

"To be or not to be" a Good Citizen!



"Fondation Diane" and "Costa Brava, Lebanon": Art & Green Entrepreneurship at the Service of the Environment!



"Fondation Diane" organized the 1st private screening of "Costa Brava, Lebanon" film by Mounia Akl, featuring Nadine Labaki and Saleh Bakri, at Grand Cinemas in ABC Dbayeh, to shed light once again on the waste crisis in Lebanon with the aim of presenting radical and long-term solutions.

Having received positive feedback from prominent figures in the movie industry, the 14-award movie has also won the "Green El Gouna Star" award for best film under the environment category, and participated in local and international festivals including Cinemed, Venice and Toronto.



ICI BEYROUTH

Through this initiative, we aim at supporting "art that serves the environment", as an additional step to contribute to Eco-Sustainable Development. The overall purpose is to introduce to the audience the most effective green solutions to the waste problematic at the national level.

WATCH REPORT

Lebanon has become a landfill on its own!
And the famous yet shocking picture of the garbage river snaking around Beirut suburbs in 2015, made a worldwide hit and nearly became our brand image! We are tired of short-term and temporary solutions

Diana Fadel President of "Fondation Diane"



Costa Brava, Lebanon

The 1st Feature Film in the Arab World Shot Following Sustainable & Environmentally-friendly Practices



"We decided to support this film and to share it with an audience of leaders; this is our chance to talk about solutions!

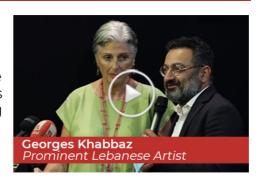
The film focuses on the problem, but it does not offer a solution! To this end, we decided to highlight efficient & radical treatments offered by 5 of the most successful start-ups in the waste management sector in Lebanon, who are already doing an amazing job!"

"Crises bring opportunities, and our waste crisis opens new horizons.

The solution lies in collecting, sorting and recycling in specific,
and promoting the circular economy in general"

Moving Speech

At the beginning, a minute of silence was observed in memory of the victims of Beirut blast, followed by a moving speech by Georges Khabbaz.



5 Eco-Entrepreneurs presenting Radical Solutions to the Waste Crisis in Lebanon

Then, "Fondation Diane" introduced five Entrepreneurs and start-ups specialized in the waste management sector in Lebanon (solid waste, textile waste, electronic waste, organic and agricultural waste, and others), who brought forward remedies to this issue.

Supported by the foundation, these start-ups are











From **Recyclable Waste** to **Resource** From **Trash** to **Cash** From Fabric Waste to Resource From Electronic waste to Resource

From **Bio-waste** to **Resource**

CHECK ALBUM



"Green Track was established in 2016, triggered by the closure of the Naameh landfill. With the help of women volunteers, we have been able to reach and collect the waste of homes in Jabal Mohsen, and succeeded in spreading the concept of Sorting at Source & recycling in the North."





"Waste is a source of income for any state treasury around the world. However, in Lebanon, our officials would rather focus on short-term, inefficient and costly solutions.

"Trash to Cash" is our motto at LWM (Lebanon Waste Management) and we buy recyclable waste and pay every customer at our "drive-throw" kiosks that we set up in all areas."

Weeks









Drop-off Containers inLebanon & Jordan



"Our mission at FabricAID is to collect, sort, clean and redistribute used clothes to disadvantaged people at micro-prices, in specific stores that we open in underprivileged communities. Our goal is to deliver good quality clothing into the hands of those who need them, while reducing fabric waste. We also succeeded in establishing the largest clothing recycling facility in The Middle East."





"As a specialized e-waste organization, Ecoserv was established in 2018 with the aim of spreading awareness around the toxicity and serious threat posed by e-waste and used batteries.

To this end, we are promoting the importance of collection, storage, recycling, as well as the proper and safe disposal of this specific type of waste."





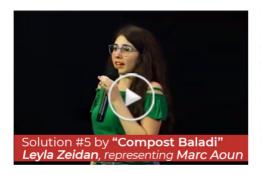


Tons of Collected e-waste in 2021





Mobile App



"Our mission at Compost Baladi is to collect organic waste (food leftovers, agricultural waste, animal waste and tree-trimming waste) from homes, companies and municipalities, and recycle them to turn them into compost.

Our goal is to reduce environmental pollution resulting from improper disposal of organic waste.







Supporting **25 Green Businesses & Entrepreneurs** in the 3rd Edition of the **Green Market**



With a plan to boost the circular economy and support green startups & SMEs, "Fondation Diane" in collaboration with the "Asfari Foundation", "Cewas" and the "EcoSwitch Coalition" organized the 3rd edition of the "Green Market" exhibition at ABC Verdun.

The exhibition showcased a wide array of Green and Eco-Sustainable products in different sectors. It was a one-of-a kind experience with locally produced, healthy, natural, organic, delicious, and beautiful products.

CHECK ALBUM

Eco-Friendly Products in 3 Main Sectors







Responsible Consumption & Production

Through this Green exhibition, "Fondation Diane" aims at contributing to the Sustainable Development Goal (SDG12) to ensure "Responsible Consumption & Production", by conserving energy and natural resources, and promoting sustainable lifestyles.





ABC Verdun, a prestigious mall that respects the environment!



Media Coverage

"We believe in the environmental and social impact of these carefully selected local businesses.

We offered them free space in a top-notch location, and developed, along with our partners, their pitching skills which helped them sell their products and maximize their profit."





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"The world requires an urgent shift in consumption of production patterns, towards a more Sustainable future.

With a global population that could grow to 9.7 billion in 2050, three planets could be required to provide the natural resources needed to sustain current lifestyles. That's why we organized this exhibition!

Diana Fadel President of "Fondation Diane"



Blue Economy:

Sustainable Business Training Program

- Are you an Entrepreneur in the "Blue Economy" sector at ideation, growth, or maturity phase?
- Do you have a Sustainable Business idea, a Start-up or an SME in any of the mentioned sub-sectors?

Apply before September 9 & get the chance to be among 20 selected Entrepreneurs who will benefit from a Sustainable Business Development Training. This program is funded by the EU and provided by "Fondation Diane" for Medwaves in the framework of The SwitchMed Project.





Civic Awareness:

You Can Now Watch Jad Ghosn Webinar!



More than 100 participants joined the interactive & insightful webinar "Lebanese Youth: Engine of Change or Fuel of Crisis", animated by the journalist and news reporter Jad Ghosn.

This webinar was organized by the Chair of "Fondation Diane" in Education for Eco-Citizenship & Sustainable Development (CEEDD), within the framework of Civic Awareness, and it aimed at enlightening the Lebanese citizens on:

- Lebanese youth, their fate and suffering amidst the economic crisis?
- What is their role in achieving Sustainable Development?
- How can they serve as an added-value to the Country?

Did you miss it? Now you can watch it at your convenience

WATCH WEBINAR



 Welcoming our new partners to the Coalition!

> Centre MINE is the Careers, Innovation and Entrepreneurship Center of Lebanese University

ACIE is the "Asher Center for Innovation & Entrepreneurship" of the Holy Spirit University of Kaslik (USEK)

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The 1st EcoSwitch Talk -



We celebrated the start of the summer with our 1st EcoSwitch Talk, an online webinar that introduced the EcoSwitch Coalition & its partners, explained about the spread of the network, and how you as an Eco-Entrepreneur, can become part of this community of experts who are passionate about growing the green ecosystem in Lebanon and the region.

VISIT OUR WEBSITE

Upcoming Activities











To all Green Entrepreneurs!

Would you like to:

- Discuss & know more about Eco-entrepreneurship topics?
- Participate in fun and challenging activities?
- Get in together & get updated on the Lebanese ecosystem activities?

STAY TUNED ON OUR FACEBOOK PAGE

Green Certificates from CEEDD:

"Sustainable Businesses Leading to Economic Growth"

After 40 hours of professional training, with more than 20 participants and over 10 modules tackling different disciplines, the "Online Interactive MOOC" course was successfully concluded with a graduation ceremony that took place recently at the Innovation & Sports Campus (CIS).



The trainees received certificates from CEEDD with the technical support of UNDP Lebanon!

Doctoral Scholarship tackling the **Sustainable Development** theme

After one year of preparation, Mr. Hrair Danageuzian recently presented his PhD project entitled "Learning to learn: an ESD paradigm for High School and University Students in Lebanon".

Through this annual initiative, "Fondation Diane" aims at encouraging top-notch Doctoral researchers that tackle the Sustainable Development theme within their thesis, & contributing



to the SDG4 to ensure "Quality Education and Life-long Opportunities".

Congratulations from the CEEDD team & best wishes on your academic journey!

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