



Fondation Diane’s “2022 Year In Review”

We at Fondation Diane are crazy about Lebanon and its people!

We strive to make Lebanon a pioneer country for Civic Awareness & Eco-Sustainable Development. Our aim is to contribute to the re-birth of a new citizen and a better homeland!

Here is a throwback to our recent Civic & Green Achievements, through our “Year In Review”.

FONDATION DIANE

1. Social Citizenship

Under the title of “Equal Quality Care for All Children in Lebanon”, we opened in partnership with HDF the 1st social pediatric clinic in Lebanon that welcome all children, especially the underprivileged ones, from birth till adulthood, and at no cost!

Amongst 5 million citizens residing in Lebanon, and taking into consideration the 0 to 18 years as the child age range; our clinic would take care of 40% of the population.

2. Environmental Citizenship

We made new cash injections in 2 waste management start-ups.

To shed light once again on the waste crisis in Lebanon, we organized the 1st private screening of “Costa Brava, Lebanon”, the 1st Feature film in the Arab World shot following sustainable and eco-friendly practices... with the aim of presenting radical and long-term solutions. In this context, we introduced to an audience of 200 people, 5 eco-entrepreneurs and start-ups

specialized in waste management (solid waste, textile waste, electronic waste, organic and agricultural waste, and others) who brought forward remedies to this issue. these start-ups are “Green Track”, “Lebanon Waste Management”, “FabricAid”, “Ecoserv” and “Compost Baladi.

As landfills are reaching their capacities and waste collection contracts are expiring soon, we created the “Waste Management Consortium”, a group of 10+ start-ups looking to help in solving the waste crisis through a waste diversion plan!

3. Political Citizenship

To empower women and help them reach decision-making positions in politics and public administrations, and encouraged them to run for parliamentary elections, we organized in the occasion of the Women’s Day, a roundtable discussion entitled “8/8 Women Change Makers: Union in Times of Crises”, featuring interesting discussions from 8 prominent figures of women empowerment. The event gathered more than 300 people.

In the same context, we launched “Our Vote is Our Dignity and Destiny” campaign to enlighten the citizens about their political, economic, social and environmental rights & duties, encourage them to vote massively and engage them to be part of the change. This campaign succeeded in reaching 2 million Lebanese citizens.

4. Active Citizenship & Mobilization

We continued to mobilize citizens through “Civic Circle”.

We planned our upcoming “Citizen Café” debates. Since Covid-19 era is over, we decided to resume our physical gatherings.

We planned our upcoming “Batteries Collection” campaign, to spread awareness around the environmental and health threats posed by the improper disposal of old/used batteries... in an attempt to reduce e-waste pollution and toxicity.

In collaboration with Lycée Nahr Brahim, Jbeil municipality and Besancon Baabdat, we organized 2 STOP ECO(sui)CIDE initiatives in Dbayeh and Jbeil, engaged 80 volunteers, cleaned more than 2 Km of public areas and collected more than 200 bags of recyclable waste.

Under the title of "Towards Responsible Consumption", we organized in collaboration with Asfari Foundation, Cewas and the EcoSwitch Coalition, the 3rd Edition of the “Green Market” and supported 25 green local businesses in the F&B, Sustainable Cosmetics and Sustainable Fashion sectors. We offered them free space in ABC Verdun to display their green products and helped them develop their pitching skills and increase sales.

5. VIRIDIS

And the cherry on top, is the financial and operational support we continue to provide to our eco-Startups in:

- Healthy Food Production: Atelier Du Miel, Taqa snacks, Cortas and Mint Basil.
- Waste Management: Ecoserv, Compost Baladi, FabricAid, CubeX and Green Track.
- Transport: Carpolo

- Eco-tourism & Sustainable Development: Daskara App
- Incubation: RayMondo

6. Green Entrepreneurship Programs with Partners

To foster innovation and green entrepreneurship, we provided incubation to 3 green start-ups and enterprises under the “Switchers Support Programme”: ReFuse (a waste management company), Sheavera (a toxin free skincare company), and Ardkon (a fundraising platform to accelerate civic engagement). The “Switchers Support Program” under SwitchMed, is an EU funded program that is implemented by Fondation Diane, the EcoSwitch Coalition and facilitated by MedWaves, and it has provided 20 out of 120 eco-entrepreneurs at ideation stage the needed technical and financial support to develop their green business model using the “Switchers Online Toolbox”.

With the aim to conserve and sustainably use the oceans, seas and marine resources, we launched a Call targeting all SMEs and start-ups in the “Blue Economy” sub-sectors: salt extraction & harvesting, coastal tourism, port activities, shipbuilding & repair, fishing, etc... Under the title of “Promotion of Sustainable Entrepreneurship in the Blue Economy Sector”, 20 selected entrepreneurs will benefit from a Sustainable Business Development Training Program. The Blue Economy is funded by EU and provided by Fondation Diane for MedWaves in the framework of the SwitchMed project.

Passionate about growing the green eco-system and accelerating the transition towards the green circular entrepreneurship, we organized with Cewas and the EcoSwitch Coalition the “2nd Annual EcoSwitch Festival” for eco-Enterprises and Start-ups, welcoming over 150 online entrepreneurs and 120 at the physical event. This event is supported by SwitchMed, an EU funded program, and the Asfari Foundation, under YLEAP (Youth Learning, Entrepreneurship & Innovation Program).

With the aim to boost innovation in the Renewable Energy & Energy Efficiency sector, we provided under the “Re-Fit” project, a Green Business Workshop and distributed certificates to 15 businesses and start-ups to help them develop their innovative business ideas into viable green business models.

Funded by EU, the Re-Fit project is implemented by ICU, Fondation Diane, Arc-en-ciel and Università di Genova, and it consists of retrofitting public buildings with green technologies and processes, with the goal of contributing to climate change mitigation, with a comprehensive analysis of the current and potential batteries value chain.

Because digital technology is essential to Sustainable Development, we participated in Berytech’s “Green Innovation Days” event where we welcomed green minds at our booth and took part in the panel entitled: “Digitalization: A Key to Circular Economy”.

We have been awarded a BusinessMed sub-grant for the implementation of the InvestMed project in Lebanon. We were selected to develop and offer coaching and mentoring services to Lebanese MSMEs established by young people and women.

7. Achievements & Awards

We joined the “UN Global Compact” Network to mobilize a global movement of sustainable companies & stakeholders.

We improved our policies & procedures, and were awarded the highly esteemed “Gold Level of Organizational Certification” from AUB- NGOi.

CEEDD

1. Education / Awareness

We provided an intensive "Online Interactive MOOC" course, with the technical assistance of UNDP: 40 hours of training over 10 modules covering 17 SDGs... for more than 20 green businesses who received certificates of “Sustainable Businesses Leading to Economic Growth”.

In collaboration with the UNFPA, we organized on Nov 2021 a 9-day “Training of Trainers on Gender-Based Violence” (GBV) to 30 specialists and social workers. The training covered the topic of violence against women and girls, its root causes, consequences and means of mitigation. 4 from the participants became trainers themselves and provided GBV training sessions to the civil society in collaboration with Sawa - Zahlé, Nation Station – Achrafieh, and Lebanese Red Cross – Zahlé to more than 100 citizens.

Because inequalities and gender discrimination are mostly common in poor areas, we provided in collaboration with Equal NGO, 4 trainings to the most vulnerable women and the visually impaired persons from the poorest neighborhoods of Beirut, Nabaa and Bourj Hammoud. This training aims at enhancing women’s access to their rights: economic (equal opportunities for employment, equal pay, career advancement), health (sanitary, mental and physical health), and social (security and social protection). The modules included sessions about life coaching for job opportunities, the importance of education, budgeting in times of crisis, anxiety fear and its impact on women, sexual abuse and its consequences and contraceptive measures.

We organized a webinar entitled: “Between Outdoor & Indoor Pollution: Where Do Our Lungs Stand?” animated by the Chest and ICU Physicist, Dr. Mirna Waked. The webinar gathered more than 100 participants.

We also organized a webinar entitled: “Circular Economy in Lebanon in Times of Crises”, animated by Dr. Sara Hariri Haykal. The webinar gathered 80 participants.

To promote civic awareness and motivate the youth - who are suffering amidst the economic unrest - to play an active role towards sustainable development, we organized a webinar entitled “Lebanese Youth: Engine of Change or Fuel of the Crisis” webinar, animated by Jad Ghosn. This webinar was very interactive and it brought more than 120 participants.

To enlighten and mobilize the citizens even further, and keep them informed about the electoral process, we organized a webinar entitled “The Lebanese Electoral Law: Learn About It & Vote!” as part of Fondation Diane’s parliamentary elections campaign. This highly interactive webinar brought more than 120 participants and it was animated by Ziyad Baroud, the Former Minister of Interior and Municipalities, and the Former Secretary-General of the “Lebanese Association for Democratic Elections” (LADE).

2. Projects

We are still playing a major role in making “USJ Verte”! Our waste sorting campaign successfully continues for the 6th year in a row, raising awareness to more than 12,000 students per year. With 1200 sorting bins distributed across all 8 campuses, we make sure to periodically collect the waste, transport it to recycling plants and supervise the recycling process.

Under the framework of the Community Support Program (CSP), funded by USAID and implemented by Chemonics, we provided a training program on waste sorting at source targeting the municipality of Makse along with 18 municipalities of Al Koura district – North. 3 trainings took place at the municipality of Makseh – Zahlé for 7 people, and 9 trainings took place for 70 citizens from 18 municipalities of Koura. Following the training, each municipality will implement one awareness campaign coached by CEEDD, thus reaching the community on a larger scale. The CSP will be providing 64 metal bins of 600-liters capacity to collect recyclable items (plastic, carton, paper).

Always within the scope of the CSP Program, funded by USAID and implemented by Chemonics, we provided training courses on water conservation and rationalization to 17 citizens in Bqosta municipality. The trainings were given after USAID’s installation of a water reservoir in the 300 m³ town of Bqosta, which will serve as a water tank and secure water for approximately 14,000 beneficiaries.

We also provided a training on water conservation to 40 citizens in Talia – Baalbek.

3. Collaboration

Last but not least, we signed a USAID grant with WSC (Water Sanitation & Conservation) on an 18-month project aiming at training 20 civil society organizations (CSOs) from 20 Lebanese villages on water sanitation and conservation.

In addition, we signed an MOU with the “Lycée Franco-Libanais” Verdun on an awareness project about waste sorting at the school. This project aims at training teachers, “Eco-delegates” and cleaning staff on the concept of waste management and sorting at source. Waste sorting bins will be distributed at the school and awareness campaigns will be launched in this regard.

4. Research

At last, we granted Mr. Hreir Danageuzian a PhD scholarship for his thesis about Education & Sustainable Development.

... In a nutshell, this is how we contributed to the Sustainable Development of our country, the environment and the well-being of our people!

What about you? How do you commit to your “2023 Civic & Green Resolution”?