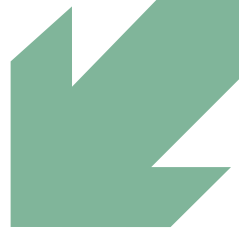




ANNUAL ACTIVITY REPORT **2024**





ABREVIATIONS

ADR	<i>Association for the Development of Rural Capacities</i>
AFD	<i>Agence Française de Développement</i>
BMZ	The Federal Ministry for Economic Cooperation and Development
CIL	<i>Care International in Lebanon</i>
COOP	Cooperative
FTL	<i>Fair Trade Lebanon</i>
GIZ	<i>Deutsche Gesellschaft für Internationale Zusammenarbeit</i>
KFW	Kreditanstalt für Wiederaufbau
MoET	<i>Ministry of Economy and Trade</i>
Mol	<i>Ministry of Industry</i>
MSMEs	<i>Micro, Small and Medium Enterprises</i>
SMEs	<i>Small and Medium Enterprises</i>
UNDP	United Nations Development Programme
WFP	World Food Programme

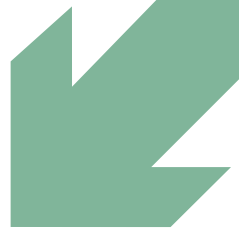


TABLE OF CONTENT

A WORD FROM THE
PRESIDENT *(by Samir
Abdelmalak)*

VISION FOR THE NEXT 3
YEARS *(by Philippe Adaime)*

MANIFESTO

01 ABOUT FAIR
TRADE LEBANON

02 OVERVIEW

03 PROJECTS

04 HIGHLIGHTS

05 FINANCIALS

A WORD FROM THE PRESIDENT

At Fair Trade Lebanon, we don't just believe in change, we are making it happen.

We contribute building an economy rooted in fairness, because a nation's strength lies in the dignity and well-being of its people. Every day, we work to ensure that farmers, workers, and cooperatives in the agri-food sector are not only fairly compensated but also supported with real opportunities for growth.

We are actively limiting the brain drain by creating jobs and improving livelihoods, especially for youth in rural areas. We are advancing gender equality, championing sustainability, and preserving Lebanon's rich cultural and culinary heritage.

Fair Trade is not just our principle, it's our practice. Through concrete projects, market access, and capacity building, we are proving that a better Lebanon is possible.

And none of this would be possible without the dedication, energy, and passion of our team. To each member of Fair Trade Lebanon, thank you. You are the heart of our mission, and the driving force behind every achievement.

With faith, courage, and enthusiasm, let us continue, to move forward, together.

Samir Abdelmalak

President, Fair Trade Lebanon

THE VISION FOR THE NEXT 3 YEARS

As we turn the page on another transformative year, we look ahead with resolve and renewed ambition. The landscape in Lebanon and the region remains fragile and uncertain, yet our mission is more relevant than ever: to build economic resilience, restore dignity through work, and promote a sustainable, fair model of development rooted in our agri-food heritage.

Over the next three years (2025–2027), Fair Trade Lebanon will anchor its strategy on five essential pillars that reflect both the urgency of the moment and our long-term commitment to systemic change:

1. Driving the Agroecological Transition

FTL will invest heavily in agroecology and sustainable farming methods. Building on the momentum of Tawazon Tabie, Tarik Akhdar, Permasoil, and Aradina, we will scale up support to farmers and cooperatives adopting low-carbon, climate-resilient practices. Our goal is to position Lebanon as a regional pioneer in agroecological production and introduce a national certification system that rewards ecological performance and social equity.

2. Making “Branding Lebanon” a Strategic Asset

In the face of brain drain and economic dislocation, we believe Lebanon’s culinary identity can become a vector for hope, pride, and global recognition. Through our continued investments in food tourism, international fairs, product innovation, and digital visibility, FTL will champion Lebanon as a country of excellence in sustainable and fair agri-food products. This will further open export channels and reinforce the role of small producers in global value chains.

3. Consolidating Financial Sustainability

With decreasing donor predictability and rising implementation costs, FTL must adopt a more diversified and resilient funding model. We aim to strengthen our revenue-generating activities, expand public-private partnerships, and launch at least one mission-aligned social enterprise by 2026. The upcoming launch of FTL Finance will also play a pivotal role in bridging access-to-finance gaps for SMEs and cooperatives.

4. Inclusion and Empowerment at the Core

Our programs will prioritize women, youth, and marginalized communities as drivers of innovation and entrepreneurship. Whether through skills-building, incubation, market linkages, or community-based planning, we will place empowerment at the heart of each intervention. Our youth and gender equity strategies will be scaled and mainstreamed across all projects.

5. Institutional Growth and Data-Driven Impact

To serve better and grow sustainably, FTL will continue strengthening its internal systems: MEAL, digital tools, HR, and compliance. We will invest in building a culture of learning, transparency, and impact measurement to continuously improve program performance and communicate our value to stakeholders.

Our vision is ambitious but grounded in experience and fueled by the incredible commitment of our team and partners. Together, we can build a Lebanon that produces, exports, innovates, and thrives — not despite the crisis, but because we dared to face it with courage, strategy, and unity.

Philippe Adaime

CEO of Fair Trade Lebanon

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

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 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.

In our ongoing commitment to strengthening governance and enhancing organizational efficiency, Fair Trade Lebanon (FTL) is proud to announce a significant restructuring. As part of this effort, we have established two new divisions designed to better serve our mission and improve our project execution.



Food Security and Agriculture Division

This division represents a strategic pivot, aiming to integrate farmers into the broader value chain and amplify their contributions to Lebanon's food security. Its objectives include enhancing good practices and innovation by introducing and scaling up sustainable farming methods, supporting the adoption of innovative technologies, and ensuring environmental protection. The division also focuses on building partnerships with academia to bring cutting-edge knowledge and practices to farmers. Additionally, it aims to strengthen the value chain by supporting farmers and connecting them to markets.

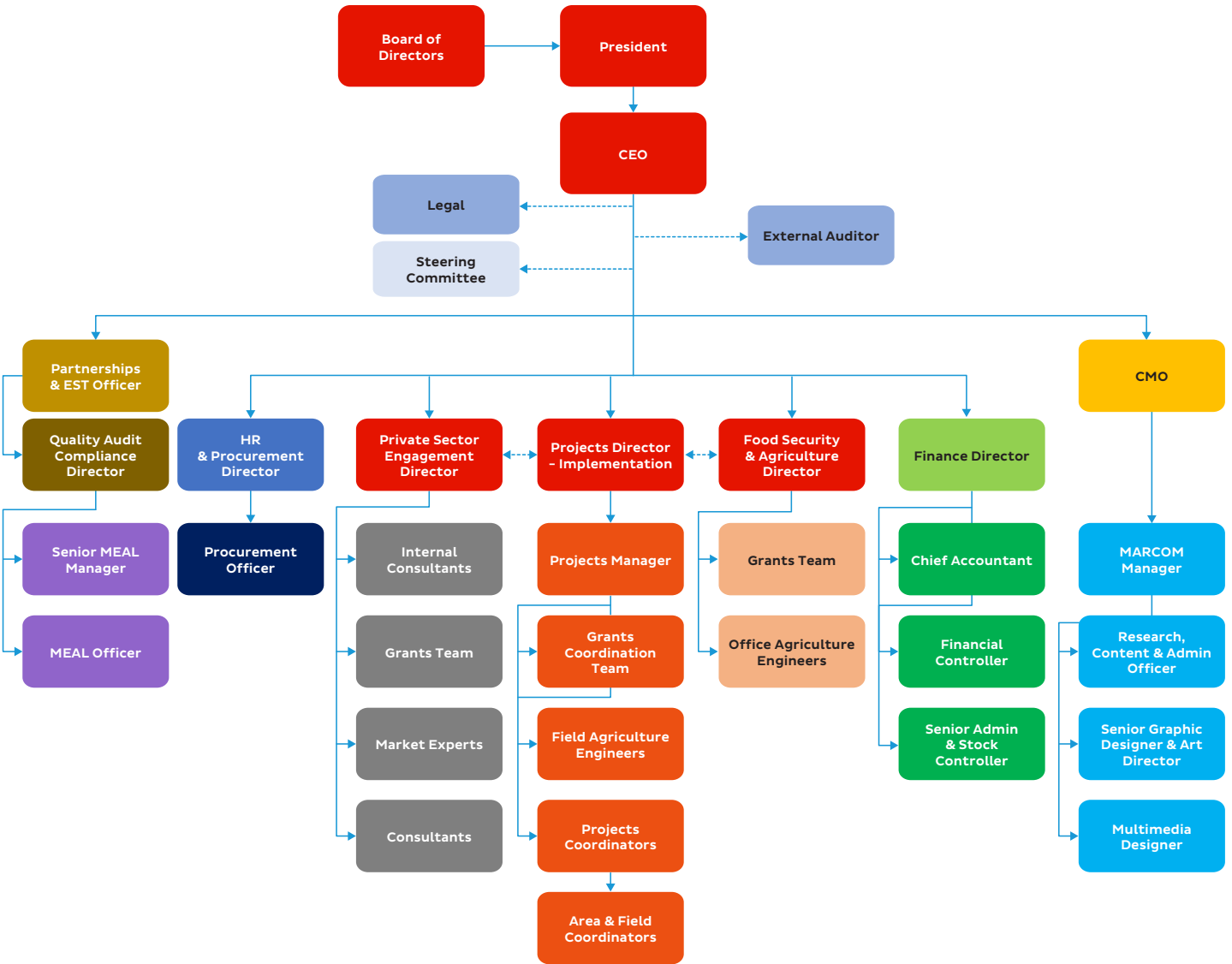
Private Sector Engagement Division

This division aims to strengthen the private sector's role in sustainable economic development through tailored projects and initiatives. It supports MSMEs, cooperatives, and startups in scaling and achieving long-term sustainability. Its expertise spans training and coaching in key areas such as business (acceleration,

incubation, and marketing), agriculture (both traditional and emerging trends), and technical fields (certification and innovation).

This restructuring reflects our determination to continually improve and maximize our positive impact on local communities.

FTL ORGANIZATIONAL STRUCTURE
December 2024



02 OVERVIEW

In 2024, Fair Trade Lebanon reinforced its role as a key development actor in rural and economic advancement, delivering impactful projects through a structured and strategic project flow. Each initiative followed a comprehensive model—from needs assessment and community engagement to technical support, equipment provision, market linkages, and sustainability planning—ensuring that our work remained demand-driven, inclusive, and grounded in field realities. A key shift this year was Fair Trade Lebanon’s positioning not only as a supporter of MSMEs, but also as a partner to more established companies. While agriculture and agro-food remained core to our mission, we expanded into new value chains such as textiles, jewelry, crafts, and services—broadening both our reach and economic impact.

We implemented 21 projects across the country, from Akkar and North Lebanon to Mount Lebanon, Beirut, Baalbek, the Bekaa Valley, the South, and Nabatieh. Our presence in the South and Nabatieh continued despite heightened security risks, while our teams were notably reinforced in Akkar and the Bekaa to improve responsiveness in key agricultural zones. This wide reach was made possible thanks to a dedicated team and strong partnerships with cooperatives, municipalities, academic institutions, and grassroots actors.

Our network grew to include over 6,000 farmers and producers, with field operations in more than 130 villages. A local nursery was launched in Akkar to promote sustainable practices and serve as a hub for training and seedling production—marking a key milestone in our agroecology strategy. Our support

to food processing cooperatives and SMEs proved highly effective, combining capacity building, equipment provision, and improved market readiness to help them withstand a challenging economic context.

A standout achievement was our partnership with Al Majmoua, which enabled three cooperatives to access tailored financial support and fulfill export orders—demonstrating how financing can unlock real opportunities. In parallel, the FTL Business Accelerator projects provided dozens of entrepreneurs with coaching and market exposure, strengthening our role in fostering entrepreneurship. We also supported local fairs and buyer-seller encounters, and facilitated the participation of our partners in seven fairs across Lebanon and abroad. In parallel, FTL supported olive oil producers in reaching non-conventional markets, reinforcing our commitment to diversifying opportunities and boosting rural incomes.

As war broke out in the south, Fair Trade Lebanon mobilized quickly to launch solidarity actions that connected local producers and SMEs with internally displaced families. Through these initiatives, we facilitated the distribution of food items, ensuring both social protection for vulnerable communities and continued demand for local production.

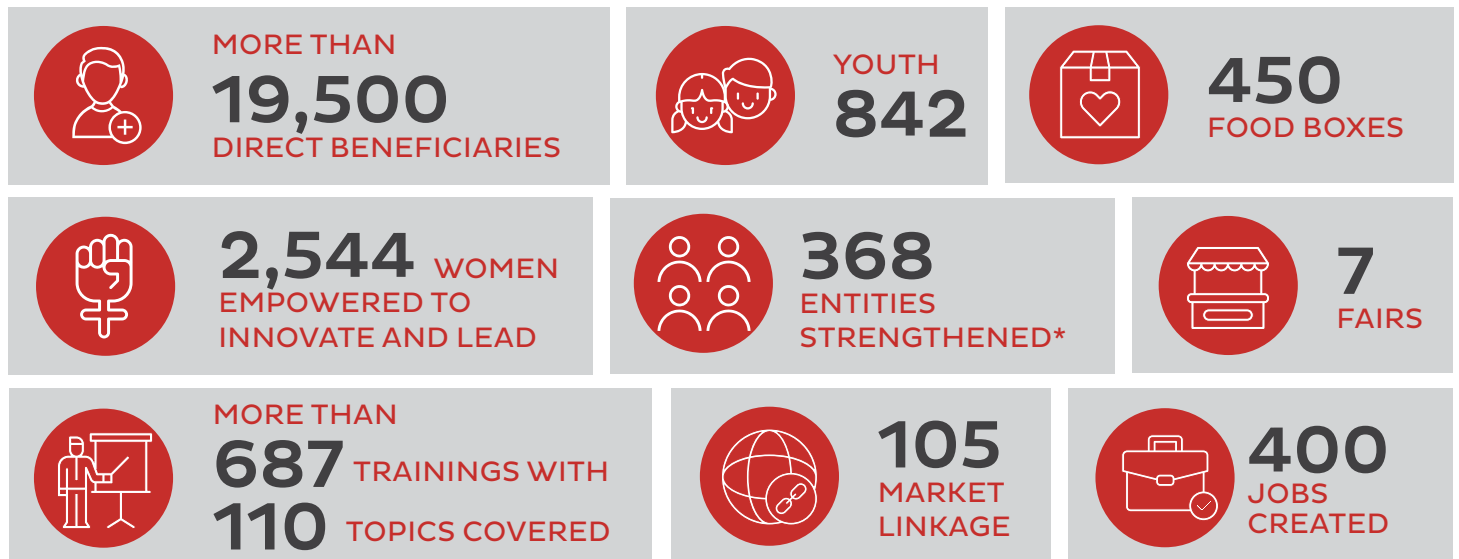
Fair Trade Lebanon also made progress in environmental and educational programming. A team of agroecology advocates was mobilized to spread sustainable agricultural practices, while our active role in networks such as the Agroecology Coalition and EcoSwitch reinforced our contribution to wider sustainability dialogues.

Still, 2024 was not without challenges. SMEs across sectors struggled with rising production costs, unstable markets, and limited access to raw materials and equipment. In agriculture, these difficulties were compounded by shortages of seeds, fertilizers, and irrigation tools. The war further disrupted business continuity, particularly in southern regions, affecting thousands of farmers and producers. Fair Trade Lebanon's field presence, logistical capacity, and trusted relationships enabled swift and targeted responses. By focusing on tailored business support, market linkages, and access to finance, we helped partners

maintain operations and pursue new opportunities despite adversity.

In the face of these challenges, Fair Trade Lebanon remained a driver of inclusive growth and resilience. Guided by the values of partnership, innovation, and excellence, we continue to champion fair, local, and sustainable food systems while supporting Lebanon's broader economic and social development.

Alexandre Salha
Projects Director



* 82 coops and 286 SMEs

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 2024, FTL led and implemented 20 programs (including 6 new) 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

AGRICULTURE FARMERS DEVELOPMENT & LIVELIHOODS – AFDAL IV



FUNDING PARTNER World Food Program (WFP) | **START DATE** January 2024 **END DATE** October 2024 | **BENEFICIARIES** 110 farm units and entities (70 greenhouse units, 30 livestock farms, 10 Coops and MSMEs)

AIM Improve the resilience of individuals, households, communities, and systems in the face of economic and climatic shocks and stressors affecting the food security, nutrition and wellbeing of Lebanese and displaced women and men in vulnerable areas.

The project has led to significant outcomes for farm units (greenhouse and livestock farms), cooperatives, MSMEs, and community kitchens. These include enhanced livelihood opportunities, improved technical capacity, and psychosocial support, which have contrib-



uted to better income generation and overall well-being. It has also strengthened economic resilience by diversifying income sources and improving financial stability. Additionally, the project has fostered enhanced market linkages, connecting farm units, cooperatives, MSMEs, community kitchens, businesses, and customers, thereby facilitating better access to markets and promoting sustainable growth. Outcome for farm units (greenhouse farms and livestock farms) and Cooperatives, MSMEs, and Community Kitchens.

AGRICULTURE FARMERS DEVELOPMENT AND LIVELIHOODS - AFDAL III-PHASE 2



FUNDING PARTNER World Food Program | **IMPLEMENTING PARTNERS** Care International in Lebanon (CIL) and the Association for the Development of Rural Capacities (ADR) | **START DATE** August 2023 **END DATE** February 2024 | **BENEFICIARIES** 194 farmers

AIM Improve 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.



03 PROJECTS

STRENGTHENING LEBANESE LIVELIHOODS BY SUPPORTING AGRICULTURAL PRODUCTION ARE/CHEMONIX



FUNDING PARTNER USAID | **START DATE** July 2023 **END DATE** September 2024 | **BENEFICIARIES** 6,128 farmers

AIM Mitigate the adverse effects of rising food costs and decreased purchasing powers on rural Lebanese livelihoods using two channels: first, it aimed to decrease monthly expenditures by supporting Lebanese families with seeds, seedlings and compost that can provide nutritious, healthy food. Secondly, FTL improved 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 distributed 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 2023. The distribution process for



spring crops was completed by May 2024. In parallel to the distribution, training material has been delivered to the selected farmers in order to enhance their yields and income.

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

03 PROJECTS

FOOD FOR AKKAR (FFA)



FUNDING PARTNER Coopération Monégasque | **START DATE** February 2021 **END DATE** December 2024 | **BENEFICIARIES** 200 farmers and cooperative members (10 farming cooperatives), 200 households, (100 Lebanese refugees and 100 displaced Lebanese).

AIM Improve food security in the Akkar region by enhancing the abilities of farmers and enabling vulnerable communities to access necessary food resources. The project focused on providing technical and business training to farmers, developing a nursery, and providing agricultural inputs and equipment to maintain productivity. The objective was to increase the resilience of farmers and maintain their sustainable activity so that Akkar region can achieve better access to fresh produce.



2. ECONOMIC EMPOWERMENT AND ACCESS TO MARKET

SUPPORT TO THE AGRICULTURE SECTOR IN ZGHARTA CLUSTER THROUGH LOCAL INNOVATIVE INITIATIVES- UNDP ZGHARTA ZEWEYEH



FUNDING PARTNER KWF | **START DATE**

November 15, 2024 **END DATE** July 15, 2025 | **BENEFICIARIES** 40 entities - 3 cooperatives - 60 farmers

AIM Support the agriculture sector in Zgharta through local innovative initiatives. The expected outcomes include providing support to entities through coaching sessions and in-kind assistance, offering support to cooperatives through training sessions and assistance to the agriculture committee and supporting farmers through targeted training sessions.



03 PROJECTS

FOSTERING ECONOMIC GROWTH AND DIVERSIFICATION IN THE COASTAL AND NORTHERN MATEN CLUSTER OF MUNICIPALITIES - UNDP MATEN



FUNDING PARTNER KFW-BMZ | **START DATE** October 1, 2024 **END DATE** October 1, 2025 | **BENEFICIARIES** 50 startups and MSMEs in Sin el Fil, Bourj Hamoud, Jdeideh and Dekwaneh

AIM Foster inclusive economic growth and diversification by supporting startups and MSMEs, with a focus on local entrepreneurs by creating job opportunities and stimulating the local economy in the Coastal and Northern Matn cluster of Municipalities. FTL will select and on-board 50 start-ups and MSMEs, and provide tailored support to a minimum of 20 startups in the “Nascent Stage”, 20 MSMEs in the “Advancing Stage” and 10 MSMEs in the “Mature Stage”.



03 PROJECTS

GREEN AND FAIR - GRANT SCHEME TO PROMOTE EMPLOYMENT AND ENTREPRENEURSHIP IN THE GREEN ECONOMY



FUNDING PARTNER UFM | **START DATE** July 1, 2024 **END DATE** January 31, 2025 | **BENEFICIARIES** 60 farmers

AIM Enhance the capacities of women and youth from vulnerable communities in Lebanon, Egypt, and Palestine, including migrants and refugees, enabling them to apply socially and environmentally sustainable practices in agriculture and related sectors. The expected outcomes include technical capacity building on green and social production practices, providing technical support and coaching to help access markets and distribution channels, establishing a coordination mechanism among Fair Trade Organizations at the regional level, and organizing networking events at the regional level.



03 PROJECTS

EXCEL-MB



FUNDING PARTNER German Federal Ministry for Economic Cooperation and Development (BMZ) | **IMPLEMENTING PARTNER** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH | **START DATE** November 2023 | **END DATE** May 2025 | **BENEFICIARIES** 10 MSMEs in Central Bekaa & Chouf/Aley

AIM Foster the growth of agri-food MSMEs in the Bekaa and Mount Lebanon, specifically Baalback, Zahle, Chouf and Aley, through the implementation of a business accelerator program. The project provided 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 supported the development of new products and organized networking events. By nurturing their growth and empowering them with essential skills and tools, the project sought 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.



03 PROJECTS

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



DONOR Spanish Agency for International Development Cooperation (AEICD) |

START DATE August 2023 **END DATE** May 2024 | **BENEFICIARIES** 25 SMEs and Cooperatives

OBJECTIVE Foster the growth and competitiveness of SMEs and Cooperatives in the northern region of Lebanon through the implementation of a business accelerator program.

AIM Improve the performance of 25 SMEs and cooperatives by supplying trainings and offering customized services and coaching to their staff. FTL also aimed to improve planning and management capabilities and enabled targeted SMEs and cooperatives to access new markets. Lastly, FTL provided opportunities for access to Lebanese markets through market linkages activities.



03 PROJECTS

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



FUNDING PARTNER USAID |
IMPLEMENTING PARTNER Land
O' Lakes Ventures 37 | **START DATE**
July 2023 **END DATE** July 2024 |
BENEFICIARIES 6 Lebanese
Cooperatives

AIM 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. FTL strengthened 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 supported the 6 cooperatives in developing and improving their 5 potential top products, promoted access to markets and ensured at least 3 market linkages per cooperative, coaching on good governance and management practices. The end goal was to transform participating cooperatives into professional businesses with strong and effective leadership.



03 PROJECTS

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



DONOR World Bank | **PARTNER** Competitiveness | **START DATE** March 2023 | **END DATE** November 2024 | **BENEFICIARIES** 55 Lebanese MSMEs

AIM Support 55 Lebanese MSMEs in their business development through capacity building and business linkages to generate 2,000 direct and indirect jobs. The subsectors that had been selected were the fresh produce, and more specifically, table grapes for export and vegetables for the domestic fresh-cut food-service market, and the Agri products both for export and domestic consumption, focusing on terroir and agro-tourism.

FTL was designated to lead the Agri products subsector and was responsible to engage and work with a total of 50 companies in around 4-5 supply chains within this subsector. These companies were clustered in Abra, Hasbaya, and Koura to facilitate diagnostic, change management, potential collaborations amongst them and presentation and work-group logistics.



03 PROJECTS

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



FUNDING PARTNER Agence Francaise de Développement (AFD) and the Danish Refugee Council (DRC) | **IMPLEMENTING PARTNER** Expertise France | **START DATE** March 14, 2023 **DURATION** 15 months | **BENEFICIARIES** 10 local food producers and 170 beneficiaries

OBJECTIVE 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.

AIM Strengthen the sustainability of 10 local food producers in the region through activity diversification and improvement of capacities; it also intended to improve the enabling environment for food-tourism activities through supporting 170 beneficiaries, including 150 members of MSMEs and 20 members of other touristic actors in Zahle region that had activities to promote food tourism initiative; and lastly, the project aimed to promote Bekaa culinary heritage through the creation of 10 new food tourism experiences.



03 PROJECTS

NOOMOO LEB



DONOR German Federal Ministry for Economic Cooperation and Development (BMZ) | **PARTNER** GIZ GmbH | **START DATE** September 2022 **END DATE** May 2024 | **BENEFICIARIES** 25 agri-food MSMEs and cooperatives in Beirut and Mount Lebanon

NOOMOO Leb was a business accelerator program implemented by FTL as part of the “Employment Promotion in Lebanon” project (EPL).

AIM Contribute to job creation in the agri-food sector by supporting the 25 production units in developing and sustaining their business. The program offered training sessions, customized coaching, and services to SMEs and cooperatives to improve their performance, planning, and management capabilities, and access to new markets.



3. ECOLOGICAL TRANSITION AND CLIMATE ACTION

TAWAZON TABIE



FUNDING PARTNER Agence Française de Développement (AFD) | **PARTNER** Artisans du Monde France | **START DATE** December 2023 **END DATE** January 2027 | **BENEFICIARIES** 180 farmers (agricultural cooperatives) and 120 processors (food processing cooperatives and Micro, Small and Medium Enterprises – MSMEs)

AIM Strengthens the resilience of food producers and processors in the Bekaa against climate change by improving access to resources and promoting adaptive practices. It engages young professionals in climate mitigation efforts and enhances FTL's capacity to mobilize youth on climate issues.

Key actions include supporting climate-adaptive practices through studies, beneficiary selection, and training. The project provides food processors with improved production tools, smart irrigation, renewable energy, and climate adaptation measures. It also supports two nurseries and establishes a pilot site to showcase improved agricultural practices.

Additionally, it empowers 40 young entrepreneurs tackling climate challenges, supports 20 agri-food start-ups, and incubates 10 with coaching and in-kind support. It enhances the employability of 90 vulnerable youth, with 20 selected for paid apprenticeships.

[< Back to Table of Content](#)



Finally, the project strengthens FTL staff capacity to raise climate awareness and equips students in agriculture, agri-food, and related fields with skills to integrate climate solutions into their careers.

[< Back to 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



FUNDING PARTNER Agence Française de Développement (AFD), Actes and Drosos | **IMPLEMENTING PARTNERS** Fair Trade and Tourism Lebanon (FTTL), Al Majmoua, Association pour le Droit à l'Initiative Economique (ADIE) and Solidarité Internationale pour le Développement et l'Investissement (SIDI) | **START DATE** August 2022 **END DATE** August 2025 | **BENEFICIARIES** 1,123 individuals, including 562 women

AIM Promote rural and agricultural development in various regions including North, South, Akkar, Nabatiyeh, Bekaa, Baalback, and Hermel.

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.

Finally, the project strengthens FTL staff capacity to raise climate awareness and equips students in agriculture, agri-food, and related



fields with skills to integrate climate solutions into their careers.

4. COMMUNITY DEVELOPMENT AND SOCIAL INCLUSION

SAVE THE CHILDREN

Enhance the resilience and self-reliance of vulnerable households with children in Lebanon by improving food security, nutrition, and livelihood opportunities through integrated and sustainable interventions.



FUNDING PARTNER Anonymous |
START DATE 1 September 2024 **END DATE** 31 March 2025 | **BENEFICIARIES**
250 Households, 3 mother communities

AIM Enhance the resilience and self-reliance of vulnerable households with children in Lebanon by improving food security, nutrition, and livelihood opportunities through integrated, sustainable interventions. This includes identifying MSMEs and large companies.

- Provide cash grants to support the private sector.
- Conduct a child/community-led assessment to identify needs within communities.
- Develop an action plan and design solutions based on community input.



- Implement solutions in coordination with community members.
- Monitor the quality and impact of the implemented community support project.

PROMOTING SUSTAINABLE FARMING FOR CLIMATE CHANGE ADAPTATION AND YOUTH EMPOWERMENT IN VULNERABLE COMMUNITIES- PERMASOIL



FUNDING PARTNER The government of the grand duchy of Luxembourg: Ministry of the environment, climate, and sustainable development | **START DATE** March 2024 **END DATE** February 2027 | **BENEFICIARIES** 208 youth

AIM The main objective of the project is to enhance the community’s awareness, capacity, and engagement in climate-resilient agriculture and environmental conservation.

The PERMASOIL project combats climate change challenges in the Beqaa region in Lebanon by implementing climate-resilient agricultural practices. By reducing climate-induced risks and promoting sustainable land use, the project not only bolsters local resilience but also significantly enhances adaptive capacity towards changing climatic conditions. The project strategically addresses a variety of key themes, including:

Natural Capital and Land Use: This involves establishing a demonstration plot and transitioning two agricultural lands from conventional practices to permaculture, fostering organic farming techniques and sustainable technologies.



Resource Efficiency and Waste Management: This encompasses efficient food waste management and the adherence to the principles of “Reduce, Reuse, Recycle” (the “3 Rs”).

IMPROVING LIVING CONDITIONS AND RESILIENCE OF REFUGEES DISPLACED BY THE SYRIAN CRISIS AND VULNERABLE HOSTING COMMUNITIES IN LEBANON ENABLE PROGRAM



FUNDING PARTNER ILO | **START DATE** November 2023 **DURATION** 3 months | **BENEFICIARIES** 250-300 workers

AIM FTL will conduct an outreach for more than 250-300 beneficiaries in Tall Maayan - Akkar, in which ILO 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 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 .



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



FUNDING PARTNER Ministère de l'Europe et des Affaires Etrangères | **START DATE** July 2022 **END DATE** July 2025 | **BENEFICIARIES** 1 women cooperative (20 women), 35 carob producers, 25 beekeepers

AIM 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.



THE CHASE YOUTH EMPOWERMENT PROGRAM



FUNDING PARTNER Novo Nordisk foundation | **IMPLEMENTING PARTNER** DRC | **START DATE** February 2022 **END DATE** July 2024 | **BENEFICIARIES** 720 households, including 120 youth aged under 26.

AIM 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 focused on the support of youth in pursuing their aspirations and on enhancing the financial, social, and technical capital of youth households. The project included vocational training, work-based learning, technical production trainings on productive assets, entrepreneurship, and access to finance.



04 HIGHLIGHTS 2024

OUR EVENTS

INDUS FOOD – INDIA

The Embassy of India in Lebanon, with support from the Ministry of Industry in Lebanon, invited Fair Trade Lebanon to participate in the IndusFood 2024 in India, hosted by the Trade Promotion Council of India.

Representing Lebanon under the Fair Trade Lebanon team were:

- Château St Thomas
- Delifraicheur
- Al Raghad
- Zeit Boulos

Other partner groups, including the El Khalil Foundation and Le Passeport Culinaire, showcased their presence.

Throughout these collaborative days, participating companies were able to engage in productive meetings that led to various trade opportunities.

The Lebanese Ambassador to India, Ambassador Md. Noor Rahman Sheikh, visited the Lebanese Pavilion and held meetings with



participating companies, offering his continued support for the enhancement of trade between Lebanon and India.

To know more, click on the following icon 

LEBANON SHOWCASES AT SIAG FOOD TRADE SHOW

Lebanon made its successful debut at the 10th edition of the SIAG Food Trade Show in Oran, Algeria, from March 4 to 7.

The “SIAG – Algeria Food Expo” is an annual professional exhibition held at the Oran Convention Center, serving as a pivotal event in the agro-food sector. The event gathers professionals, decision-makers, and experts from diverse fields. Lebanon’s Minister of Industry and the Ambassador of Lebanon to Algeria inaugurated the Lebanese stand, underscoring Lebanon’s commitment to fostering international cooperation. This accomplishment was possible with the support of USAID and the collaborative efforts of Land O’Lakes Venture37, Fair Trade Lebanon, and Georges N. Frem Foundation. Together, they showcased innovative products from local Lebanese cooperatives, combining traditional methods with modern innovation on a global stage.

Participation in SIAG has created new opportunities for Lebanese cooperatives, offering global visibility and the chance to establish meaningful international partnerships. Notably, the CD4 project played a vital role



in preparing these cooperatives for success, focusing on enhancing their capabilities in product development, marketing, and governance. Hazem Harb, the Senior Cooperative Development Manager of CD4, emphasized, “This Expo marks a significant step in enhancing our efforts to activate resilience links for the cooperatives under the USAID-funded CD4 project. It’s our inaugural presence in Algeria, offering an opportunity for products from CD4-supported cooperatives to expand into external markets and introduce Algerian consumers to these locally produced goods”.

04 HIGHLIGHTS 2024

HORECA EXPERIENCE 2024 WRAPS UP WITH SUCCESS IN BEIRUT

The 28th edition of the HORECA Experience, held from April 16 to April 19 at the Seaside Arena in Beirut, concluded with great success. This year's event brought together eight participants under Fair trade Lebanon's booth, showcasing brands such as Spreadly, Nat's Nuts, Foudelicious, Epicure Healthy Living, Droubna, Al Raghad, Les Caves d'Eden, and Beelal Beekeeping.

The participants, ranging from gourmet food producers to beekeeping specialists, reported new business opportunities and valuable exposure to potential buyers. Fair Trade Lebanon's focus emphasized on sustainable and ethical business practices, resonating with both exhibitors and attendees. With this



successful edition, HORECA continues to be a pivotal platform for growth in the hospitality and food service industries.

To know more, click on the following icon 

FAIR TRADE LEBANON DISCUSSES AGRO-ECOLOGY AT 'MADE IN LEBANON' EXPO; MAY 14, 2024

Fair Trade Lebanon successfully hosted a pivotal panel on agro-ecology at the 'Made in Lebanon' exhibition on May 11, 2024, under Tarik Akhdar project. The event took place at the Forum de Beyrouth, emphasizing the importance of sustainable practices for Lebanon's economic revival.

The session, opened by Samir Abdelmalak, President of Fair Trade Lebanon, and Eng. Chantal Akl, Acting Director-General of the Ministry of Industry, paved the way for insightful discussions. Alexandre Salha, Projects Director at FTL, moderated the panel titled "Empowering Tomorrow."

Speakers included Dr. Nadim Farajalla, who showcased academia's role in promoting sustainability and biodiversity. Dr. Maya Nehme



discussed industry strategies for sustainability and reducing emissions in her talk, "Carbon Conscious." Imad Abi Chaker and Sarah El Khechen highlighted industrial and economic growth perspectives through agro-ecology.

The event concluded with Benoit Berger, Program Director at Fair Trade Lebanon, reflecting on the Tarik Akhdar project's achievements and future sustainable economic strategies.

04 HIGHLIGHTS 2024

LEBANON'S ENTREPRENEURIAL SPIRIT SHINES: HIGHLIGHTS FROM THE 'MADE IN LEBANON' EXPO

May 14, 2024

Fair Trade Lebanon participated alongside the Ministry of commerce to the 'Made in Lebanon' Exhibition, held at the Forum de Beyrouth, from May 9th to May 13th. The event served as a vibrant celebration of Lebanon's industrial sector, featuring innovative projects within Fair Trade Lebanon's stand, showcasing several brands and cooperatives under NOOMOOLEB and Tarik Akhdar Projects.

Attracting a steady stream of visitors, the Noomoo Leb project, which encompasses approximately 25 small and medium-sized enterprises (SMEs) and cooperatives, provided a bustling hub of activity.

Participants not only showcased and sold their diverse array of products but also actively engaged in fruitful business-to-business networking, fostering valuable connections and garnering essential feedback. This platform significantly amplified the visibility and market reach of local talent, fostering opportunities for impactful collaborations and partnerships.

Meanwhile, the 'Tarik Akhdar' initiative, dedicated to Lebanon's green economic transition, saw the participation of four Lebanese cooperatives at the event. Additionally, products from cooperatives affiliated with Tarik Akhdar were scheduled for daily showcasing with the intention of facilitating sales during their respective cooperative's presence.

Let's continue to support and celebrate the innovation and resilience of Lebanon's entrepreneurial community.



To know more, click on the following icon 

SUCCESSFUL CLOSING EVENT OF “PROMOTION OF FOOD TOURISM FOR SOCIAL AND ECONOMIC COHESION IN BEKAA” PROJECT

June 12, 2024

Zahle, Lebanon – June 9, 2024 – Fair Trade Lebanon and Expertise France celebrated the successful conclusion of the “Promotion of Food Tourism for Social and Economic Cohesion in Bekaa” project. This initiative, part of the Shabake2 project supported by Agence Française de Développement (AFD) and Centre de Crise et de Soutien (CDCS), aimed to enhance the Bekaa region’s culinary heritage while boosting social and economic resilience.

Over the course of 15 months, the project focused on three key areas:

1. Sustainability: Improved the capacities of 10 food production institutions and cooperatives through training, product development, and essential equipment.
2. Enabling Environment: Provided training to 170 individuals from MSMEs and tourism-related sectors in Zahle.
3. Culinary Heritage: Developed 10 new culinary tourism experiences showcasing Bekaa’s rich traditions.

The closing event featured speeches from key stakeholders who highlighted the project’s achievements in job preservation, opportunity creation, and community support. Local authorities from the region attended, emphasizing the significance of the celebration.



Mayor Assaad Zgheib expressed gratitude for the project’s positive impact on the community. The event concluded with musical performances, celebrating Bekaa’s culinary heritage and strengthening community bonds.

To know more, click on the following icon 

A TASTE OF LEBANON: FAIR TRADE LEBANON'S CULINARY EVENT CELEBRATES OLIVE OIL HERITAGE.

August 27, 2024

On July 12, 2024, Fair Trade Lebanon hosted an exquisite Olive Oil Pairing Dinner at the historic Mir Amin Palace, a celebration of Lebanon's rich culinary heritage. Supported by the World Bank and the Dutch Ministry of Foreign Affairs, the event attracted key stakeholders from both the public and private sectors.

Guests indulged in a luxurious five-course Lebanese dinner, thoughtfully paired with premium olive oils and wines. The evening was enriched by the melodic performances of the El Khalil Children's Orchestra and an enlightening Olive Oil Master Class led by Eng. Ibrahim Kaakour.

The following day, the Olive Festival came alive with over 25 vibrant stands, each offering a taste of Lebanon's finest olive oils, wines, and artisanal baked goods. Live cooking demonstrations throughout the day highlighted the country's diverse culinary traditions, captivating the attendees with the rich flavors and techniques of Lebanese cuisine.

This gastronomic celebration, part of the PS4R Project, exemplifies Fair Trade Lebanon's commitment to promoting local producers and supporting sustainable market growth. Through this celebration of Lebanese flavors and cultural richness, Fair Trade Lebanon aims to revitalize the nation's economic and culinary landscape, fostering collaboration and expanding market opportunities for local producers.

To know more, click on the following icon 



OUR ACTIVITIES

INTRODUCING BOOSTLEB: BUSINESS PROGRAM ACCELERATOR IN NORTHERN LEBANON

Fair Trade Lebanon is proud to announce the launch of the BOOST LEB project in the North of Lebanon, in collaboration with the Spanish Agency for International Development Cooperation (AECID). This initiative is designed to support the local economy by providing a business accelerator program specifically crafted for the needs of businesses in the region.

The aim of BOOST LEB is to improve critical business competencies, including planning, management, and operations, to help local businesses achieve sustainable growth. The project focuses on capacity enhancement, better market access, and fostering connections, with particular attention to sectors like agriculture and business development.

Innovation, sustainability, and the empowerment of rural communities stand at the core of BOOST LEB's mission.

As the project progresses, Fair Trade Lebanon invites you to stay updated with our progress through our website and social media channels.



NOOMOO LEB BUSINESS BOOSTER FOR THE AGRI-FOOD SECTOR CLOSING EVENT

As the 18-month NOOMOO Leb business booster program concludes, we're proud to highlight our achievements in Beirut and Mount Lebanon's agri-food sector. Supporting 25 agri-food enterprises and cooperatives, we've elevated standards in sustainability and quality, leading to increased sales and market visibility.

Our journey featured over 400 customized learning sessions, enhancing the operational and strategic capabilities of our community. Notable initiatives included participating in Christmas markets and a trade show in India, establishing new local sales points, and securing international export deals. These efforts have broadened our horizons and forged new paths for local agri-food products.

This project was implemented by Fair Trade Lebanon in partnership with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, and commissioned by the



Federal Ministry for Economic Cooperation and Development (BMZ). We look forward to continuing our support for the vibrant agri-food entrepreneurship ecosystem, driven by your engagement and support. Together, we're making a lasting impact on our community and beyond.

To know more, click on the following icon 

SUCCESS STORIES

TERROIRS DU LIBAN EARNs CERTIFICATION FROM @PEOPLEANDPLANETFIRST

Beirut, Lebanon — February, 2024

We're thrilled to announce that Terroirs du Liban, our World Fair Trade Organization certified brand, has achieved certification from @peopleandplanetfirst. This recognition underscores our commitment to sustainability and ethical practices.

Awarded by the Social Enterprise World Forum (SEWF) and endorsed by the WFTO network (World Fair Trade Organization), this certification signifies our dedication to promoting a global social enterprise movement.

Terroirs du Liban's certification is a testament to our mission-led approach and community involvement. We believe in fostering practices that benefit both people and the planet,



promoting circular economy and embracing environment friendly practices.

By choosing Terroirs du Liban, you're not only enjoying exceptional products but also contributing to a more sustainable future.

REPLANTING HOPE: LORANCE HAYDAR'S JOURNEY TO REVITALIZE HER FAMILY'S FARM THROUGH THE ARE PROGRAM

In the North governorate, specifically in Bichmizin, the outreach phase of the project saw the field team actively seeking local contacts to connect with farmers who would benefit from the initiative. This effort led them to Lorraine Haydar, a woman whose husband, a former farmer, had been unable to continue planting due to a debilitating eye condition. Inspired by ARE project's potential, funded by the USAID, Lorraine decided to take action, replanting approximately 1,000 m2 of land next to her home and carrying on her husband's legacy while supporting her family.

At the outreach event Lorraine took the



opportunity to introduce herself, engage in the session, and register for the project with the guidance of the FTL team, marking the beginning of her involvement in this life-changing initiative.

GROWING SUCCESS: NAZIH KACHI'S TRANSFORMATION THROUGH THE FOOD FOR AKKAR PROJECT"

Nazih Kachi, a Lebanese farmer from Ouwaynat Akkar, is an active participant in the FFA project. He has shared positive feedback regarding the high quality of the distributed inputs, particularly praising the compost. After attending the training sessions, Nazih adapted his agricultural practices, incorporating the new techniques he learned, and plans to continue using compost of the same excellent quality to improve his farming methods further.

Additionally, Nazih noted a significant increase in his production capacity, attributing this improvement to the high-quality seedlings provided through the project. His experience is echoed by many other farmers involved in the FFA project, as detailed in the evaluation of the feedback mechanisms section. Nazih's success story highlights the value of quality inputs and training in enhancing agricultural productivity and fostering sustainable farming practices.

CELEBRATING TRADITION, EMBRACING INNOVATION: AIN EL LOZ COOPERATIVE

Ibtissam Mawal, president of the Ain El Loz cooperative in Ain Ata, Lebanon, shares a powerful story of transformation through the CD4 project, an initiative led by Fair Trade Lebanon (FTL). The project not only provided valuable training but also opened new opportunities for the cooperative, fostering significant growth and empowerment for Ibtissam and the women members.

When the project began, the cooperative's members had limited knowledge and skills.

However, through FTL's training programs, they made impressive strides in areas such as production, marketing, and administration. Under the guidance of experts, the women introduced innovative twists to traditional recipes, such as enhancing the flavor of malban with coconut and vanilla, and adjusting the sugar levels in their molasses biscuits. These improvements set their products apart and helped attract a growing customer base.

PARTNERSHIP BETWEEN GUDTOLLI AND NATURA SPOON: A STEP TOWARDS HEALTHIER BABY FOOD

Gudtolli, a pasta producer specializing in vegetable-based pasta, and Natura Spoon, a company focused on baby food production, formed a strategic partnership in November 2023 under the Noomoo project. This collaboration has made Gudtolli the main supplier of pasta for Natura Spoon, who now creates baby food pasta meals using organic vegetables. By combining their expertise, the two companies

have not only developed a strong partnership but have also set an example for others in the industry to prioritize organic-based foods for baby food production.

Together, Gudtolli and Natura Spoon are paving the way for healthier baby food alternatives, demonstrating the positive impact of innovation and collaboration in the food industry.

RAISING THE BAR: CAVE ABOU HANNA'S TRIUMPH WITH DOUBLE GOLD AT THE 2023 INTERNATIONAL WINE AWARDS

In January 2024, one of Shabake 2 beneficiaries has been awarded with the Double Gold for the year 2023.

The Saturnian Wine “Abu Hanna” won the double gold medal with great superiority over all international participants in France for quality and natural healthy production free from

manufactured substances.

Cave Abou hanna is a wine producer in Zahle that has been voted as the best wine in terms of quality and healthy production in the international market in France.

To know more, click on the following icon 

05 OUR FINANCIALS

PROFIT & LOSS 2023-2024

EXPENDITURES

DESCRIPTION	2023 (IN USD)	2024 (IN USD)
Beneficiaries Transportation	151,230.17	47,665.12
Maintenance	37,230.79	47,104.77
Communication	51,919.01	40,432.18
Rent	14,535.59	39,372.74
Travel & Accomodation	45,076.71	18,880.77
Consultants and trainings	804,436.49	823,461.98
Studies and Value Chains	-	-
Certification costs	6,959.50	4,712.99
Insurance	1,014.20	672.36
Beneficiaries Support and Activities	929,497.19	809,031.15
TOTAL ACTIVITIES EXPENDITURES	2,041,899.64	1,831,334.04
Salaries	112,369.74	540,343.24
Social Security	13,095.57	64,322.76
Employees Transportation	10,763.13	20,953.96
TOTAL EXPENDITURES STAFF	136,228.43	625,619.96
Other Taxes	13,491.76	18,499.59
Depreciation and amortization	657.05	1,307.18
Prov.Alloc.of Eos	21,775.90	37,196.79
Prov. Credit Loss	856.51	51.20
Conversion losses / current transactions	6,731,284.85	176,721.81
Interest / bank charges	22,754.14	19,660.85
Non Operating Charges	17,641.07	18,957.46
TOTAL FINANCIAL FEES	6,808,461.30	272,394.87
GRANT & ALLOWANCES TO BENEFICIARIES	-	-
TOTAL EXPENDITURES	8,986,589.37	2,729,348.87
NET RESULT- EXCESS	7,969.20	7,561.15

REVENUES

DESCRIPTION	2023 (IN USD)	2024 (IN USD)
Invoiced Services	308,759.73	531,409.62
Grants Revenues	2,464,599.32	2,107,763.70
Positive Difference of Exchange	6,220,718.74	96,642.03
In kind Revenues/Sales FA	32.40	
Other Non Operating Revenue	394.49	1,018.26
Advances on Obligated Grants		
Reversal prov. End of serv.	53.89	76.42
TOTAL REVENUES (USD)	8,994,558.57	2,736,910.02

BALANCE SHEET AT 31/12/2024

ASSETS

DESCRIPTION	2023 (IN USD)	2024 (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	39,910.55	39,910.55
Transporting equipment	46,077.54	46,077.54
Other tangible fixed assets	127,685.64	145,792.84
Investement FTTL	504,955.22	542,839.22
TANGIBLE FIXED ASSETS	718,628.95	774,620.15
DEPRECIATION	- 107,919.49	- 108,938.94
TOTAL FIXED ASSETS	623,684.48	678,656.23
Account Receivable - Invoice	41,900.81	32,983.33
Advances paid / Purchase orders	6,272.46	109,362.22
Taxes to be deducted	57,653.85	11,903.94
Grant to receive	501,708.72	-
Other accounts receivable	1,842,045.18	1,680,730.32
TOTAL CIRCULATING ASSETS	2,449,581.02	1,834,979.81
Banks	132,052.09	2,739.85
Cash	2,421.21	1,637.49
TOTAL CASH	134,473.30	4,377.34
TOTAL ASSETS	3,207,738.80	2,518,013.38

LIABILITIES

DESCRIPTION	2023 (IN USD)	2024 (IN USD)
Year Result	7,969.20	7,561.15
Accumulated Results	1,238,012.77	1,245,981.97
Valuation Gap	- 630,128.56	- 617,051.13
TOTAL EQUITY	615,853.41	636,491.99
Prov. Financial contingencies	22,956.65	23,047.93
Prov. for end-of-service	23,201.96	154,247.37
TOTAL LONG TERM EQUITY	46,158.61	177,295.30
Remuneration due to staff	-	4,714.40
Suppliers & Account Payable	580,677.79	122,699.34
Social security	7,379.74	65,197.16
Dues and taxes	23,771.51	72,381.25
Other accounts Payables	106.75	36,550.50
Dif. Income	1,933,790.99	1,402,683.43
TOTAL DEBTS	2,545,726.78	1,704,226.08
CASH AND BANKS	-	-
TOTAL LIABILITIES	3,616,265.10	2,518,013.38

RATIOS	
Liquidity Rate	1.08
Debt Rate	0.75

BUDGET 2025

EXPENDITURES

DESCRIPTION	2025 (IN USD)
Beneficiaries Transportation	100,000.00
Maintenance	57,000.00
Communications	79,000.00
Rent	52,800.00
Travel & Accommodations	200,000.00
Consultants and Trainings	1,715,000.00
Certification & Studies Costs	25,000.00
Lab Analysis Costs	24,000.00
Insurances	9,000.00
Beneficiaries Support Activities	2,130,000.00
TOTAL ACTIVITIES EXPENDITURES	4,391,800.00
Salaries	635,000.00
Social charges	95,250.00
Transportation allowances	65,000.00
TOTAL STAFF EXPENSES	795,250.00
Taxes other and payments	35,000.00
Depreciation and amortization	9,000.00
Provisions and charges	20,000.00
TOTAL FINANCIAL FEES	64,000.00
GRANT & ALLOWANCES TO BENEFICIARIES	
TOTAL EXPENDITURES	5,251,050.00
NET RESULT	6,032.00



REVENUES

DESCRIPTION	2025 (IN USD)
Invoiced services	150,000.00
Grants revenues	5,102,082.00
Diff. exchange rate	
In Kind Revenues	5,000.00
Prov. end of serv.	-
TOTAL REVENUES	5,257,082.00

FINANCIAL SUMMARY

EXPLANATORY NOTE ON FTL FINANCIALS – FISCAL YEAR 2024 & BUDGET 2025

1- Overview of 2024 Financials

Fair Trade Lebanon (FTL) closed fiscal year 2024 with projected revenues of \$2.77 million, a significant decline from \$8.99 million in 2023. This sharp drop reflects the end of several large-scale projects and exchange rate-related gains in 2023 that were not repeated. Despite the revenue contraction, FTL achieved a small net surplus of \$7,561, reflecting disciplined cost control.

Total expenditures reached \$2.76 million, with a strong emphasis on operational activities and beneficiary support. Staff and overhead costs remained contained, and financial fees (including exchange losses) dropped sharply, which is a sign of getting back to normal.

2- Observations & Concerns

- Revenue contracted by 69%, primarily due to reduced exchange gains and lower grant volumes.
- Cash reserves and circulating assets have declined significantly, raising liquidity concerns.
- The small surplus leaves minimal room for contingencies or emergency support.
- No grant or allowance allocations were recorded, possibly limiting flexibility in field operations.

3- Opinion on the Budget 2025

The 2025 budget forecasts a revenue recovery to \$5.2 million, supported by a ramp-up in new grant cycles. It anticipates a balanced expenditure plan with continued focus on field activities and modest overhead. While this projection is optimistic, it assumes continued donor confidence and stable political conditions.

4- Recommendations

To ensure resilience and financial sustainability, we recommend the following actions:

- Diversify income sources, including exploring private and institutional partnerships.
- Prioritize liquidity by rebuilding cash reserves and managing receivables tightly.
- Establish a reserve fund representing at least 5% of annual expenditures.
- Reinforce adaptive budgeting processes, enabling quarterly reallocation based on project timelines and risks.
- Continue leveraging the improved cost structure to reinvest in strategic growth areas.