



ANNUAL ACTIVITY REPORT **2023**



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A WORD FROM THE PRESIDENT

The title of this annual report can be summarized by the slogan «Talk the Walk».

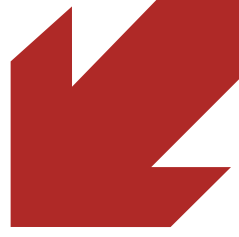
Since the inception of Fair Trade Lebanon, our commitment has been to turn words into actions.

To realize this objective, our consistent approach has involved investing in the human element, strategically placing competencies where they matter most.

These competencies serve as genuine value creators, particularly when diverse skills, expertise, and perspectives are combined. Through the promotion of cross-functional collaboration to harness these strengths, we cultivate innovative thinking directed towards shared objectives, aligning efforts for mutual benefit.

I cordially invite you to explore the contents of this annual report. It serves as a tangible manifestation of our vision, work program, and our pragmatic and impactful role in equally serving our community and its citizens.

Samir Abdelmalak



ABBREVIATIONS

ADR	<i>Association for the Development of Rural Capacities</i>
AFD	<i>Agence Française de Développement</i>
BIEEL	<i>Business Innovation and Enhance Exports in Lebanon</i>
BMZ	<i>The Federal Ministry for Economic Cooperation and Development</i>
CIL	<i>Care International in Lebanon</i>
FTL	<i>Fair Trade Lebanon</i>
GIZ	<i>Deutsche Gesellschaft für Internationale Zusammenarbeit</i>
KFW	<i>Kreditanstalt für Wiederaufbau</i>
MoET	<i>Ministry of Economy and Trade</i>
Mol	<i>Ministry of Industry</i>
MSMEs	<i>Micro, Small and Medium Enterprises</i>
NEC	<i>National Export Center</i>
SMEs	<i>Small and Medium Enterprises</i>
UNDP	<i>United Nations Development Programme</i>
U.S. MEPI	<i>U.S. Middle East Partnership Initiative</i>
WFP	<i>World Food Programme</i>

THE VISION FOR THE NEXT 3 YEARS

Since its inception in 2006, Fair Trade Lebanon has been a beacon of resilience and dedication. Amidst the numerous challenges faced by our community, we have consistently built and strengthened our team, served more than 200,000 beneficiaries, spearheading over thirty projects simultaneously to empower and uplift local producers and communities. We are committed to enhancing the quality of agri-food products for small producers and SMEs, fostering vibrant communities by linking them to markets and ensuring their access to new opportunities. Our efforts have continually led to successful outcomes, solidifying the path toward sustainable development and inclusive growth.

Fair Trade Lebanon has always operated on the principle that true sustainability comes from trade, not aid. By facilitating market access, we empower communities, SMEs, and cooperatives, enabling them to thrive independently. This approach has not only fostered economic resilience but also ensured a sustainable future for those we serve.

Under the BIEEL project, funded by US MEPI, Fair Trade Lebanon has significantly advanced our mission. We supported seventy SMEs and thirty cooperatives, achieving a notable increase in their sales by up to ten percent annually. This project not only bolstered their economic stability but also demonstrated the effectiveness of our market access initiatives.

Furthermore, to achieve these results, Fair Trade Lebanon has actively organized several shows and fairs abroad, significantly expanding our reach. Notably, our participation in the SIAL in Paris in 2022 was a tremendous success, further elevating the profile of our supported SMEs and cooperatives on the global stage.

Looking ahead, Fair Trade Lebanon is committed to embracing agroecology as a new value

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chain to enhance our environmental impact. Over the next three years, we will focus on supporting sustainable farming practices that prioritize ecological health and lower carbon emissions. This strategic shift not only aligns with our mission to foster sustainable development but also ensures we contribute positively to our planet's future.

Additionally, Fair Trade Lebanon has developed a new certification program designed to promote agroecological practices. This certification will recognize and reward those who meet stringent ecological and low carbon standards, thereby enhancing their marketability and sales potential. Over the next three years, one of our main objectives will be to fully implement this certification, ensuring it serves as a catalyst for widespread adoption of sustainable practices across the industry.

As we move forward, Fair Trade Lebanon remains dedicated to pioneering sustainable practices and fostering partnerships that enhance our collective future. Through collaboration with government entities and the relentless pursuit of innovation, we are setting new standards in sustainability and trade. Together, we are building a more resilient and equitable world for all our stakeholders.

Philippe Adaime

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 THAT 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.



01 ABOUT FAIR TRADE LEBANON

WHO ARE WE?

Fair Trade Lebanon (FTL) is a local Agri-Food development NGO that provides support to emerging and vibrant SMEs, small scale dynamic producers, and entrepreneurs, cooperatives, vulnerable workers and farmers living in Lebanon, yet ambitious and growth driven.

OUR VISION

From local excellence to global opportunities.

We envision Lebanon as a productive and 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

We aim to provide business development support, access to “markets” and export opportunities to dynamic and resourceful agro-SMEs, small producers, young entrepreneurs, farmers 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.



OUR VALUES

ABIDE BY FAIR TRADE PRINCIPLES

Operate based on our Fair-Trade guiding principles.

PROMOTE LOCAL PRODUCTION

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

RESPECT 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.

1.
Opportunities
for Economically
Marginalised
Producers



2.
Transparency &
Accountability



3.
Fair Trade Practices



4.
Fair Payment



5.
No child Labour
No Forced Labour



6.
No Discrimination
Gender Equity
Freedom of
Association



7.
Good Working
Conditions



8.
Capacity Building



9.
Promote Fair
Trade



10.
Climate Action
and Protection of
the Environment



OUR STRUCTURE

Fair Trade Lebanon is committed to maintaining high standards of governance to ensure **transparency, accountability, and sustainability** in all its operations. Our governance framework is designed to align with best practices

and to support our mission of fostering equitable economic opportunities for marginalized communities in Lebanon. Key elements of our governance structure include:

BOARD OF DIRECTORS

FTL's Board of Directors plays a crucial role in guiding our strategic direction. The board

comprises experienced professionals dedicated to fair trade and sustainable development.

Current Board Members



Samir Abdelmalak
President and
Co-founder



Philippe Adaime
CEO and
Co-founder



Gabriel Debbane
Vice President and
Co-founder



Joanne Karkour
Secretary and
Co-founder



Dominique Lesaffre
Member, Manage-
ment and Financial
Strategy

We are proud to announce that in 2023, Dominique Lesaffre was elected as a member of our Board of Directors. Dominique, an expert in solidarity finance with over 40 years of experience and holding an Economics degree from the University of Vienna and an MBA from ESSCA Angers, has significantly impacted the field through his diverse roles, including as Managing Director of SIDI.

EXECUTIVE LEADERSHIP

Led by the CEO, the executive team is responsible for the day-to-day management of FTL. This team implements the strategic plans approved by the Board and ensures operational efficiency and effectiveness.

AUDIT AND COMPLIANCE

FTL has a dedicated audit and compliance function that monitors and reviews our

01 ABOUT FAIR TRADE LEBANON

financial and operational processes. This ensures that we adhere to legal requirements and internal policies, fostering a culture of integrity and accountability.

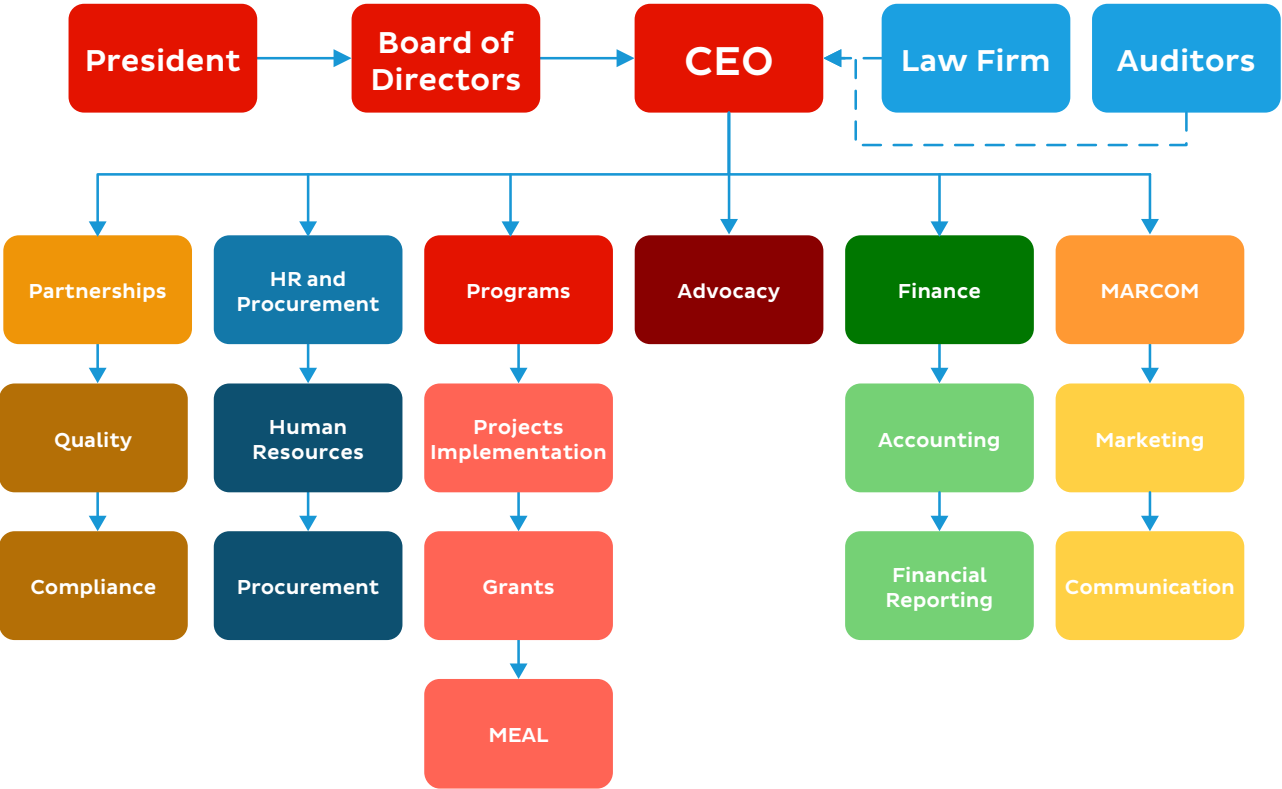
STAKEHOLDER ENGAGEMENT

We actively engage with our stakeholders, including beneficiaries, partners, donors, and the communities we serve. This engagement helps us to remain responsive to their needs and to build trust and collaboration across our network.

POLICY FRAMEWORK

Our comprehensive policy framework covers key areas such as gender equality, anti-discrimination, children’s rights, and transparent procurement. These policies guide our operations and ensure that we uphold our commitment to ethical conduct and social responsibility.

FTL ORGANIZATIONAL STRUCTURE-DECEMBER 2023



02 OVERVIEW

Navigating through the tumultuous year of 2023 has proven to be a hard journey because of the continuous internal political crisis, the lack of effective leadership, with neither a president nor a functioning government in place, and the eruption of the war in Gaza in October 2023. Subsequently, the aggravated financial, banking and monetary collapse has inflicted severe repercussions across multiple sectors, including healthcare, education, services, production and trade.

To effectively respond to these challenges and expand its influence, FTL announced a significant restructuring in October 2023. A comprehensive restructuring will lay a robust foundation for FTL to fulfill its mission effectively and extend support to a larger beneficiary base in the years ahead. The appointment of Dominique Lesaffre, former Managing Director of SIDI, to the Board promises valuable insights for this introspective and capacity-building effort. This reorganization aligns with FTL's identified strategic axes for the next three years: **Ecological Transition, Women Inclusion, and Branding Lebanon**. Through these focus areas, FTL aims not only to address immediate needs but also to champion its values, principles, and organizational culture.

Throughout the year, FTL has led over 30 projects, implemented by a team of 64 professionals, with women constituting 55% of this workforce. The organization is dedicated to fostering a highly positive, sustainable impact on both people and the environment. Cooperatives, rural communities, women, youth, fishermen, farmers, artisans, and Small and Medium Enterprises (SMEs) form the bedrock of FTL's vision for a burgeoning economy.



This comprehensive document details FTL's activities and initiatives in 2023, showcasing its willpower, its perseverance, resilience against all odds, and its accomplishments. The team has diligently addressed Lebanon's multifaceted challenges, focusing on economic struggles, social issues, youth and women empowerment, community development, sustainability, and humanitarian aid.

The report also delves into FTL's financial performance and sustainability, underscoring its commitment to responsible financial management and transparency, with a budget of 6M USD allocated to bolster relationships with beneficiaries and stakeholders.

Contributing significantly to tackling Lebanon's challenges, FTL endeavors to pave the way for solutions and a brighter future.

02 OVERVIEW



82,277

DIRECT BENEFICIARIES



5,051

EMPOWERED WOMEN



1418

TRAININGS

WITH

62

TOPICS COVERED



318

ENTITIES*



212,936

SCHOOL MEALS



25

SAJ STATIONS
IN SCHOOLS



03 PROJECTS

STRATEGIC PILLARS AND ZONES OF INTERVENTION



Producer Support & Sustainable Development

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



Environment, Ecological & 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.



Climate Action

Improving resilience in vulnerable communities through our expertise in water management and climate adaptation to mitigate climate change effects.



FIELDS OF WORK

In 2023, FTL led and implemented 30 programs in the following fields:

1. Agricultural Development and Food Security
2. Economic Empowerment and Access to Market
3. Ecological Transition and Climate Action
4. Community Development and Social Inclusion

1. AGRICULTURAL DEVELOPMENT AND FOOD SECURITY

SUPPORTING PUBLIC SCHOOLS WITH HEALTHY MEALS



Funded by BMZ, in partnership with GIZ, the project started in December 2020 and was closed in December 2023.

The project aimed to provide healthy food items to school children, staff and parents in public schools and to support the summer school program initiated by the Ministry of Education and Higher Education (MEHE) in 2023 to improve the school conditions for Lebanese and non-Lebanese children in targeted public schools. In addition, it aimed to increase school staff', children's and children's parents' awareness and capacities on food and healthy habits related topics.

Under the project, FTL distributed 212,936 food portions (111,492 Manoush Saj and 101,444 food boxes) to students, parents and staff in 144 public schools. FTL also supported 51 summer schools, equipped 25 public schools



with Saj stations and conducted 111 training sessions to school staff. The aim was to allow the staff of the 25 schools to prepare fresh meals for breakfast and/or lunch.

PROVISION OF DIRECT SUPPORT TO FARMERS' COOPERATIVE IN DEIR EL AHMAR



In June 2023, FTL won a new project that was funded by the United Nations Development Programme (UNDP/KFW) under the Lebanon Host Community Support Project (LHSP) program. The project duration was 4 months and the overall objective of this intervention was to support the cooperative of Deir ElAhmar by decreasing the operational cost on the member farmers in an attempt to secure their sustainability in these tough economical situations. To reach this objective, FTL performed a needs assessment based on which it designed an intervention for the cooperative itself and for its members.

In light of the identified needs, the intervention design included in-kind support for the cooperative, in addition to capacity building of its members according to their weaknesses.

This project also included a cash-for-work program to help cooperative members reduce their operational costs: at first, FTL did an outreach and selection of workers, and gave the selected workers an awareness session on decent work conditions as well as two technical trainings to improve their skills. The training topics were specific to the requirements of work at the cooperative member's land. FTL then provided insurance for these workers, supervised their work and paid them the 40 days of labor (monthly payments).



03 PROJECTS

AGRICULTURE FARMERS DEVELOPMENT & LIVELIHOODS - AFDAL III- PHASE 2



In August 2023, FTL was awarded AFDAL III – Phase 2, which is a 6-month long project that continues a sequence of previous phases executed by the organization since 2018 (AFDAL I – 2018-2019). This project is funded by the World Food Program (WFP) and operated by CARE International in Lebanon (CIL) and jointly implemented by FTL in the North governorate, and the Association for the Development of Rural Capacities (ADR) in the South. AFDAL III – Phase 2 had an objective of improving the food security and resilience in the North and South governorates by 2025 for individuals, households, communities and systems that are vulnerable in the face of economic and climatic shocks and stressors.

To do so, the project supported structurally vulnerable farmers and processors to obtain new skills that enable them to access new jobs opportunities. It offered to cooperatives and MSMEs members technical capacity building trainings, business development support trainings and market access, personal development (soft skills and psychological support), one-on-one coaching sessions, and a market linkage event.

The project also aimed to improve the processes, linkages with business coaching and digital marketing, and understanding the offerings and market needs of cooperatives and MSMEs located in rural and urban areas.



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03 PROJECTS

ARE/ CHEMONICS



On July 21st 2023, FTL was awarded a new USAID funded project named Strengthening Lebanese Livelihoods by Supporting Agricultural Production through the Agriculture and Rural Empowerment Program (ARE). Throughout the implementation period of the project, 14 months, FTL aims to mitigate the adverse effects of rising food costs and decreased purchasing powers on rural Lebanese livelihoods using 2 channels: first, it will decrease monthly expenditures by supporting Lebanese families with seeds, seedlings and compost that can provide nutritious, healthy food. Secondly, FTL will improve farmer yields and income through training and sales of their crops to the local market.

In August 2023, the project implementation started successfully with the launch of the outreach phase. For effective execution, FTL assessed 15,852 farmers, from whom 6,128 farmers were selected based on a predetermined selection criteria list.

By the end of the project, FTL will distribute 1,200,000 seedlings, 5,600 seed packages and 1.400 tons of compost to the 6,128 open-field and greenhouse farmers that were selected.

The distribution process for seeds, seedlings and compost of winter crops began in September



ber 2023. It's expected that the distribution process for spring crops will be completed by May 2024. In parallel to the distribution, training material has been and will continue to be delivered to the selected farmers in order to enhance their yields and income.

It should be noted that this large-scale project will cover all Lebanese Governorates except for Beirut which was initially excluded. It will reach a total of 477 villages spread throughout Lebanon.

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03 PROJECTS

AGRICULTURE FARMERS DEVELOPMENT AND LIVELIHOODS III- AFDAL III, PHASE 1 EXTENSION



AFDAL III phase 1 extension represents another sequence of the series of project entitled AFDAL, funded by WFP, and implemented by CIL, ADR and FTL. Similar to previous phases, activities under this project aimed to support food insecure and vulnerable individuals, farmers, processors, cooperatives and MSMEs to improve the production and quality of the fruits, vegetables and grains value chain and to build their resilience and capacities in addressing climatic and economic stressors. Consequently, from 1 January 2023 to 31 March 2023, FTL provided trainings, in-kind support, as well as TEQ assessment to the project beneficiaries.



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



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 vegetables 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 cooperative to increase productivity and yield. The project started during the month of August 2022 for a duration of 6 months and ended successfully in March 2023.

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03 PROJECTS

AGRICULTURE FARMERS DEVELOPMENT & LIVELIHOODS III- AFDAL III, PHASE 1



Agriculture Farmers Development and Livelihoods III (AFDAL III) phase 1 is a 3.5-month funded by WFP and operated by CIL, FTL and 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 and 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 positively impacted 194 beneficiaries in total, including 150 individuals and 44 cooperative members. The project successfully ended in December 2023.



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03 PROJECTS

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



This project was funded by UNDP and has started in September 2022 for a duration of 16 months. It aimed 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 also aimed 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. It ended successfully in March 2023.



HADAYA



The project, which took place between November and December 2022, was carried out with funding from PIN_Slovackaid. Hadaya supplied necessary equipment to two small-scale beekeepers in Akkar and a cooperative in Batroun. Moreover, seeds were distributed to benefit 100 farmers 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. Consequently, the project resulted in the provision of potato seeds for the 100 beneficiaries, in addition to the provision of equipment for 2 bee keeping cooperatives.



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03 PROJECTS

FOOD FOR AKKAR (FFA)



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 February 2021, and spans over 36 months. Funded by the Coopération Monégasque- and implemented by FTL, the project focuses on 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.



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2. ECONOMIC EMPOWERMENT AND ACCESS TO MARKET

BIEEL: THE BUSINESS INNOVATION AND ENHANCE EXPORTS IN LEBANON



The BIEEL project, launched in May 2020 and closed in June 2023, aimed to support 70 SMEs and 30 cooperatives in Lebanon, enhancing their international trade and export capacities. The project's objectives included 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 had 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 profoundly contributed 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.

Despite facing numerous serious challenges at the international, national as well as project levels during that period of time, FTL succeeded in achieving, and even surpassing, nearly all the project's objectives. A few will be mentioned hereafter.



The BIEEL project aimed to increase total agro-food exports to the global market by 10% within three years. The baseline was of \$477,000,000 in year 2019. It was expected to rise by around \$50,000,000. In 2022, the total exports of the agro-food sector reached \$949,327,000 largely exceeding expectations. Moreover, the share of Lebanese cooperatives in the international market experienced significant growth from 2020 to 2022. While their exports baseline was estimated at 308,030 US\$ from June 2020 till May 2021, their exports from June 2021 till May 2022 were estimated at 564,573

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03 PROJECTS

US\$. This was an impressive increase of 45.44% in only two years.

Through BIEEL, 100 SMEs and cooperatives completed training in sales, marketing, quality control, product development, packaging, product specialization and branding; 36 workshops were organized to strengthen the public-private partnership; 51 cooperatives and SMEs completed various certifications to comply with international standards; 9 business members joined the Lebanese Association for Fair Trade Producers; 7 new, industry-specific clusters were established: Olives & Olive Oil; Wines & Spirits; Za'atar & Spices; Tahini & Byproducts; Nuts & Coffee; Pastries & Sweets; Fruits & Vegetables.

Through BIEEL also, 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.

In addition, as part of this large-scale project, FTL carried out market linkage and market



exploration activities in various regions around the world: USA and Canada in North America, France, UK, Germany and Belgium in Europe as well as in GCC.

The highly successful Business Innovation and Enhance Exports for Lebanon (BIEEL) project led by Fair Trade Lebanon and initiated by the U.S.-Middle East Partnership Initiative (MEPI), concluded on June 23, 2023 with a momentous closing ceremony held at the Le Royal Hotel in Dbayeh.

03 PROJECTS

EXCEL-MB



On November, 22nd 2023, FTL won a new project entitled EXCEL-MB: Enhancing Export Capacity for Entreprises in Mount Lebanon and Bekaa implemented in partnership with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) through the ACE Program.

This project aims to foster the growth of agri-food MSMEs in the Bekaa and Mount Lebanon, specifically Baalback, Zahleh, Chouf and Aley, through the implementation of a business accelerator program.

The project will provide targeted support, training, and resources to enable participating businesses to optimize their operations, enhance their market position, bolster their export-readiness, facilitating economic growth and international market penetration and thrive in a competitive business environment while focusing on eco-transition.

In addition to capacitating these 10 MSMEs, the project will support the development of new products and organizing networking events.

By nurturing their growth and empowering them with essential skills and tools, the project seeks to contribute to the overall development and economic prosperity of the targeted regions of Lebanon, by increasing the resilience of vulnerable enterprises hit by the economic crisis in the country.



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03 PROJECTS

CAPACITY BUILDING SUBAWARD – PHASE 2: COOPERATIVE DEVELOPMENT ACTIVITY- (CD4)



FTL signed a second project in July 2023, funded by USAID and implemented by Land O' Lakes Ventures 37. This project aims to promote the capacity building of special food processing primary cooperatives, support the enabling environment and learning and sharing best practices to meet the objective of a strengthened primary cooperative level for women and youth forward agro-processing cooperatives in Lebanon.

Over a period of 12 months, FTL will strengthen the capacity of 6 Lebanese primary cooperatives, enrolled in Cooperative Development Program (CD4) activity, through a business coaching and mentoring to promote their sustainability, business performance, good governance and leadership, and value agro-processed food products.

FTL will support the 6 cooperatives in developing and improving their 5 potential top products, promoting access to markets and ensuring at least 3 market linkages per cooperative, coaching on good governance and management practices. The end goal is to transform participating cooperatives into professional businesses with strong and effective leadership.



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03 PROJECTS

BOOSTLEB: CATALYZING THE GROWTH AND COMPETITIVENESS OF SMES AND COOPERATIVES IN THE NORTHERN REGION OF LEBANON THROUGH A BUSINESS ACCELERATOR PROGRAM



Funded by the Spanish Agency for International Development Cooperation (AEICD), BoostLeb project started in August 2023 for a period of 20 months. The objective of the project is to foster the growth and competitiveness of SMEs and Cooperatives in the northern region of Lebanon through the implementation of a business accelerator program.

To do so, FTL aims to improve the performance of 25 SMEs and cooperatives by supplying trainings and offering customized services and coaching to their staff. FTL also aims to improve planning and management capabilities and enable targeted SMEs and cooperatives to access new markets. Lastly, FTL will provide opportunities for access to Lebanese markets through market linkages activities to 25 cooperatives and SMEs.



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03 PROJECTS

PS4R: PROVIDING BUSINESS DEVELOPMENT SERVICES TO PROMOTE MSMEs GROWTH AND INCLUSIVE EMPLOYMENT OPPORTUNITIES FOR LEBANON FROM THE WORLD BANK



FTL signed in March 2023 a contract for a new project funded by the World Bank and which will be implemented over a period of 13 months. It aims at supporting 100 Lebanese MSMEs in their business development through capacity building and business linkages to generate 2000 direct and indirect jobs. The subsectors that have been selected are the fresh produce, and more specifically, table grapes for export and vegetables for the domestic fresh-cut foodservice market, and the Agri products both for export and domestic consumption, focusing on terroir and agro-tourism.

FTL is designated to lead the Agri products subsector and will be responsible to engage and work with a total of 50 companies in around 4-5 supply chains within this subsector. Ideally, these companies will be clustered in a territory (e.g Bekaa) to facilitate diagnostic, change management, potential collaborations amongst them and presentation and workgroup logistics.



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03 PROJECTS

NOOMOO LEB



NOOMOO Leb is a business accelerator program supporting 25 agri-food MSMEs and cooperatives in Beirut and Mount Lebanon implemented by FTL in partnership with the 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.



03 PROJECTS

COOPERATIVE DEVELOPMENT ACTIVITY- (CD4) CAPACITY BUILDING SUBAWARD



This project, funded by USAID through Land O Lakes 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 the first phase ended successfully in 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, 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.



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3. ECOLOGICAL TRANSITION AND CLIMATE ACTION

TAWAZON TABIE



Awarded in December 2023 and funded by Agence Française de Développement (AFD), this project aims to increase the resilience of food producers and processors in the Bekaa to the repercussions of climate change through better access to means of production and adapted practices. It also aims to promote the emergence of young workers involved in the research and application of mitigation measures for climate change in the agri-food sector. Finally, this project will strengthen FTL's capacities to mobilize young people on the issue of climate change.

To do so, the project will support 180 farmers (agricultural cooperatives) and 120 processors (food processing cooperatives and Micro, Small and Medium Enterprises - MSMEs) through the adoption of practices adapted to climate change: this will include market and feasibility studies, selection of beneficiaries and trainings for the selected beneficiaries based on a needs assessment.

The project will also provide food processors with better access to production tools (equipment and inputs), allowing them to fight climate change impact. This will be achieved through the provision of smart irrigation systems, access to energy and to climate change mitigation measures; through the support of 2 nurseries (trainings and provision of equip-



ment and/or inputs); and through the implementation of a pilot site adopting improved agricultural practices, including collection site, filtration and water treatment to showcase a reduced production cost and increased quality of production in the Bekaa region.

Furthermore, Tawazon Tabie will capacitate 40 young innovators and entrepreneurs who respond to climate change issues (approximately 2 individuals from 20 start-ups) in developing their business projects: this will include supporting 20 start-ups in the Bekaa region offering solutions for the agri-food sector in order to increase their resilience to climatic hazards; it will also involve incubating 10 start-ups and young entrepreneurs who work in the agri-food business (coaching and

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03 PROJECTS

in-kind support such as tools/equipment and/or inputs).

Additionally, the project will strengthen the employability of 90 vulnerable young people in the agri-food sector by improving their technical skills and integrating them into the job market, and select 20 of them to participate in a paid apprenticeship program in the agri-food business in Bekaa.

Finally, the project will strengthen the capacity of 15 FTL employees to raise awareness

among the Lebanese public on the challenges of climate change in Lebanon to better respond to these issues in their future projects, with a specific focus on Fair Trade principles and practices.

It will also strengthen Lebanese students, from agricultural, agri-food, environmental and development and commercial, to have the capabilities to conceptualize, integrate and respond to climate change issues in their future projects, particularly through Fair Trade.

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 and ended in September 2023 aimed to bring safe water to key locations and to increase awareness on water management. The activities involved included 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 aimed to benefit 120 farmers, 35 refugees and 1000 residents including youth and adults that were informed through awareness raising campaigns about effective water management.



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03 PROJECTS

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



Tariq Akhdar project aims to promote rural and agricultural development in various regions including North, South, Akkar, Nabatiyeh, Bekaa, Baalback, and Hermel. Funded by Agence Française de Développement (AFD), Actes and Drosos, the project began in August 2022 and will last for 36 months. The project is being implemented by operating partners Fair Trade and Tourism Lebanon (FTTL), FTL, and Al Majmoua, as well as French partners such as Association pour le Droit à l'Initiative Economique (ADIE) and Solidarité Internationale pour le Développement et l'Investissement (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 1,123 individuals, including 562 women, are benefitting from this project.



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03 PROJECTS

“DU CAROUBE À LA RUCHE, UN PARTAGE DE CULTURES ET DE PRATIQUES FRANCO-LIBANAISES ÉCO-RESPONSABLES ET RÉSILIENTES”- ST PERAY



Initiated in July 2022, this project, funded by Ministère de l'Europe et des Affaires Étrangères aims to improve the socio-economic conditions of farmers and apiarists in Menjez, as well as a women-led cooperative through a support in the products of carob and honey (specifically royal jelly). It also aims to promote a development approach that is inclusive (supporting the women-led cooperative in Menjez), ecologically responsible (organic agriculture and apiculture) and resilient. The project also intends to strengthen the capacities of the Municipality of Menjez in terms of archiving and documentation from one side, and allowing the Saint Peray municipality to access information regarding Menjez' experience with the solar system installation. Lastly, this project will also seek to identify the challenges encountered in terms of Fair Trade products.



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03 PROJECTS

MEDARTSAL – SUSTAINABLE MANAGEMENT OF ARTISANAL SALT MINES OF THE MEDITERRANEAN



Funded by the European Union through the ENI CBC Med program, MedArtSal was a 3-year project launched in November 2019 and closed in October 2023, that aimed 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 challenges in 4 Mediterranean regions (Italy, Spain, Lebanon and Tunisia), the project sought to promote the development of a sustainable and adaptable management model that encourages the territorial valorization of artisanal salt pans. The project was led by the University Consortium for Industrial and Business Economics (CUEIM- Italy) CUEIM – and received the support from various partners such as ADR (Lebanon), FTL (Lebanon), Centre for Mediterranean Cooperation (IUCN), MEDSEA Foundation (Italy), Saida Society (Tunisia), the University of Cádiz (Spain) and the Tunisian-Italian Chamber of Commerce and Industry, CTICI (Tunisia).



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



Launched in February 2021, in partnership with World Fair Trade Organization (WFTO) Africa and the Middle East and WFTO- Europe, this project was completed in January 2023. It was funded by the Fond Français pour l'Environnement Mondial, Agence Française de Développement (AFD) through the Equité Afrique de l'Ouest Program (Commerce Equitable France, Agronome et Vétérinaire Sans Frontières) and aimed to increase the uptake of Fair-Trade practices in the targeted West African coun-

tries, enabling producer organizations, especially women's organizations, to take full advantage of the strengthened market opportunities. FTL's responsibility under this project involved exploring market opportunities from West African products into the MENA and GCC regions. Despite the travel restrictions imposed by Covid-19 FTL team managed to do a market study from Lebanon to explore the potential of such products in the MENA region.

4. COMMUNITY DEVELOPMENT AND SOCIAL INCLUSION

OUTREACH AND ASSESSMENT IN TALL MAAYAN - ENABLE PROGRAM



Signed in November 2023, this project will be implemented over a period of 3 months whereby FTL will conduct an outreach for more than 250-300 beneficiaries in Tall Maayan - Akkar, in which ILO (International Labor Organization) will select around 100 to 120 workers who will be involved in the rehabilitation of agricultural roads and/or on-site training. FTL will also conduct an assessment for the farmers benefiting from the rehabilitation of the agricultural roads to gain a better understanding of the profile of the farmers, list the different occupations present in Tall Maayan that support agriculture

production and agro-food processing among others, identify what are the challenges the different occupations are facing, and the type of technical support needed to overcome these challenges, and identify the type of trainings that ILO (International Labor Organization) can provide to the vulnerable workers and farmers in order to support employment activation while benefiting the agricultural sector. An additional layer was added to the project which involved trainings the selected workers on soft skills, namely conflict resolution, time management and leadership.

THE CHASE YOUTH EMPOWERMENT PROGRAM



The CHASE Youth Empowerment Program, funded by Novo Nordisk foundation in partnership with DRC, is a 36-month project that started on 1st Feb 2022 and is scheduled to end in July 2024. It aims at enhancing social and economic empowerment and self-reliance for young Syrian refugees and other conflict-affected youth in North Lebanon and Bekaa. The project activities focus 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 is benefiting to 720 households, including 120 youth aged under 26.

03 PROJECTS

SHABAKE II: PROMOTION OF FOOD TOURISM FOR SOCIAL AND ECONOMIC COHESION



Shabake 2 project was signed on the 14th of March 2023. This 15-month project is funded by Agence Française de Développement (AFD) and implemented by FTL in partnership with Expertise France.

The overall objective of Shabake 2 is to provide a long-term response to the crisis for food producers in the Bekaa region in order to maintain their production while enhancing the resilience of vulnerable communities, stimulate the local economic growth and promote Bekaa's culinary heritage.

Therefore, this project aims to strengthen the sustainability of 10 local food producers in the region through activity diversification and improvement of capacities; it also intends through Expertise France (AFD) to improve the enabling environment through Expertise France (AFD) for food-tourism activities through supporting 170 beneficiaries, including 150 members of MSMEs and 20 members of other touristic actors in Zahle region that have activities to promote food tourism initiative; and lastly, the project aims to promote Bekaa culinary heritage through the creation of 10 new food tourism experiences.

In addition to the aforementioned 10 projects signed in 2023, there are additional projects that were signed in previous years and whose implementation remained active throughout 2023. These projects are arranged below in a chronological order for a comprehensive review.



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03 PROJECTS

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



This project, funded by the Ministère de l'Europe et des Affaires Etrangères and Gouvernement Princier, in partnership with the Institut Européen de Coopération et de Développement (IECD) and J-MED (Soutenir la Jeunesse en Méditerranée), focused on improving youth employment in Lebanon through the strengthening of the Social and Solidarity Economy (SSE) in the agricultural sector. It started in October 2022 and ended in June 2023. It aimed 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 focused on trainings, trainings for trainers (ToT) and peer to peer visit to Tunisia and France. The project supported 15 youth entrepreneurs.



UNDP SAIDA-SARAFAND SUPPORTING STABILITY IN VULNERABLE HOST COMMUNITIES IN LEBANON



The UNDP-funded project led by FTL had an objective of supporting stability in vulnerable host communities in Lebanon. To achieve this, FTL supported SMEs and cooperatives by developing a local intervention strategy for the Saida region, identifying gaps and addressing them through package support. The project started in April 2022 and was completed in January 2023, during which FTL provided short and medium-term support to 50 SMEs and cooperatives in the designated region.

The intervention aimed at developing a localized intervention strategy, conducting data analysis, facilitating capacity building sessions, and acquiring essential tools and equipment. The project targeted 50 entities (24 female led & 26 male led entities) that directly benefited from the project: 29 MSMEs, 18 farmers, 3 cooperatives. The project's outcome aimed to increase the chances of vulnerable Lebanese to succeed and develop their businesses into fully functional companies.

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03 PROJECTS

KABAB BEL KARAZ



The project “Kabab Bel Karaz” was funded by the Norwegian Foreign Ministry through Norwegian Refugee Council (NRC). 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 was 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 strived to promote sustainable practices that would not only enhance food security but also create livelihood opportunities, increase income, improve overall well-being and market access for food producers. The project targeted 140 beneficiaries, including 60 women, 60 refugees, and 20 youths. It was successfully closed in June 2023.



PROVISION OF CAPACITY BUILDING SWEIJANI SOUK EL JABAL FACILITY IN KAHLOUNIEH



Funded by UNDP, this capacity building project started in July 2022 for a duration of nine months and ended in January 2023. It focused on enhancing the Sweijani Souk El Jabal facility in Kahlounieh, Chouf-Mount Lebanon. The main objective was 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 entailed 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 aimed to benefit 55 Lebanese individuals, enabling them to effectively manage and derive benefits from the marketplace in Baaklin.

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OUR EVENTS

FAIR TRADE LEBANON PROUD ORGANIZER OF THE 2ND INTERNATIONAL SALT FAIR UNDER EU GREEN WEEK PARTNERSHIP

Under the MedArtSal project, Fair Trade Lebanon, in collaboration with the Association of the Development of Rural Capacities (ADR) and the MedArtSal consortium, organized the 2nd International Salt Fair on June 7th in Beirut, with participants from Spain, Italy, Tunisia and Lebanon. This amazing event celebrated sustainable development, traditional production methods, and biodiversity in the Mediterranean region.

Opening Ceremony and Engaging workshops

The MedArtSal 2nd International Salt Fair's opening ceremony was remarkable with keynote speeches from ENI CBC MED Program, EU Delegation to Lebanon, and Lebanese Minister of Tourism added importance.

Day 1 included sessions on salt production, tourism, gastronomy, cosmetics, and sustainability. Workshops and plenary sessions provided valuable insights and promoted collaboration. More than twenty salt producers from Spain, Italy, Tunisia, and Lebanon exhibited their artisanal products.

On day 2, the fair hosted a session on Cosmetic and Environmental Sustainability, signing the Memorandum of Understanding for the Medartsal Salinas network. The day featured an Award Ceremony, honoring new Brand Ambassadors of Mediterranean Artisanal Salinas with distinguished guests.



Anfeh visit and inclusion on the Touristic, Environmental, Cultural, and Heritage Map

On the third day of the fair, participants from Italy, Spain, Tunisia, and Lebanon, along with media representatives and influencers, were welcomed by the Anfeh Municipality. Minister of Environment, HE. Mr. Nasser Yassin, and Minister of Tourism, HE. Mr. Walid Nassar, officially declared the historic sites as part of the international map for cultural, heritage, and ecological tourism.

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During their visit, participants explored historical sites, enjoyed local cuisine, visited landmarks, and learned about artisanal salt production. They also visited Taht El Rih, the Anfeh coastline, and the Old Churches.

This marked a remarkable finale for the MedArtSal project, celebrating their success in promoting sustainable business models and preserving the Mediterranean region's cultural and natural heritage.

To know more about this event click on the following icons



CELEBRATING WORLD FAIR TRADE DAY WITH THE FRENCH AMBASSADOR, HER EXCELLENCY MRS. ANNE GRILLO

On the occasion of World Fair Trade Week, the French Development Agency (AFD), Proparco, and Fair Trade Lebanon (FTL) celebrated their partnership on May 10, 2023, at the Najmet El Soboh Cooperative in Mhaydseh, Bekaa, in the presence of the Ambassador of France to Lebanon, Her Excellency Anne Grillo, and Mrs. Gloria Abou Zeid, Director General of the General Directorate of Cooperatives at the Ministry of Agriculture. The event brought together Fair Trade Lebanon cooperatives and highlighted the support of the French cooperation to Lebanon. It emphasized Fair Trade Lebanon's ongoing efforts to revive the country's rural and agricultural economy through support for ecological and social transition, as well as financial support to production cooperatives, micro-enterprises, and fair trade actors.

To mark her visit, the Ambassador toured the Mhaydseh cooperative and planted a cedar tree in its garden, symbolizing the enduring friendship between France and Lebanon.



The celebration was followed by a countryside lunch prepared by the cooperatives, showcasing the rich flavors of the region and exemplifying the positive outcomes achieved through fair trade practices and collaborative efforts.

To know more about this event click on the following icons



04 HIGHLIGHTS 2023

CHRISTMAS EVENTS ALL OVER LEBANON

CD4 in Jbeil

Within the scope of the CD4 project, funded by USAID and implemented by Land O' Lakes in partnership with FTL, rural Lebanese cooperatives shared their experiences and unveiled the magic of Christmas local markets that uplifts their dreams. Active engagement in such events was meticulously crafted to bolster the project partners in achieving their desired goal of strengthening food processing cooperatives in the areas of product development, marketing and governance. In the link below, women who are members of the project's participating rural cooperatives express their feedback on these activities and the positive impact it has on their growth.

To know more about this event click on the following icon



Shabake 2 in Zahle

Another fruitful Christmas event occurred under the umbrella of SHABAKE 2 project that is primarily dedicated to empowering Bekaa food producers. As such, 8 local SMEs and cooperatives shared their unique products and engaged with their community during a Christmas market that took place in Zahle. This activity paved the way for exciting possibilities, enhanced a connection with the community and sustained participants' local dreams. The link below shared some of the enchanting moments that were lived during this event.

To know more about this event click on the following icon



BIEEL PROJECT



Launch of the National Export Center (NEC) that will keep Lebanese products on the global export map

On March 9th, 2023, the Lebanese Ministry of Industry (MoI) hosted the launching ceremony of the NEC, created through a partnership between the MoI and FTL, with the support of the US-Middle East Partnership Initiative (U.S. MEPI). The ceremony was attended by His Excellency Mr. George Boushkian, the president of FTL, Mr. Samir Abdelmalak, representatives from the US, French, Canadian, and Italian embassies, U.S. MEPI, and AFD, along with members of the Ministry and FTL. The NEC is a collaborative venture between the MoI and FTL, specializing in the development of Lebanese food exports. The project stems from the BIEEL initiative funded by U.S. MEPI. During the ceremony, Minister Boushkian underlined the importance of this project, aiming to develop SMEs that constitute 80-90% of Lebanese businesses. Similarly, Mr. David Lewis, U.S. MEPI coordinator at the US Embassy in

Beirut, highlighted that «the United States remains committed to supporting the Lebanese people by enhancing Lebanon's security, stability, and sovereignty,» noting that «our support, totaling over \$5 billion in assistance since 2016, underscores our commitment to the Lebanese people.» Lastly, Mr. Abdelmalak stated, «This is a joint effort to keep Lebanese products on the global export map, promote our valuable goods, and find sustainable and long-term solutions to revive our economy.»



Lebanon's Culinary Nation Branding Promotional Campaign to Support Agrifood Export

In June 2023, the Ministry of Economy and Trade (MoET) and FTL, in partnership with U.S. MEPI and under the scope of BIEEL project, organized a press conference to launch Lebanon's culinary nation branding promotional campaign to support Lebanese agrifood exports. The press conference featured a captivating documentary-video projection, which immersed attendees in the flavors,

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colors, and food traditions that make Lebanon's gastronomy so unique. Audiences embarked on a sensory journey, discovering the stories behind Lebanon's wine, olive oil, sweets, and the authentic Mediterranean experience offered by its fruits and vegetables. The five promotional videos mark a significant milestone for BIEEL project in promoting the country's agrifood industry and supporting access to international export by elevating the visibility of its agrifood products. The videos highlighting Lebanon's rich gastronomy, culinary heritage, and savoir-faire were promoted on several platforms to showcase the country's exceptional high-quality products and will be passed to the MoET as a designated promotional tool during international fairs and events. The Nation Branding campaign, launched by FTL, reached its goals: the nation branding proved to be valuable during other international fairs and exhibitions, like Fruit Logistica, that took place in Berlin from February 8th till 10th 2023, and EXPO 2020 in Dubai where Lebanese products were exhibited.

To know more about this event and watch the movie click on the following icons



BIEEL's Grand Closing Ceremony

In June 2023, Fair Trade Lebanon (FTL) held a closing ceremony for its successful BIEEL project, attended by US Embassy representatives and industry stakeholders. FTL President Samir Abdelmalak highlighted the project's achievements, including exceeding \$270 million USD in agro-food exports and empowering 68 MSMEs and 32 cooperatives. Deputy Chief of Mission Richard Michaels emphasized the US commitment to Lebanon's economic growth. The partnership between FTL and US MEPI was praised for driving the project's success, positioning Lebanon as a key player in the global agri-food industry.

To know more about this event click on the following icon



OUR ACTIVITIES

THE POWER OF BRANDING/ LABELLING



Branding and labelling serve as fundamental cornerstones for product developers. Especially food processors. Consequently, it is a pervasive theme addressed in the majority of capacity building endeavors undertaken by FTL. In order to increase awareness about the significance of effective branding and labeling and to motivate beneficiaries and social media followers to delve into these avenues, FTL produced a short video emphasizing the importance of robust branding and labeling practices. The video stated that “in the journey of empowering cooperatives, branding plays a crucial role: it helps to establish a strong and captivating brand identity. We support cooperatives with comprehensive branding services, including logo design, labeling and packaging, enabling cooperative to convey values, credibility and authenticity. Let’s promote social good by creating strong brands”.

NOURISHING HOPE, THE HEALTHY SCHOOLS PROJECT JOURNEY



Imagine sending your child to school with an empty lunch box, knowing that they might have to endure plain, insufficient meals or sometimes, no food at all. This was the reality for countless children in Lebanon in Public Schools, children who just wanted to eat, but whose circumstances made it a daily struggle.

In the face of this heartbreaking challenge, Fair Trade Lebanon, in partnership with GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) and the Ministry of Education and Higher Education in Lebanon, took a courageous step forward. They launched the “Supporting Public Schools with Healthy Meals” project, a beacon of hope that wanted to change the lives of these young souls.

A Journey of Compassion

Today, we are proud to share some heart-warming achievements that have been made possible through the persistent efforts of this initiative:

- 144 Public Schools Reached
- 101,444 Healthy Food Boxes Distributed

04 HIGHLIGHTS 2023

- 111,492 delicious manouche have been lovingly prepared and shared
- 25 schools were equipped with 50 Saj station and trained to use it whenever they need

Together, Let's Heal and Empower.

To know more about this event click on the following icon



FTL'S RESTRUCTURING (LINK TO THE ORG CHART)

In 2023, FTL embarked on a transformative journey, strategically restructuring to reinforce our commitment to the goals set forth in the 2022 Annual Report. Led by CEO Mr. Philippe Adaime, this restructuring initiative was a crucial response to the anticipated challenges outlined in our 20/20 Vision. With a visionary approach, FTL identified key axes, including Ecological & Social Transition, and organizational realignment shaping our renewed focus and reflecting our commitment to streamlined operations and effective project management under cohesive leadership.

As we celebrate our 20th anniversary in 2026 with a \$20 million budget goal and 20,000 beneficiaries, this restructuring positions FTL not only to meet immediate needs but also to adapt to the ever-evolving landscape. The efforts undertaken reflect our dedication to upholding the principles, values, and organizational culture captured in the 20/20 Vision.

Advancing ethical excellence: enhancing FTL's Policies and Procedures

FTL recently undertook a significant initiative to enhance its Policies & Procedures (P&P), reflecting our commitment to core values and organizational culture. This effort involved

reinforcing existing guidelines and introducing new procedures, particularly focusing on gender equality, anti-discrimination measures, children's rights, and transparent procurement processes. These additions aim to strengthen our operational framework, ensuring alignment with our core principles and beliefs. By prioritizing inclusivity, equity, and social responsibility, we strive to set a standard for ethical conduct and sustainability in line with FTL's mission and vision.

Launching of the New website <https://fairtradelebanon.org/>



In the same vein of FTL's organizational restructuring and P&P renewal, 2023 also marked the debut of FTL's update website, representing another pivotal transformation. A dedicated short video was created to unveil FTL's new website, where the Marketing and Communication (MARCOM) team provided detailed insights into the new platform and encouraged viewers to browse it to discover FTL's project, explore FTL's expertise, meet the organization's partners, learn about FTL and find valuable resources.

To know more click on the following icon



SUCCESS STORIES

FAIR TRADE AWARD IN USA

A significant achievement was recorded when Fair Trade and Tourism Lebanon (FTTL), the social enterprise championed by Fair Trade Lebanon, received the Fair Trade Award, celebrated on November 8th at the Go Global Awards 2023 organized by the International Trade Council in Rhode Island, USA. FTTL's recognition isn't just an award; it symbolizes a commitment to global excellence and the impact of socially conscious enterprises.

A short video was created to show pictures of this event. It aimed to transmit a message of hope to all hard-working local Lebanese entities to keep persevering because determination will pave the way to success and diligent efforts will inevitably yield fruitful results.

To know more click on the following icon 

THE STORY OF NATHALIE GHAZAL SLIM, THE DRIVING FORCE BEHIND NAT'S NUTS



Nathalie's journey took root in a vastly different field – the banking sector, where she dedicated herself for over 23 years. But, as the economic tides of Lebanon shifted, she faced a cross-roads. Her lifelong passion for a healthy lifestyle and unwavering commitment to staying active whispered to her, beckoning her toward a new horizon. As a health-conscious individual, she aspired to delve into the world of nutritious delights, and thus, her journey with nuts and peanut butter began. With a solid commitment to crafting these delicious, health-packed treasures using the finest ingredients, Nat's Nuts was born. Today, Nat's Nuts boasts two flourishing stores, one nestled in Jounieh and the other in ABC Achrafieh. Nathalie's range extends far beyond nuts, and her commitment to crafting health-conscious products shines through. Participating in various exhibitions, Nathalie captivated attendees with her enthusiasm and commitment. Trying her products led to loyal customers.

In Nathalie's own words, NOOMOO played an instrumental role in her journey. The training and coaching sessions proved to be invaluable. They delivered precise insights, illuminating aspects she wasn't familiar with, given her background. Moreover, the branding support proved to be a game-changer, helping her stand out amidst the crowd, capturing the attention of a growing audience and translating it into more customers and increased sales. Her appreciation extends to the dedicated support provided by the FTL team throughout her entire journey – from day one until they stood by her side during the grand opening of her ABC store and supported her at various events and exhibitions. She exemplifies women's empowerment, demonstrating that with the right support, any woman can turn her dreams into reality."

Watch Nat's Nuts success story

05 OUR FINANCIALS

EXPENDITURES

DESCRIPTION	2022 (IN USD)	2023 (IN USD)
Beneficiaries Transportation	134,617.29	151,230.17
Maintenance	28,690.81	37,230.79
Communication	77,611.85	51,919.01
Rent	52,040.32	14,535.59
Travel & Accomodation	171,050.71	45,076.71
Consultants and trainings	1,110,424.65	804,436.49
Studies and Value Chains	8,198.10	-
Certification costs	15,166.15	6,959.50
Insurance	1,589.66	1,014.20
Beneficiaries Support and Activities	924,414.36	929,497.19
TOTAL ACTIVITIES EXPENDITURES	2,523,803.91	2,041,899.64
Salaries	2,058,681.48	1,070,472.77
Social Security	143,705.93	78,136.88
Employees Transportation	237,915.76	64,220.00
TOTAL EXPENDITURES STAFF	2,440,303.16	1,212,829.65
Other Taxes	31,937.76	13,491.76
Depreciation and amortization	20,387.93	657.05
Prov.Alloc.of Eos	50,362.63	21,775.90
Prov. Credit Loss		856.51
Conversion losses / current transactions	1,130,373.45	5,517,066.31
Interest / bank charges	32,084.12	22,754.14
Non Operating Charges	230,135.46	155,258.39
TOTAL FINANCIAL FEES	1,495,281.34	5,731,860.08
GRANT & ALLOWANCES TO BENEFICIARIES		-
TOTAL EXPENDITURES	6,459,388.42	8,986,589.37
NET RESULT- EXCESS	398,737.51	7,969.20

REVENUES

DESCRIPTION	2022 (IN USD)	2023 (IN USD)
Invoiced Services	612,811.58	308,759.73
Grants Revenues	2,484,699.34	3,057,049.32
Positive Difference of Exchange	3,741,548.20	5,628,268.74
In kind Revenues/Sales FA	-	-
Other Non Operating Revenue	416.86	426.89
Advances on Obligated Grants		
Reversal prov. End of serv.	18,649.94	53.89
TOTAL REVENUES (USD)	6,858,125.93	8,994,558.57

BALANCE SHEET AT 31/12/2023

ASSETS

DESCRIPTION	2022 (IN USD)	2023 (IN USD)
Development research	-	-
License, trademark	12,975.02	12,975.02
INTANGIBLE FIXED ASSETS	12,975.02	12,975.02
Technical inst. machinery & equipment	40,542.55	39,910.55
Transporting equipment	46,077.54	46,077.54
Other tangible fixed assets	122,825.64	127,685.64
Shares & Participations	504,955.22	504,955.22
TANGIBLE FIXED ASSETS	714,400.95	718,628.95
DEPRECIATION	- 107,262.44	- 107,919.49
TOTAL FIXED ASSETS	620,113.53	623,684.49
Account Receivable - Invoice	185,335.24	41,900.81
Advances paid / Purchase orders	8,802.35	6,272.46
Taxes to be deducted	189,937.86	57,653.85
Grant to receive	1,560,342.30	1,842,045.18
Other accounts receivable	553,288.89	501,708.72
TOTAL CIRCULATING ASSETS	2,497,706.64	2,449,581.03
Banks	453,969.55	132,052.09
Cash	44,475.39	2,421.21
TOTAL CASH	498,444.94	134,473.30
TOTAL ASSETS	3,616,265.10	3,207,738.81

LIABILITIES

DESCRIPTION	2022 (IN USD)	2023 (IN USD)
Year Result	398,737.51	7,969.20
Accumulated Results	839,275.26	1,238,012.77
Valuation Gap	-	(630,128.56)
TOTAL EQUITY	1,238,012.77	615,853.41
Prov. Financial contingencies	22,100.14	22,956.65
Prov. for end-of-service	84,664.59	23,201.96
TOTAL LONG TERM EQUITY	106,764.73	46,158.61
Remuneration due to staff		
Social security	16,198.73	7,379.74
Suppliers & Account Payable	103,537.13	580,677.79
Sundry creditors		
Dues and taxes	94,856.75	23,771.51
Other accounts Payables	392.33	106.75
Dif. Income	2,056,502.66	1,933,790.99
TOTAL DEBTS	2,271,487.59	2,545,726.79
CASH AND BANKS	-	-
TOTAL LIABILITIES	3,616,265.10	3,207,738.81

RATIOS	
Liquidity Rate	1.02
Debt Rate	0.81



BUDGET 2024

EXPENDITURES

DESCRIPTION	2024 (IN USD)
Beneficiaries Transportation	537,052.08
Maintenance	53,705.21
Communications	73,491.34
Rent	33,919.08
Travel & Accommodations	70,664.75
Consultants and Trainings	1,625,289.20
Certification & Studies Costs	21,199.42
Lab Analysis Costs	14,132.95
Insurances	2,119.94
Beneficiaries Support Activities	2,402,601.42
TOTAL ACTIVITIES EXPENDITURES	4,834,175.39
Salaries	1,074,104.17
Social charges	211,994.24
Transportation allowances	33,919.08
TOTAL STAFF EXPENSES	1,320,017.49
Taxes other and payments	31,092.49
Depreciation and amortization	24,026.01
Provisions and charges	113,063.60
TOTAL FINANCIAL FEES	168,182.10
GRANT & ALLOWANCES TO BENEFICIARIES	
TOTAL EXPENDITURES	6,322,374.98
NET RESULT	516,784.02



REVENUES

DESCRIPTION	2024 (IN USD)
Invoiced services	320,000.00
Grants revenues	6,519,159.00
Diff. exchange rate	
In Kind Revenues	-
Prov. end of serv.	-
TOTAL REVENUES	6,839,159.00

FINANCIAL SUMMARY

OVERVIEW

Fair Trade Lebanon has demonstrated a notable financial growth and stability over the past years. This is evident in its Profit & Loss statements, Balance Sheet, and the Budget for 2024. This summary provides an assessment of our financial health, highlighting strengths, areas for improvement, and key recommendations.

FINANCIAL HEALTH

1- Profit & Loss (P&L) Statement

Strengths:

- Consistent revenue growth.
- Effective management of expenses.

Weaknesses:

- Excess Result shrank, making the NGO more dependent on grants and having less choices of actions.
- Still have large differences of exchanges that do not facilitate the proper reading of the financials due to Lebanon crisis.

Recommendations:

- Further optimize expenses.
- Diversify revenue streams.
- Clarify in a separate chapter the differences of exchange amounts (due to LBP fluctuations)

2-Balance Sheet

Strengths:

- Solid and stable intangible asset base.

Weaknesses:

- Potential underutilization of assets.
- Lack of tangible assets, the NGO does not have owned properties.

Recommendations:

- Develop a debt strategy, to increase tangible assets.
- Enhance asset utilization.
- Improve financial flexibility.

3- Budget for 2024

Strengths:

- Comprehensive and focused allocation of funds on key operational areas.

Weaknesses:

- High overhead costs: the NGO strives to keep its personnel when programs are closed.
- Limited budget flexibility.

Recommendations:

- Establish a contingency fund.
- Implement regular budget reviews.

CONCLUSION

Fair Trade Lebanon's financial strategy is centered on maintaining growth and ensuring sustainability. By addressing the highlighted weaknesses and implementing the recommended strategies, we aim to enhance our operational efficiency and impact. These financial insights and planned improvements will strengthen our case for continued and increased support from our valued donors, ensuring we can further our mission to support fair trade and community development.

06 OUR PERSPECTIVES 2024

Since the launch of its 2023–2026 strategic plan “FTL’s vision 20/20”, Fair Trade Lebanon has begun to chart its course in order to meet the priority challenges of the coming years: Agroecological and social transition, adapting our food system to the impacts of climate change, revitalizing the socio-economic fabric of rural Lebanon to mitigate rural exodus and brain drain... However, as we enter 2024, it seems that the issue of regional stability is taking center stage, with the conflict in Gaza that broke out on October 7, 2023, and the crisis in Syria still at an impasse.

As we define the outlook for our activities over the coming months, we cannot ignore the question of security and stability. Lebanon itself seems to be on the verge of tipping over into a state of chaos, where emergency aid will take precedence over any long-term development project.

Our compass therefore is heavily disrupted! And yet, we need to keep our course on a few key axes whose stakes extend far beyond the borders of our country and our region.

1. First and foremost, we want to remain anchored in the values that underpin our actions. Despite headwinds, we will continue to cling to the conviction that any economic vision must be nourished by the aspiration to greater equity and fairness. We will continue our efforts to establish a significant sector of the social and solidarity economy in Lebanon, and have it officially recognized by public authorities and consumers.
2. Secondly, we will continue to position FTL as a champion of the agroecological and social transition in Lebanon, which remains the major focus of most of our programs. In concrete terms, we will expand our expertise to support producers in adopting practices that contribute to this tran-



- sition towards an agriculture that restores ecosystems and biodiversity in our country.
3. We must also prepare for the consequences of climate change in Lebanon, which are already being felt: rational management of water resources, adaptation of crop varieties to new climate parameters, diversification of income for vulnerable rural populations, coping with the invasion of plants and pests favored by global warming...
 4. Furthermore, access to alternative energy sources will soon be a self-evident priority. There are two reasons for this: on one hand, fossil fuels (oil and gas) are running out worldwide. On the other hand, there is a growing need to use non-CO2 emitting energies.
 5. Finally, Fair Trade Lebanon’s action only makes sense if it enables the beneficiaries themselves to make a decent living in dignity from their production activities. And this can be achieved in two ways: firstly, by

consolidating our food systems on a national scale through the development of import substitution and advocacy in favor of a right to protection for certain strategic sectors. Secondly, by pursuing our efforts to provide access to export markets for our processed products, and to make Lebanon a nation of excellence in food products and gastronomy: “Branding Lebanon”.

We are convinced and enthusiastic that it is by combining our resources and efforts in these different directions that Fair Trade Lebanon will confidently continue its journey towards 20/20!

Benoit Berger

THANK YOU

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