FAIR TRADE LEBANON

# ANNUAL ACTIVITY REPORT

# 2025



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## ABBREVIATIONS

**ACF** *Action Contre la Faim*

**AECID** *Agencia Española de Cooperación Internacional para el Desarrollo*

**AFD** *Agence Française de Développement*

**BMZ** *The Federal Ministry for Economic Cooperation and Development*

**CIHEAM-MONTPELLIER** *Centre International de Hautes Études Agronomiques Méditerranéennes de Montpellier*

**CNRS** *Centre National de Recherche Scientifique*

**COOP** *Cooperative*

**FTL** *Fair Trade Lebanon*

**GIZ** *Deutsche Gesellschaft für Internationale Zusammenarbeit*

**IYCF** *Infant and Young Child Feeding*

**KFW** *Kreditanstalt für Wiederaufbau*

**KNH** *Kindernothilfe*

**LOM** *Lebanese Order of Midwives*

**MSMES** *Micro, Small and Medium Enterprises*

**NCMS** *National Center for Marine Sciences*

**PLWS** *Pregnant and Lactating Women*

**PSEA** *Protection for Sexual Exploitation and Abuse (PSEA)*

**SLFI** *Syndicate of Lebanese Food Industries*

**SMES** *Small and Medium Enterprises*

**SRMNI** *Sexual, Reproductive, Maternal, Newborn, and Infant health*

**TVET** *Technical and Vocational Education and training*

**UNDP** *United Nations Development Programme*

**USEK** *Holy Spirit University of Kaslik*

**WFP** *World Food Programme*



# A WORD FROM THE PRESIDENT

This year has been marked by uncertainty, crises, and moments that have tested not only our resilience, but also our values. In such times, leadership is not defined by titles or statements, it is defined by presence, courage, and the ability to stand firm when everything feels fragile.

At Fair Trade Lebanon, we chose to lead by remaining close, close to our teams, our producers, and the communities who depend on us. In moments of fear and disruption, what people need most is reassurance, clarity, and solidarity.

What carried us through was our people. Their commitment, dignity, and unwavering belief in our mission reminded us, every day, why we must continue. Sustaining this spirit required trust, constant engagement, and a shared sense of purpose that no crisis could shake.

Above all, this year called on us to "walk the talk." Values only matter when they are translated into action. We made a deliberate choice to act, protecting livelihoods, honoring our commitments, and refusing to let adversity define us.

None of this would have been possible without the unwavering support of our donors. Your continued trust, especially in times of uncertainty, has been a source of strength and stability. More than partners, you have been true enablers of resilience, empowering us to stand firm, respond effectively, and continue supporting those who rely on us.

I am deeply proud of what we have achieved together: strength in adversity, unity in uncertainty, and integrity in every step we have taken.

We move forward stronger, guided by what we have experienced, and more committed than ever to lead with purpose, through action, and for lasting impact.

***Samir Abdelmalak***

*Co-founder and President, Fair Trade Lebanon*

# 02 A WORD FROM THE CEO



## THE VISION FOR THE NEXT 3 YEARS

As we look ahead, Fair Trade Lebanon moves forward with the same resolve that has carried us through nearly two decades of crises. Lebanon remains fragile, marked by the aftermath of war, the slow return of displaced families, and persistent economic pressure. Yet our mission is more relevant than ever: building economic resilience, restoring dignity through work, and promoting sustainable, fair development rooted in our agri-food heritage and coastal ecosystems. Over 2026–2028, FTL will anchor its strategy on six pillars that reflect both the urgency of the moment and our long-term commitment to systemic change.

**1. Scaling the Agroecological Transition** Building on the Agroecology Coalition Lebanon, our cooperative network, and programs including Tawazon Tabie, Permasoil, EcoNorth, and Aradina, we will scale support to farmers and SMEs adopting low-carbon, climate-resilient practices. Our ambition is to position Lebanon as a regional pioneer in agroecological production and advance a national certification system rewarding ecological performance and social equity.

**2. Opening the Blue Economy as a Strategic Pillar** The Nassim Al Baher project and our MOU with the National Council for Scientific Research mark 2025 as the year FTL became a Blue Economy actor. Over the next three years, we will protect marine and coastal ecosystems, support fishing communities and women- and youth-led cooperatives, develop responsible coastal tourism, and strengthen the artisanal seafood value chain, linking land and sea in a uniquely integrated approach.

**3. Making "Branding Lebanon" a Strategic Asset** Lebanon's culinary identity can be a vector for hope, pride, and global recognition. We will institutionalize the Fair Market as a year-round platform connecting rural producers and urban consumers, expand digital and e-commerce channels through LebScale and Terroirs du Liban, and continue championing Lebanon abroad at major international fairs, opening export channels and reinforcing small producers' role in global value chains.

**4. Consolidating Financial Sustainability** With decreasing donor predictability, FTL must diversify its funding model. We will strengthen revenue through Terroirs du Liban, LEAD consultancy, and the BIEEL export platform; expand public-private partnerships; and consolidate blended finance through PHILEA. FTL Finance- covering SME assessment, investment readiness, and post-loan support- positions us to bridge access-to-finance gaps. Our objective is to launch at least one mission-aligned social enterprise within this cycle.

**5. Inclusion and Empowerment at the Core** Our programs will continue prioritizing women, youth, and marginalized communities. Through skills-building, incubation, market linkages, and community-based planning, empowerment will sit at the heart of every intervention, with particular focus on displaced communities, fishing communities, and rural women's cooperatives.

**6. Institutional Growth and Data-Driven Impact** FTL will continue strengthening internal systems (MEAL, digital tools, HR, governance, and compliance) to operate effectively at our current scale of nearly USD 6.6 million in annual activity. We will invest in a culture of learning, transparency, and rigorous impact measurement.

In 2026, Fair Trade Lebanon turns twenty. Two decades of standing alongside producers and communities through Lebanon's most turbulent chapters have taught us one thing: lasting impact comes from staying close to the field, working with rather than for, and translating values into systems. Together, we can build a Lebanon that produces, exports, innovates, and thrives.

***Philippe Adaime***

*Co-founder and CEO, Fair Trade Lebanon*

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# 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.

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## 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.

### 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.

## 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, Management and Financial Strategy*

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## 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.






### *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.

### *Food Security and Agriculture Division*

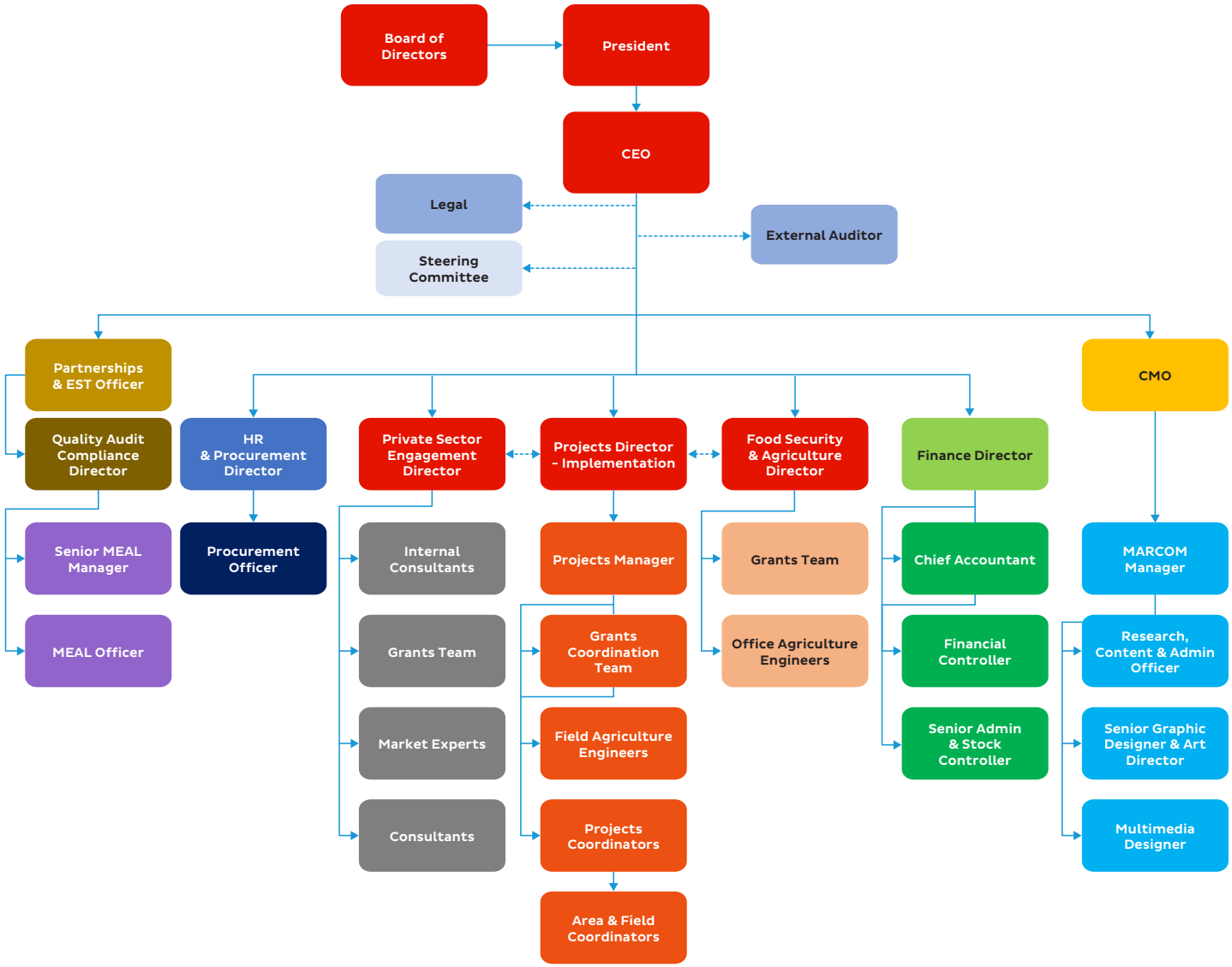
This division represents a strategic pivot, aiming to integrate farmers into the broader value chain and amplify their contributions to Lebanon's food security. Its objectives include enhancing good practices and innovation by introducing and scaling up sustainable farming methods, supporting the adoption 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.



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## FTL ORGANIZATIONAL STRUCTURE

*December 2024*




*A comprehensive reorganization will take place in the first quarter of 2026*

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# 04 **OUR PARTNERS**

Fair Trade Lebanon's work in 2025 was made possible through the trust, commitment, and support of its funding partners, implementing partners, institutional partners, and technical partners. Their collaboration enabled the organization to respond to urgent needs, support local producers and communities, strengthen market access, and advance fair trade, agroecology, climate resilience, and inclusive development across Lebanon.

aecid

France
AFD
AGENCE FRANÇAISE DE DÉVELOPPEMENT

german cooperation
DEUTSCHE ZUSAMMENARBEIT

drosos (...)

Fondation ACTES par la Sidi sous égide de la Fondation Terre Solidaire

Gouvernement Princier
PRINCIPAUTÉ DE MONACO

LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG

KFW

MINISTÈRE
DE L'EUROPE
ET DES AFFAIRES
ÉTRANGÈRES
*Liberté*
*Égalité*
*Fraternité*

Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

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# 05 2025 AT A GLANCE



## 2025: RESPONDING TO CRISIS, INVESTING IN THE FUTURE

Looking back at 2025, it is difficult to separate our work from the context in which it unfolded. The year was marked by regional turmoil and conflict spillovers that placed strong pressure on communities across Lebanon, affecting mobility, markets, food systems, and social cohesion. For Fair Trade Lebanon (FTL), this meant constantly adapting and acting with responsibility. Delivering programs was not only about implementation, but about remaining present, reliable, and relevant in a fragile environment.

Despite these challenges, FTL remained fully engaged on the ground. In 2025, we implemented 17 programs, including 4 new initiatives, across agriculture and food security, economic empowerment and market access, ecological transition and climate action, and community development and social inclusion. This reflected a deliberate choice to respond to urgent needs while continuing to invest in longer-term change in livelihoods, local economies, and resilient production systems.

The year was marked by several important milestones. The launch of the ARADINA project strengthened our approach to agroecology and value-chain transformation, bringing together farmers, cooperatives, SMEs, research actors, and policy dialogue within a single framework. At the same time, the signing and launch of the Nassim Al Baher project confirmed FTL's commitment to Lebanon's blue economy, supporting coastal communities in protecting marine ecosystems while strengthening livelihoods.

FTL also deepened its support to cooperatives and SMEs through initiatives such as UNDP local economic development projects, EXCEL-MB, and BOOSTLEB, focusing on capacity strengthening, product and service development, and access to markets. In a context of extremely limited access to finance, this market-driven approach remained essential to enterprise resilience.

This approach became particularly visible through the Fair Market, organized in Beirut in autumn 2025 as part of the ARADINA project. The event connected rural producers directly with urban consumers, creating opportunities for visibility, exchange, and concrete market access.

At the same time, through SAWA, FTL continued supporting communities affected by war and displacement, linking humanitarian assistance with local sourcing to sustain livelihoods and reinforce solidarity. The year also marked the closure of the Tarik Akhdar project, which strengthened FTL's tools and partnerships to advance agroecology and social and economic transition.

What ultimately made this work possible was not only the portfolio itself, but the way teams worked together. Throughout the year, three values shaped our daily practice: excellence, innovation, and partnership. Excellence was reflected in the care taken to design, implement, monitor, and adapt programs, often under pressure and with little margin for error. Innovation emerged through practical problem-solving that bridged emergency response and development, environmental action and livelihoods, and values and market realities. Partnership was built with communities, cooperatives, SMEs, institutions, donors, research bodies, and implementing partners through trust and shared responsibility.

In 2025, these collective efforts resulted in 25,102 beneficiaries supported, 529 SMEs and cooperatives strengthened, 1,381 training sessions delivered, 232 market linkages facilitated, and 70,220 food boxes distributed. In a year defined by uncertainty and difficult trade-offs, these results reflect more than numbers. They reflect the commitment, resilience, and collective effort of Fair Trade Lebanon's teams and partners, and an organization that chose to remain engaged and purposeful when it mattered most.

***Alexandre Salha***

*Director of Programs and Partnerships*

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## IN 2025, THESE COLLECTIVE EFFORTS RESULTED IN

**25,102**
beneficiaries supported

**1,381**
training sessions delivered

**1,392**
youth reached

**60**
training topics covered

**1,894**
women supported

**232**
market linkages facilitated

**70,220**
food boxes distributed

**78**
jobs created

**529**
SMEs and cooperatives strengthened

**19**
fairs and market events organized




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# 07 KEY INSTITUTIONAL AND STRATEGIC HIGHLIGHTS

## FAIR TRADE LEBANON AND USEK PARTNER TO STRENGTHEN SKILLS AND COMMUNITY DEVELOPMENT

On January 17, 2025, Fair Trade Lebanon and Holy Spirit University of Kaslik signed a Memorandum of Understanding to strengthen capacity building and knowledge exchange in support of community development.

The partnership established a framework for joint action focused on training and professional development for NGOs, small and medium-sized enterprises, and agri-food cooperatives. Planned activities addressed practical needs including proposal writing, planning and budgeting, and market access, responding to operational challenges identified among local organizations.

In parallel, USEK's School of Business introduced a new course titled "**NGO Management and Community Development**," offering students applied learning aligned with non-profit sector realities. By connecting academic expertise with field-based experience, the partnership aimed to improve organizational effectiveness while supporting the development of future professionals equipped to contribute to Lebanon's development sector.



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## SAWA DELIVERS FOOD ASSISTANCE WHILE SUPPORTING LOCAL PRODUCTION

Under the SAWA project - Solidarity and Assistance for War Affected populations and IDPs in Lebanon - **4,500 food boxes** were distributed across 15 municipalities in the Bekaa, West Bekaa, and Baalbek-Hermel regions, reaching more than **18,000 people** facing urgent food security needs.

The initiative adopted an inclusive approach that supported local economic actors alongside direct assistance. The preparation of food boxes created income-generating opportunities for local producers and women-led cooperatives involved in sourcing and packaging items.

This dual-impact approach ensured that humanitarian support contributed to sustaining livelihoods within the same communities it served. By integrating food assistance with support for local production systems, SAWA demonstrated how emergency response can strengthen community-based value chains while addressing critical needs during times of crisis.

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## FAIR TRADE LEBANON CONTRIBUTES TO CIVIL SOCIETY DIALOGUE ON LEBANON'S FUTURE IN PARIS

On April 10, 2025, Fair Trade Lebanon participated in a civil society dialogue hosted by the Institut du Monde Arabe in Paris, focused on community-driven responses to Lebanon's ongoing crises.

Philippe Adaime, CEO of Fair Trade Lebanon, presented the organization's work in food security and ecological transition, highlighting approaches rooted in local communities and inclusive economic models. The exchange brought together representatives of Lebanese civil society organizations working to develop alternative, citizen-led solutions on the ground.

The discussion reinforced the role of civil society in shaping sustainable, locally grounded pathways forward during a period of profound transformation.

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## DUTCH AMBASSADOR VISITS BEKAA TO ENGAGE WITH LOCAL CHANGE-MAKERS

On April 12, 2025, Fair Trade Lebanon welcomed Frank Mollen, Ambassador of the Netherlands to Lebanon, along with the Dutch Embassy team, on a field visit to the Bekaa region.

The visit provided an opportunity to engage directly with local producers, cooperatives, and small and medium-sized enterprises supported by Fair Trade Lebanon. Discussions focused on the role of fair trade practices and sustainable development approaches in strengthening livelihoods and building community resilience.

The engagement reflected the Netherlands' continued commitment to supporting community-based initiatives in Lebanon and underscored the value of partnerships that connect international cooperation with grassroots action and local knowledge.

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## FAIR TRADE LEBANON AND CNRS FORMALIZE PARTNERSHIP TO ADVANCE LEBANON'S BLUE ECONOMY

On July 30, 2025, Fair Trade Lebanon signed a Memorandum of Understanding with the National Council for Scientific Research in Lebanon to strengthen collaboration in support of Lebanon's blue economy.

The partnership brings together complementary expertise around a shared agenda focused on protecting marine and coastal ecosystems, supporting fishing communities, and promoting responsible and sustainable coastal tourism.

This strategic framework aims to link scientific research with field-based implementation, ensuring that environmental protection efforts are aligned with social and economic priorities in coastal areas. Through this partnership, Fair Trade Lebanon and CNRS committed to coordinated action supporting evidence-based decision-making and inclusive development along Lebanon's coastline

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## FAIR TRADE LEBANON AND SLFI PARTNER TO EXPAND GLOBAL MARKET ACCESS FOR LEBANESE FOOD PRODUCERS

On July 31, 2025, Fair Trade Lebanon formalized a partnership with the Syndicate of Lebanese Food Industrialists through the signing of a Memorandum of Understanding aimed at strengthening the international visibility and competitiveness of Lebanon's food sector.

The agreement established a framework for collaboration focused on showcasing Lebanese producers and their products at international trade fairs, jointly developing market-oriented projects, and supporting small and medium food enterprises in accessing new growth opportunities.

By combining SLFI's industry expertise with Fair Trade Lebanon's development-driven approach, the partnership seeks to bridge gaps between production, market access, and export readiness..

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# 08 EVENTS

## BOOSTLEB ENTERPRISES PITCH BUSINESS IDEAS AT "SUSTAIN & GAIN" EVENT IN ZGHARTA

On February 25, 2025, twenty-five startups and cooperatives supported by the BOOSTLEB project presented their business ideas during the **"Sustain & Gain"** pitching event in Zgharta.

The event brought together entrepreneurs, investors, and development stakeholders to showcase sustainable, locally driven business models rooted in rural economies. Participating enterprises operated across agriculture, agro-processing, and artisanal production, using the platform to present proposals aimed at scaling operations and expanding market access.

The event contributed to increasing business visibility, fostering connections between producers and potential investors, and reinforcing cross-country cooperation in support of inclusive and sustainable entrepreneurship.

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## PARIS ROUNDTABLE EXAMINES AGROECOLOGY AS A STRATEGIC RESPONSE FOR LEBANON

On June 6, 2025, Fair Trade Lebanon organized a public roundtable in Paris to foster dialogue on the role of agroecology in addressing Lebanon's environmental and agricultural challenges.

Held at the Académie du Climat, the event brought together researchers, practitioners, and institutional partners to reflect on long-term, sustainable responses to climate stress, water scarcity, and pressure on rural livelihoods.

The discussion highlighted how agroecological approaches can contribute to food sovereignty, environmental protection, and more resilient farming systems. Recorded testimonies from Lebanese farmers affected by climate change grounded the discussion in lived realities and reinforced the importance of integrating farmer knowledge into broader strategies for agricultural resilience and environmental sustainability.

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## "A TASTE OF LEBANON" SHOWCASES AGRO-FOOD HERITAGE IN PARIS

On June 13, 2025, Fair Trade Lebanon participated in **"A Taste of Lebanon,"** a cultural celebration hosted by École Jeannine Manuel as part of its World Cuisine series.

The event highlighted Terroirs du Liban, the socially engaged gourmet food brand developed by Fair Trade Lebanon to support rural producers and promote authentic Lebanese products crafted by small cooperatives and micro-enterprises.

Through curated tastings and cultural exchange, the occasion connected guests with Lebanon's agro-food heritage while drawing attention to ethical sourcing and sustainable agriculture.

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## NATIONAL ROUNDTABLE EXAMINES COOPERATIVES' ROLE IN BUILDING RESILIENCE UNDER TARIK AKHDAR

On July 2, 2025, under the Tarik Akhdar initiative funded by the Agence Française de Développement, Fair Trade Lebanon hosted a national roundtable at the Institut Français in Beirut to examine the role of cooperatives in strengthening resilience within Lebanon's agriculture and food systems.

The event brought together cooperative members, representatives of public institutions, and sustainability stakeholders to address structural challenges facing the cooperative sector and identify pathways for long-term, locally driven change.

The roundtable concluded with financial support awarded to Al Khalil Foundation, Al Imad Cooperative, and Qaouzah Cooperative, recognizing leadership in agroecology and community empowerment.

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## THE FAIR MARKET CONNECTS RURAL PRODUCERS AND URBAN COMMUNITIES IN ASHRAFIEH

From September 20 to November 22, 2025, Fair Trade Lebanon launched the Fair Market in Ashrafieh, Beirut, as part of the ARADINA project funded by the Agence Française de Développement.

Hosted at Banque BEMO, the market brought together around 30 producers from across Lebanon, showcasing traditional foods, artisanal products, and local craftsmanship while promoting fair trade and sustainable practices.

Beyond sales, the Fair Market offered producers direct interaction with consumers, opportunities to test products, and greater visibility in an urban setting. For visitors, it provided insight into the origins of food and crafts and fostered dialogue around heritage, production methods, and local value chains.

Implemented with CIHEAM Montpellier and Action Against Hunger, the Fair Market demonstrated how market-based initiatives can support agroecological transition, strengthen livelihoods, and bridge rural and urban communities.



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## FAIR TRADE LEBANON CONTRIBUTES LEBANESE PERSPECTIVE AT GLOBAL FORUM ON SOCIAL AND SOLIDARITY ECONOMY

From October 29 to 31, 2025, Fair Trade Lebanon participated in the Global Forum on Social and Solidarity Economy held in Bordeaux.

Philippe Adaime, CEO of Fair Trade Lebanon, took part in a roundtable focused on financing the social and solidarity economy in challenging contexts. He shared insights from Lebanon's experience, highlighting how fair trade and solidarity-based approaches have supported producers, cooperatives, and rural SMEs despite prolonged economic and institutional crises.

The exchange emphasized the role of solidarity finance, local value chains, and community-rooted enterprises in building resilience and sustaining livelihoods.

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## TERROIRS DU LIBAN'S PARTICIPATION AT ANUGA COLOGNE 2025 (OCTOBER 2025)

As part of Fair Trade Lebanon's ongoing efforts to strengthen access to international markets, Terroirs du Liban and Jana Mezze (two brands supported by Fair Trade Lebanon ) participated in Anuga 2025, held in Cologne, Germany, in October 2025. As one of the world's leading food and beverage trade fairs, Anuga provided a high-profile platform to present Lebanese products to a vast network of international food-sector professionals, including buyers, importers, distributors, and retailers from across the globe.







By showcasing these brands at such a prominent global event, Fair Trade Lebanon reinforced its role in supporting the visibility, competitiveness, and market positioning of Lebanese agri-food products abroad. The participation generated valuable connections with potential trading partners and opened new avenues for export development.

Beyond commercial outcomes, this presence at Anuga contributed to a broader mission: promoting local production, preserving Lebanon's rich culinary heritage, and creating stronger, more sustainable market opportunities for the producers, artisans, and cooperatives that Fair Trade Lebanon supports across the country.

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# 09 SUCCESS STORIES

## SAMIA SAAB STRENGTHENS BUSINESS DIRECTION THROUGH SME CAPACITY BUILDING

Samia Saab, founder of Little Addiction, participated in the Fostering Economic Growth, Diversification, and Support to SMEs project implemented by Fair Trade Lebanon.

Through practical trainings covering business planning, pitching, sales, and marketing, she gained structured tools and applied guidance that enabled a clearer assessment of her business trajectory. The sessions provided frameworks she could translate directly into day-to-day operations, strengthening her understanding of how to expand her brand and increase market presence.

As a result, Samia developed greater confidence in making informed decisions about her business's future direction. Her experience reflects the value of tailored capacity-building support in equipping small business owners with the skills needed to plan for sustainable growth.

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## NATURAMIS ADVANCES FOOD INNOVATION THROUGH BOOSTLEB SUPPORT

Manuela, founder and managing director of Naturamis, joined the BOOSTLEB project at a critical early stage, coinciding with the launch of Ajin w Nar.

Through targeted trainings and direct engagement with food processing experts, she gained technical guidance and access to professional networks that supported the product's market entry. The structured tasks and follow-up required throughout the program helped strengthen business planning and operational discipline.

Securing a project grant marked an important milestone, reinforcing investor confidence and enabling further growth. Manuela's experience demonstrates how tailored support at critical junctures can help early-stage businesses build operational foundations, overcome initial challenges, and establish themselves within Lebanon's evolving entrepreneurial ecosystem.

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## KHOULOUD BUILDS SKILLS IN SUSTAINABLE AGRICULTURE THROUGH PERMASOIL

Khouloud participated in the Introduction to Permaculture course under the Permasoil project in Lebanon, funded by Kindernothilfe Luxembourg and implemented by Fair Trade Lebanon.

The training equipped her with practical knowledge on sustainable farming methods adapted to current climatic conditions, covering efficient water use, soil analysis, sampling techniques, and alternatives to plastic mulching through the use of organic ground cover.

Through the course, Khouloud developed a deeper understanding of how sustainable agriculture can respond to climate pressures and protect natural resources. Her participation reflects the importance of equipping young people with relevant, context-specific skills to support Lebanon's agricultural future.

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## PRODUCER STORIES AT THE FAIR MARKET HIGHLIGHT LOCAL KNOWLEDGE AND RURAL RESILIENCE

Throughout the Fair Market, producer stories played a central role in illustrating the human dimension of Lebanon's agro-food sector.

Participants from across the country shared their journeys, products, and challenges directly with urban audiences, offering insight into the realities of rural production. Producers travelled from regions including Hasbaya and Jbeil to present olive oil, honey, and artisanal food products rooted in local traditions and seasonal harvests.

For many, the Fair Market provided a rare opportunity to access urban consumers, test new products, and receive direct feedback. These exchanges transformed the market into a space for dialogue and learning beyond sales.

By placing producer voices at the center, the Fair Market reinforced its role as a platform valuing transparency and connection while supporting small-scale producers to sustain livelihoods and preserve Lebanon's agricultural and culinary heritage.

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## LEBANESE COOPERATIVES GAIN INTERNATIONAL RECOGNITION FOR SESAME SAUCE INNOVATION

Lebanese cooperatives supported by Fair Trade Lebanon achieved international recognition when their sesame sauce, tarator, received both the **Jury's Favorite Award** and the **Gold Trophy for Innovation** at Natexpo 2025.

This distinction followed earlier recognition at Gourmet Selection in 2023, where the product received the Best Of award, marking a sustained trajectory of excellence and innovation.

The success reflected the creativity and technical know-how of rural cooperatives, many led by women, who transformed a traditional Lebanese recipe into a product meeting international quality and market standards. This recognition demonstrated how collective action, fair trade principles, and targeted market support can elevate local products and position community-based producers on the global stage.

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# 10 PROJECTS

## PROJECT FOOTPRINT IN 2025

In 2025, Fair Trade Lebanon implemented 17 programs across Lebanon.

## NEW PROJECTS IN 2025

### FOOD FOR AKKAR – PHASE 2

**FIELD OF WORK** Agricultural Development and Food Security
**FUNDING PARTNER** Gouvernement Princier – Principauté de Monaco, DCI
**START DATE** February 2025
**END DATE** December 2027
**BENEFICIARIES** 80 farmers and cooperatives members, 200 households (Lebanese & refugees), 120 workers, 5 nursery staff, 6 cooperative staff.

**OBJECTIVE** Food for Akkar – Phase 2 aims to enhance food security and socio-economic conditions in Akkar by strengthening farmers' capacities, improving access to food, and creating employment opportunities.

Building on the achievements of Phase 1, the project supports open-field farmers with inputs, training, and market access, while distributing fresh produce to vulnerable households. It also empowers olive farmers through technical training, provides cash-for-work opportunities, and strengthens the local nursery and compost unit.

In 2025, the project contributed to reinforcing local agricultural resilience in Akkar while linking food assistance with support to local production. By combining farmer support, household food security, employment opportunities, and cooperative strengthening, Food for Akkar continued to position agriculture as both a livelihood pathway and a tool for community resilience.





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# ARADINA – LET'S CULTIVATE THE FUTURE WITH AGROECOLOGICAL, TRACEABLE, SUSTAINABLE, SOLIDARY, AND INCLUSIVE AGRICULTURE

**FIELD OF WORK** Agricultural Development and Food Security
**FUNDING PARTNER** Agence Française de Développement
**PARTNER** CIHEAM Montpellier, Action Contre la Faim
**START DATE** January 2025
**END DATE** August 2028
**BENEFICIARIES** 100 MSMEs, 45 cooperatives, 2 sorting facilities, and 2,500 farmers

**OBJECTIVE** ARADINA supports Lebanon's transition toward more sustainable and resilient agricultural systems by promoting agroecological practices, strengthening value chains, and improving traceability.

The project brings together farmers, cooperatives, agri-food enterprises, research actors, and policy stakeholders within a single framework. It supports agroecological practices at farm level, strengthens agricultural value chains, and promotes contract farming through the creation of a traceability system.

In 2025, ARADINA marked an important step in Fair Trade Lebanon's ecological transition work. The launch of the project created a platform for collaboration between field actors, institutional partners, and communities. The Fair Market in Ashrafieh, organized under ARADINA, translated agroecology and fair-trade values into concrete market opportunities by connecting rural producers with urban consumers.

Through its focus on vulnerable groups, particularly women and youth, ARADINA fosters climate resilience, promotes short value chains, and supports more inclusive and sustainable food systems.





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## LEBSCALE

**FIELD OF WORK** Economic Empowerment and Access to Market
**FUNDING PARTNER** AECID
**START DATE** September 2025
**END DATE** March 2027
**BENEFICIARIES** 24 SMEs and cooperatives





**OBJECTIVE** LebScale strengthens SMEs and cooperatives from North Lebanon by improving their access to markets in Beirut and Mount Lebanon.

The project aims to enhance livelihood opportunities, create jobs, and improve the socio-economic conditions of individuals and communities. It delivers tailored one-on-one coaching to enhance branding, marketing, operations, and overall market readiness.

LebScale also introduces a structured logistics system, a central warehouse, and a new e-commerce platform to enable efficient distribution and online sales expansion. Participants gain visibility through The Fair Marketplace, connecting them with buyers and retailers.

In 2025, the project laid the foundation for a stronger market-access model for northern SMEs and cooperatives, combining business coaching, logistics, visibility, and financing readiness.




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## NASSIM AL BAHER

**FIELD OF WORK** Ecological Transition and Climate Action
**FUNDING PARTNER** Agence Française de Développement
**PARTNERS** CNRS / NCMS, Tabitha-Dorcas, Lebanese developers
**START DATE** May 2025
**END DATE** May 2028
**BENEFICIARIES** 150 fishermen, 6 cooperatives, 52 women and youth, 200 students, and 500 coastal community members

**OBJECTIVE** Nassim Al Baher aims to protect Lebanon's marine environment and preserve its resources while improving the socio-economic conditions of coastal communities.

The project targets fishermen in the coastal area between Okaibe and Qalamoun-Abdeh, supporting sustainable fishing practices that protect the marine ecosystem while improving income opportunities. It also promotes responsible coastal tourism, strengthens fishermen's cooperatives, supports improved seafood marketing, and creates new income-generating activities, particularly for women and youth.

In June 2025, Fair Trade Lebanon officially signed the Nassim Al Baher project during the United Nations Ocean Conference in Nice, at the Archipel Pavilion of the Agence Française de Développement. This milestone confirmed Fair Trade Lebanon's growing engagement in Lebanon's blue economy and its commitment to linking environmental protection with inclusive livelihood development.

The project adopts an integrated approach involving local tourism stakeholders, fishing communities, women, youth, cooperatives, and scientific partners. By combining fair trade principles with blue economy approaches, Nassim Al Baher contributes to stronger local value chains, climate resilience, and the long-term sustainability of Lebanon's marine and coastal ecosystems.

***To know more, click on the following icon***







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## SANADKOUN – SOHA W HANA

**FIELD OF WORK** Community Development and Social Inclusion
**FUNDING PARTNER** Ministère de l'Europe et des Affaires étrangères
**PARTNERS** La Guilde, NABAA, NUSANED, Farah Social Foundation, Lebanese Order of Midwives
**START DATE** August 2025
**END DATE** January 2028
**BENEFICIARIES** 4,135 pregnant and lactating women and their infants, 780 school students, 789 children aged 2 to 5, 300 parents, 200 farmers, and 3 cooperatives






**OBJECTIVE** Soha w Hana aims to improve the nutritional well-being of vulnerable populations in South Lebanon, Bekaa, and Baalbek-Hermel, with a strong focus on pregnant and lactating women, infants under two, children, caregivers, farmers, and cooperatives.

The project delivers personalized nutritional follow-up, malnutrition screening, micronutrient supplements, and referrals to nearby primary healthcare centers. It also provides diversified food assistance, including food parcels, hot meals, and nutrition-sensitive vouchers.

To strengthen community resilience, the project includes capacity-building sessions on breastfeeding, infant and young child feeding, sexual, reproductive, maternal, newborn, and infant health, mental health, and protection from sexual exploitation and abuse. It also distributes maternity kits and health booklets.

The project supports schoolchildren with nutritious snacks and nutrition-literacy sessions for students, teachers, and parents. It also empowers farmers and cooperatives through training, in-kind inputs, and solar energy support to enhance climate-resilient food production.

In 2025, Soha w Hana introduced an integrated model linking nutrition, health, food security, education, and local production.

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# ONGOING AND COMPLETED PROJECTS

| PROJECT | FIELD OF WORK | FUNDING / IMPLEMENTING PARTNERS | STATUS IN 2025 | BRIEF SUMMARY |
|---|---|---|---|---|
| **SAWA – Solidarity and Assistance for War-Affected Populations and IDPs in Lebanon** |  Agricultural Development and Food Security / Humanitarian Response | **Funding Partner:** BMZ **Implementing Partner:** GIZ | Closed in 2025 | SAWA provided urgent food assistance to war-affected populations and IDPs while supporting local producers and cooperatives. Learn more |
| **Supporting the Agricultural Sector in Zgharta through Local Innovation – UNDP Zgharta Zewyeh** |  Economic Empowerment and Access to Market | **Funding Partner:** KfW **Implementing Partner:** UNDP | Closed in 2025 | The project strengthened the agriculture sector in Zgharta through training, coaching, technical assistance, and in-kind support. Learn more |
| **Fostering Economic Growth and Diversification in the Coastal and Northern Maten Cluster of Municipalities – UNDP Maten** |  Economic Empowerment and Access to Market | **Funding Partner:** KfW **Implementing Partner:** UNDP | Closed in 2025 | The project supported startups and MSMEs in the Maten area through customized training, financial support, and one-on-one coaching. Learn more |
| **Green and Fair – Grant Scheme to Promote Employment and Entrepreneurship in the Green Economy** |  Economic Empowerment and Access to Market | **Funding Partner:** Union for the Mediterranean | Closed in 2025 | Green and Fair supported women and youth from vulnerable communities in Lebanon, Egypt, and Palestine by promoting sustainable agricultural practices, fair trade values and market access. Learn more |
| **EXCEL-MB** |  Economic Empowerment and Access to Market | **Funding Partner:** BMZ **Implementing Partner:** GIZ | Closed in 2025 | EXCEL-MB supported MSMEs in Central Bekaa, Chouf, Aley, Baalbek, and Zahle through training, coaching, product development, networking, and export-readiness support. Learn more |

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# 10 PROJECTS

| PROJECT | FIELD OF WORK | FUNDING / IMPLEMENTING PARTNERS | STATUS IN 2025 | BRIEF SUMMARY |
|---|---|---|---|---|
| **BOOSTLEB – Catalyzing the Growth and Competitiveness of SMEs and Cooperatives in North Lebanon** |  Economic Empowerment and Access to Market | **Funding Partner:** AECID | Closed in 2025 | BOOSTLEB enhanced the performance and competitiveness of SMEs and cooperatives in North Lebanon through training, coaching, customized services, and grant support. Learn more |
| **Tarik Akhdar – Strengthening Small Lebanese Economic Actors through Ecological Transition and Adapted Financial Products** |  Ecological Transition and Climate Action | **Funding Partners:** AFD, Fondation Actes, Drosos<br>**Implementing Partners:** FTTL, Al Majmoua, ADIE, SIDI | Closed in 2025 | Tarik Akhdar supported rural and agricultural development by promoting responsible production, ecological transition, sustainable financing, and fair trade. Learn more |
| **Tawazon Tabie** |  Ecological Transition and Climate Action | **Funding Partner:** AFD<br>**Partner:** Artisans du Monde France | Ongoing | Tawazon Tabie strengthens the resilience of farmers, food producers, processors, and youth in the Bekaa against climate change. Learn more |
| **EcoNorth** |  Ecological Transition and Climate Action | **Funding Partner:** BMZ<br>**Implementing Partner:** KNH Germany | Ongoing | EcoNorth promotes climate resilience, agroecology, and community empowerment in North Lebanon. Learn more |
| **Permasoil – Promoting Sustainable Farming for Climate Change Adaptation and Youth Empowerment** |  Ecological Transition and Climate Action | **Funding Partner:** Government of Luxembourg, Ministry of Environment, Climate and Sustainable Development<br>**Implementing Partner**: KNH Luxembourg | Ongoing | Permasoil supports climate-resilient agriculture in the Bekaa by introducing permaculture practices, training farmers and youth. Learn more |

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| PROJECT | FIELD OF WORK | FUNDING / IMPLEMENTING PARTNERS | STATUS IN 2025 | BRIEF SUMMARY |
|---|---|---|---|---|
| **SUBUL** |  Community Development and Social Inclusion | **Funding Partner:** Anonymous<br>**Implementing Partner**: Save the Children<br>Partners: Arc En Ciel, Akrouna | Ongoing / Ending in 2026 | SUBUL enhances the resilience and self-reliance of vulnerable households with children by improving food security, nutrition, and livelihood opportunities. Learn more |
| **Du Caroube à la Ruche – St Péray** |  Community Development and Social Inclusion | **Funding Partner:** Ministère de l'Europe et des Affaires étrangères | Ongoing / Ending in 2026 | The project improves the socio-economic conditions of carob producers, apiarists, and a local SME in Menjez. Learn more |

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# 11 OUR FINANCIALS

## FINANCIAL REVIEW 2025 — SUMMARY FOR DONORS

***Excerpt from the 2025 Activity Report · Financial year ended 31 December 2025***

In 2025, Fair Trade Lebanon underwent a major expansion of its activity while preserving strict financial balance, benchmark programmatic efficiency, and compliance confirmed across all donor audits. The volume of operations nearly tripled without any drift in structural costs, demonstrating the organisation's ability to absorb rapid growth while maintaining a high level of accountability.

### 1. KEY FIGURES FOR FINANCIAL YEAR 2025

| INDICATOR | 2025 | 2024 |
|---|---|---|
| **Total accounting revenue** | **USD 6.62 M** | **USD 2.74 M** |
| Donor funding received (grants) | USD 6.20 M | USD 2.11 M |
| Invoiced services | USD 1.06 M | USD 0.53 M |
| Total activity expenditure | USD 5.21 M | USD 1.83 M |
| Beneficiary-directed expenditure | USD 4.99 M | USD 1.68 M |
| Staff expenditure | USD 0.72 M | USD 0.63 M |
| **Net result (balance)** | **USD 21,405** | **USD 7,561** |
| **Programmatic efficiency ratio** | **76 %** | **61 %** |

The 2024 figures are those of the Activity Report 2024 published by Fair Trade Lebanon. Total accounting revenue grew from **USD 2.74 M to USD 6.62 M (+142%)** between 2024 and 2025. The positive net result of **USD 21,405** does not reflect a profit motive but the budgetary balance inherent to the non-profit status: it stems from the timing gap between the receipt of funding and the execution of activities.

### 2. PROGRAMMATIC EFFICIENCY AND RESOURCE ALLOCATION

The share of expenditure directly allocated to beneficiaries reached **76% of total expenditure** in 2025, a level that places FTL above the excellence threshold generally recognised in the development sector (65–75%). Staff costs grew by only **+14%** while the volume of activity nearly tripled, evidencing a strong gain in operational efficiency.

| EXPENDITURE CATEGORY | 2025 AMOUNT | % OF TOTAL |
|---|---|---|
| **Programmes / Direct beneficiaries** | **USD 4.99 M** | **76 %** |
| Staff | USD 0.72 M | 14 % |
| Support and administration | USD 0.66 M | 10 % |
| **Total** | **USD 5.21 M*** | **100 %** |

** Excluding financial charges and foreign-exchange losses, presented separately (see section 4).*

## 3. DONOR PORTFOLIO

FTL mobilized **USD 6.2 M** in funding in 2025 from a diversified portfolio of institutional partners. The top three donors represent approximately 70% of funding, with the French partnership (Embassy of France and AFD) constituting a major strategic pillar.

| DONOR | AMOUNT | % REVENUE |
|---|---|---|
| Ambassade de France (IFSSAN) | USD 2.36 M | 38 % |
| UNDP | USD 1.05 M | 17 % |
| **ARADINA / AFD** | **USD 0.93 M** | **15 %** |
| **Others (CARE, Save the Children, GIZ, Expertise France, Monaco, SwissContact, KNH)** | **USD 1.86 M** | **30 %** |

FTL pursues a strategy of gradual diversification to reduce concentration on a single principal donor and to strengthen long-term financial sustainability.

## 4. FINANCIAL STEWARDSHIP AND LIQUIDITY POSITION

The cash position was significantly restored over the year, rising from an opening cash balance of **USD 4,377 —** the 2024 closing level confirmed by the published Activity Report 2024 — to a closing cash balance of **USD 1.05 M**. Residual donor receivables at year-end stood at approximately USD 30K, reflecting a sound level of collection.

- Grant collections over the year: **USD 6.3 M**, supplemented by a PHILEA loan of EUR 50K.
- Total financial charges: **USD 0.67 M**, primarily attributable to foreign-exchange losses linked to the Lebanese monetary context (non-operational in origin).
- End-of-service (EOS) provisions recalculated and fixed assets revalued at the official rate of 89,500 LBP/USD, generating a revaluation difference of USD 65,622 recorded in equity.

The principal point of vigilance remains **liquidity risk** linked to collection delays and the multi-year nature of projects. It is mitigated through close project-by-project cash-flow monitoring and quarterly anticipation of needs.

## 5. AUDITS AND COMPLIANCE

In 2025, FTL was audited on **9 projects** funded by various international donors — 6 audited directly at the FTL office and 3 at the Lead Applicant level. The audits confirmed the financial and administrative compliance of the organisation's management.

- No major non-compliance risk identified; financial documentation compliant and reporting requirements met.
- Strong reputation with donors and well-managed multi-donor administration.

**Conclusion**

Financial year 2025 confirms Fair Trade Lebanon's ability to manage rapid growth with rigor: strong expansion of activity, benchmark programmatic efficiency (76%), maintained financial balance, and confirmed audited compliance. The organization enters 2026 with 82.3% of its budget already secured.

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# MANIFESTO

**WE BELIEVE THAT** a nation's economy is its backbone, having an immediate as well as a lasting impact on pretty much every single citizen.

**WE WANT TO LIVE IN A COUNTRY WHERE** each worker, farmer, producer or entrepreneur, in the Agri Food industry, is fairly compensated and gets presented with equal growth opportunities.

**WE EMBRACE** Fair Trade guiding principles.

**WE WANT NOTHING MORE THAN TO** contribute to limit the exodus of the youth (brain drain), and help improving living conditions.

**WE CARE DEEPLY ABOUT** heritage, culture, sustainability and gender equality.

**WE HOPE 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.




**FAIR TRADE LEBANON IS A PROUD MEMBER OF**

WORLD FAIR TRADE ORGANIZATION

Fair Trade ADVOCACY OFFICE

Charter4CHANGE

LSE LEBANESE SOCIAL ENTERPRISES Association

UN GLOBAL COMPACT Network Lebanon

Agroecology Coalition

**THANK YOU**

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