



ANNUAL ACTIVITY REPORT  
**2022**

**REVIVING A COLLAPSING  
ECONOMY**



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## MANIFESTO

### WE BELIEVE THAT

A nation's economy is its backbone, having an immediate as well as a lasting impact on pretty much every single citizen

### WE WANT TO LIVE IN A COUNTRY WHERE

Each worker, farmer, producer or entrepreneur, in the Agri Food industry, is fairly compensated and gets presented with equal growth opportunities.

### WE EMBRACE

Fair Trade guiding principles.

### WE WANT NOTHING MORE THAN TO

Contribute to limit the exodus of the youth (brain drain), and help improving living conditions.

### WE CARE DEEPLY ABOUT

Heritage, culture, sustainability and gender equality.

### WE HOPE TO ONE DAY

Lebanon's economy will become productive & sustainable

### WE FEED OFF

Faith, Courage and Enthusiasm

### WE WILL BE RESPONSIBLE FOR

Discovering, supporting and providing business development solutions & market opportunities to those who need

### WE WILL SHOW THE WORLD

The potential of the Lebanese Culinary Traditions & support its national Cuisine branding



# ABOUT FAIR TRADE LEBANON

## WHO ARE WE?

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FAIR-TRADE Lebanon is a local Agri-Food development NGO that provides support to emerging SMEs, small scale dynamic producers, cooperatives and low-income workers and farmers living in Lebanon, yet ambitious and driven towards larger goals.

## OUR VISION

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We envision Lebanon as a productive & sustainable country because we believe in the richness of our culinary heritage, and the potential of every Lebanese wherever present in Lebanon or abroad

## OUR MISSION

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Provide business development support, access to “markets” and export opportunities to dynamic and resourceful agro SMEs, small producers, and food processing cooperatives living in Lebanon, to enable them to meet today’s consumer’s demands, implement ethical & Fair Trade” business standards, and stimulate growth.



# ABOUT FAIR TRADE LEBANON

## OUR VALUES

### FAIR TRADE

Operate based on our Fair-Trade guiding principles.

### PROMOTE LOCAL

Stay curious and help discover, preserve and promote local culinary treasures and produce.

### GENDER EQUALITY

Implement best practices in promoting gender equality and providing equal opportunities to build a culture of respect and fairness.

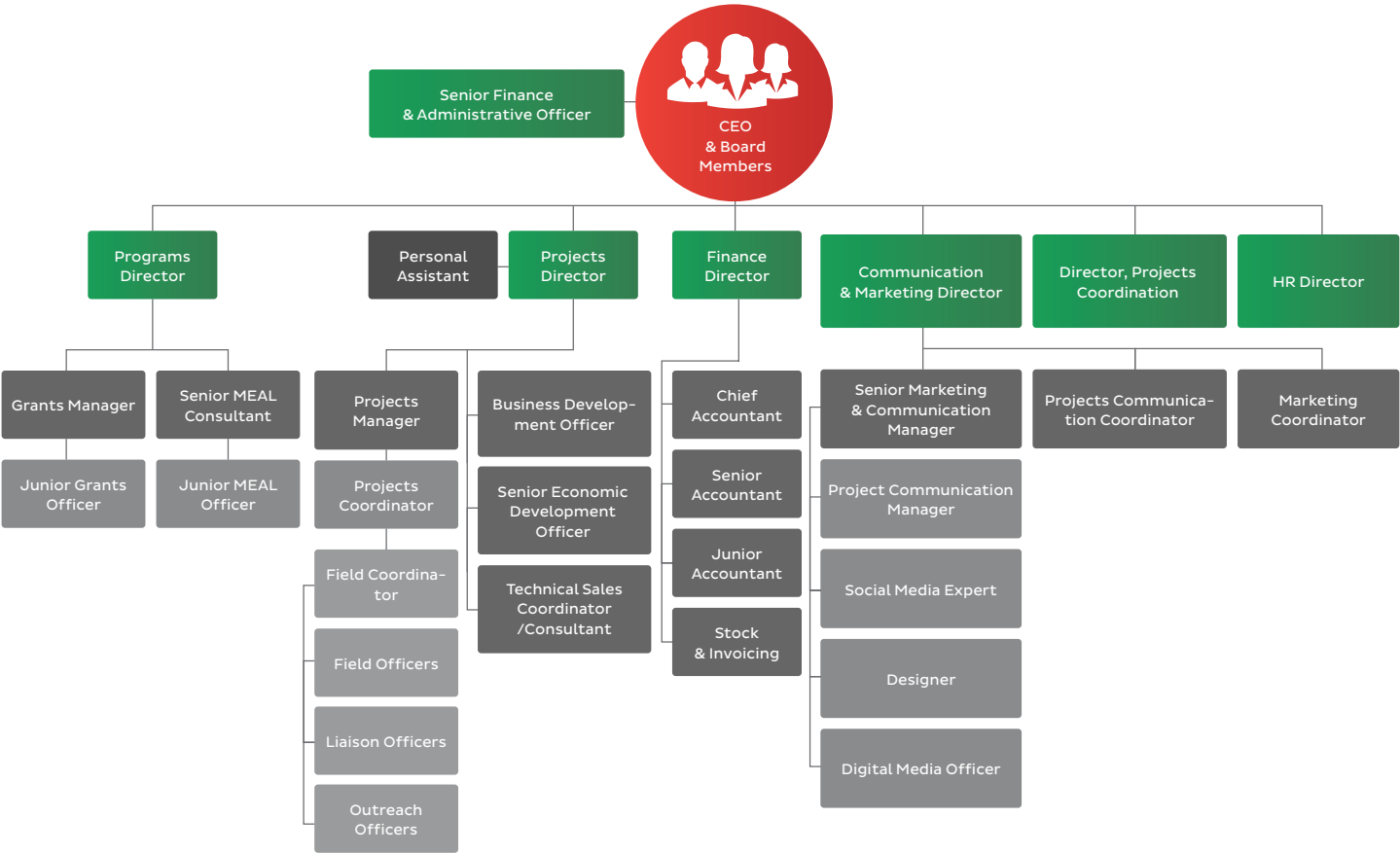
### BE AN AGENT OF CHANGE

We are in this to eventually make a positive change and improve the livelihoods of disadvantaged rural populations in Lebanon.



## OUR STRUCTURE

### FTL ORGANIZATIONAL STRUCTURE-DECEMBER 2022



# ABOUT FAIR TRADE LEBANON

## STRATEGIC PILLARS AND ZONES OF INTERVENTION

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### OUR MAIN PILLARS



#### *Producer Support & Sustainable Development*

Empowering farmers, cooperatives and SMEs through in-kind support fostering equitable growth.



#### *Environment & Ecological and Social Transition*

Nurturing sustainability by supporting ecological and society transition to protect the ecosystems.



#### *Advocacy*

Influencing public opinion and decision-makers, uniting public and private sectors for positive societal change.



#### *Access to Market*

Benefit from business development experts, B2B events, International exhibitions, and much more.



#### *Access to Standards*

Learn all about export regulations and receive technical training in food safety, labelling, digital marketing, and others.



#### *Access to Finance*

Improve your funding capacities through partnerships with financial institutions.

# 01 OVERVIEW

2022 has not been an easy year to manage in Lebanon with a recovery from a global pandemic while undergoing an internal political crisis and regional geopolitical upheavals challenges of all kinds, all with a national financial, banking and monetary collapse which remains in freefall with no serious plan for recovery. An unprecedented crisis with grave consequences for households, retirees and the health sector, education, services, production, trade... an exorbitant price of fuel which still prevents the working class from going to their place of work, and base salaries which have reached misery with a continuous declining purchasing power.

With the many obstacles that the Lebanese have had to face, FTL has had its share of difficulties to overcome, but also has seen its raison d'être anchor itself more deeply alongside the poorest farming communities it has served for 16 years now. The scope of work has been extended to reach SMEs and large companies by providing them with solutions and services such as access to financing, international standards, and opening up the way to international markets.

With more than 20 projects lead and implemented by a team of 42 professionals

58% of which are women, FTL is striving to make a highly positive, sustainable and strategic impact on the people and the environment. Cooperatives, rural communities, women, youth, fishermen, agriculturists, craftsmen and women as well as SME's constitute definitely for us the main pillars of a rising economy .

This comprehensive document is highlighting the numerous activities and initiatives undertaken by the organization throughout 2022 as well as its achievements. Our professionals have worked diligently to address the various challenges facing Lebanon, including economic struggles, and social issues, youth and women empowerment, community development, sustainability, and humanitarian aid.

The report also examines the organization's financial performance and sustainability, demonstrating its dedication to responsible financial management and transparency with a budget of 6.4M USD deployed to build stronger relationships with beneficiaries and other stakeholders. We are proud to vitally contribute in addressing the various challenges facing the country and thus open up the door for solutions, and hope for a better future.



**6,366**  
BENEFICIARIES



**233**  
ENTITIES\*



**200**  
FOOD BOXES



**4,356**  
EMPOWERED  
WOMEN



**476**  
TRAININGS  
DELIVERED IN

**62**  
MULTIPLE  
TOPICS

\* Cooperatives, MSMEs, SMEs & Municipalities



# 02 HIGHLIGHTS 2022

## UNLOCKING THE POTENTIAL OF THE LEBANESE COOPERATIVE SECTOR

The efforts of FTL's team have paid off as their goal to contribute to the growth and development of the cooperative sector in Lebanon has been achieved. In just two years, FTL has made significant progress as the share of Lebanese cooperatives in the international market has increased substantially. From June 2020 to May 2021, their exports baseline was estimated at 308,030 US\$, while from June 2021 to May 2022, their exports were estimated at 564,573 US\$, representing an impressive increase of 45.44%.

Additionally, the growth in exports accompanied an increase in headcount across 15 cooperatives spread throughout Lebanon. While the number of employees in these cooperatives was estimated at 157 from June 2020 to May 2021, it rose to 176 employees from June 2021 to May 2022, representing a significant increase of 12.10% despite the severe economic crisis.

FTL aims to continue its efforts to improve the cooperative sector in Lebanon by offering them a viable economic model to boost the competitiveness and sustainability of Lebanese cooperatives and small SMEs, especially those located in remote areas.

## KEY FINDING ON THE LEBANESE AGRI-FOOD EXPORT

The FTL Report on Lebanese agri-food export between 2019 and 2021 has uncovered a significant finding of exceeding expectations: the total exports in 2019 amounted to \$647M and soared to \$949M by 2021, surpassing the objective set by BIEEL project by \$322M, which was originally aimed only to raise by \$50M in 2023. A six-fold increase of the target was accomplished in only two years!



The report was presented on 26 July 2022, at ESA Business School in the presence of His Excellency Dr. Amin Salam, Minister of Economy and Trade, the Directors General of LIBNOR, the Ministry of Industry and the Lebanese Customs Administration, the President of SFLI, as well as the heads and representatives of Chambers of Commerce, Lebanese companies operating mainly in the food sector, economic and social bodies and civil associations.

Read the report here [Publications | FTL | Fair Trade Lebanon](#).



## 02 HIGHLIGHTS 2022

### THE LEBANESE PAVILION AT SIAL-PARIS: A WHOLE WORLD SEATED AT THE LEBANESE TABLE

“Lebanon: Taste Our Land, Taste Our Heritage” is how the Lebanese pavilion was baptized at the SIAL international exhibition in Paris which took place between October 15th and 19th, 2022. US MEPI and Fairtrade Lebanon were the main organizers of the event realized in partnership with IDAL, the Embassy of Lebanon In France and three Lebanese Ministries: Economy and Trade, Industry and Agriculture, and with the support of: ALI, SLFI, RMF, ESA Business School, CCI France Liban-MEREF, Chambre de Commerce Franco-Libanaise and MTV.

High-ranking French, Lebanese and American officials attended the inauguration ceremony: the French Minister of Agriculture and Food Sovereignty, Mr. Marc Fesneau, the Lebanese Minister of Industry, HEM George Bouchikian, the Ambassador of Lebanon to France, HEM Rami Adwan, Ms. Elizabeth Litchfield representing the US embassy in France and US MEPI, MP Michel Mouawad in his capacity as President of the René Mouawad Foundation, and MP Simon Abi Ramia. Also present were the Directors General of the three above-mentioned ministries<sup>1</sup>, in addition to prominent economic figures.

The pavilion was strategically located at the entrance of the SIAL hall that hosted more than 7,200 representatives from 119 countries. This gave the 19 Lebanese companies, which shared 230 m2, allocated to Lebanon, a great exposure despite the low budget they had for decoration; the exhibition was visited by more than 260.000 professionals. It's noteworthy

that, in collaboration with CCI France Liban-MEREF a B-to-B meeting day was organized for the exhibitors in order for them to meet targeted French Buyers. The outcome from this Fair was very satisfying and promising to all participants.



1. Mr. Louis Lahoud (Agriculture), Dr Mohamad Abi Haidar (Economy and Trade) and Mr. Dany GEDEON (Industry)

# 03 OUR PROJECTS

## AFDAL III, PHASE 1 – AGRICULTURE FARMERS DEVELOPMENT AND LIVELIHOODS III



Agriculture Farmers Development and Livelihoods III (AFDAL III) phase 1 is a 3.5-month funded by the World Food Program (WFP) and operated by CARE International in Lebanon (CIL), Fair Trade Lebanon (FTL) and the Association for the Development of Rural Capacities (ADR).

Phase III started in September 2022 and aimed to improve the resilience of vulnerable Lebanese and displaced women and men in North Lebanon, Akkar, South Lebanon, Nabatiyeh in the face of economic and climatic shocks and stressors affecting food security, nutrition, and wellbeing. The project objectives are to improve the ability of vulnerable groups to participate in resilience programs, enhance the management of natural resources, improve the inclusiveness of food systems, and promote climate adaptation practices.

The activities of this project included the distribution of food baskets, provision of technical and business literacy training, linkage of beneficiaries to market opportunities, provision of materials and extension services for production capacity and quality enhancement. The project has successfully impacted several beneficiaries, including participants who opened their own restaurants, a butchery and farmers who worked to promote their products internationally. The project has reached 194 beneficiaries in total, including 150 individuals and 44 cooperative members.

## INTRODUCING SUSTAINABLE WATER INFRASTRUCTURE FOR REHABILITATION OF UNUSED AGRICULTURAL LAND AND BUILDING THE CAPACITIES OF VULNERABLE LOCAL POPULATION IN NORTH LEBANON IN RESPONSE TO ECONOMIC AND ENVIRONMENTAL CRISIS



Funded by PIN-Slovackaid, this project, that began in October 2022 aims to bring safe water to key locations and to increase awareness on water management. The activities involved include implementing irrigation and rain harvest systems, water testing and certifications, training on sustainable farming and water infrastructure management as well as awareness sessions for farmers and municipality members. The project aims to benefit 120 farmers, 35 refugees and 1000 residents including youth and adults that will be informed through awareness raising campaigns about effective water management.

## HADAYA



The project, which took place between November and December 2022, was carried out with funding from PIN\_Slovack-aid. Hadaya supplied necessary equipment to two small-scale beekeepers in Akkar and a cooperative in Batroun. Moreover, seeds were distributed to benefit 100 farmers

## 03 OUR PROJECTS

from five villages in the North. As part of this initiative, FTL supported the SOS village in Kfarhay by providing a wood shredder to establish a medium-sized composting facility for recycling organic matter.

### **TARIK AKHDAR: STRENGTHENING OF SMALL LEBANESE ECONOMIC ACTORS THROUGH A RANGE OF SERVICES INTEGRATING SUPPORT FOR ECOLOGICAL TRANSITION AND INNOVATIVE AND ADAPTED FINANCIAL PRODUCTS**

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Tariq Akhdar project aims to promote rural and agricultural development in various regions including North, South, Akkar, Nabatiyeh, Bekaa, Baalback, and Hermel. Funded by AFD, Actes and Drosos, the project began in 2022 and will last for 36 months; The project is being implemented by operating partners FTTL, FTL, and Al Majmoua, as well as partners such as ADIE and SIDI.

The project's overall objective is to contribute to the revival of the Lebanese rural and agricultural economy, with a focus on promoting responsible development and sustainable practices. Specific objectives include the support and financing of cooperatives and micro-enterprises that adopt socially and ecologically sustainable operating methods, as well as the strengthening of institutional capacities of FTL, FTTL, and Al Majmoua to support targeted production units and extend their influence in favor of fair trade and ecological and social transition. More than 1123 individuals, including 562 women, will be benefitting from this project.

### **FOOD SAFETY IN TIMES OF HARDSHIP: STARTING AN AGRICULTURE PROJECT TO ENSURE SELF-SUFFICIENCY FOR SOS CHILDREN'S VILLAGES LEBANON.**

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The Food Safety in times of hardship project was a partnership between FTL and SOS Children's Villages in North Lebanon, funded by the Austrian Embassy. The project aimed to support the SOS Children's Village to become more self-sufficient in fruits and vegetable consumption while reducing food expenses and increasing the variety of fresh produce. The project's beneficiaries were women and youth, and the activities included installing greenhouses, optimizing and planting land, and reorganizing a chicken coop to increase productivity and yield. The project started during the month of August 2022 for a duration of 6 months. The project aims to give SOS Children's village the capacities to be self-sufficient in producing their own fruits and vegetables on their lands.

### **FOOD FOR AKKAR (FFA)**

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Food for Akkar is a project that aims to improve food security in the Akkar region by enhancing the abilities of farmers and enabling vulnerable communities to access necessary food resources. It started in 2021, and spans over 36 months. The "Coopération Monégasque"-Monaco is the donor organization, and FTL is the operating partner. The project focuses on

## 03 OUR PROJECTS

providing technical and business training to farmers, developing a nursery, and providing agricultural inputs and equipment to maintain productivity. The objective is to increase the resilience of farmers and maintain their sustainable activity so that Akkar region can achieve better access to fresh produce. The project serves 200 cooperative members (10 farming cooperatives), 100 refugees and 100 households.

### KABAB BEL KARAZ



The project “Kabab Bel Karaz” is funded by the Norwegian Refugee Council. It started in August 2022 for twelve months but was extended at the end of 2022 for three more months. The project’s primary objective is to enhance the resilience and self-sufficiency of the Aarsal community by establishing robust and locally focused food and agricultural systems. By engaging the residents of Aarsal, including Lebanese nationals, Syrian refugees, youth and other vulnerable groups, the project strives to promote sustainable practices that will not only enhance food security but also create livelihood opportunities, increase income, improve overall well-being and market access for food producers. The project targets 140 beneficiaries, including 60 women, 60 refugees, and 20 youths.

### AGRIFOOD MARKET SURVEY 2021



The FAO-funded survey took place from February 2022 to November 2022, with the objective of identifying the obstacles and difficulties encountered by the most affected

sub-sectors within Lebanon’s agrifood industry during the crisis. Additionally, the survey put forward recommendations and opportunities that would contribute to the sector’s recovery. To achieve this, the survey involved a literature review of the impacted sub-sectors, the development of selection criteria for sub-sectors and two value chains within each, the conduction of 13 key informant interviews for qualitative data collection, a survey involving over 400 participants from various value chain roles, such as input suppliers, producers, post-harvest facilities, and exporters, and the subsequent analysis of the collected data to generate a comprehensive report synthesizing the findings.

### SUSTAINABLE FACILITY MANAGEMENT AT PUBLIC SCHOOLS IN LEBANON- SUFA



Funded by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), SUFA started in December 2020 and is still ongoing.

The SUFA project aims to improve the daily calories intake of kids and adults (school children’s parents, teachers and school staff) through the daily provision of healthy breakfasts/lunches, support local producers (at least 10 MSMEs and/or cooperatives) and increase school staff’, children’s and children’s parents’ awareness and capacities on food and healthy habits related topics. In addition, SUFA seeks to improve the school conditions for Lebanese and non-Lebanese children by equipping schools with Saj stations and allowing their staff to prepare fresh meals for breakfast and/or lunch.



## 03 OUR PROJECTS

### SHABAKE 1: STRENGTHENING RESILIENCE OF LEBANESE CIVIL SOCIETY IN ORDER TO IMPROVE CRISIS PREVENTION AND MANAGEMENT

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This project aims to improve crisis prevention and management in Lebanon by strengthening the Lebanese civil society's capacity to build socio-economic bridges between host and refugee communities. The project operates in Beirut, Mount Lebanon, and Bekaa, with a focus on Zahle, Western Bekaa, Ferzol, Sultan Yaacoub, Kfarzabab, and Majdal Aanjar municipalities. AFD is the donor organization, and Expertise France is the operating partner. The project's overall objective is to increase FTL's capacity to improve social and economic stability in Lebanon.

The specific objectives are to strengthen the leadership and decision-making role of Lebanese NGOs in crisis prevention and management, reduce tension between refugees and host communities in Bekaa through economic empowerment, and improve social cohesion. The project intended to manufacture five women's processing cooperatives' equipment and provide technical training and business development assistance to these cooperative members. Additionally, 212 vulnerable women will participate in an Agro-food training program, and 213 food parcels will be distributed to 213 individuals. In addition, all 302 participants have completed technical and vocational trainings. Overall, the SHABAKE project aims to improve crisis prevention and management by strengthening the Lebanese civil society's resilience.

### UNDP-SUPPORTING STABILITY IN VULNERABLE HOST COMMUNITIES IN LEBANON

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The UNDP-funded project led by FTL provided short and medium-term support to 50 SMEs and cooperatives in the Saida region. The intervention started in June 2008 for a duration of 8 months and aims at developing a localized intervention strategy, conducting data analysis, facilitating capacity building sessions, and acquiring essential tools and equipment. The project targets 50 entities (24 female led & 26 male led entities) that will directly benefit from the project: 29 MSMEs, 18 farmers, 3 coops the project's outcome aims to increase the chances of vulnerable Lebanese to succeed and grow their businesses into fully functional companies.

### UNDP – FRUITS & VEGETABLES OF AL QALAA MARKETPLACE

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This project, funded by UNDP and UKaid, started in 2021 and ended in the year 2022. Through the project, a marketplace was developed in Al Qalaa Union of Municipality. The project activities included the creation of an operating model supported by capacity building on business development topics. The project supported 20 cooperatives and 6 members of UoM. The project included a ToT program with union of representatives and key agricultural stakeholders. Many training sessions were also given to farmers and cooperatives members from the region.

## 03 OUR PROJECTS

### UNDP- “PROVISION OF CAPACITY BUILDING SWEIJANI SOUK EL JABAL FACILITY IN KAHLOUNIEH”



This capacity building project started in July 2022 for a duration of nine months. It focuses on enhancing the Sweijani Souk ElJabal facility in Kahlounieh, Chouf-Mount Lebanon. The main objective is to establish a local agriculture marketplace in the Kahlounieh region by assessing market potential, identifying business prospects, and strengthening stakeholders' capabilities in various areas including modern manufacturing techniques, hygiene and production practices, branding, sales, and marketing.

The project entails conducting a thorough market assessment, presenting recommendations, identifying potential partnerships, analyzing relevant job opportunities and trends, establishing an organizational structure, devising a Sales and Marketing plan, conducting financial forecasting, defining team composition, and outlining job descriptions. By implementing a clear operating model, the project aims to benefit 55 Lebanese individuals, enabling them to effectively manage and derive benefits from the marketplace in Baaklin.

### FISHERMEN CAPACITY BUILD SAIDA



This project, funded by UNDP, helped to build the capacities of the fisherman syndicate members of the fishermen cooperative in Saida and administrative unit responsible for

managing the fishing port and the existing fish market, and the permanent fishermen in the Saida region of Lebanon. The project lasted for three months, and the beneficiaries of the project were 62 male fishermen.

The beneficiaries were equipped with the necessary skills to manage and benefit from the fish market. The training sessions covered various aspects of fish market management, including financial management, resource management, and marketing. We hope that they will continue to apply the knowledge and skills learned during the training sessions to further develop and grow the market.

### PROVISION OF DIRECT SUPPORT TO FARMER'S COOPERATIVE IN AL- QAA



This project is funded by UNDP and has started in September 2022 for a duration of 16 months. It aims to support Al Qaa cooperative through cash for work and training, to decrease operational costs for 194 cooperative members, and promote their sustainability under difficult economic conditions. It aims also to provide short-term employment and support for the cooperative and improve livelihood, incomes, and well-being of the residents in this vulnerable geographic area.

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### PROJECT OF STRENGTHENING ARAB ECONOMIC INTEGRATION FOR SUSTAINABLE DEVELOPMENT



Funded by UNDP, in collaboration with the Moroccan Ministry of Trade, the Moroccan Investment and Digital Economy in Morocco, the Moroccan Ministry of Agriculture and UNDP Morocco, this project started in October 2021 and ended in May 2022. The project aimed to increase access to market, to develop a marketing strategy, to identify and implement digital marketing and to increase the selected beneficiaries' visibility on existing platforms. It supported 40 Lebanese and Moroccan SMEs to access the US market.

### ECOLOGICAL TRANSITION OF PRODUCTION PRACTICES & DECENT INCOMES FOR PRODUCERS IN WEST AFRICA: SUPPORT TO FAIR TRADE CERTIFICATION SCHEMES



Launched in 2021, in partnership with WFTO Africa & the Middle East and WFTO- Europe, this project's completion is scheduled for 2023. Funded by "Fond français pour l'environnement mondial", "Agence Française de Développement (AFD)" through Equite Afrique de l'Ouest Program ("Commerce Equitable France, Agronome et Vétérinaire Sans Frontières") and aims to increase the uptake of Fair-Trade practices in the targeted West African countries, enabling producer organizations, especially women's

organizations to take full advantage of the strengthened market opportunities.

### COOPERATIVE DEVELOPMENT ACTIVITY- (CD4) CAPACITY BUILDING SUBAWARD



This project, funded by Ventures 37, aims to strengthen primary cooperative level for women and youth in Lebanon towards food processing cooperatives. The implementation of the project began in August 2022 and is supposed to end by March 2023.

Its main objectives are to foster market and business connections for the supported cooperatives, to enhance the capacity building of primary cooperatives in food processing, and support the development of an enabling environment and impact significantly the livelihoods of both Lebanese and Syrian refugees. The beneficiaries of the project are six women-led cooperatives, consisting of 125 members from the villages of Ain Ata, Andket, Haris, Hasbaya, Kawkaba, and Mhaydthe.

### THE CHASE YOUTH EMPOWERMENT PROGRAM



The CHASE Youth Empowerment Program, funded by Novo Nordisk foundation in partnership with DRC, a 36-month project that started in the end of 2022 and is supposed to end in July 2024. It aims at enhancing social and economic empowerment and self-reliance for young Syrian refugees



## 03 OUR PROJECTS

and other conflict-affected youth in North Lebanon and Bekaa. The project activities will be focused on the support of youth in pursuing their aspirations and on enhancing the financial, social, and technical capital of youth households. The project includes vocational training, work-based learning, technical production trainings on productive assets, entrepreneurship, and access to finance. The project will be benefiting to 720 households, including 120 youth aged under 26.

### **J-MED 2: SUPPORT SOCIAL ENTREPRENEURSHIP FOR YOUNG PEOPLE IN LEBANON THROUGH FRANCE-TUNISIA-LEBANON EXCHANGES.**



This project, funded by Ministère de l'Europe et des affaires étrangères and Gouvernement Princier, in partnership with IECD and J-MED, focus on improving youth employment in Lebanon through the strengthening of the Social and Solidarity Economy (SSE) in the agricultural sector. This project started in October 2022 and is supposed to end in June 2023. It aims to strengthen Lebanese youth entrepreneurs to have access to the necessary tools in the development of their social enterprise in the agricultural sector. The activities of the project will focus on Trainings, trainings for trainers (ToT) and peer to peer visit to Tunisia and France. The project will be supporting 15 youth entrepreneurs.

### **GIZ-NOOMOO LEB**



NOOMOO Leb is a business accelerator program supporting 25 agri-food MSMEs and cooperatives in Beirut and Mount Lebanon implemented by Fair Trade Lebanon in partnership with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH as part of the "Employment Promotion in Lebanon" project (EPL) and is financed by the German Federal Ministry for Economic Cooperation and Development (BMZ).

This business accelerator seeks to contribute to job creation in the agri-food sector by supporting the 25 production units in developing and sustaining their business. The program offers training sessions, customized coaching, and services to SMEs and cooperatives to improve their performance, planning, and management capabilities, and access to new markets. The project started in September 2022 and with a duration of 18 months.

### **MEDARTSAL - SUSTAINABLE MANAGEMENT OF ARTISANAL SALT MINES OF THE MEDITERRANEAN**



Funded by the European Union through the ENI CBC Med program, MedArtSal is a 3-year project launched in 2019 that aims to promote the sustainable development of artisanal salt pans, providing specific support on economic, environmental and governance issues related to salt production. By addressing common

## 03 OUR PROJECTS

challenges in 4 Mediterranean regions (Italy, Spain, Lebanon and Tunisia), the project seeks to promote the development of a sustainable and adaptable management model that encourages the territorial valorization of artisanal salt pans. The project is led by CUEIM - University Consortium for Industrial and Business Economics (Italy) and has the support of partners such as Association for the Development of Rural Capacities (Lebanon), Fair Trade Lebanon (Lebanon), IUCN Centre for Mediterranean Cooperation, MEDSEA Foundation (Italy), Saida Society (Tunisia), the University of Cádiz (Spain) and the Tunisian-Italian Chamber of Commerce and Industry, CTICI (Tunisia).

In Lebanon, the project focuses on preserving the last four artisanal Salinas found on the coast of Anfeh, and seeks to boost salt production, stimulate market actions, and help producers in exporting high-quality products.

MedArtSal model represents an innovative solution and provides innovative sustainable actions for Salinas, providing a sound operational support and specific guidance on the best development strategy compared to the features and needs of the area.

As a direct result, the project aims to engage the cooperation between several private-public actors and communities, composed by salt workers, SMEs, economic operators, policy makers, Universities, Research Centers, governmental bodies, and civil society in the Mediterranean.

### BIEEL PROJECT, AN ENTIRE CHAPTER OF SUCCESSES



The Business Innovation and Enhance Exports in Lebanon (BIEEL) project, launched in 2020, aims to support 70 SMEs and 30 cooperatives in Lebanon, enhancing their international trade and export capacities. The project's objectives include increasing business growth, promoting cooperation between producers, public authorities, and industry stakeholders, increasing food product exports by over 10%, and employment by over 2% in the country.

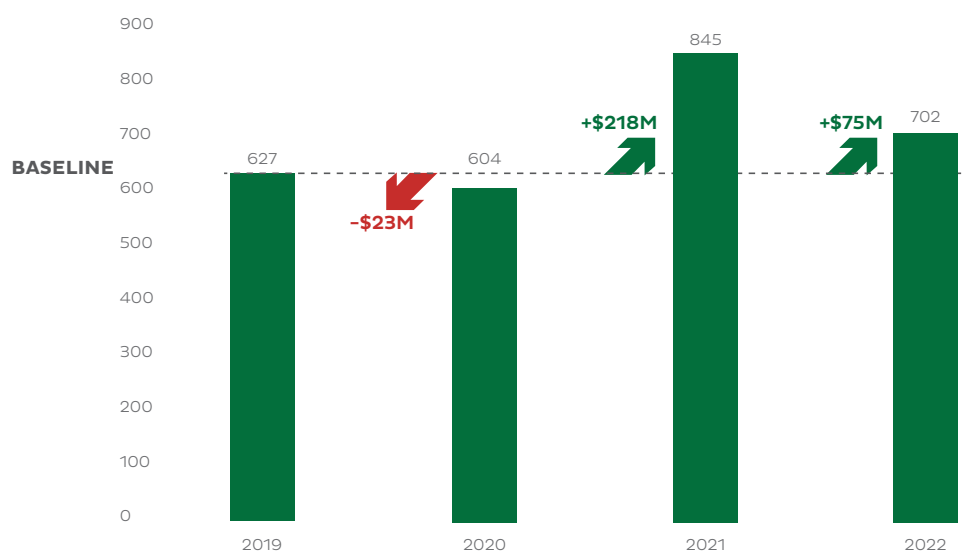
To achieve these goals, the project team has undertaken a series of key activities, including capacity building, access to certification, access to finance, access to market, establishment of an export bureau, market research, creation of clusters, and advocacy activities. The BIEEL project is profoundly contributing to the growth and development of the Lebanese economy, promoting private sector-led economic growth in a highly competitive and rapidly changing global market while improving the competitiveness of SMEs and cooperatives.

Thanks to the BIEEL Project that aims to boost Lebanon's agriculture exports, the exports in 2022 saw a good increase of \$75m compared to the baseline.

# 03 OUR PROJECTS

## Economic Performance

### EVOLUTION FROM 2019 TO 2022 (USD MILLION)



#### FOUR KEY TAKEAWAYS

- The baseline of the project is set at **\$627m** in 2019
- A drop of **\$23m** was seen in 2020 due to COVID
- In 2021, a big increase in export of **\$218m** was noticed compared to the baseline
- While the export in 2022 has seen a good increase of **\$75m** compared to the baseline

Source: Lebanese customs, UN Comtrade, Ministry of industry, FTL analysis

## STRENGTHENING ECONOMIC RELATIONS BETWEEN LEBANON AND FRANCE

On the sidelines of the SIAL international exhibition, FTL, in collaboration with the Ambassador of Lebanon to France, organized a series of meetings aimed at reinforcing economic relations between Lebanon and France.

The Minister of Industry, HEM George Boushikian, visited the Quai d'Orsay on October 17th, 2022, and met with the Minister Delegated for Foreign Trade, Economic Attractiveness and French Nationals Abroad, Mr. Olivier Becht, in the presence of HEM Rami Adwan, Ambassador of Lebanon to France.

On the same day, Mr. Boushikian met, at the Lebanese Embassy in Paris, with the Coordinator of International Aid for Lebanon, Ambassador Philip Dukan, in the presence of the Ambassador of Lebanon to France, HEM

Rami Adwan, and the Director General of the Ministry of Industry, Mr. Dany Gedeon.

On October 18th, 2022, Mr. Boushikian answered the invitation to participate in a meeting at the headquarters of the Chamber of Commerce and Industry in Paris with the President of the Chamber and members of its Board of Directors. The hearing session provided an opportunity to discuss and exchange views regarding the activation of industrial and mutual cooperation between Lebanon and France. The meeting was attended by the Ambassador of Lebanon to France, HEM Rami Adwan, the Director General of the Ministry of Industry, Mr. Danny Gideon, and the Director General of the Ministry of Economy and Trade, Mr. Muhammad Abu Haidar. Mr. Boushikian invited the members of the Chamber of Commerce and Industry to visit Lebanese factories and learn about

## 03 OUR PROJECTS

investment opportunities.

### **LAUNCHING OF LEBTRADE EXPORT PLATFORM- [HTTPS://LEBTRADE.GOV.LB](https://lebtrade.gov.lb)**

Under the BIEEL Project, FTL contributed to the launching of LEBTRADE, the first national trade portal that provides exporters in various productive sectors - including agriculture and agro-food - with all the information they need to access international markets.

LEBTRADE helps exporters discover promising new markets, ensure adherence to legal requirements and standards and learn how to expand their businesses outside Lebanon.

LEBTRADE visitors can find information on promising export markets, potential buyers, import and export controls, commercial roadmaps and requirements and standards. The portal will guide each exporter to discover their export readiness, set their export plan, conduct their market research, find potential buyers and adopt the appropriate approach to export pricing. It will help them learn about Free Trade Agreements, Quality Requirements and Standards, freight and logistics, export financing and shipping and export risks and mitigation.

LEBTRADE portal has a specific page that allows access to the "Big Data", that offers all the information regarding export, import of agri-food to and from the EU, The US, Australia and other significant markets, a strategic tool, implemented by FTL under the BIEEL project that will help Lebanese producers meet the International market demand.

### **FTL MEDIA HIGHLIGHTS AND WORLDWIDE ATTENTION**

The US Ambassador to Beirut, Mrs. Dorothy Shea, along with FTL CEO, Mr. Philippe Adaime, appeared in a two minutes video featured on TV and social media platforms highlighting the significance and accomplishments of the Middle East Partnership Initiative (MEPI) and its successful collaboration with FTL. The US Embassy in Beirut is proud to support local Lebanese businesses and agricultural cooperatives with export market access through MEPI. In partnership with Fair Trade Lebanon, MEPI is helping Lebanese businesses establish new pathways to global markets. Mr. Adaime summarized MEPI as a \$2.5 million project, targeting 33 cooperatives and 65 MSMEs, with a goal of facilitating their agri-food exports to international markets. He highlighted international exhibitions such as SIAL in France and MEPI's achievement in drawing hard currency during difficult times. The video closed with Her Excellency reaffirming the United States' commitment to support Lebanon: "We're in this together".

The Lebanese pavilion at the SIAL international exhibition attracted worldwide attention and triggered exceptional national and international media coverage. At the national level, the Lebanese pavilion, with its 19 companies taking part in the world's largest food exhibition, received intensive media coverage: up to 50 media outlets highlighted the importance of Lebanon's participation in this world-renowned event.

## 03 OUR PROJECTS

At the international level, the media coverage was remarkable. More than 35 international media outlets and journals covered the event, as for social media and its role in this event, the report reflects the success of the SIAL campaign. The number of followers on all channels has organically increased due to the public interest in the SIAL exhibition in Paris. In addition, the announcement of the Lebanese participation in SIAL Paris and the introduction of the Lebanese brands participating in the Lebanese pavilion had a great impact with a high reach that led to a large increase in FTL followers.

### FAST TRACK

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The Fast Track Export Program is a United Nations Development Program initiative funded by the Swedish International Development Corporation Agency and implemented in partnership with Fair Trade Lebanon and the Net Group. It aims to help Lebanese agri-food and cosmetics SMEs to enter the U.S. mainstream market and boost their exports.

A proud moment for our country and an opportunity to showcase the Lebanese products to the world. Thanks to this program, the Lebanese SMEs under the “Fast Track Export Support to the U.S.” program have made it to the U.S. Market.

# 03 OUR PROJECTS

## FUNDING PARTNERS



World Food Programme





# 03 OUR PROJECTS

## PROJECT PARTNERS





# 03 OUR PROJECTS

## LEBANESE INSTITUTIONS



# 04 FINANCIALS

## PROFIT & LOSS 2021-2022

The year 2022 was marked by significant developments in terms of stabilizing currency rates, both in the wider market and specifically at Fair Trade Lebanon. As a result, all income and expenditures were recorded in USD using the Sayrafa platform, which facilitated transparent and efficient transactions.

The Profit and Loss statement for 2022 reflects the impact of currency rate fluctuations. Conversion losses decreased due to the convergence between the black-market USD rate and the Sayrafa market rate. However, there was still a considerable gap between the Sayrafa rate and the legal rate, resulting in conversion losses and positive differences of exchange.

For the 2023 budget projection, conversion losses are expected to decrease further. New regulations aim to stabilize currency rates and align them with the official legal rate, reducing losses in currency conversions.

Income is anticipated to decline by approximately 20% in 2023 due to the closure of high revenue projects. However, there is optimism for the future, with a projected return to 2022 income figures by 2024, amounting to 4.9 million USD. This projection reflects the expectation of new opportunities and successful strategies to recover from the temporary decline in income.

## EXPENDITURES

DESCRIPTION	2021 (IN USD)	2022 (IN USD)
Raw Material	1,778.71	
Beneficiaries Transportation	186,910.59	134,617.29
Maintenance	21,086.23	28,690.81
Communication	48,836.85	77,611.85
Rent	104,699.16	52,040.32
Travel & Accomodation	51,024.16	171,050.71
Consultants and trainings	1,324,091.91	1,110,424.65
Studies and Value Chains	4,887.44	8,198.10
Certification costs	32,792.95	15,166.15
Insurance	2,621.63	1,589.66
Beneficiaries Support and Activities	888,967.89	924,414.36
TOTAL ACTIVITIES EXPENDITURES	2,667,697.52	2,523,803.91

## 04 FINANCIALS

DESCRIPTION	2021 (IN USD)	2022 (IN USD)
Salaries	613,625.97	2,058,681.48
Social Security	101,242.45	143,705.93
Employees Transportation	30,338.97	237,915.76
<b>TOTAL EXPENDITURES STAFF</b>	<b>745,207.39</b>	<b>2,440,303.16</b>
Other Taxes	27,779.90	31,937.76
Depreciation and amortization	17,033.57	20,387.93
Prov.Alloc.of Eos	6,555.92	50,362.63
Prov. Credit Loss	31,407.45	
Conversion losses / current transactions	1,668,995.43	1,130,373.45
Interest / bank charges	23,966.26	32,084.12
Non Operating Charges	61,979.99	230,135.46
<b>TOTAL FINANCIAL FEES</b>	<b>1,837,718.51</b>	<b>1,495,281.34</b>
<b>GRANT &amp; ALLOWANCES TO BENEFICIARIES</b>		<b>-</b>
<b>TOTAL EXPENDITURES</b>	<b>5,250,623.42</b>	<b>6,459,388.42</b>
<b>NET RESULT- EXCESS</b>	<b>677,346.24</b>	<b>398,737.51</b>

### REVENUES

DESCRIPTION	2021 (IN USD)	2022 (IN USD)
Invoiced Services	73,374.19	612,811.58
Grants Revenues	2,464,942.24	2,484,699.34
Positive Difference of Exchange	3,129,943.00	3,741,548.20
In kind Revenues	258,473.27	-
Other Non Operating Revenue	-	416.86
Advances on Obligated Grants		
Reversal prov. End of serv.	1,236.96	18,649.94
<b>TOTAL REVENUES (USD)</b>	<b>5,927,969.66</b>	<b>6,858,125.93</b>

## BALANCE SHEET AT 31/12/2022

### ASSETS

DESCRIPTION	2021 (IN USD)	2022 (IN USD)
Development research	-	-
License, trademark	12,975.02	12,975.02
<b>INTANGIBLE FIXED ASSETS</b>	<b>12,975.02</b>	<b>12,975.02</b>
Technical inst. machinery & equipment	37,042.55	40,542.55
Transporting equipment	36,577.54	46,077.54
Other tangible fixed assets	98,542.13	122,825.64
Investement FTTL	504,955.22	504,955.22
<b>TANGIBLE FIXED ASSETS</b>	<b>677,117.44</b>	<b>714,400.95</b>
<b>DEPRECIATION</b>	<b>-86,874.51</b>	<b>-107,262.44</b>
<b>TOTAL FIXED ASSETS</b>	<b>603,217.95</b>	<b>620,113.53</b>
Account Receivable - Invoice	17,769.49	185,335.24
Advances paid / Purchase orders	2,075.00	8,802.35
Taxes to be deducted	172,305.99	189,937.86
Other accounts receivable	289,424.19	553,288.89
Grant to receive	1,816,228.87	1,560,342.30
<b>TOTAL CIRCULATING ASSETS</b>	<b>2,297,803.54</b>	<b>2,497,706.64</b>
Banks	617,879.65	453,969.55
Cash	165,586.10	44,475.39
<b>TOTAL CASH</b>	<b>783,465.75</b>	<b>498,444.94</b>
<b>TOTAL ASSETS</b>	<b>3,684,487.24</b>	<b>3,616,265.10</b>

## LIABILITIES

DESCRIPTION	2021 (IN USD)	2022 (IN USD)
Year Result	677,346.24	398,737.51
Accumulated Results	161,929.03	839,275.26
<b>TOTAL EQUITY</b>	<b>839,275.27</b>	<b>1,238,012.77</b>
Prov. Financial contingencies	38,109.70	22,100.14
Prov. for end-of-service	34,301.96	84,664.59
Remuneration due to staff	26,279.12	
Social security	74,380.65	16,198.73
<b>SOCIAL AND TAX DEBTS</b>	<b>173,071.43</b>	<b>122,963.47</b>
Suppliers & Account Payable	128,918.73	103,537.13
Sundry creditors		
Dues and taxes	36,921.67	94,856.75
Other accounts Payables	7,495.44	392.33
Dif. Income	2,502,849.70	2,056,502.66
Accrued Unpaid Charges	-4,045.00	-
<b>TOTAL DEBTS</b>	<b>2,672,140.54</b>	<b>2,255,288.86</b>
<b>CASH AND BANKS</b>		<b>-</b>
<b>TOTAL LIABILITIES</b>	<b>3,684,487.25</b>	<b>3,616,265.10</b>

BUDGET 2023

EXPENDITURES

DESCRIPTION	2023 (IN USD)
Beneficiaries Transportation	150,000.00
Maintenance	25,000.00
Communications	35,000.00
Rent	40,800.00
Travel & Accomodation	110,000.00
Consultants and Trainings	1,150,000.00
Certification & Studies Costs	35,000.00
Lab Analysis Costs	10,000.00
Insurances	3,000.00
Beneficiaries Support Activities	1,557,154.00
TOTAL ACTIVITIES EXPENDITURES	3,115,954.00
Salaries	600,000.00
Social charges	100,000.00
Transportation allowances	30,000.00
TOTAL STAFF EXPENSES	730,000.00
Taxes other and payments	22,000.00
Depreciation and amortization	17,000.00
"Conversion losses / Current transactions Interest / Financial Transactions"	1,000,000.00
TOTAL FINANCIAL FEES	1,039,000.00
GRANT & ALLOWANCES TO BENEFICIARIES	
TOTAL EXPENDITURES:	4,884,954.00
NET RESULT	84,720.00



REVENUES

DESCRIPTION	2023 (IN USD)
Invoiced services	50,000.00
Grants revenues	4,889,674.00
Diff. exchange rate	
In Kind Revenues	30,000.00
Prov. end of serv.	-
TOTAL REVENUES	4,969,674.00



# 05 OUR PERSPECTIVES

## FTL VISION 20/20

In January 2023, FTL, led by CEO Philippe ADAIME, launched its Vision 20/20, outlining the organization's goals and plans for the next few years.

By 2026, FTL aims to celebrate its 20th anniversary with a budget of 20 million dollars. This significant increase in funding is necessary to address the persisting local and global crises, as well as anticipated new crises that are expected to arise by then. These crises will result in greater needs and a larger number of beneficiaries to assist, with FTL projecting to provide services to nearly 12,000 beneficiaries, while doubling the current number of 6,000.

To effectively respond to these challenges and expand its impact, FTL envisions a major restructuring of the organization, which is expected to be announced in July 2023. The addition of Dominique Lesaffre, Former Managing Director of SIDI (International Solidarity for Development and Investment),

to the Board will bring valuable expertise and insights for this reflective and capacity-building effort.

The restructuring will be guided by strategic axes that FTL has identified for the next three years. These axes include Ecological Transition, Women Inclusion, and Branding Lebanon. Through this strategic focus, FTL aims to not only address immediate needs but also uphold and propagate its values, principles, and organizational culture.

Overall, FTL's Vision 20/20 reflects the organization's commitment to adapt and respond to the evolving challenges faced by communities, while striving for growth, increased impact, and sustainability. The restructuring process will lay the foundation for FTL to fulfill its mission effectively and extend its support to a larger number of beneficiaries in the years to come.

**THANK YOU**

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