



Fondation Diane Distributes Certificates to the EEST Program Winners to Support the Green F&B Companies

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Beirut, Lebanon

In the framework of Sustainable Development, “Fondation Diane” organized a ceremony to distribute certificates to the winners of the EEST Program.

EEST (Entangling Entrepreneurship in Sustainable Transformation of the Food & Beverage Industry) is a program that recognizes the environmental efforts put forth by the F&B micro, small, and medium enterprises (MSMEs), and encourages their transition to environmental sustainability. The program highlights the social, economic & environmental impact of MSMEs with a plan to broaden their business scope with innovative ideas & environmentally-friendly solutions.

Through this program, “Fondation Diane” aims at contributing to the green circular economy and shaping the future of the food & beverage industry. The main target is to contribute to achieving the SDG2 which aims at ending hunger, ensuring food security and improved nutrition, and promoting sustainable agriculture”.

The ceremony was held at "Fondation Diane" offices in Roumieh, in the presence of the President and Founder Mrs. Diana Fadel, and the Head of Investment and

Advisory, Mr. Selim El Chami, who handed the certificates to the EEST Program Winners: Lifestyle, Olivano, Mortben, and Fertaike.

It is worth-noting that the EEST Call For Proposals was launched on 15 June 2021 and closed on 31 July 2021, and it brought more than 50 applicants from all over Lebanon.

Fadel,

Mrs. Diana Fadel stressed on the pivotal role of women in boosting the economy. She then congratulated the winners, especially women for their green achievements, and for incorporating eco-sustainable goals into their daily operations. She said: "I am proud of you and your accomplishments; Thank you for bringing fresh and innovative solutions to the Lebanese market. Thank you for your persistence to face the unparalleled challenges of today's economy, and for giving hope to Lebanon. You are role models to other businesses and other sectors; we promise to do whatever it takes for you to succeed along the way."

El Chami,

In his intervention, Mr. El Chami highlighted the vision and green strategy of "Fondation Diane". He said: "We believe in the power and resilience of MSMEs and we will always be committed to support green businesses". Then, he stressed on the importance of keeping pace with the worldwide objectives of ensuring sustainable food supply, as a means to contribute to the Lebanese economy. He concluded by addressing the winners: "We are looking forward to strengthening our business relations with you through long-lasting solid partnerships that are for the benefit of your businesses and the community as a whole."

The ceremony was concluded by the distribution of certificates, and a promising discussion on the next steps of the program.