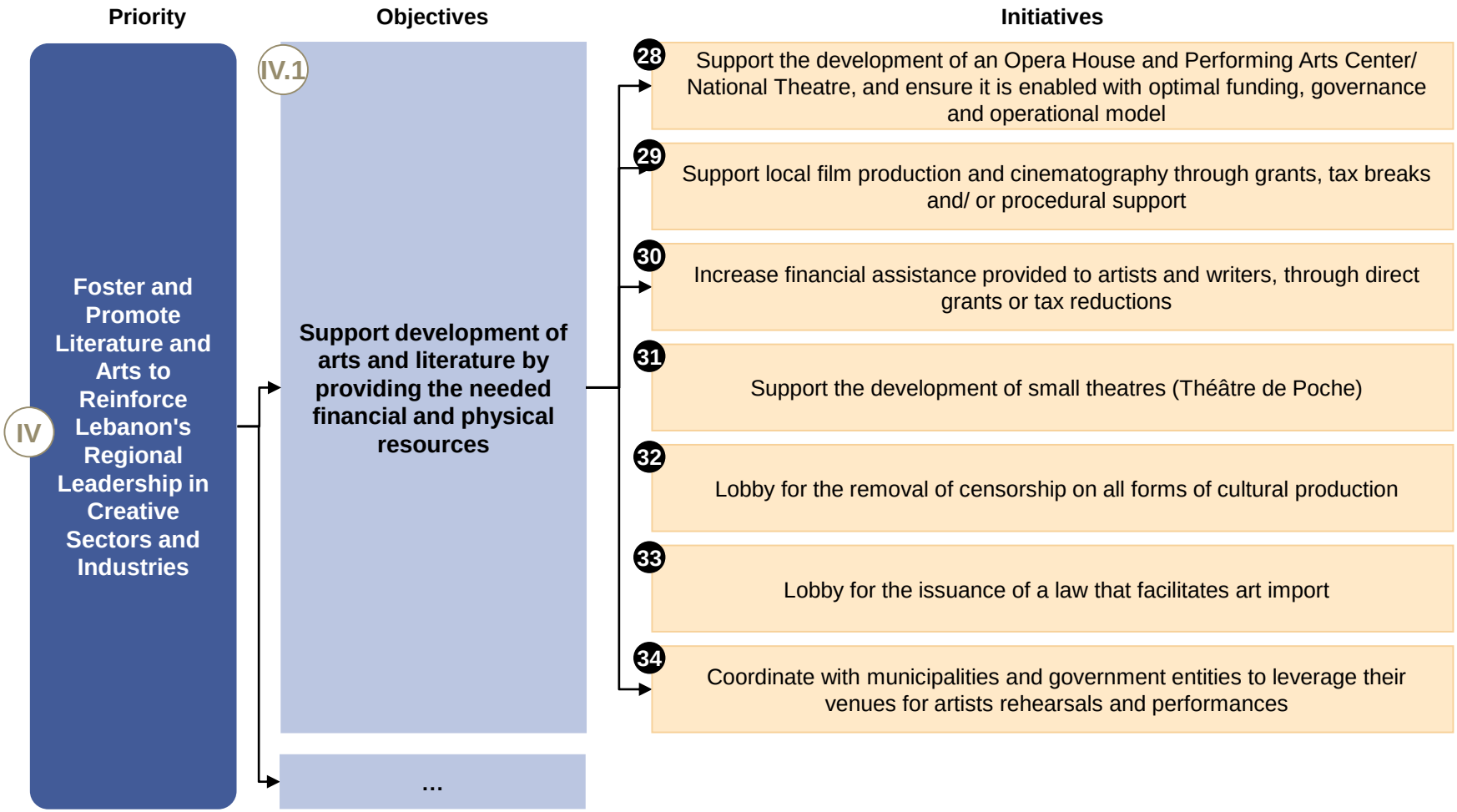

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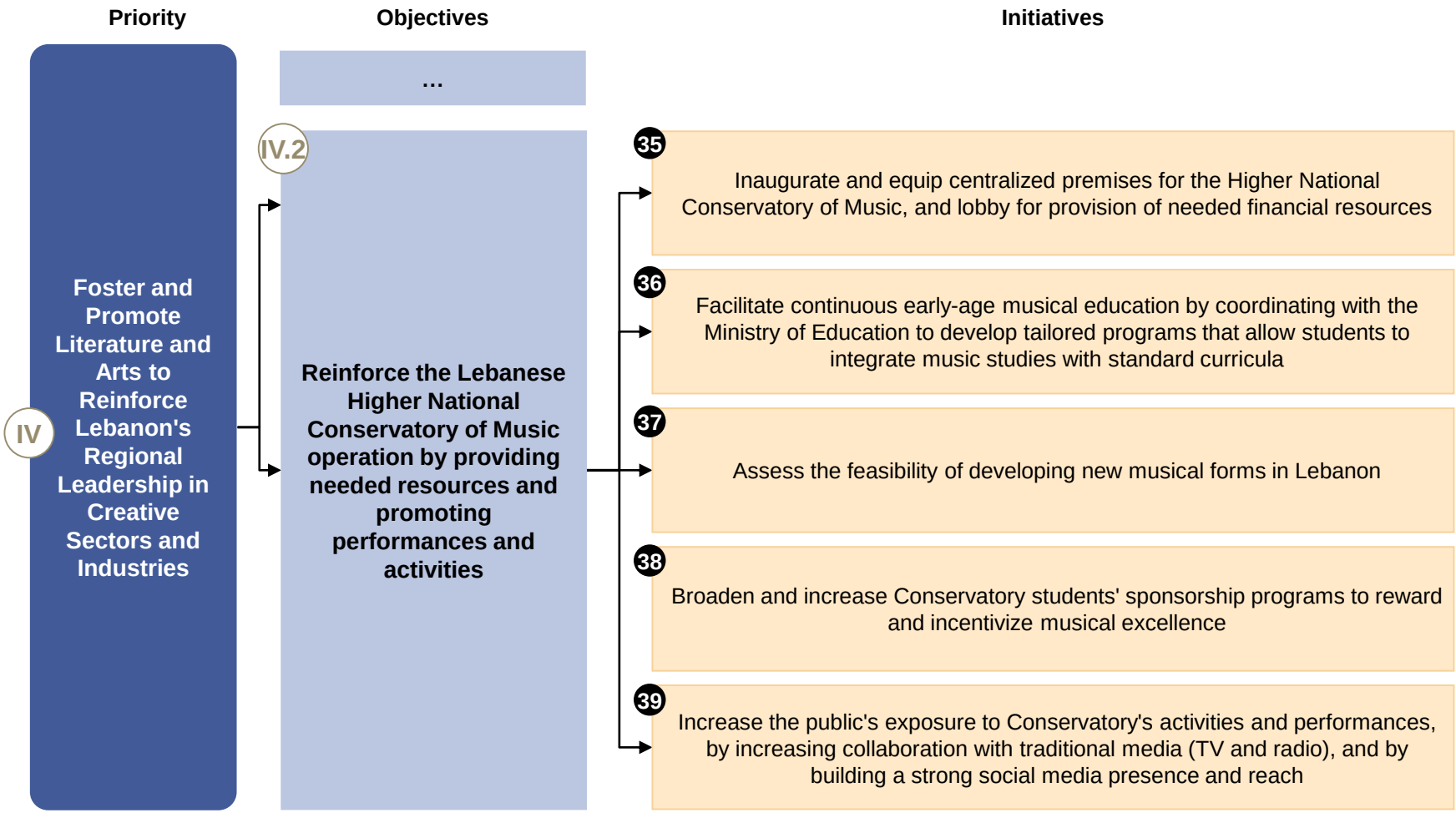

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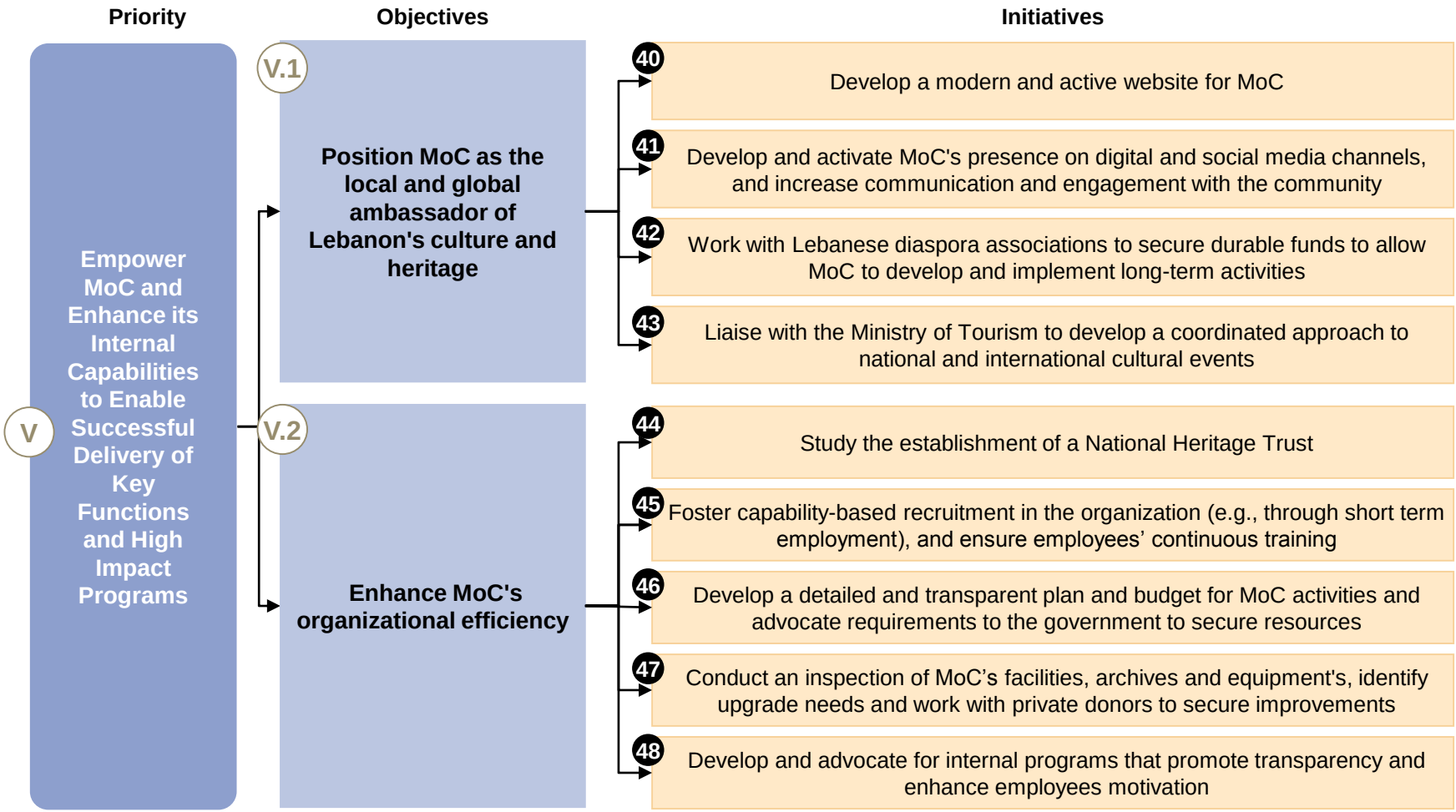

Source: Strategy& Team analysis

The 48 identified initiatives were prioritized based on a two-dimensional framework

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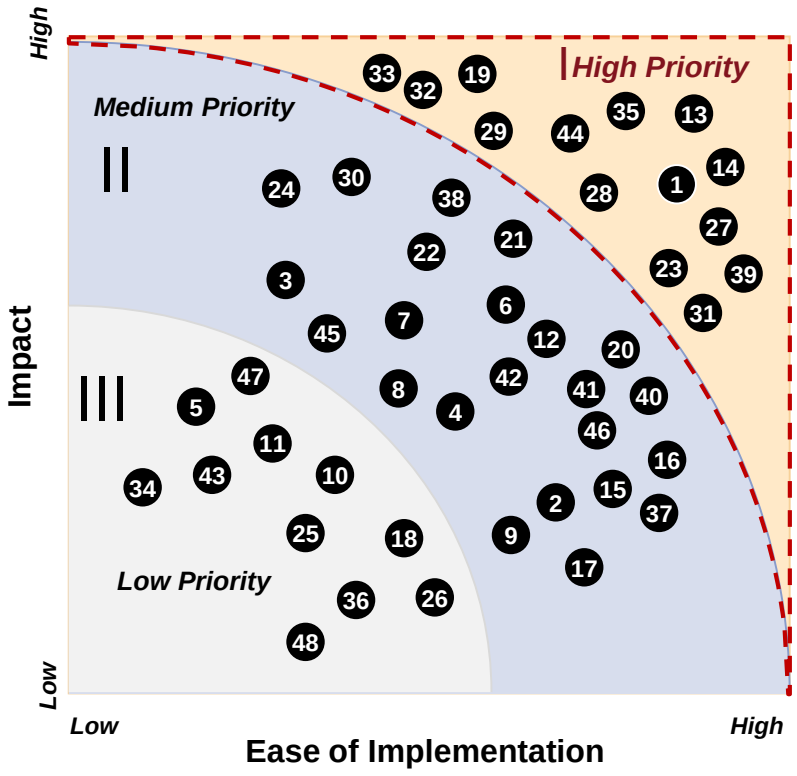
MoC Initiatives Prioritization – Key Assessment Criteria

Prioritization Criteria

	Sub-criteria	Weight
1 Ease of Implementation	Resource Requirements (human & financial)	40%
	Ease of Securing External Approvals/ Buy-ins	30%
	Complexity (time and technical challenges)	30%
2 Impact	Significance of the Challenge Addressed	40%
	Swiftness of Materialization of Impact	30%
	Prerequisite / Enabler for Other Initiatives	30%

Prioritized Initiatives



Source: Strategy& Team analysis

As such, 14 initiatives were deemed as high-priority, given their expected high impact & relative ease of implementation

MoC Initiatives Prioritization – High Priority Initiatives

Order does not Reflect Execution Priority

Study the establishment of a National Heritage Trust	Support the development of an Opera House and Performing Arts Center/ National Theatre, and ensure it is enabled with optimal funding, governance and operational model
Lobby for and promote creation of "Friends of the Museums" association with the goal of supporting MoC in critical operational and fundraising activities	Support local film production and cinematography through grants, tax breaks and/ or procedural support
Create a digital record of all artifacts stored and displayed in national and site museums	Support the development of small theatres (Théâtre de Poche)
Launch a digital crowdfunding project to secure needed financial resources to restore and display selected high-importance items	Lobby for the removal of censorship on all forms of cultural production
Advocate for the establishment of financial assistance programs for projects dedicated for preservation and renovation of heritage buildings	Lobby for the issuance of a law that facilitates art import
Revive Lebanon's National Library and enable it to play its key role in collection and preservation of Lebanon's cultural and intellectual products	Inaugurate and equip centralized premises for the Higher National Conservatory of Music, and lobby for provision of needed financial resources
Identify and protect Lebanon's traditional knowledge, traditional cultural expression, and genetic resources (e.g., traditional crafts such as carved cutleries, blown glass and copper)	Increase the public's exposure to Conservatory's activities and performances, by increasing collaboration with traditional media and by building a strong social media presence

Source: Strategy& Team analysis

Immovable / Movable Property ***Intangible Heritage*** ***Arts & Literature***