

**EEST**  
**Food & Beverage**  
CALL FOR PROPOSAL

**For Green MSMEs**

Do you have an **ONGOING Sustainable Business** in the "**FOOD & BEVERAGE**" Industry, with a Plan to broaden your scope with **ENVIRONMENTALLY-FRIENDLY** Solutions and Brilliant Innovative Ideas?

**Apply Now!**

Deadline:  
**31 July 2021**

 fondationdiane  
مؤسسة ديان

The poster features a central graphic of a lightbulb filled with fresh green vegetables like broccoli, asparagus, and corn. A large green question mark is positioned to the left of the lightbulb. The background is a mix of light and dark green abstract shapes.

## Fondation Diane Launches the EEST Call For Proposal (Entangling Entrepreneurship in Sustainable Transformation of the Food & Beverage Industry)

In Lebanon, MSMEs constitute between 93 and 95% of enterprises in the country. They are key economic engines for growth and job creation.

Fondation Diane builds upon the various green insights that have been undertaken by several green MSMEs in the food and beverage industry with innovative and environmentally-friendly ideas that could shape the future of the food industry, in order to leverage environmentally-friendly solutions for sustainable, innovative, suitable and competent solutions in the food and beverage sector by focusing on reducing, reusing and recycling the food waste, conserving resources and upgrading the nutritious products. We aim at helping them overcome major barriers, including knowledge-sharing, raising environmental awareness, enhancing financial support, supporting skill development and skill formation and improving market access.

### About the EEST

In this context, "Fondation Diane" launched the EEST "Call For Proposal" (Entangling Entrepreneurship in Sustainable Transformation of the Food and Beverage Industry) to target green MSMEs in the food and beverage sector.

MSMEs are the Micro, Small and Medium Enterprises, ongoing businesses with a plan to broadening their scope with environmentally-friendly solutions and brilliant innovative ideas.

## **Background Information on the Project**

The overall objective is to contribute to the implementation of MSMEs' sustainable business ideas in the food and beverage field. An environmentally and socially responsible circular model in the food and beverage industry is Fondation Diane's priority aiming to safeguard life on the planet.

Innovative and environmentally-friendly ideas that could shape the future of the food industry are welcome to apply.

Food innovation is the development and commoditization of new food products, processes, and services. Look for ways to make healthy, nutritious offerings that are not only tempting, accessible, exciting, and unique, but also sustainable. A sustainable offering refers to managing waste and conserving resources; serving natural, organic, healthy food; supplying long shelf-life food, etc....

The food and beverage industry are all companies involved in processing raw food materials, packaging, and distributing them. This includes fresh, prepared foods as well as alcoholic and nonalcoholic beverages.

## **Budget and Project Duration**

Fondation Diane allocates a budget for such projects to MSMEs that take upon themselves the task of safeguarding the environment.

The budget of each implementing partner must be consistent, accurate, clear, complete and cost-effective, in the light of the activities proposed.

Duration: Should be limited. A task list with estimated duration for each task should be defined. The candidate shall submit detailed narrative and financial reports on monthly basis.

## **Requirements**

Projects are chosen according to the following requirements:

- Sustainability: ensuring long term results and avoid dependency.
- Innovation: environmentally-friendly and innovative ideas.
- Suitability: supporting specific local solutions and appropriate technologies.
- Competence: the entrepreneur must have the organizational and technical skills and required capacities to carry out the project.

## How To Apply

The electronic submission window will be open on June 15, 2021 and will close on July 31, 2021. Interested candidates have to:

- Fill in the website form: <https://bit.ly/3JWIKZI>
- Or submit their documents in English to [info@fondation-diane.org](mailto:info@fondation-diane.org)

Please include in the subject line the project Name.

Incomplete submissions or submissions received after the deadline will not be taken into consideration. Proposals will be reviewed by Fondation Diane team, and the process shall include a short phone call or meeting.

### Note:

Fondation Diane reserves the right not to award all available funds, and/or to redistribute the available funds in a different manner depending on the project proposals received.

Fondation Diane may be able to provide the applicant(s) with several services to mention a few: (1) provide commercial premises, (2) partnership, (3) provide grant, (4) provide help in the implementation.

*\* For more details, contact Fondation Diane on: 03- 297 397*