

25
YEARS



Civic Awareness & Eco-sustainable Development
توعية مدنية وإنماء بيئي مستدام

1998 - 2023



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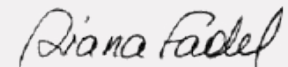
EDUCATE
CEEDD

MOBILIZE
CIVIC CIRCLE

SUPPORT
VIRIDIS

Message from the President

Faced with the civic and environmental turmoil in which the country is struggling, it was urgent to restore to the Lebanese the lost vigor of the genes of a people who knew how to win their independence, to rescuscitate his motivation, to inform and mobilize him, to make him aware of his rights and duties which is incumbent upon his role of citizen and to make him act accordingly towards Eco-sustainable Development so that Lebanon becomes again the country we dream of and earns once more its nickname “**Switzerland of the Middle East**”.



Founder & President
of Fondation Diane



Manifesto, 8th March 2012

In French, the Diane is the cavalry call of the bugle that awakes the troops:
'Sonner la Diane'.

*The deity of hunting symbolizes the passage from wilderness to civilization,
the deity of the moon illuminates the dark places,*
(Wikipedia)

Objectives

Awaken Spirits & Energies, Enlighten the Present, Target the Future!

- Given the crisis the country is skirmishing against and its disastrous consequences on the constitutional, institutional, social, cultural, ecological, urban, environmental, archaeological, economic, and political levels, etc.
- The Lebanese spirit has lost its essence, causing young people to lack a positive perception of their country. Consequently, the Lebanese spirit succumbs to a paralyzing state of intellectual and psychological depression.
- Whether we like it or not, we were born, raised, and live in this country, and we bear the indelible marks of our roots. And while the option of leaving tickles the minds of some, others decide to stay for a variety of reasons.
- Despite all our troubles, we must look ahead, endow ourselves with the energy to fight the pervasive gloominess and make the right decisions.
- Despite the goodwill and heroic actions of several NGOs to improve the living conditions of some disadvantaged segments (physically disabled, deaf-and-dumb people, juvenile delinquents, drug addicts) or to fight against the deterioration of living conditions of the average Lebanese (through reforestation, support of farmers, empowering women, etc.), these actions remain limited and cannot substitute government action.
- Lebanese citizens must embody the image of upright individuals, with mercantilism and political cronyism no longer holding sway. Public interest should prevail over private interests, and the Lebanese should be actively encouraged to engage in sociopolitical activities that aim to serve their community.
- It is up to Lebanese Citizens, through their active engagement, to stay informed and act as vigilant witnesses to make their voices heard, following their legitimate rights, sense of duty, and conscience instead of their political belonging or personal interests.

Conclusion

It thus seems crucial to revive in the Lebanese the lost vigor of their genes, those of a people that once knew how to gain their independence:

- Resuscitate their Motivation.
- Provide them with correct Information.
- Ensure they are aware of their rights, duties, and thus of their responsibilities as citizens.
- Allow them to express themselves in a positively based on constructive criticism.
- Motivate them to cast their votes in alignment with their beliefs, regardless of the party, and inspire them to express their aspirations independently of political affiliations. This will foster the emergence of liberated citizens free from the system's constraints.

*I am a woman and because the fundamental role of women is to give life,
it pains me to see such a lethargic community.
We are fully capable human beings who are unable to unchain ourselves.
It is time for a new era for the Lebanese!*



Scan me
for Arabic Version

About Fondation Diane

One Name, lots of Meanings



The Bugle

The bugle that awakens the troops



The Goddess

The Goddess hunting and the transition from a savage to a civilized world



The Light

The adjective form of the light that emanates from the sky

The Motive

Educated as a philosopher and artist, a long-time entrepreneur (Co-founder of ABC) and a businesswoman, Diana founded 'Monuments en Musique' (MeM) in 1998 and highlighted, for 10 years, 45 unknown archaeological sites, animated with 45 concerts shedding the light on young Lebanese artists. In 2012, after her victory over two deadly diseases, she decided to devote her resources, time, and renewed energy, as a woman, to the development of informed citizens and a better homeland. Her fight is based on the link between Civic Awareness and Eco-sustainability.

Vision

To give birth to a new citizen who is conscious of his or her duties and rights and striving to make Lebanon a pioneer country in Eco-sustainable Development.

Mission

To awaken and mobilize citizens to contribute to Lebanon's Sustainable Development while encouraging entrepreneurial green businesses by supporting creative minds that are engaged in making a change via the 17 SDGs.

EDUCATE

CEEDD

Eco-citizenship & Sustainable Development Educational chair hosted at USJ

MOBILIZE

CIVIC CIRCLE

Active citizens lobbying platform through gatherings, conferences, events & projects.

SUPPORT

VIRIDIS

An investment platform of financial & operational support to start-ups and SMEs.

Beyrouth, 8 Décembre 2011

Cher Monsieur,

Il est un moment dans la vie où il n'y a plus de temps, donc plus de place pour le doute et si nous partons de ce monde sans avoir accompli ce vers quoi notre âme tend passionnément, nous allons vers l'au-delà avec l'impression d'emporter avec nous une frustration irréversible, éternelle (c'est le cas de le dire).

A peine j'exprimais mon désir de mettre mes biens au service d'une cause, que votre cousin Fady a suggéré d'essayer de vous acquérir à cette cause. Je serais ravie et fière que vous soyez à mes côtés. Je suis sûre que votre nom et votre réputation nous ouvriraient beaucoup de portes sans oublier le plaisir de collaborer avec une personne de votre qualité. Je vous écris donc ces quelques paragraphes pour me présenter, en espérant faire une première approche à travers Internet. L'outil n'est pas idéal, mais il n'est pas négligeable. Je crois qu'une rencontre nous permettrait de mieux communiquer.

Permettez-moi pour commencer de vous féliciter pour votre élection à l'Académie, non seulement parce que vous avez été élu mais surtout parce que vous l'avez bien mérité.

Vous contribuez à nourrir la fierté d'un peuple à un moment où il n'a presque plus de fierté : oui, nous pouvons avoir des gens de qualité parmi les nôtres et tous ceux qui sont célèbres dans ce pays ne le sont pas nécessairement devenus de façon douteuse.

Pour ma part, j'ai toujours essayé de faire mon devoir envers ma patrie et la jeunesse de ce pays avec plus ou moins de bonheur.

J'ai commencé des études de philosophie à l'École des Lettres à Beyrouth, me suis mariée à vingt ans, élevé quatre garçons et enfin poursuivi mes études à Nanterre, Paris X, à quarante ans, pendant la guerre (comme quoi il n'est jamais trop tard pour bien faire). Entretemps, en 1972, j'ai co-fondé et travaillé dur avec mon mari pour élever ABC au rang de Grands Magasins.

En 1998, j'ai fondé une ONG, du nom de "MONUMENTS en MUSIQUE" dont le but est de promouvoir les monuments inconnus au Liban et les talents musicaux libanais. J'ai monté 45 concerts en 9 ans dans 45 monuments différents et restauré partiellement ou remis en état au moins plusieurs de ces monuments. Suite à ces passages dans les villages, trois associations se sont constituées pour la protection de leurs patrimoines respectifs : à Douma, à Amchit et à Mtein.

En 2009, j'ai mis en berne et mon association et ma société. Je sentais une immense fatigue. En 2010, mon corps me donne raison : on diagnostique deux cancers et je me fais traiter avec succès à Boston. C'est ainsi que je pense passer par Paris en Janvier où j'espère vous rencontrer.

Suite au décès de mon mari en 2009, mon fils cadet Robert a été élu, à trente-neuf ans, membre du parlement. Il avait déjà fondé une association "BADER" (du mot arabe qui veut dire : Entreprends) Il essayait ainsi de rendre service à son pays, ne pensant pas qu'un jour il serait appelé à être député. Le minimum, déjà acquis, est qu'il donne une image intègre du jeune député qu'il est, un échantillon d'une race de politiciens dont le seul but serait de mériter de représenter le peuple.

Pauvre peuple ! Voilà j'y suis ! Voilà mon souci.

LA PAUVRETÉ

Aujourd'hui je faisais des courses pour Noël et je pensais à ceux qui n'avaient rien à offrir à leurs enfants et cela enlevait beaucoup de mon plaisir. On m'a raconté l'autre jour, que deux enfants d'une même famille ne pouvaient pas aller le même jour à l'école car ils n'avaient qu'une seule paire de chaussures pour deux ! Il n'est pas permis que des gens manquent du minimum décent. La nourriture, l'eau, un toit, un habit, une éducation et des soins médicaux ! Un état n'est pas un état civilisé tant qu'il n'assure pas TOUS ces besoins de première nécessité à TOUS ses ressortissants.

L'URBANISME

J'aime marcher dans la nature. Mais il n'y a pas un chemin qui ne soit amoché par la construction, la destruction de la végétation ou la négligence tout court. Nous avons une belle nature mais il faut aller très loin pour la retrouver. Là aussi la déforestation, le béton et les carrières mettent en péril la beauté qui nous a été donnée.

L'ENVIRONNEMENT ET LA POLLUTION

Les immondices se retrouvent partout sur nos chemins, au plus profond de nos forêts. Les pots d'échappement des voitures et des camions crachent du noir et des centaines de milliers de générateurs polluent en permanence l'air qui devient irrespirable. En descendant de la montagne vous pouvez admirer le spectacle de l'épaisse couche d'atmosphère marron grisâtre qui plombe la ville.

Pour arroser nos jardins l'été et avoir droit à une douche par jour il faut acheter des citernes d'eau, alors que le pays regorge d'eau.

Toutes les ressources du pays sont gravement polluées.

Une photo du cours du Litani, vous donnerait un haut-le-cœur : c'est un étal de déchets chimiques, d'immondices et de macchabées de bêtes, sachant que les macchabées humaines se retrouvent plus près de nous, tous les jours, dans les hôpitaux, où les cas de cancers dus à cette pollution endémique ne se comptent plus... Les déchets toxiques qui ont été enterrés pendant la guerre, que sont-ils devenus ?

L'ESPRIT CIVIQUE

Très peu de citoyens et de citoyennes jouent un rôle dans la vie civile. Alors que notre présent et futur ont besoin que toute la population se démène pour trouver une porte de sortie à la crise d'identité dans laquelle le pays se débat. Quel pays nous voulons pour nos enfants ?

LA JEUNESSE

Les jeunes émigrent, les talents se développent à l'étranger où le milieu est structuré et tranquilisant. Notre jeunesse, au Liban, perd son idéal et sombre dans l'apathie et le désintérêt de ce qui se passe au niveau du gouvernement et sent qu'elle est impuissante. La drogue et la prostitution trouvent leur chemin facile dans un milieu propice.

CONCLUSION

Développement... Urbanisme... Environnement... Éducation... Culture des jeunes et des moins jeunes... Responsabilisation des Libanaises et des Libanais... Droits des femmes...

Beaucoup de sujets où le bât blesse ! Seul l'Éveil d'une conscience nationale qui sortirait le pays de sa léthargie désespérée actuelle pourrait donner un coup d'envoi à une vie intérieure intense, propre aux Libanais, qui les animerait dans l'assainissement de cette entité qu'est le Liban. C'est d'un renouveau que je parle, des esprits et des cœurs ! Réveiller ces esprits endormis, tâche gigantesque qu'il faut savoir aborder avec humilité mais ferveur.

Sur le métier, remettre cent fois notre ouvrage et le confier à Dieu.

Diana Fadel

Lettre d'une Citoyenne Libanaise, qui ne veut pas désertier.

Beyrouth, 15 Décembre 2017

Monsieur le Président,
Je vous fais une lettre,
Que vous lirez peut-être,
Si vous avez le temps..., (je dirais avant qu'il soit trop tard).
Inspiré du « déserteur » de Boris Vian.

A l'occasion du récent « One Planet Summit », vous lanciez un cri d'alarme sur la situation climatique de la planète. Nous vous sommes, tou(te)s, reconnaissant(e)s d'attirer l'attention internationale sur ce danger imminent pour la vie sur terre, que constitue le réchauffement climatique. Ce cri salutaire résonne parti-culièrement à nos oreilles, ici, dans notre pays, le Liban, gravement touché par la crise des déchets et par la pollution de l'air, des sols et des eaux, depuis les rivières jusqu'à la mer. Nous sommes, entre autres nations, bien sensibles à la justesse, dans le ton et le timing, de votre intervention.

Grâce à votre conscience vive de cette réalité chaude, et votre enthousiasme contagieux, je prends la liberté de m'adresser à vous, en vous demandant de donner quelques minutes de votre précieux temps à la lecture de cette pressante lettre.

Aujourd'hui au Liban, ce pays dont la destinée vous préoccupe tant, et que vous cherchez à protéger à tout prix au nom d'une amitié franco-libanaise séculaire, une menace imminente nous guette : une nouvelle dé-cision ministérielle préconise, comme solution privilégiée à la crise des déchets, l'incinération, sans toute autre forme de procès, une reconnaissance nulle de ses méfaits, et plus que tout, une distinction aucune entre les différentes catégories nécessitant ce procédé particulier.

Toute personne, soucieuse de l'environnement, reconnaît là une solution de facilité, et sait que l'incinération, appliquée de façon prioritaire et massive, représente un danger écologique :

- 1- par la pollution de l'air qu'elle accroît, due aux dégagements de fumées cancérigènes.
- 2- par les cendres toxiques qu'elle génère qui empoisonnent les sols et les cours d'eaux.
- 3- par la destruction des ressources économiquement vitales que représentent les matériaux recyclables ou compostables.
- 4- par une drastique limitation à la création d'emplois nécessaires au traitement écologique des déchets.
- 5- par l'atteinte qu'elle porte à l'engagement citoyen salutaire, dans le tri à la source, déclenché par la crise, face à l'absence de solution rationnelle de la part de l'état.

Je porte votre précieuse attention sur les conséquences dramatiques de cette décision :

Parallèlement aux dangers environnementaux déjà cités, à la fin qu'elle met aux initiatives privées et muni-cipales et à la réduction des créations d'emplois, elle donne un coup de frein mortel à cette merveilleuse prise de conscience, qui a, enfin, vu le jour, au sein d'un peuple traumatisé par des décennies de guerres, d'occupation militaire syrienne et de faiblesse de gouvernance, mais conscient, finalement, des enjeux sa-nitaires de cette gestion.

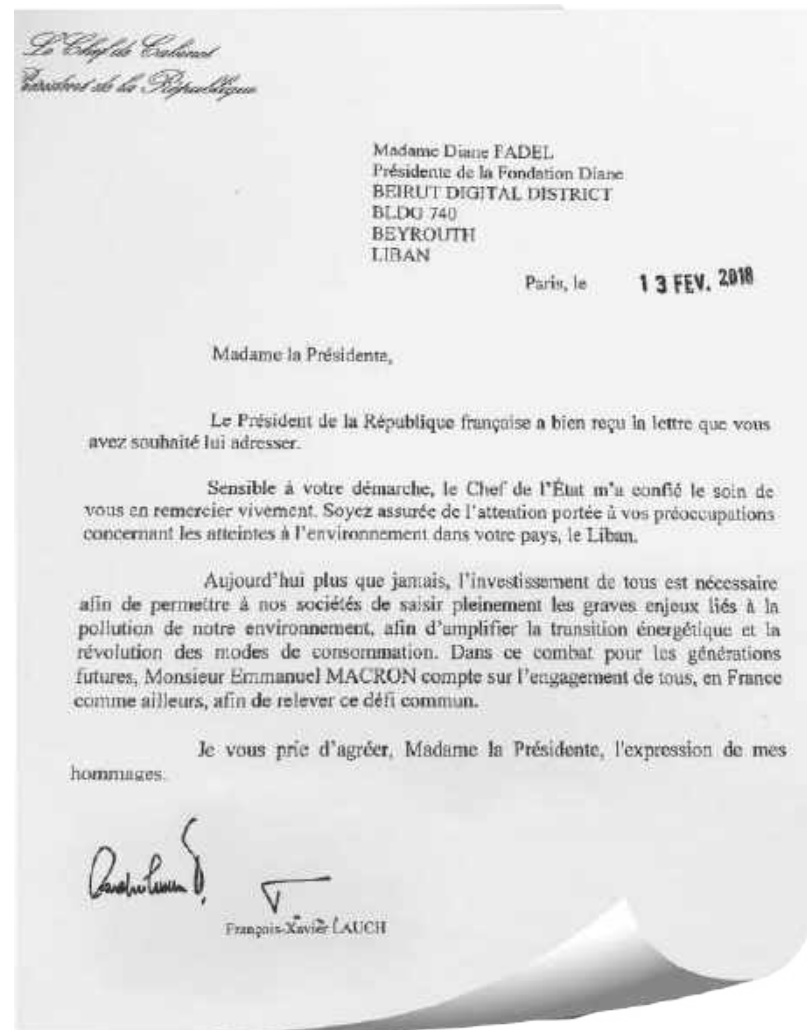
Nous ici, sommes convaincu(e)s, de la nécessité d'une intervention urgente, avant que cette décision ne soit appliquée.

J'ai appris que, dans votre politique de soutien au Liban, vous comptiez bientôt nous rendre visite.

"Ahlan wa Sahlan", comme vous savez si bien le dire, de tout cœur! Le cri, SOS, que vous avez lancé à travers le monde, poussez-le de nouveau chez nous, en vous assurant qu'il ne tombe pas dans l'oreille de sourds (malheureusement, n'est pas plus sourd que celui qui ne veut pas entendre : cette décision a été prise en-vers et contre toutes les recommandations proposées par les acteurs et experts environnementaux). Faites, nous vous en prions, que le support que vous voulez apporter à notre peuple, qu'il soit matériel, technique, ou moral, n'aboutisse pas dans le gouffre de l'ignorance ou encore plus grave, de la corruption, faute d'exigences de lignes directives strictes de gestion, de suivis et de contrôles. Aidez-nous svp à atteindre l'apothéose finale que représenterait l'exigence d'une politique de gouvernance générale du pays, saine, scientifique, et, contre vents et marées, transparente, dont notre peuple rêve désespérément.

Merci, Monsieur le Président, si vous avez pris la peine de me lire jusque-là.

Diana Fadel



Response letter







Chair OF “Fondation Diane”
Chaire de l’Éducation à l’Éco-citoyenneté
et au Développement Durable



USJ 1875

Saint Joseph University of Beirut

جامعة القديس يوسف في بيروت



Message from

Pr Salim Daccache s.j.

Rector of Saint Joseph University of Beirut



Chère Mme Diana Fadel,
Fondatrice de “Fondation Diane”

C'est à vous aujourd'hui de souhaiter la bienvenue à nos invités et hôtes, car le terrain est le vôtre et le rêve devenu réalité est le vôtre : fonder une chaire à l'USJ pour prêcher l'Eco-citoyenneté et le Développement Durable sous ses différentes formes, dans les écoles et les différentes organisations de la société civile, ainsi que dans les universités, dans les centres de recherche appropriés et surtout aux niveaux des entités locales. Le travail de cette chaire, et à partir d'elle, revêt un caractère de service sacré à la jeunesse mais aussi aux adultes ainsi qu'à la société toute entière.

Il y eut des retards dans la fondation de la Chaire, des hésitations et des passages obligés par les conseils et les commissions de l'Université. Mais vous étiez là, présente et active, têtue et attentive, pour que le projet de la création de la Chaire devienne un projet apte à vivre et à fleuri.

Votre projet de Chaire ne fut point le produit d'une imagination de l'esprit ou d'un copiage d'une idée luxueuse rencontrée sur les trottoirs de New York. Cette Chaire est le fruit d'une volonté affirmée et d'une conviction.

Avant la fondation de la Chaire, vous êtes passée par les bancs de classe, c'est-à-dire vous avez travaillé sur vous-même, assisté à de nombreux séminaires et à des cours en France et aux États-Unis qui traitent de la question de l'éco-citoyenneté. Vous avez dû observer longuement le terrain et mesurer les besoins d'éducation à la Citoyenneté et d'enseignement au Développement Durable d'une génération qui est souvent en manque de repères de Citoyenneté...

Mais il faudra chercher la cause non pas dans la jeunesse elle-même qui fonctionne par mimétisme et le bon exemple, mais dans l'attitude parfois néfaste des adultes qui fonctionnent soit par l'arbitraire soit par la corruption.

La crise libanaise des déchets des nations qui vivent sur cette terre risque de revenir rapidement en surface: n'est-elle pas une crise sinon un échec de la moralité politique ou, en d'autres termes, à cause de la corruption de la politique des adultes comme service citoyen ?

Votre nom et prénom seront de ce fait attachés à cette Chaire qui nous promet bien d'activités de libération et de formation dans ce domaine.

Je suis bien passionné par votre projet qui peut relever au moins partiellement le défi de la formation à la Citoyenneté et à l'éco-citoyenneté sans oublier le Développement Durable, tenant compte de cette phrase lapidaire de sa Sainteté le pape François : "nous vivons et nous consommons sans mesure, oubliant que des générations ont le droit d'avoir leur part des biens de la terre".

Ensemble nous relevons le défi, nous rappelant toujours de cette phrase de Gibran Khalil Gibran : "La terre est ma patrie et l'humanité ma famille".

Que de belles leçons dans cette brève phrase, je dirais qu'elle est source d'une motivation de plus et d'une conviction pour chercher à édifier une vraie culture de justice, de paix, d'amour et de solidarité.

Pr Salim Daccache s.j.

Message from
Fadi El Hage
Chairholder of CEEDD

Since 2015, CEEDD has dedicated significant efforts to foster an environmentally conscious culture among the youth in Lebanon, both within the university community through the USJ Verte and beyond the university through various initiatives in municipalities, schools, and villages.

To educate and prepare environmentally responsible citizens and future leaders who are optimistic and confident in the future of their country, the Chair operates across five key areas:

Education, Training, Awareness, Research, Project Management and collaboration with Ministries, other Chairs, NGOs and national and international initiatives related to Eco-citizenship & Sustainable Development.

In Lebanon, Sustainable Development faces challenges across all 17 SDGs. These challenges include the economic crisis, which has exacerbated income inequality and led to a rise in impoverished families, as well as public health issues and diseases.

There are disparities in the quality of education and gender inequality. Other concerns encompass excessive water consumption, inadequate sanitation, the presence of illegal & unrehabilitated quarries, difficulties in toxic waste disposal and general waste management, uncontrolled urbanization, monoculture practices, forest fires without proper control, high energy expenses, and issues related to air and marine pollution.

Additionally, Lebanon faces challenges in protecting endangered and endemic species and addressing xenophobia.

However, our approach is naturally optimistic despite prevailing environmental & social challenges and despair.

We firmly believe in the transformative power of education. Starting from a young age & continuing throughout one's life, our goal is to reshape the relationship with the environment, attitudes, behaviors, decision-making processes, and values held by every Lebanese citizen. This change requires confronting resistance and managing anxiety.

As American artist Steve Lambert aptly puts it, 'Our thought system destroys our environment; we would have to change our thoughts to protect ourselves.'

Education is the key to fostering awareness and responsibility for our daily actions and their impact on our planet Earth!

Pr. Fadi El Hage



About CEEDD

Awareness of Eco-citizenship Starts with Education!

Established by Fondation Diane and nested at Saint Joseph University of Beirut (USJ) in October 2015, CEEDD educates and raises awareness among citizens, schools, municipalities, NGOs, and institutions on Eco-citizenship and Sustainable Development through five types of interventions:

Trainings

- 6 competitions
- 28 videos
- 1 MOOC
- 47 Trainings
- 15 public conferences
- 12 webinars

Awareness

- 90 Schools
- 40 Municipalities

Research

- 9 scientific colloquia
- 2 PhD scholarships

Projects

- USJ Verte
- 2 on gender-based violence
- 1 agricultural project
- 2 on solid waste
- 3 on water resources

Collaboration

- 20+ partners
- 6 participations in international colloquia

CEEDD's Steering Committee 2022-2023

Since its founding, this committee has evolved by welcoming new members.

- To widen the visibility spectrum of CEEDD within the university and society.
- To support it and participate in decision-making.
- To provide the necessary disciplinary expertise within the framework of its activities.
- To encourage thinking about the projects of the chair: to discuss and evaluate them.
- To define technical, financial, and human resources.
- To validate the projects.



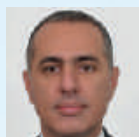
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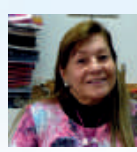
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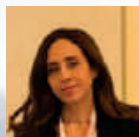
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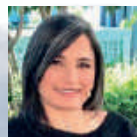
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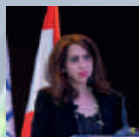
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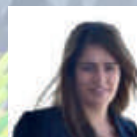
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The inauguration ceremony of the chair of Fondation Diane was the highlight of the year 2015-2016. Organized on May 6, 2016, at USJ, under the patronage of H.E. Mr. Ghassan Salameh, Former Minister of Culture of Lebanon, Former Special Advisor to the UN Secretary-General. In the presence of:

- H.E. Emanuel Bonne, French Ambassador to Lebanon
- Mr. Nicolas Hulot, President of “Nicolas Hulot Foundation for Nature and Humans”
- Professor Salim Daccache, s.j., Rector of USJ
- Mrs. Diana Fadel, Founder & President of “Fondation Diane”
- Mr. Fadi El Hage, Chairholder of CEEDD



Fondation Diane has established three complementary components: the education chair, leading the way in transforming mindsets, the strategic and financial support for green businesses committed to environmental conservation and mobilization through the 'Citizen Café,' created to cultivate a community of conscientious and responsible citizens. Safeguarding Lebanon and the lives of its citizens necessitates Eco-Sustainable Development.

Mrs. Diana Fadel,
Founder of Fondation Diane

The need to engage youth as active citizens and instill a civic sense is essential, and the emergence of new generations is deeply involved in this process.

Pr. Salim Daccache, s.j.,
Rector of USJ



Educating about citizenship is not an invitation to passivity or resignation but rather an encouragement to indignation, action, and even revolt.

Mr. Ghassan Salameh,
Former Minister of Culture



In the 21st century, we are sinking into a cultural crisis, a crisis of civilization that technology alone will not be able to solve.

Mr. Nicolas Hulot,
President of Nicolas Hulot Foundation for Nature and Humans



Waste and Biodiversity



*Grand Lycée Franco-Libanais (GLFL)
Elementary School Teachers' Training*

The theme chosen for the training of 80 teachers at GLFL was Waste & Biodiversity. At the conclusion of the 2015-2016 academic year, a student conference was held to present the projects to both the school community and the parents of the students.



Challenges of Decentralization: Strategies and Legal perspectives

Zgharta - Ehden City Council Training

A training session conducted by a lawyer and development specialist was provided to the members of the City Council of Zgharta-Ehden. This training focused on the challenges of decentralization from legal perspectives and explored the role of municipalities in implementing strategies for citizenship and local Eco-Sustainable Development.

Mountain Preservation



Lebanese Public Schools Teachers' Training

A training session for 30 public school was conducted around the Lebanon Mountain Trail (LMT), focusing on the Sustainable Management of Water Resources.

This training resulted in the implementation of Eco-Sustainable projects involving over 1,000 students from 6 schools. CEEDD and LMT provided ongoing coaching to 9 public schools and also created a new digital platform called 'Mountain Explorers.'



Sustainable Development



Melkart Community Training

A training for Collège Melkart School focused on Citizenship and Sustainable Development. The training led to the execution of more than 34 projects by more than 800 students. The main objective was to change the attitudes and behaviors of the school community towards the environment.

2017

Permaculture

Mabarrat Association Training



Permaculture training was conducted for the Mabarrat school communities, specifically at Alhadi in Beirut and Issa ibn Mariam in Khyam, South Lebanon. This training encompassed both teachers and students, focusing on permaculture principles, values, and practical applications. As a result, permaculture spaces were established within their respective school campuses.



Sustainable Rural Development

LWIS City International School Training



As part of the 'Sustainable Living' project, training sessions were conducted for teachers at the LWIS City International School. This initiative aimed to contribute to the Sustainable Development of rural villages in Lebanon. A total of 26 villages were visited by 19 groups of students ranging from grades 6 to 10. Data collection and analysis were carried out to support and stimulate the local economy.



Sustainable Development & Waste Management

A.
Antoine

Librairie Antoine Employees Training

As part of the 'Antoine Going Green' campaign initiated by Librairie Antoine, the goal is to promote waste management and environmental best practices among its employees. 4 training sessions were conducted on May 17 and May 20, involving 142 employees. The training emphasized Sustainable Development, with a specific focus on waste sorting at the source.



2019



Ecological Treatment of Liquid & Solid Olive Waste

Cooperative in Akroum Training

Within the scope of the Community Support Program (CSP), funded by USAID, Dr. Jean El Achkar, an expert in olive waste treatment, provided training to members of the olive production and processing cooperative in Akroum. The training aimed to enhance their ecological knowledge and skills in managing both liquid & solid olive waste. Additionally, guidelines were distributed to facilitate the sustainable implementation of these practices.

Water Conservation

Public School teachers of Marzouka, Akkar

As part of the CSP program, training was conducted for teachers at the public school of Marzouka-Akkar. The training focused on water conservation and had two primary objectives: to enhance the teachers' skills and to raise students' awareness on this topic. Additionally, a drawing competition was organized to inspire students and encourage them to embrace sustainable practices in their daily lives.





Gender-Based Violence (GBV)

Phase 1: Training of Trainers (TOT)

In collaboration with the United Nations Population Fund, CEEDD initiated a gender-based violence workshop at the Innovation and Sports campus. The workshop lasted a total of 53 hours and aimed to train trainers on GBV, enhancing their knowledge and developing their soft and hard skills. This training was designed to prepare them to become trainers on GBV.



Phase 2: When Trainees Become Trainers

4 of the participants became trainers themselves and provided training sessions to civil society. The training sessions were conducted at 4 different locations, each lasting 5 hours. Certificates were distributed to the participants at the end of the training.



Enhancing Women's access to their Rights



Training in the poorest neighborhoods of Beirut

In partnership with Equal NGO, a collaborative effort was made to empower women and visually impaired individuals residing in Beirut's most impoverished neighborhoods. The training intended to assist them in managing the social, economic, sanitary, and security challenges by providing capacity-building sessions on women's rights, family and community-based care, mental health, gender, life skills, and disability.



2022

Democratic Citizenship

Program for high school teachers

The launch event included speeches by key figures, such as Father Salah Abou Jaoudeh, the first deputy of USJ and dean of the Faculty of Religious Sciences, who introduced the project's vision and goals.

Fadi El Hajj elaborated on the activities of CEEDD that support the training. Following the opening speeches, the training sessions commenced under the guidance of Dr. Iskandar Hawat and Dr. Rock Al-Ashi. The training spanned five days and concluded two months later with a ceremony to honor participants with certificates and prizes.



Father Salah Abou Jaoudeh, vice-rector of USJ

The overarching goal of this initiative is to promote citizenship education, encompassing a range of practices and activities aimed at equipping both young people and adults with the knowledge and skills needed to actively engage in civic life while recognizing and fulfilling their rights and responsibilities towards society.

The project's action plan entails:

- Inviting 30 participants from 8 Lebanese public schools to attend and participate in the workshop at USJ.
- Enlisting 8 professional trainers from diverse backgrounds to conduct the training.
- Evaluating the impact of the training through projects presented by each team at the workshop's conclusion.

Waste Sorting Awareness



Lycée Franco-Libanais - Verdun

The project involved training teachers, eco-delegates, and staff on waste management, distributing sorting bins across the school, and launching awareness campaigns. Training objectives include:

- Waste management concepts aligned with SDGs
- Staff education on waste collection
- Involving eco-delegates in campaign implementation.



On June 9, students showcased art and practical items made from recyclable materials during an Education for Sustainable Development event, emphasizing recycling and waste reduction's significance. They demonstrated how creativity can contribute to environmental preservation and the installation of waste sorting bins in classrooms, hallways & playgrounds.

Networking of Municipalities and Schools of the Central Bekaa Region

The first-year networking project on eco-citizenship and Sustainable Development between municipalities and public schools in the Zahle district has been successfully completed. The project aimed to bridge the communication gap and was officially launched in Taalabaya. It was then followed up with each municipality and school to identify projects for implementation.





In the project's third and concluding year, the objective was to create a network comprising municipalities and public schools in the Central Beqaa region. Environmental projects were launched after two years of collaboration with ten municipalities and ten schools in the region. This collaboration included several workshops, training sessions, and brainstorming meetings. Additionally, ten green clubs were established in the schools, involving students and teachers in planting operations, waste sorting campaigns, the creation of advocacy groups and other sustainable initiatives.

1 / 10



Certificate in Sustainable Businesses Leading to Economic Growth
Online interactive MOOC

Module 1: Addressing SDGs in the Business World

Tuesday March 8th and Thursday March 10th 2022
From 5:00 PM till 7:00 PM

Speaker:
Dr. Hसन Vauness







2 / 10

Certificate in Sustainable Businesses Leading to Economic Growth
Online interactive MOOC

Module 2: Economics of the Energy Transition

Tuesday March 15th and Thursday March 17th 2022
From 5:00 PM till 7:00 PM

Speaker:
Jad Taha el Baba



Speaker:
Alain Abi Saad







3 / 10

Certificate in Sustainable Businesses Leading to Economic Growth
Online interactive MOOC

Module 3: Creating Business Values from Climate Change

Tuesday March 22nd and Thursday March 24th 2022
From 5:00 PM till 7:00 PM

Speaker:
Lea Kol







4 / 10

Certificate in Sustainable Businesses Leading to Economic Growth
Online interactive MOOC

Module 4: Sustainable Businesses in Rural Areas

Tuesday March 29th and Thursday 31st of March 2022
From 5:00 PM till 7:00 PM

Speaker:
Nadia Mohra







5 / 10

Certificate in Sustainable Businesses Leading to Economic Growth

Online interactive MOOC

Module 5: Inclusive Leadership for Sustainability

• Tuesday April 5th and Thursday April 7th 2022
• From 5:00 PM till 7:00 PM



Speaker:

Dr. Ghada Haddad






6 / 10

Certificate in Sustainable Businesses Leading to Economic Growth

Online interactive MOOC

Module 6: Business opportunities in a Circular Economy

• Tuesday April 26th and Thursday April 28th 2022
• From 5:00 PM till 7:00 PM



Speaker:

Dr. Sarah Hani Mayek



Speaker:

Dr. Dominique Salamieh






7 / 10

Certificate in Sustainable Businesses Leading to Economic Growth

Online interactive MOOC

Module 7: Innovation in the Business World

• Tuesday May 10th and Thursday May 12th 2022
• From 5:00 PM till 7:00 PM



Speaker:

Ursula El Hage



Speaker:

Carla Sabra






8 / 10

Certificate in Sustainable Businesses Leading to Economic Growth

Online interactive MOOC


Module 8: Sustainable Agriculture, Nutrition & Food Security

• Tuesday May 17th and Thursday May 19th 2022
• From 5:00 PM till 7:00 PM



Speaker:

Dr. Elias Chodban






9 / 10

Certificate in Sustainable Businesses Leading to Economic Growth
Online interactive MOOC

**Module 9: Mental Health in the Workplace:
The Right Thing to do for the People & the Business**

Tuesday May 24th and Thursday May 26th 2022
From 5:00 PM till 7:00 PM

Speaker:
Dr. Rabih el Chammay



10 / 10

Certificate in Sustainable Businesses Leading to Economic Growth
Online interactive MOOC

Module 10: Monitoring & Evaluating to Stay on the Right Path

Tuesday 31st of May and Thursday 2nd of June 2022
From 5:00 PM till 7:00 PM

Speaker:
Lea Kof





Scan me
to check the modules



Sustainable Businesses Leading to Economic Growth

Massive Open Online Courses (MOOC)



A highly interactive online course, facilitated by distinguished experts and technically supported by UNDP, encompassed a 40-hour training program structured into ten modules. This course embraced an interdisciplinary approach, involving participants from both the economy and energy sectors.

Its primary aim was to foster the creation of business value as a response to the challenges posed by climate change.



Moderated by Léa Kai, project manager of UNDP related to Climate Change, Ministry of Environment



Moderated by Dr. Sami Richa, Professor of Psychiatry at USJ, Head of Department at HDF



Moderated by Olivier Thaler, Lecturer at the Faculty of Sciences of the University of Montpellier



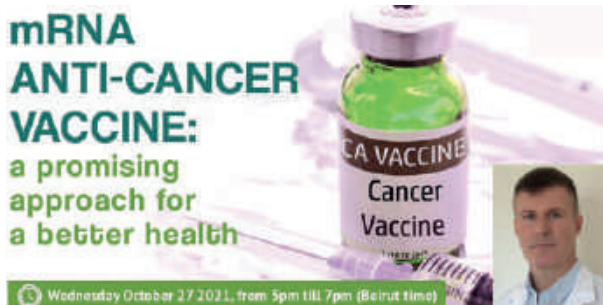
Moderated by Nicole Bou Khalil, Pharmacist, Regional Director of NAHA



Covid-19 mRNA Vaccines: A step closer to Health & Well-being



Moderated by Dr. Ali Khalifé, Researcher & Professor of Citizenship Education at the Lebanese University



Moderated by Dr. Steve Pascolo, Immunologist, co-founder of CureVac



Moderated by Dr. Sarah hariri, Professor & Researcher in economics at USJ



Moderated by Ziad Baroud, Former Minister of Interior and Municipalities



Moderated by Jad ghosn, Journalist, news reporter, documentary producer



Moderated by Dr. Mirna Waked, Chest and ICU Physician



Moderated by Dr. Sarah hariri, Professor & Researcher in economics at USJ

Civic Environmental Consciousness Photo Contests: Edition 1 & 2

In an effort to foster civic awareness, CEEDD launched a nationwide photography competition focusing on environmental matters. Numerous impactful photographs were submitted by educational institutions throughout Lebanon. The competition concluded with a thought-provoking exhibition and the presentation of awards to the deserving winners.



"The wound of my mountain"
Nour Medawar, Collège Saint Roch, Kleiat



"We reap what we sow"

Carl Abi Semaan, Collège Notre Dame de Lourdes Jbeil - Amchit



“Why throw away when you can recover? A small gesture can produce a bigger one. If every Human on Earth makes one, the Earth will be more beautiful”.
Clara Mouzannar, Grand Lycée Franco-Libanais, Achrafieh



"It is with a forgotten smile that this little girl invites us into her Little Garden"
Emmanuelle Ferneini, Franco-Lebanese High School, Achrafieh.



*Naji Arnaout
MAARAD RACHID KARAMI - TRIPOLI*



Toufic Abdel Kalil
BULGARIA

2016

Dictation on the Theme of Air Pollution

When a relationship between Environment & Youth is fostered in Education

To commemorate Earth Day, CEEDD organized a dictation event centered around the issue of Air Pollution in Lebanon, extending invitations to students from 20 schools. 30 students exhibited remarkable enthusiasm and were subsequently awarded certificates of participation.

1st Prize: Carine Wakim, Grand Lycée Franco Libanais





Dictation on the Theme of Recycling

When a relationship between Environment & Arabic language is conjugated in the present

On the occasion of Recycling Day, CEEDD organized a national Arabic dictation competition. Over 165 students from public and private schools enthusiastically participated to raise awareness of the benefits of waste sorting and to improve their Arabic language skills.

2019

Dictation Competition

2023

Dictation on the Theme of World Earth Day

On the occasion of World Earth Day, CEEDD, in collaboration with the French Institute, organized a contest called “Dictée Verte” at the USJ Campus of Social Sciences. Over 120 students from across Lebanon enthusiastically participated in this contest, which focused on the theme of biodiversity.

We extend our sincere congratulations to the young participants for their remarkable passion and exceptional mastery of the French language. The French language serves as a conduit for our cherished values. An event for certificate presentation took place at the Rectorate of Saint Joseph University.

*1st Prize: grade 6-7: Fawzi Fawaz Fadi Moutran & Jean-Paul Kadib.
grade 8-9: Mea Daou, Jamie Challita & Joseph Abi Akl*





Sustainable Development *Earth Day at Collège Notre-Dame de Jamhour*



CEEDD was approached to deliver a conference on Sustainable Development to grade 10 students of Collège Notre Dame de Jamhour. The Scientific Director of CEEDD, Dr. Rita EL-Hajj Sawaya, introduced the concept while focusing on the global challenges and potential solutions.

Biological and Cultural Diversity *CEEDD Annual Conference*

CEEDD held its annual conference around the theme of biological and cultural diversity. The lecture was given by Pr. Bruno David, President of the Musée National d'Histoire Naturelle de Paris, followed by a panel discussion moderated by Pr. Fadi El Hage, featuring keynote speeches from Magda Kharrat, Halima Kaakour. The conference concluded with a debate and an exhibition by university students.



Water: a Renewable Opportunity

Conference with the Lebanese Center for Energy Conservation (LCEC)

Karim Osseiran, Adviser at the MoEW: 'Lebanon has an untapped wealth of water; investment in the hydraulic sector would provide 331 Megawatts of additional electricity by 2020.'

Stéphanie Nakhel, UNDP: 'The simple daily practices could contribute to water conservation at the household level, starting by closing taps while brushing teeth to the collection of rainwater.'



Education on Sustainable Development

Arab Forum for Environment & Development (AFED)



Under the framework of the AFED Annual Conference, Pr Fadi El Hage presented an overview of “Education for Sustainable Development” in the Arab world and explained the importance of integrating an interdisciplinary approach in education.

2019

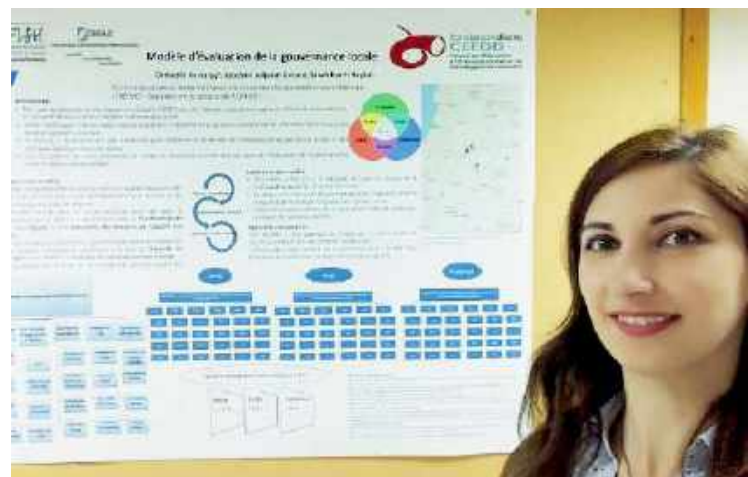
Local Governance, Sustainable Development & Eco-citizenship

Doctoral scholarship Ms. Christelle Kassargy

CEEDD is committed to supporting research and education in eco-citizenship and Sustainable Development.

One of the undertaken initiatives was a scholarship grant presented to Christelle Kassargy, who defended her PhD dissertation entitled “Local Governance, Sustainable Development, and Eco-citizenship” in December 2020. Through her research, Christelle proposed a decision-support tool for municipalities.

Mrs. Kassargy obtained a grade of 18/20 and a “Very honorable” mention, with the unanimous congratulations of the Jury.



Education for Sustainable Development: A problem-centered Curriculum for Grade 10

Doctoral scholarship Mr. Hrair Danageuzian



CEEDD granted Hrair Danageuzian the opportunity to pursue his Doctorate studies after presenting his Ph.D. thesis: ‘Learning to Learn: An ESD Paradigm for High School & University Students in Lebanon’ in June 2022.

Mr. Hrair obtained a grade of 17/20 for his hard work and commitment. Congratulations from the CEEDD team, and best wishes on your academic journey!

Eco-Citizenship at Your Fingertips

An Interactive Platform by Dr. Ali Khalife

CEEDD piloted a project with Ali Khalife to develop a digital interactive training platform on Eco-citizenship and Sustainable Development dedicated to teachers and students. The platform provides training on several topics such as climate, air, water, sustainable territories, energy & transport, biodiversity, agriculture, waste management and eco-citizenship.



A Lebanese Lithotheque

Strengthening Eco-citizen Capacities



With the aim of promoting education through Sustainable Development, CEEDD initiated a project in 2016-2017. This project aimed to identify essential locations in the central Bekaa region with valuable geological and environmental assets that necessitate preservation. The main objective was to create an online platform serving as a technical and educational tool for the academic sector. The CEDRE Hubert-Curien program led to the identification of the environmental assets and threats of 52 villages. The project was unveiled to the public during the celebration of the 22nd anniversary of the CEDRE program.

Sustainable Development Education

ESPE International Francophone Symposium

The École Supérieure du Professorat et de l'Éducation (ESPE) organized an international Francophone Symposium intending to highlight new tools and approaches to training and education for Sustainable Development. During his presentation, Fadi El Hage emphasized the importance of integrating the pedagogy of interdisciplinary projects with the training curricula of teachers and stakeholders involved in this type of education.

What About the Curriculum for Sustainable Development Goals

Montpellier Colloquium on North/South Dialogues

At a time when education systems are mobilizing following the release of UNESCO's new "Education 2030" roadmap, CEEDD took part in the Montpellier colloquium.

In his intervention, Fadi El Hage stressed the importance of integrating a holistic and motivational approach in education for Sustainable Development and presented the interactive training platform, supervised by Dr. Ali Khalifé and dedicated to teachers and students.



Solid Waste Management Webinar

In Collaboration with Agence Universitaire de la Francophonie (AUF)



Les déchets, un marqueur de nos sociétés: Que nous apprennent-ils?

The areas of intervention were the following:

- 1- The challenges of environmental education
- 2- Learning theories in environmental education
- 3- Holistic and exosystemic approaches: example of waste management
- 4- Case of Lebanon: priority of survival (Maslow's Pyramid)
- 5- The "USJ Verte" initiative
- 6- The modalities of educational interventions and their complexities

2021

USJ Verte:

Civic & Eco-Sustainable University

Committed to developing an eco-citizenship culture in education, CEEDD launched “USJ Verte” to adopt a sustainability approach within USJ.

The aim is to raise awareness among students & administrators about the fundamental concept of waste management and to disseminate green practices, validated by USJ Council Decision No. 187. CEEDD has been devoted to the implementation of waste sorting campaigns among USJ students and cleaning staff since 2017.

Led by CEEDD, the “USJ Verte” committee supervises waste management, water conservation, efficient energy use, and the preservation of green spaces at all 8 USJ campuses. USJ successfully joined the international network of universities after meeting the educational objectives related to the “UN 2030 Agenda for Sustainable Development” launched in 2015.



1 truck



1200 bins



12,650 students/year



7000 Kgs of cardboard,
plastic, glass & metal 4



8 campuses



36 buildings



160 floors



1000 Kgs of paper



Sustainable Water Management *Lebanon Water Project (LWP)*



The LWP is a five-year initiative funded by USAID and executed by CEEDD within Lebanon. Its primary objectives are to enhance access to clean, dependable, and sustainable water sources while strengthening Lebanon's capability for water resource management and encouraging citizen involvement in water conservation efforts. The project, spearheaded by CEEDD, was specifically carried out in Jezzine, encompassing three schools, eight municipalities, various restaurants, hotels, members of civil society, and young individuals. The campaign tactics encompassed the distribution of flyers, educational videos, and informative scientific posters.





يعود سبب تلوث المياه الجوفية في لبنان إلى

مصادر طبيعية

المواد غير العضوية الموجودة بشكل طبيعي في الصخور أو التربة والمواد العضوية المتحللة

أنشطة بشرية

الصناعات

التسربات الصناعية المباشرة أو غير المباشرة

المنازل

• تلوث مياه الصرف الصحي
• المياه المتسربة من النفايات الضخية في مكبات النفايات

تسرب مياه البحر

يؤدي الصخر غير المنضبط والسريع للمياه الجوفية إلى انخفاض مستوى المياه العذبة في الخزان الجوفي، مما يسبب تسرب المياه المالحة

الزراعة

الأسمدة والمبيدات الحشرية



يؤثر تسرب مياه البحر على جودة المياه الجوفية ويجعل المياه غير صالحة للاستعمال

نحن نلعب دورًا رئيسيًا في الحد من تلوث المياه الجوفية الناجم عن الأنشطة البشرية

أصبحت هذه المعلومات متاحة بفضل دعم المصنوع من قبل الوكالة الأمريكية للتنمية الدولية (USAID) في إطار اتفاقية USAID Grant 15-0001. تم إعداد هذه المعلومات بدعم من الوكالة الأمريكية للتنمية الدولية أو من قبل الوكالات الفاعلة الفاعلة.



في لبنان، كما في العالم، تعدّ دورة المياه مهمة للغاية لأنها تزود الناس بالمياه

مجموع هطول الأمطار



52% مياه مفقودة بسبب التبخر

17% مياه مفقودة في البحر ومن خلال طرق أخرى

31% مياه متبقية، موزعة بين

80% مياه سطحية

20% مياه جوفية

يعود سبب شح المياه إلى ما يلي

النمو السكاني

زيادة الطلب على المياه يتبع النمو السكاني

تغير المناخ

التغيرات في أنماط هطول الأمطار والغطاء الثلجي

تلوث المياه

مصادر تلوث المياه هي منزلية، زراعية، صناعية، تسرب المياه (المياه الجوفية فقط)

إمكانية الوصول

لا يمكن الوصول إلى بعض من المياه الجوفية اقتصاديًا

يصنّف لبنان تقليديًا على أنه بلد غني بالمياه؛ ولكن بلوغ معدل الاستهلاك 800/متر مكعب/ في السنة/ لكل فرد حالياً يشير إلى أن لبنان قد أصبح تحت خط الفقر المالي البالغ 1000/متر مكعب/ في السنة/ لكل فرد. لذلك، يجب علينا ترشيد استهلاك المياه.

أصبحت هذه المعلومات متاحة بفضل دعم المصنوع من قبل الوكالة الأمريكية للتنمية الدولية (USAID) في إطار اتفاقية USAID Grant 15-0001. تم إعداد هذه المعلومات بدعم من الوكالة الأمريكية للتنمية الدولية أو من قبل الوكالات الفاعلة الفاعلة.



من المسؤول عن إدارة قطاع المياه في لبنان؟

وفقاً للقانون رقم ٢٠٠٠/٢٢١ الذي ينظم قطاع المياه، فإن السلطات المسؤولة عن إدارة قطاع المياه هي:

مؤسسات المياه

ما هو دورها؟



معالجة مياه الصرف الصحي



اقتراح تعرفه مياه الشرب ومياه الري



توزيع مياه الشرب ومياه الري



صيانة شبكة المياه



التخطيط والدراسة والتنفيذ

التواصل مع المشتركين وزيادة الوعي بشأن المياه

مؤسسات المياه في لبنان

مؤسسة مياه لبنان الجنوبي (SLWE)
هاتف: 1785

مؤسسة مياه البقاع (BWE)
هاتف: 1781

مؤسسة مياه لبنان الشمالي (NLWE)
هاتف: 06/430075

مؤسسة مياه بيروت وجبل لبنان (ebml)
هاتف: 1713

يشكل استثنائي، تدبر المصلحة الوطنية لنهر الليطاني مياه الري في البقاع الجنوبي وجنوب لبنان

أضحت هذه المنظمات محلية، يعمل ضمن النسيج المجتمعي من خلال التوافق الاستراتيجي، لتسوية القضية البيئية (٢٠١٥)، التي كانت تحت مظلة مشروع المياه في لبنان، هي المسؤولة الوحيدة عن هذه المنظمات والتي لا تخضع والمسرور ونواتج هذا التوافق الاستراتيجي لتسوية القضية البيئية أو حكومة الولايات المتحدة الأمريكية.



نحن نلعب دوراً فعالاً للحصول على مياه كافية وآمنة، وخصوصاً أننا تحت خط الفقر المالي في لبنان من حيث كمية المياه المتوفرة سنوياً لكل فرد

المواطن المسؤول

يشارك في خدمات المياه ويدفع الرسوم التي تغطي التكاليف التشغيلية



يقوم بترشيد استهلاك المياه من حيث الكمية والجودة
• يمارس الممارسات البيئية في القطاعات الزراعية والصناعية والمنزلية
• يعالج مياه الصرف الصحي قبل التخلص منها في الطبيعة



توزيع المياه



صحة المياه



معالجة المياه واختيارها



تخزين المياه



معالجة مياه الصرف الصحي

يتواصل ويتعاون مع مؤسسات المياه

- يحضر اجتماعات البلدة
- يبلغ عن المشاكل والتسربات وشح المياه
- يتواصل مع مؤسسات المياه عبر الخطوط الساخنة ووسائل التواصل الاجتماعي والتطبيقات ...

مؤسسات المياه في لبنان

مؤسسة مياه لبنان الجنوبي (SLWE)
هاتف: 1785

مؤسسة مياه البقاع (BWE)
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هاتف: 06/430075

مؤسسة مياه بيروت وجبل لبنان (ebml)
هاتف: 1713

المواطن المسؤول يبنى شراكة صحية مع مؤسسات المياه لضمان وجود مياه كافية للجميع

أضحت هذه المنظمات محلية، يعمل ضمن النسيج المجتمعي من خلال التوافق الاستراتيجي، لتسوية القضية البيئية (٢٠١٥)، التي كانت تحت مظلة مشروع المياه في لبنان، هي المسؤولة الوحيدة عن هذه المنظمات والتي لا تخضع والمسرور ونواتج هذا التوافق الاستراتيجي لتسوية القضية البيئية أو حكومة الولايات المتحدة الأمريكية.



المياه التي يجب أن تكون متوفرة للزراعة مفقودة بسبب عدم كفاءة نظام الري و/ أو تبخر التربة و/ أو الترشيح و/ أو التصريف السطحي



يستخدم الري، في لبنان، حوالي 70% من الميزانية المخصصة للمياه



ترشيد استهلاك المياه في الزراعة

يشمل

التقليل من فقدان المياه من التربة

اختيار نظام الري المناسب

تصميم جدول الري بشكل صحيح ويعتمد ذلك على:



يتجه المزارعون في لبنان نحو اعتماد الري بالتنقيط لأنه يقلل من



نكاليف الطاقة مقارنة بالري بالرش



تشمل الطرق الإضافية لترشيد استهلاك المياه في الري



معالجة مياه الصرف الصحي

تسمح بالتخلص من المخلفات السائلة الزراعية والصناعية والبشرية من دون تعريض صحة الإنسان أو البيئة الطبيعية للخطر

يمكن أن تتلوث المسطحات المائية بسبب



لذلك، يمكن التخلص بأمان من النفايات السائلة بعد معالجتها

أصبحت هذه المصطلحات مألوفة، بفضل دعم الممثلين الأجانب من خلال الوكالة الأمريكية للتنمية الدولية (USAID)، في بيروت، لبنان، التي تدعم مشروع إمداد من لبنان، هي المصطلحات الجديدة من هذه المصطلحات والتي لا تعني بالضرورة جهات نظر الوكالة الأمريكية للتنمية الدولية أو حكومة الولايات المتحدة الأمريكية.



هل يمكننا الاستفادة من مصادر المياه البديلة التي قد تساعدنا في تغطية جزء كبير من حاجتنا للمياه؟

بسبب شح وتلوث المياه في جميع أنحاء البلاد، فإننا نشهد عمليات تقنين المياه المنزلية والصناعية والزراعية.

الإجابة تكمن في تجميع مياه الأمطار

خطوات تصميم نظام تجميع مياه الأمطار



على مستوى الاستهلاك المنزلي

- يمكن تركيب النظام على بنية قائمة أو بناءه أثناء تشييد منزل جديد
- يستخدم النظام تقنيات بسيطة تناسب مختلف الميزانيات ذات تكلفة منخفضة
- يتطلب النظام الحد الأدنى من الخبرة أو المعرفة من السهل صيانة النظام

إنّ تجميع مياه الأمطار مفيد لأنه مصدر مياه مجاني وهو نظيف نسبياً لثري المزروعات أو الحدائق ويقلل من الاعتماد على المياه الجوفية والسطحية

يعتبر القطاع الصناعي في لبنان مصدراً مهماً لتلوث المياه



تشمل ممارسات ترشيد استهلاك المياه في الصناعات ما يلي



يمكن للصناعات توفير المياه والطاقة، وذلك عن طريق استبدال المعدات القديمة أو تحديث الأنظمة كي تصبح ذات كفاءة عالية

صنعت هذه المعلومات بمبادرة بطلب دعم التمويل الأمريكي من قبل الوزارة المصرية للتربية البدنية (DPA) في لبنان. وهي مستوحاة من هذه المعلومات والتي لا تعكس بالضرورة وجهات نظر الوزارة المصرية للتربية البدنية أو حكومة الولايات المتحدة الأمريكية.



Community Support Program (CSP)

Raising Awareness around solid waste sorting at source



Under the USAID's Community Support Program (CSP), CEEDD initiated a training program with two main goals: raising awareness among 18 municipalities in the Koura District and one in the Beqaa District about waste sorting's importance, especially in relation to environmental and health concerns tied to the Sustainable Development Goals (SDGs) and equipping participants with campaign-designing skills.



The project began by holding inception meetings in these municipalities, introducing the project, and recruiting local volunteers. USAID-funded CSP provided essential resources, including 64 (600-liter) metal bins for recyclable collection. After the training, each municipality launched its unique community awareness campaign, ensuring broad resident outreach. Additionally, three community coordination meetings were held to discuss successes, evaluate campaign effectiveness, and plan future activities. Certificates were awarded to the dedicated volunteers during these meetings.

Water Sanitation & Conservation (WSC)

Engaging citizens & the private sector to improve their water stewardship



The Water Sanitation and Conservation initiative, funded by USAID, is an 18-month program designed to actively involve both citizens and the private sector in enhancing their commitment to responsible water management. This program's central objective is to provide training for 20 civil society organizations (CSOs) from 20 different Lebanese villages across Lebanon, with a specific focus on water sanitation and conservation. CEEDD is committed to equipping professionals from these CSOs with the necessary tools and knowledge to offer support to water establishments and local governance institutions.

The Lebanon Water Sanitation & Conservation (WSC) Project strives to elevate water stewardship and expand water services, benefiting approximately 600,000 people. Its core focus areas include wastewater treatment and measures to reduce pollution, through:

- Improving sanitation management
- Increasing water resource efficiency
- Enhancing citizen engagement

Civil Society Organizations (CSOs) are vital in promoting advocacy and civic engagement.

Fondation Diane launched a program to empower CSOs with skills for active involvement in the water sector.

It includes training on water sanitation, CSO management, and soft skills. After training, CSO staff conduct research, network, implement community projects and organize town hall meetings to engage communities in water conservation and sanitation.

2023

Cooperations

INTERNATIONAL PARTNERS



LOCAL PARTNERS

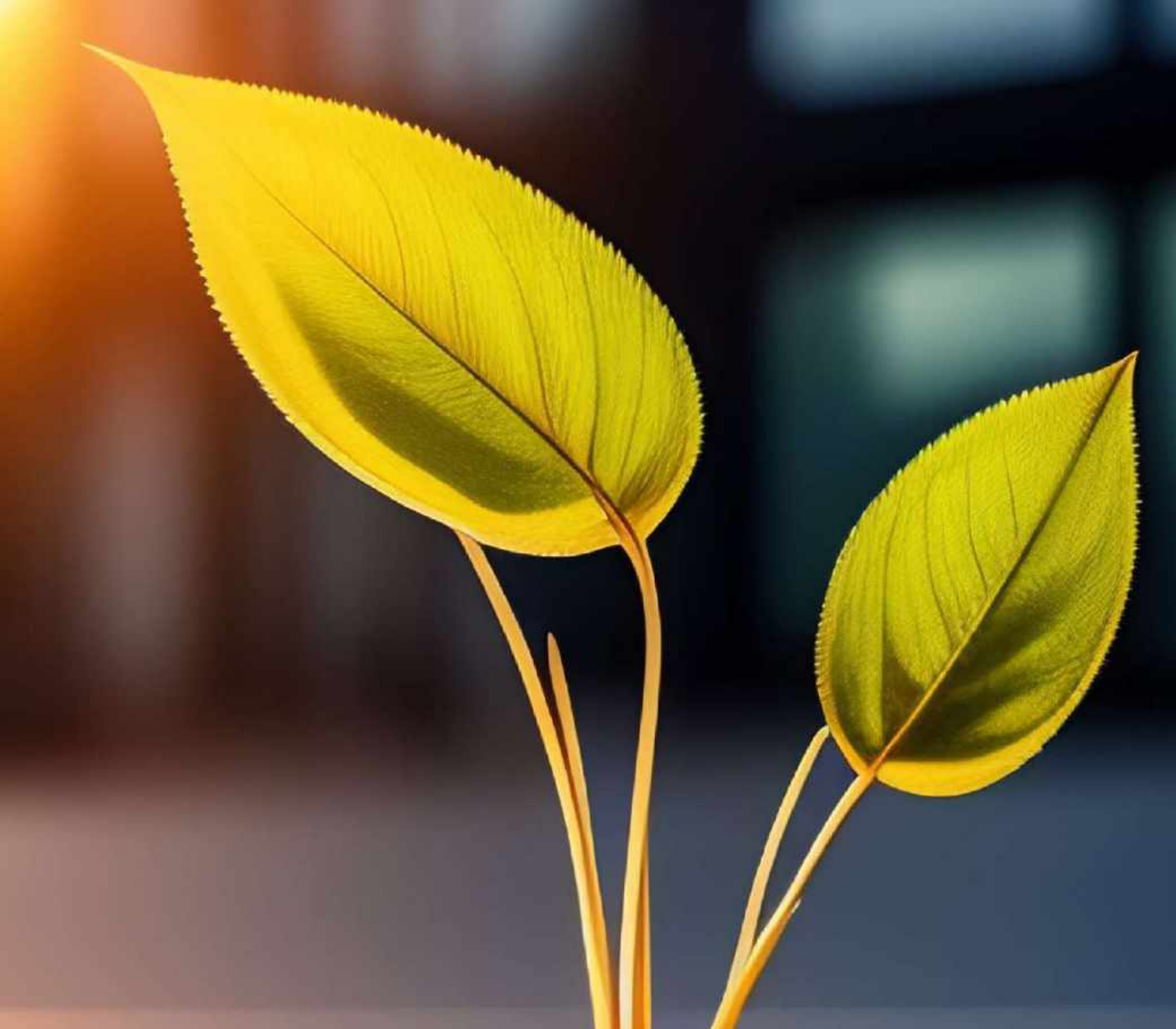




SUSTAINABLE DEVELOPMENT IN ACTION

We are the Pioneers

Supporting exclusively Green Entrepreneurship



About VIRIDIS

Boosting Sustainable Entrepreneurship by Fostering Green Start-ups!

Besides Education, Awareness, and Mobilization, Fondation Diane takes sustainability to the next level. We identify the best green startups and provide them with financial and operational support, to help them grow and achieve their goals. By demonstrating that eco-sustainability and profitability are not incompatible but rather reconcilable, VIRIDIS strives to make green businesses emerge and serve as an example for the country.

VIRIDIS's First Board of Directors 2015 - 2023



Diana Fadel
Founder & President of
"Fondation Diane"



Hala Fadel
Founder & President of
"Ruwwad Lebanon"



Karim Fadel
Principal, Founder
"Unison Realty Partners,
LLC"

BUILD YOUR GREEN START-UP

Looking for Funding your
Green Sustainable Solution?

Our team at VIRIDIS can help you!

Scan
to fill in an application



VIRIDIS Managers



Maria Chatti-Gautier, 2015 - 2016

Maria is a HEC graduate, and a senior investment manager with over 25 years of experience in private equity (Chase, Natixis & Oddo). She has been active in Lebanon as a Senior Advisor of Fondation Diane, where she has been actively involved in developing an ambitious and virtuous investment program in green start-ups for over two years.

When Diana asked me to help her with her project to develop and mentor green startups in Lebanon in 2015, I did not hesitate for a second. For me, it was a wonderful opportunity to contribute my energy and experience to green initiatives taken by talented and ambitious young Lebanese people. Their dream was to contribute to a country where there was much in the environmental arena, but they sorely lacked the financial means, the management experience, and the ability to find the appropriate business model. I wholeheartedly got involved in starting this investment project.

Cyril Rollinde, 2015 - 2018

Cyril was an expatriate in India for 5 years, where he worked on the development of impactful companies in the environmental field, and has 10 years of experience in France financing innovative companies.



I had the opportunity to contribute to the founding and the development of Fondation Diane's impactful investment fund. I quickly adopted the momentum of Diana's energy and her will to rely on young, talented entrepreneurs who combined viable business models with an environmental impact. We traveled throughout Lebanon and had many meetings with incubators, investors, and other potential partners. Then we took our first risks. At the same time, Diana very quickly complemented this approach with two initiatives that I found very interesting; the foundation of CEEDD, and citizen meetings at the "Citizen Café".



Selim El-Chami, 2018 - 2023

Selim has over 20 years of banking experience out of which he spent the last 15 years providing investment banking advisory services and raising capital for deals spanning from Europe to the Middle East.

VIRIDIS is one of the first programs for investment in and for the promotion of green projects with an environmental scope for the nation. Through VIRIDIS, Fondation Diane has undeniable experience in entrepreneurship and invests in promising and ecologically innovative projects in Lebanon. I am proud to be able to bring my experience and know-how to help Diana in her project to develop green startups, to support them and help them to improve their initiatives, to encourage them to develop their productivity and the performance of their company and innovation, and mostly to keep them involved over the long haul.

Sevag Fernezian, 2023

Sevag has around 20 years of finance experience in both the private and non-governmental organization sectors in countries across the Middle East and Southeast Asia. In addition, he developed a governance and transformation framework for the corporatization and IPO readiness plans of several companies.



With the absence of government support and access to financing, VIRIDIS has gained fame for becoming the lifeline for green entrepreneurs. By providing financial and operational support to green startups, I am proud to help Diana in achieving her goals of retaining talent and making a positive impact at the national level. Through active board participation, VIRIDIS is engaged in steering corporate strategy, improving corporate governance, and ensuring budget alignment of all its startups. Fondation Diane has built an impressive track record of active collaboration between startups & SMEs by creating the Waste Diversion Management Consortium and aims to become the go-to incubator for all green entrepreneurs in Lebanon.

Compost Baladi



Compost Baladi enables the recovery of organic waste and its valorization through composting.

They achieve this recovery via their self-built various technologies while establishing partnerships with local community and expanding the impact of their reach through trade and knowledge transfer.

Kawkaba Station

Kawkaba, a small village that made the decision to divert its organic waste and has been doing so through Compost Baladi's Composting Station. The technology ensures that no leachate escapes to the environment and odors are properly filtered.



Environmental, Social & Economic impact:

- 20,000 impacted farmers in Lebanon
- Avoided 12,000 tons of CO2 emissions from landfills
- Diverted 6,000 tons of organic waste
- Produced 4,500 tons of compost enough to fertilize 14 hectares of impoverished land
- Saved 600,000 m3 of water due to the soil holding capacity of compost
- Saved 37,000,000 kWh due to decentralized composting close to its source and the substitution of chemical fertilizer usage for compost
- Produced 3,000 tons of food
- Sold 180 treatment systems
- 50 collaborations with municipalities across Lebanon



Fondation Diane was one of the few organizations willing to invest in the environmental and social impact we can achieve; as we are one of the earliest pioneers.

Marc Aoun
Co-Founder of “Compost Baladi”

Project's presentation and history:

Compost Baladi is a Lebanese social enterprise founded in early 2017 by Antoine Abou Moussa and Marc Aoun in partnership with Fondation Diane. Compost Baladi provides products and services that promote the local recovery of valuable resources from bio-waste.

How did the idea of a green business occur to you?

We noticed that there are many initiatives taking place for recycling; however, none focused on organic waste. As the waste management crisis occurred, we realized that it was viable to create an organic waste management company.

Accelerate what nature does!

Meet the Earth Cube! It is a composting unit that empowers individuals and community members to take action in composting food waste by controlling all odor and pest challenges.

How do you think green businesses can help Lebanon and its citizens?

Green businesses are an opportunity to be able to address some of the public service gaps not provided effectively by the government and to do so in innovative ways that increase the reach of those initiatives by making them win-win-win models that users can afford to buy into.

How did you become a green entrepreneur?

I come from a background of environmental science and my partner from a background of community-based organizations working in the environmental field. I have personally always had the entrepreneurial spirit that has encouraged me to create economically viable initiatives as we believe this is the only way for organizations to be sustainable in the long term.



L'Atelier Du Miel



L'Atelier du Miel provides honey lovers with premium quality and unique honey products. They have a variety of more than 20 types of honey produced in their beehives in Lebanon, according to explicit criteria.

They are placed at the local beekeepers' and artisans' bee yards, from where they source the products because they believe in empowering local communities' women and youth as part of their engagement in society.

They are distinguished by a unique production method, which relies on the movement of hives to follow the flowering seasons, allowing bees to feed only on the nectar of flowers and trees. The continued pollination increases beekeeping activities and increases home growing.

Environmental, Social & Economic impact:

- 20 types of raw and untouched honey from 20 regions in Lebanon
- 75,000\$ of cost savings for consumers
- Reduction of 6,000Kg of CO2 emissions associated with sourcing, transportation and packaging costs
- Sourcing from 20 beekeepers more than 30% of their total produce and helping them improve their knowledge and technical skills
- Providing training and donated equipment to more than 45 beekeepers in rural areas, including 30 women
- Reduced its use of its single use plastic in packaging and production by 95% from 2020 to 2023.





“We chose to partner with Fondation Diane because of its integrity and drive to work for a better Lebanon, its nature, and society. Fondation Diane worked, against the current, to establish a green investment fund, while everyone in Lebanon was after the quick gains of a failed economy.”

Marc-Antoine Bou Nassif
Founder of “L'Atelier Du Miel”

Project's presentation and history:

L'Atelier du Miel was founded in 2013 by three urban young men; an architect, an engineer & a business consultant, on a personal journey to reconnect with nature. We have quickly emerged as a loved startup, that wishes to share its discoveries with its customers, to help them immerse themselves in nature, craftsmanship, and good taste.

Thirst for Nature: We move our beehives to several curated regions with different altitudes & environments around the seasons. It allows us to bring a variety of natural, artisan honey that captures the biodiversity of the Mediterranean basin.

Trust: Honey was disappearing from all kitchens, being the third most cheated food product in the world. When we got our first hives back in 2013, our goal is to re-establish the trust of the people with the purest product of nature.

The Honey Trail: More than 20 types of honey, with enriching information about their origins, quality, and health benefits. It is guaranteed 100% raw. It is untouched from hive to jar, not heated, not filtered, or transformed in any way.

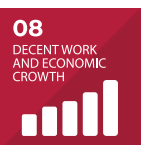
A Mother's Kitchen: The kitchen of the founders' mother was where honey jars were filled. She also made, with the support of her mother, Atelier du Miel's traditional nougats, and other Mediterranean delicacies.

How did you become a green entrepreneur?

We felt that we had to make one of two choices, either work for a sustainable future, one that is more just, prosperous, and enjoyable for everyone, or work towards quick personal gains, a choice that would eventually turn against us. We chose the first option in order to work in sync with nature and the communities surrounding us and to provide clean and nurturing food for our customers.

Do you have a message for future entrepreneurs?

Although it is crucial for entrepreneurs today to put all their efforts into surviving the current economic crisis, my advice to them is to stay aspirational and think big.



TAQA Snacks



TAQA, a wholesale bakery, produces healthy vegan snacks such as cookies and energy bars that are wheat-free, corn-free, soy-free, GMO-free, and palm oil-free. They are very conscious of every ingredient they use and every step of the snack-making process from importing to baking to packaging and delivering. Over the past two years, TAQA committed to understand the CO2 footprint of the operation. A full study of TAQA's carbon emissions concluded with an emission of 83 tons of CO2 in 2020 and 93 tons of CO2 in 2021; equivalent to planting 546 trees to offset the impact of the operation.

Environmental, Social & Economic impact:

- 2,169,781 healthy snacks produced in 2020, 2021, 2022
- 54,776 supermarket plastic bags diverted from landfills
- 54,776 recycled supermarket plastic bags
- 475 trees planted in Tannourine
- 20 trainings on healthy food production
- 5 jobs created for people from the local community
- FSSC and ISO 22000 food safety certifications
- Detailed carbon footprint study that is fully taken into account
- Zero Waste production





Fondation Diane allowed a small and artisan bakery to become the leading healthy snack pioneer in Lebanon.

Soumaya Merhi
Founder of "TAQA Snacks"

Project's presentation and history:

TAQA Snacks is a bakery that produces vegan and GMO-free cookies, Maamoul, and natural date and cashew bars. TAQA was an artisan bakery where products were sold at the farmer's market by the founder. After having done door-to-door sales for two years, the demand for the healthy product line grew in Lebanon. Among other investors, she decided to pitch to Fondation Diane to secure financing to grow the business.

How did the idea of a green business occur to you?

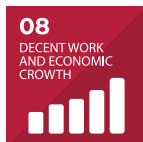
With a background in sociology, anthropology, and secular economy, Soumaya is passionate about the devastating impact of industrial dairy and GMO cereal cultivation on our planet and health. A big advocate of outdoor sports and healthy living, she started to make new products in an existing Arabic bread-making bakery in Tripoli. Today, TAQA is a stand-alone bakery that can be found on the shoreline of Anfeh.

How did you become a green entrepreneurs?

I think being a green entrepreneur came naturally to me, as I have always been inclined to sustainability and the mindset of locality. I wanted to create a local Lebanese brand that could compete with international brands in Lebanon. I wanted to build trust with Lebanese end consumers that our industry is not only capable but can also produce the quality that can compete internationally.

Do you have a message for future entrepreneurs?

It is OK if you do not have the answers to everything. You will learn along the way; your mistakes will be your learning curves. Make sure to surround yourself with supportive friends and family.



Daskara



Three Global Approaches:

Meshwar
مشوار

Mantooj
منتوج

Mashroo3
مشروع

Environmental, Economic and Social impact:

- Protecting wildlife & cultural values of native society
- Providing a global experience that travelers wish to pay for
- Benefiting local inhabitants through community empowerment
- Contributing to the local economic Sustainable Development by providing the community with non-consumptive revenue sources and fundraising for their projects

Daskara, Arabic for Authentic Village, is a nature, culture & Sustainable Development guide for 1400 villages, almost remote areas, grouped in 1200 municipalities. Their information is linked with local and Sustainable Development project proposals by the community, to be crowd-funded through an app.

By documenting nature and culture and exploring Lebanon's Sustainable Development project opportunities, the app will help local communities' projects to flourish by being discovered and supported by the native citizens often emigrants who are very concerned about their village of origin.





Fondation Diane was the drive behind transforming my academic ideas into actual business opportunities that directly serve nature and promote harmony with the environment.

Dr. Salma talhouk
Founder of "Daskara"

Project's presentation and history:

I conceived Daskara after conducting extensive participatory mapping with residents of a large number of villages in Lebanon. The idea was to map nature within the context of the village/town asset to be able to link spatially, culturally, and financially all the assets at the local and regional levels. Unfortunately, conventional maps and booklets had limitations and we needed to rely on digital technology to increase our impact and our reach.

How did the idea of a green business occur to you?

As an ecologist and conservationist, my impact will not be tangible if I do not embrace an entrepreneurship approach while implementing projects and reaching out to society.

How do you think green businesses can help Lebanon and its citizens?

Green businesses are an opportunity to be able to address some of the public service gaps not provided effectively by the government and to do so in innovative ways that increase the reach of those initiatives by making them win-win-win models that users can afford to buy into.

Do you have a message for future entrepreneurs?

Ideas and projects startups are the easy and exciting part of the process. Perseverance, openness, passion, and patience are what are needed for the business to thrive.



مطرح جدید و مش بعید

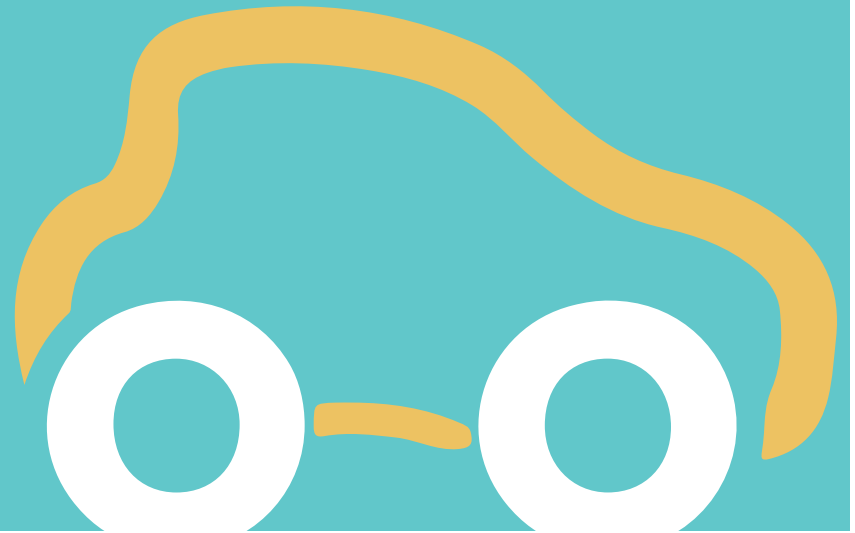




Carpolo

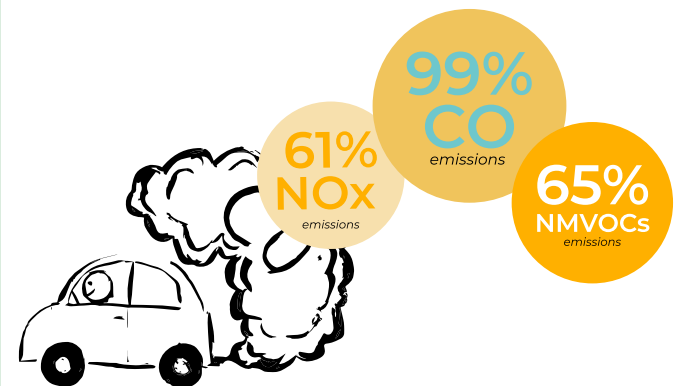
CARPOLO
Someone is always on your way!

A B2B
Smart Search Engine
for Un-used Car Seats



Environmental, Economic and Social impact:

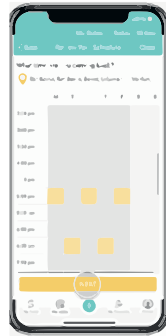
- Reducing energy consumption and emissions & fossil fuel dependency
- Reducing congestion mitigation
- Reducing parking infrastructure demand
- Reducing commute stress
- Ensuring healthy lives and promoting well-being for all, by reducing to half the number of deaths and injuries from road traffic accidents
- Sharing travel costs
- Increasing travel time savings from high occupancy vehicle lanes





**Download
the App**

1



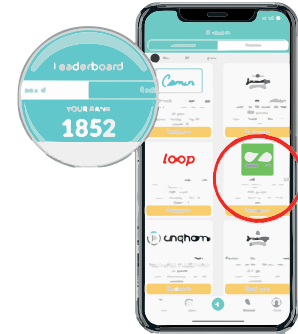
**Join
communities**

2



**Find
matching rides**

3



**Redeem
your points**

4

Carpolo is a turnkey solution that unlocks a new mode of transportation using a free and abundant resource; unused car seats. It is a new solution with the vision to be a carpooling service provider and initiator that caters to you as a company or as a group of individuals while planning, promoting, and implementing the carpooling culture.



**Gas shortage
on gas stations**



**Long
waiting lines**



High cost of Fuel
2300% Increase since October 2019



Stress



Cortas



◆ FAMOUSLY AUTHENTIC, GENUINELY DELICIOUS

MIDDLE EASTERN PRODUCT RANGE

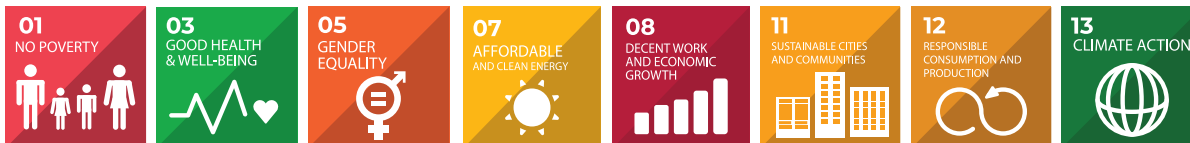
Environmental, Economic and Social impact:

- 600,000 KWh of clean energy produced from solar PV, since August 2022
- 500 tons of avoided CO2 emissions from generators, since August 2022
- 50,000 m3 of water treated before discharging, since February 2022
- 500 tons of recyclable items sold over the past 3 years
- Implementation of an “Occupational Health & Safety Management System” by providing training sessions for 2 candidates from Cortas staff to fulfill the position of internal auditors as part of the BRC requirements
- Plan to conduct a comprehensive and thorough energy audit for their healthy food production, with a focus on optimizing energy usage for improved sustainability



Cortas makes unique and authentic Lebanese products and is a great addition to any recipe. Cortas products are consistent in terms of quality and taste. Among their products are molasses, jams, beans & dips, flavored water, canned vegetables, olives and oils, pickles, syrups, and easy mixes. Raw produce (fruits and vegetables) is obtained from the agriculturally rich Bekaa Valley in Lebanon. Product development relies on proper laboratory facilities and instruments, as well as competent personnel. Cortas exports 65-70% of its output, mostly to the United States. All processing, such as the mechanical decortication of sesame seeds and distillation of rose petals and orange blossoms, is performed without the use of chemicals.

Cortas installed a wastewater management treatment plant, to discharge the water from the plant. The daily water treatment ranges from 120m³ to 180m³. The installation of solar panels provides the industry with almost all its electrical consumption.



FabricAID

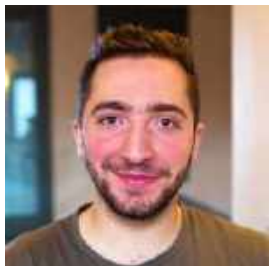


The MENA region lacks sustainable organizations specialized in second-hand clothing collection and re-distribution. FabricAID establishes a socially and environmentally conscious value chain for the apparel industry. It creates a future where everyone can afford decent clothing and the fashion industry does no social and environmental harm. FabricAID's social impact is built around three main activities; collection, sorting, and re-distribution through a network of more than 150 clothing-collection bins distributed across the country. They work to establish a socially and environmentally conscious value chain for the apparel industry by optimizing the collection, sorting, up-cycling, and resale of second-hand clothes through socially conscious and sustainable brands. It recycled more than 8 tons of second-hand clothing, which contributed to 65 tons less carbon emissions.

Environmental, Social & Economic impact:

- 300 clothing collection bins: Lebanon 250 & Jordan 50
- 6 stores for marginalized communities: Lebanon 3 & Jordan 3
- 15 Stores overall: Lebanon 11 & Jordan 4
- 168,190 directly supported beneficiaries: Lebanon 120,00 & Jordan 48,000
- 614,066 clothing items sold: Lebanon 524,00 & Jordan 90,000
- 411,584 kg of recycled clothes through donations: Lebanon 360,00 & Jordan 50,000
- 108 jobs created: Lebanon 100 & Jordan 8





Fondation Diane gave us not only financial contribution but also strategic and logistical support. The unconditional backing makes us one of the top and most trusted in this business.

Omar itani
Founder of “FabricAID”

Project's presentation and history:

FabricAID aims to establish a socially and environmentally conscious value chain for the apparel industry. One way this mission is achieved is by offering decent clothing at affordable prices through a circular model that increases the efficiency of second-hand clothes collection, sorting, and distribution. The need for such an enterprise in the MENA region emanated from the lack of specialization, resources, and capacity in the used clothing collection and re-distribution. In light of the tremendous need for good-quality and affordable second-hand clothing amongst underprivileged communities in the Middle East and Lebanon more specifically, FabricAID has succeeded in creating a model capable of filling this gap. The collection of new and gently used clothes, shoes, and accessories happens through a network of more than 100 smart clothing collection bins located across the country.

How did you become a green entrepreneur?

I accidentally discovered that the clothing my family had been donating to the concierge was going to waste because it didn't fit his family. I started a social media experiment, collecting clothes from friends, sorting them and giving disadvantaged families exactly the items they needed. The response was overwhelming. After an investigation and the opening of a second-hand shop, I found out that in Lebanon about 2.5 million people are living in poverty and many of them shop at an estimated 500 second-hand stores, most of which import used clothing from Europe & Africa.

Do you have a message for future entrepreneurs?

In times of great uncertainty, people are most eager for change; a change that usually is brought up by new solutions. New solutions are usually brought up by those who take risks and think differently. Capitalize on the uncertainty of our times to build solutions that will most certainly bring greater good for the many, not the few.



Green Track



Green Track aims to solve the waste crisis in the North of Lebanon through sorting at the source. They are operating in:

*Tripoli: Jabal Mohsen, Bab Al Tebbaneh, Abou Samra, Kobbah, Mina & Dam W Farez
Zgharta | Koura | Batroun | Menyeh | Dannieh*

Environmental, Social & Economic impact:

- 2,360 households and businesses served through door-to-door collection of sorted waste
- 32 monthly tons of sorted, collected and treated waste
- 300 volunteers (half of them are women)
- 25,935 door-to-door awareness sessions about sorting at source at households and businesses in the North
- 4066 tons of sorted, collected and treated waste till date in the North



**Awareness Campaign: Impact on Children in Schools*



Ecoserv



Electronics are integral to modern society, but electronic waste presents a complex and growing challenge in the path toward a circular economy - a more sustainable economic system that focuses on recycling materials and minimizing waste. The intention is to reduce waste and therefore pollution. At Ecoserv, products, parts, and materials are repaired, reused and recycled.

The environmental, economic and social impact of e-waste is huge as technology is constantly evolving.

Electronic devices contain toxic materials, such as lead, mercury, and cadmium, that have an immediate impact on the environment through condensation leakages into arable land and ground-level water.

In Lebanon, the effects of non-sorted and non-recycled e-waste are catastrophic. Crushed with organic and other solid waste, they are discarded in landfills and unofficial dumpsites. It should be noted that this type of waste could be a major contributor to forest fires and organic compost contamination.

Environmental, Social & Economic impact:

- 150 dropzones and specialized bins all over Lebanon
- 700 tons of collected/diverted e-waste
- 700 tons of dismantled e-waste
- 550 tons of recycled e-waste
- 110 workshops conducted with universities and municipalities
- 1 mobile app





Fondation Diane is one of the leading associations in Lebanon with a central vision of creating green eco-citizens and green well-equipped industrial hub, and building a platform to inform citizens about eco-friendly initiatives and markets today.

Gaby Kassab
Founder of “Ecoserv”

Project's presentation and history:

Ecoserv is an NGO established in 2018 that focuses on electronic and other toxic waste. The e-waste harms are still grossly misunderstood by a large majority of the Lebanese population and constitute a big challenge to all institutions. Our mission is to create the needed awareness and lead on how to safely dispose of and recycle electronic waste.

How did the idea of a green business occur to you?

I am an industrial engineer by formation, with a Master's in Econometrics and a Ph.D. in Strategic Planning. I experienced first-hand the numerous challenges of finding creative solutions for e-waste proper treatment and safe disposal. We aim to provide sustainable green solutions for the Lebanese society, especially in the field of technology and electronics.

How do you think green businesses can help Lebanon and its citizens?

Lebanon is in dire need of green businesses and initiatives to face all the environmental and economic challenges. We are firm believers that local communities can be major contributors to the circular economy and overall environmental outlook. Ecoserv is among the major players in actively focusing on awareness, social responsibility, and encouraging circular economy thinking bound to create much-needed green jobs.

Do you have a message for future entrepreneurs?

Ecoserv believes that Lebanon needs more disruptive environmental initiatives to better preserve what is left of the Lebanese natural, cultural and green resources heritage. Future entrepreneurs must think outside the box and find workable methodologies to establish new specializations, expand and develop new markets, and hopefully find the strength and resolve to keep pushing forward for Lebanon, and never falter in the face of what sometimes feels like unsurmountable challenges.



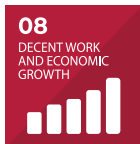
Mint Basil Market



Mint Basil Market is an e-commerce platform that provides healthy products ranging from organic, gluten-free, vegan, and all-natural cosmetics and eco-friendly cleaning products. It offers consumers a platform to search, review, and purchase healthy products based on their specific diet and lifestyle needs.

Environmental, Economic and Social impact:

- Facilitating consumer access to organic products & prepared meals and providing food producers with an opportunity to sell their products
- Creating an e-POS for rural companies in remote areas, therefore job opportunities
- Helping businesses expand their market by reaching more customers
- Allowing producers to conduct business without physical commuting
- Reducing carbon footprint because transportation is responsible for harmful emissions and e-commerce allows employees to work from home
- Increasing competition among businesses since they are now selling their products online



CubeX

CubeX SAL aims to make wastewater treatment more accessible by providing local, low-cost, and low-tech solutions to rural and suburban areas as well as to refugee settlements. We aim to promote the sustainable management of waste resources by turning bio-waste into a bio-resource and implementing resilient solutions anchored in the circular economy approaches.

Environmental, Social & Economic impact:

- 2 collaborations with municipalities across Lebanon
- Part of 8 international partners contracted by Eawag to conduct a Q&Q study of fecal sludge
- 8,000 m3 of treated wastewater till September 2023 since inception
- 50 tons of recovered dry sludge from fecal sludge
- 200 people benefited from awareness sessions on the importance of wastewater treatment on the household level through 5 projects consisting of field surveys and awareness sessions across Lebanon
- 15 implemented fecal sludge management projects across Lebanon
- 7 jobs created for people from the local community



RayMondo

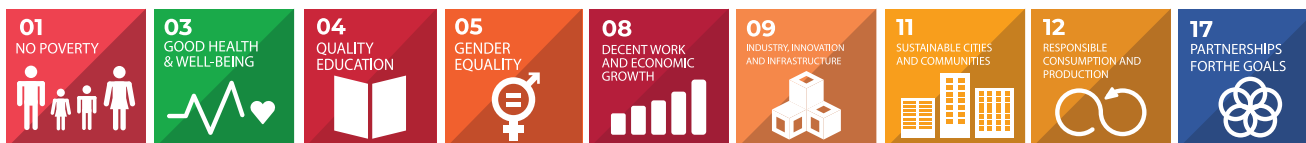


RayMondo, a 3,000 m2 industrial green space, was launched in August 2019. It is a hub that provides industrial spaces for sustainable industrial solutions for green entrepreneurs, as well as incubation, acceleration programs and coaching and mentorship services. It also provides access to experts in waste management and green management as well as access to eco-entrepreneur networks. The facility can fit up to 40 green startups in their early or growth stage. In the training and development, RayMondo executed in 2020, under the SwitchMed initiative and in 2021, under the Re-Fit program, coaching activities for 100 green entrepreneurs to create their Green Business Model from an idea and has offered technical and business training modules for 40 entrepreneurs in water, sanitation, and waste sectors.



Environmental, Economic and Social impact:

- Fostering green industry
- Giving rental opportunities in small spaces to small green industries
- Providing financial and operational support by a competent team
- Allowing access to networking, investing, and financing opportunities
- Offering training, coaching, incubation, acceleration programs, and gatherings
- Taking a holistic approach to building a green economy, with comprehensive, long-term programs that engage a wide and diverse range of stakeholders regionally, nationally, and globally.



I N C U B A T O R SPACE

INNOVATE

NURTURE

COLLABORATE

UNIFY

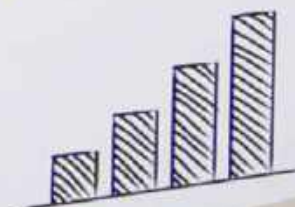
BELIEVE

ACCELERATE

TRANSFORM

OPERATE

RECYCLE



TRUST
YOUR
CRAZY
IDEAS

EEST
Food & Beverage
SAY YOUR PROPOSAL
FOR THE GREEN MIDDLE



Enlightening Experiences
in Sustainable Development
on the Green Middle



foundation diane
فاندايون ديانة

Civic Awareness
& Eco-sustainable Development



foundation diane
CEEDD

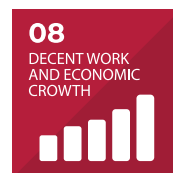
ENLIGHTEN
Chair of Education
for eco-citizenship
& sustainable development

Shaping the Future of the F&B Industry

Entangling Entrepreneurship in Sustainable Transformation of the F&B Industry

Fondation Diane launched the call for proposal to the EEST Program. This program targets green MSMEs (Micro, Small & Medium Enterprises) in F&B to recognize their significant environmental, economic & social impact... Via this program, Fondation Diane aims at helping them broaden their business scope and therefore contributing to shape the future of the F&B industry in Lebanon.

50+ applicants from all over Lebanon.



The main target is to contribute to the SDG2 which aims at ending hunger, ensuring food security, strengthening gender equality, improving nutrition quality while promoting sustainable agriculture.



Congratulations to Lifestyle Catering, Olivano, Mortben & Fertaiké

Winners of the EEST Program who received their green certificates from Mrs. Diana Fadel, President & Founder, and Mr. Selim Chami, VIRIDIS Head of Investment, during a ceremony that was held at “Fondation Diane” premises

“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.”

Diana Fadel





Waste Diversion Management Consortium
إتحاد إدارة تحويل النفايات

Why and How was born the Consortium?

The Waste Diversion Management Consortium was founded with the main objective of creating an alternative to the big waste collection companies that are neither sorting nor recycling waste; only dumping in landfills. We learned that by properly sorting waste before it reaches the bins, we ensure that materials could be recycled or reused, rather than simply being discarded or dumped. Creating a Consortium was a great way to bring together like-minded individuals and organizations to work toward this common goal. The Consortium concluded that piloting one project, in the beginning, would be a great way to test out the effectiveness of our approach and make any necessary adjustments before scaling up.

It was also important to gradually educate the public about the importance of sorting waste at source and to provide them with the necessary tools and resources to do so.

The Consortium will start with a pilot project – the first medium-sized project of its kind – to test our approach and make the necessary adjustments before scaling up.

The scope of work, after several amendments, came into existence.

Overall, the Consortium project has the potential to make a significant impact on national policies of waste management, mindset changes, and a way to convince authorities and attract international stakeholders.



المطمر وراءنا والكنز أمامنا!... والحبل بيأيدينا



The Waste Diversion Consortium is a group of 10+ waste management start-ups looking to help in pre-empting the upcoming waste crisis in Lebanon as landfills are reaching their capacities and waste collection contracts are expiring in the next months. We seek to engage a qualified consultant to detail the waste diversion action plan previously developed in a period of 8 weeks:

1 Prepare an interview guide and interview consortium members (8-10 interviews) to understand consortium capabilities, value added offerings, and abilities/willingness to scale.
Interview pilot area municipal council members and staff to understand current situation including but not limited to volumes, challenges, costs, trends, etc.
Survey target area population to test their attitudes and opinions related to innovative waste diversion initiatives.

Prepare for and hold a kick off meeting (meeting to include pilot start-up participants, municipality players and pilot related parties) to refine the pilot plan strategic objectives, pilot focus waste streams, interventions planned, and pilot participants (direct contributors) roles and responsibilities.

3 Revisit the proposed initiatives, identify new initiatives, and prioritize them based on impact and ease of implementation. For the priority initiatives, map out stakeholders (public, private, organizations, startups) and set roles of each entity that can play, capacities (current and ability to scale in 3 months) and their geographical coverage.

Detail pilot ToR including proposed interventions, implementation steps, timeline, and expected outcomes/KPTs. Identify risk and develop mitigation measures. Develop pilot financial model including assumptions, inputs, revenues, and costs expected. Run project sensitivity.

5 Identify regulatory and permitting needed for pilot set-up and operations and support pilot participants in securing such permits in alignment with Municipality, Mol and other stakeholders.



Hold a Go-No/Go meeting with relevant stakeholders to review project ToR, business case, and reflect any recommendations if needed.

6

7 Oversee the project implementation and ensure timely execution. Analyze data and project outcomes on a periodic basis to document experience, pivot if needed and build the practical case to scale pilot to other similar municipalities.

Define the legal form, governance and operating model for the implementation of similar projects across Lebanon and seek 5-8 interested large municipalities to scale.

8

9 List legal and regulatory challenges faced by the pilot and formulate a policy recommendation white paper.

Seek government and international organizations support to endorse and fund expansion plan and adopt white paper recommendations.

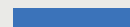
10



Operative Tasks



Governance & Policies Tasks



Technical Tasks

الفرق ... بالفرز



Managed by

In Collaboration with

Pilot Project in Hazmieh - Mar Takla

Led by Fondation Diane, with the financial support of GIZ, a consortium of private sector entities is dedicated to enhance waste management in Lebanon. Their current focus: crafting a holistic waste management solution for Hazmieh Municipality, starting with a pilot project covering 41 buildings (358 apartments), 1000 residents, 4 restaurants and 2 Mini markets in Mar Takla.

The ultimate vision extends beyond Mar Takla - Hazmieh's borders; success here will set a precedent for cities nation wide.

Through close collaboration with private sector stakeholders and the implementation of a robust Municipal Solid Waste (MSW) diversion plan, Hazmieh aims to make substantial strides in waste reduction, recycling, and composting.

The intended impact transcends the immediate locale. By showcasing the benefits and viability of effective waste diversion, the initiative aspires to inspire not only other waste management organizations but also municipalities to unite and develop localized solutions to waste management crises.





GREEN ENTREPRENEURSHIP PROGRAMS WITH PARTNERS

A unit that implements projects funded
by international organizations

Funders



Co-financed by the Connecting Europe Facility of the European Union

Entrepreneurship Programs

SwitchMed I
2017

SwitchMed II
2020

ReFit
2020

InvestMed
2022

Blue Economy
2021

Tessa
2023



MedWaves
the UNIFAP Regional Activity Center for SCF



MedWaves
the UNIFAP Regional Activity Center for SCF



YLEAP 2021

YLEAP 2022

YLEAP 2023

Partner

cewas

MILANO ITALY



Fondazione Cariplo



Fondazione Cariplo



Università di Genova



ALO



Fondazione Cariplo



cewas



Fondazione Cariplo



Fondazione Cariplo



Telis



ENEA

Berytech

the European Union



The Asfari Foundation

Organizational Development & Innovation

International Lead Partner

Implementing Partners

SwichtMed I (funded bu EU)

The SwitchMed initiative, funded by the EU, entrusted Fondation Diane for its implementation since it was the 1st to have an exclusive green investment fund for small entrepreneurs in Lebanon. It aims at fostering green entrepreneurship through promoting inclusive green growth and job creation in Lebanon while supporting the transition to a greener, more circular, and fairer economy by efficiently leveraging on the environmental and networking business opportunities, providing services and products to a more integrated industrial system and harnessing regulatory and economic instruments.



Access to Finance

In the green community creation, VIRIDIS under Fondation Diane has organized, in November 2017, access to finance events, to connect green startups to potential investors.

±50 Entrepreneurs ±10 Investors ±100 Attendees ±5 Workshops & Debates



Green Start-ups Meet Investors

A competition for the best pitch between 8 entrepreneurs on World Environment Day on June 5th, at “SwitchMed Green Startups Meet Investors” in the presence of:

- Christina Lassen, EU Representative in Lebanon
- Claudia Pani, SCP/RAC Representative in Lebanon
- Diana Fadel, Founder of Fondation Diane



Vertigreau
Organic food & Agriculture



Lili's Farm
Organic Food & Agriculture



Plastic Beach
Resource efficiency
& Sustainable Waste Management



CubeX
Resource efficiency
& Sustainable Waste Management



Little Reed
Sustainable Tourism



Savvy Elements
Sustainable cleaning
products & cosmetics

Tonight, will not just end with 1 celebration for 1 winning pitch, but rather with a multitude of celebrations for everyone who will pitch, as well as everyone who took their first step toward change and applied and for everyone involved in the SwitchMed 2018 event, because when we collectively think and act green; everyone is a winner, especially the environment of our dear nation.

Diana Fadel

2018

SwichtMed II

EcoSwitch Coalition

The EcoSwitch Coalition is “Switchers Support National Partnership” in Lebanon, as part of the “SwitchMed Green Entrepreneurship Program,” brings together 30 support organizations.

It is a partnership of well-established institutions, NGOs aiming at strengthening the support of green entrepreneurs. It helps local green entrepreneurs thrive and grow their positive environmental impact by providing them with a variety of support mechanisms based on their needs.

Training of Trainers (ToT) on Green Business Model (GBM)

The “Training of Trainers” has been replicated twice in 2022 for 35 green entrepreneur mentors.

Training activities have greatly facilitated the incubation phase of supported green enterprises as it is complementary to the consulting activities. The result of the activity was the training of mentors given to each of the supported green enterprises.



Green Business Model (GBM): Workshops

GBM workshops were successfully organized by certified trainers who were previously enrolled and have completed the ToT sessions conducted by Fondation Diane. Each workshop targeted about 20 green entrepreneurs in their ideation phase. They were provided support in the development and validation of their green business model canvas, using the Switchers online tools and methodology.

Switchers' Selection

Fondation Diane & EcoSwitch Coalition launched in May 2021, “The Switchers Support Programme” to support green entrepreneurs and innovators.

It has provided 120 eco-entrepreneurs at the ideation stage the needed support to develop their green business model using the “Switchers Toolbox”.

Twenty projects were selected for an 8-month incubation period and will be able to develop their green business plan while benefitting from technical assistance vouchers. They were able to validate their ideas with the help of certified trainers and coaches, using a lean startup approach to be able to bring their innovation to the Mediterranean markets, contribute to a greener economy, and secure more jobs, especially for women and youth.



2021

SwichtMed II



Switchers Incubation Services provided for Green Entrepreneurs

In total, 32 green business entrepreneurs are getting incubated (18 women) distributed in 20 green business models/plans. Switchers received a series of training on the following topics: green business model, green business plan and impact monitoring tool modules, eco-design tool module, access to market, and access to finance modules.

On top of those goals, this process provided the Switchers with training on how to access funding and investment and enabled them to assess the impact of their business model.

The Switchers

Support programme

Selected Green Projects



1st Annual EcoSwitch Festival

The First Annual EcoSwitch Festival for Eco-Entrepreneurs was a real success!

We welcomed over 65 online participants and 80 people at the networking event.

This 3-day festival was organized by Fondation Diane and EcoSwitch Coalition from 23 to 25 November 2021. The first two days featured 4 animated discussion panels with moderators, experts, and eco-entrepreneurs on the topics of local sourcing and local manufacturing, export and access to international markets, pricing products in times of crisis, access to investment: Current Outlook - Donors and Investors, to enable startups to take informed decisions given the current local climate.



The last day consisted of a physical gathering of eco-entrepreneurs and business support organizations at Beirut Digital District (BDD) and featured a World Café with the Coalitions' partners, knowledge-sharing discussions, expert panel sessions, speed dating, and networking activities.

2nd Annual EcoSwitch Festival

Fondation Diane and Cewas, in partnership with EcoSwitch Coalition, organized on 23 till 25 November 2022 the 2nd Annual “EcoSwitch Festival,” a 3-day event funded by Asfari Foundation, under the YLEAP Project, and SwitchMed Program, with two online afternoon programs on the first 2 days. It was followed by a physical gathering of eco-entrepreneurs, green startups, and supporting organizations on the 3rd day at Beirut Digital District (BDD). The keynote opening online speech by Mrs. Diana Fadel, founder and president of Fondation Diane, highlighted the partnership with the supporting organizations, as well as the exemplary passion of the eco-entrepreneurs.



2022

Keynote speech of the Founder of Fondation Diane

*U*n behalf of all our partners, I can tell you, young and less young entrepreneurs, how proud we are, to see you all here, determined to stay in Lebanon and to contribute in building and re-building what will constitute the future of our beloved country.

You could have easily chosen many other easier paths, but you decided to resist, to work hard and most of all, to innovate in eco-sustainable products and services. You cannot imagine how grateful we, all, are for your smart passions, unbeatable commitments and tireless drive!...

...We, as support organizations are committed to empower entrepreneurs in the green and blue economy and to further build that strong national eco-entrepreneurship system that will generate sustainable job opportunities and pave the way for impactful actions in the environment in Lebanon...

We should of course emphasize the support of Asfari Foundation through its Youth Learning, Entrepreneurship and Innovation Program (YLEAP)...

Our Vision at “Fondation Diane” is to give birth to a new citizen who is aware of his rights and duties, thriving to make Lebanon a pioneer country in Eco-sustainable Development in the region. Our mission is to mobilize the citizens to contribute to Lebanon’s Sustainable Development and encourage the institutions to support financially and operationally creative minds who are actively engaged in making a change via the 17 SDGs.

In 2012, “Fondation Diane” was pioneer by confidently taking sustainability to the next level, while identifying through VIRIDIS, its Green Investment Fund, the very innovative and best Green Start-ups, often in their very early business stages...

VIRIDIS is constantly trying to demonstrate that Eco-sustainability and Profitability are not incompatible but rather reconcilable. It strives to make green businesses emerge and serve as success stories from our country. Until now, we have supported and invested in 14 green start-ups and SMEs in different sectors...

Most importantly, we are all here to resuscitate your motivation, dear entrepreneurs, to mobilize and support you, to make you aware of your power as responsible citizens who act accordingly towards Sustainable Development, hoping that Lebanon becomes again, thanks to you, dear innovators and fighters, the country we dream of, and earns back its nickname “Switzerland of the Middle East”.

Together hand in hand we can make our suffering country greener and rising again!

Thanking you for all your invested efforts and wishing you the best of luck in all your future endeavors!

*”
Diana Fadel*

First day:

The online afternoons consisted of a World Café with the Coalitions' partners, inspirational talks, and expert panel sessions entitled: "The Benefits of Clustering Between Enterprises," "Behavioral Neuro Science and Going Green," and "Solving the Banana Waste Challenge."

Second day:

The physical event consisted of a welcome notes from "Fondation Diane" by Pascale Assaad, of an inspirational virtual talk from "Asfari Foundation" by AbdelRahman Al Halawani and from "MedWaves" by Daniel Pelufo, and the Coalition's partners.

In addition to green announcements, and fun activities, this day also included collaboration, speed dating, and networking opportunities that were initiated for the entrepreneurs to get to meet other sustainable like-minded people and EcoSwitch Coalition partners.



*AbdelRahman Al Halawani,
Asfari Foundation*



*Daniel Pelufo,
Medwaves*



*Pascale Assaad,
Fondation Diane*

Re-Fit

Retrofitting of public buildings through green technologies & processes

The Re-Fit is funded by the EU and implemented by Fondation Diane, Arcenciel, Università di Genova, and ICU (Istituto per la Cooperazione Universitaria Onlus). It aims to support and promote renewable energy and energy efficiency (RE/EE) technologies in Lebanon by providing hands-on tools, coaching, and mentorship to enable flexible energy production, transmission, and consumption, allowing for higher cost-effective use of renewables and empowering a new generation of energy consumers. Fondation Diane launched a call for solar energy companies and conducted the delivery of training and online support services to 15 eco-entrepreneurs on the GBM for their businesses.

Training and coaching support were provided to green eco-entrepreneurs innovating in the renewable energy and energy efficiency sectors, to help them develop their innovative business ideas into viable green business models.



Re-Fit GBM 2021

10 training sessions and 2 coaching one-on-one supported green entrepreneurs innovating in the renewable energy and energy efficiency sector. 9 SMEs were enrolled in the Green Business Model workshop and were given support and constant guidance by mentors and trainers to build their sustainable green business model and pitch their ideas.

Re-Fit GBM 2022

We were glad to gather 12 green, young, and motivated entrepreneurs and assist them, with the help of Fondation Diane certified trainers, in developing their cutting-edge projects in the field of renewable energy and energy efficiency and taking their eco-ideas to the next level! The interactive workshop was concluded by an interesting Q&A session about the challenges, the solutions, and the future of the energy sector in Lebanon, as well as the distribution of green “certificates of attendance.”



2022

Blue Economy



This is a component within SwitchMed that focuses on a sustainable blue economy.

It was added in 2020 and includes specific activities to be performed under the demonstration component of SwitchMed.

The following activity of the Blue Economy's additional component concerns the identification of opportunities and stakeholders for sustainable entrepreneurship in the Blue economy sector.

The purpose of the Blue Economy is to strengthen the Switchers Support National Partnership (SNP) and the Business Development Service Providers (BDSPs) to specifically address the Blue Economy (BE) sectors. This component has been added to the SNP national strategy for sustainable business creation and development. It aims to demonstrate that sustainable entrepreneurs can be active actors in greening the blue economy, providing circular business solutions to environmental and social challenges faced by the Blue Economy. It capitalized on the Switchers Support National Partnership (SNP)'s added value to maximize the impact of the Blue Economy pilot activities.

Coastal Tourism

Recreational touristic activity taking place within a coastal zone including boating, cruising, fishing, visiting hotels, restaurants and beaches, and nautical sports like swimming, diving and surfing.



Salt Extraction & Harvesting

Collection of seawater in swamps known as salterns, where salt is recovered after the water evaporates.



Port Activities

Include the operation of ships, cargo handling equipment, locomotives, trucks, vehicles, warehouses and storage facilities for the movement of cargo, and the development and maintenance of supporting infrastructure.



Aquaculture

Controlled farming, breeding, rearing, harvesting of aquatic organisms such as fish, crustaceans, mollusks, algae & other organisms of value such as aquatic plants.



Shipbuilding & Repair

Including the manufacture, repair, repainting, converting and maintenance of ships.



Blue Energy

Energy produced using renewable resources from the marine environment (tides, currents, waves, wind, biomass, or temperature or salinity differentials)



Fishing

Responsible fishing practices are key to ensuring that our oceans remain a source of prosperity and biodiversity for generations to come.



INVESTMED

Fondation Diane is one of the three business support organizations (BSOs) that has been awarded a BUSINESSMED sub-grant for the implementation of the INVESTMED project in Lebanon, a groundbreaking initiative that aims to empower and nurture 12 MSMEs in the green and blue economy sector, assisting them in developing their green business plans and models.



With the invaluable support of Cewas, a leading organization in sustainable entrepreneurship, we are dedicated to providing technical expertise and fostering an environment conducive to innovative and sustainable initiatives in Lebanon.



Through an intensive incubation and acceleration program, carefully tailored to the needs of the 12 selected entrepreneurs, we aim to propel them closer to realizing their business goals. We seek to unlock their potential, enabling them to drive positive change and make a lasting impact on their communities.





cewas
MIDDLE EAST



Incubation



CEZAR'S PROJECTS
SUSTAINABLE TOURISM



Darmmess
EARLY HARVEST PREMIUM
EXTRA VIRGIN OLIVE OIL
— HIGH PHENOLIC —



LE JOYAU
D'OLIVE

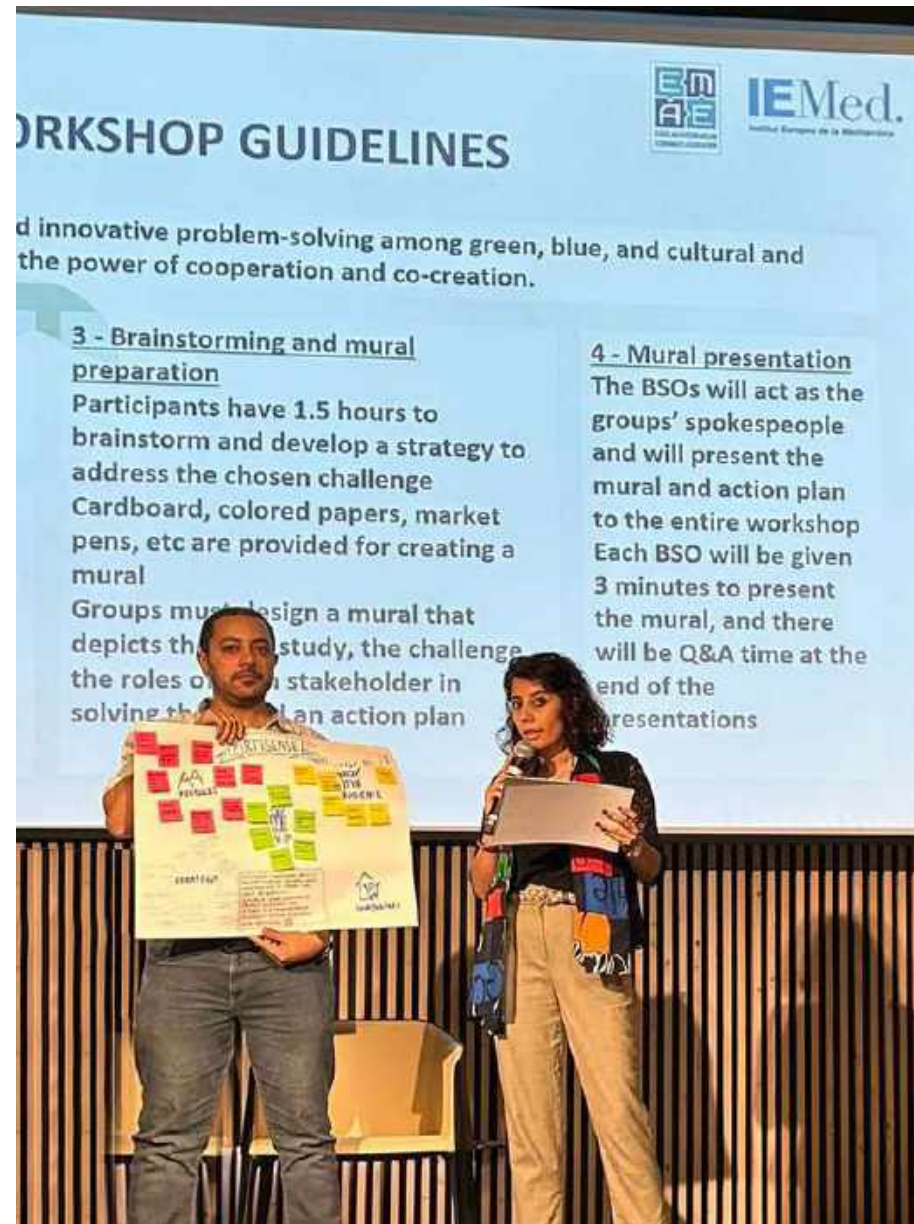
MIST
AROMA

Acceleration



INVESTMED Mid-term Event

The project's Mid-term Event, was organized in Barcelona by the European Institute of the Mediterranean, ENI CBC Med Programme and the Euro-Mediterranean Economists Association - EMEA; in collaboration with BUSINESSMED - Union of Mediterranean Confederations of Enterprises. This event was a valuable opportunity to network and meet with implementation partners, Business Support Organizations (BSOs) and incubators from Lebanon, Egypt and Tunisia.





Moreover, entrepreneurs from Lebanon, Tunisia and Egypt of the blue and green economy and the cultural and creative industry took part in this INVESTMED Project's Mid-Term event in Barcelona. Fondation Diane is the selected BSO from Lebanon in this project to support 12 SMEs and MSMEs from Lebanon along with Cewas Middle East.

Tessa project

Tessa Project is an initiative that has been introduced to foster an energy transition capable of driving economic growth, promoting employment inclusivity, and ensuring long-term environmental sustainability. This initiative is funded by the Italian Cooperation & implemented by Fondation Diane, ICU, ELIS, ENEA & Berytech.

The core pillars of this initiative encompass the following:

Capacity Building in Key Areas

Energy Audits Implementation

Green Business Advancement

Supportive Regulatory and Institutional Framework

Skill and Professional Profile Enhancement

ESCO-Based (Energy Service Company) Pilot Projects





Tessa

Energy Transition, Sustainable
Inclusive Economic Growth in Lebanon



YLEAP (funded by Asfari Foundation)

Youth Learning, Entrepreneurship, and Innovation Program

The YLEAP aims to foster green infrastructure through the creation of a network of innovation support organizations in Lebanon.

YLEAP 1.0 01/2021 - 12/2021

The YLEAP 1.0 project helped build the organizational capacity and strengthen the sustainable entrepreneurship ecosystem in Lebanon through the development of an exchange platform, a community of practitioners, and the organization of green entrepreneurship labs.

YLEAP 2.0 01/2022 - 12/2022

The YLEAP 2.0 project aimed to foster green infrastructure in Lebanon by building the organizational capacity of Fondation Diane's management team, earning the NGO gold certificate, and creating a solid brand identity and website development. A coalition of support organizations was created to strengthen the sustainable entrepreneurship ecosystem through the development of an exchange platform, a festival, a green market, and the organization of green entrepreneurship labs. Matchmaking events between investors/donors and eco-entrepreneurs were held.

YLEAP 3.0 01/2023 - 12/2023

The YLEAP 3.0 project aims to foster green infrastructure in Lebanon by creating a network of innovation support organizations, improving organizational capacity, establishing a monitoring and evaluation unit, and developing goals and action plans for 2023. It also contributes to the sustainability of Fondation Diane by planning and implementing fundraising events, and enhancing proposal writing skills. The YLEAP 3.0 also works on strengthening the sustainable entrepreneurship ecosystem in Lebanon through matchmaking events between entrepreneurs and donors/investors, a community of practitioners and the organization of green entrepreneurship labs, the green market, and the EcoSwitch Coalitions' Festival.







AN ACTIVE LOBBYING PLATFORM
TO INFORM & MOBILIZE CITIZENS
THROUGH GATHERINGS & EVENTS



Kulluna Lil Watan

The 1st book of its kind about the revolution by Mrs. Diana Fadel. This book was released in November 2019 to commemorate the most beautiful moments of our peaceful Lebanese Revolution, when we were all united!



“What we, the Lebanese, are currently going through, is an important part of our history.

A peaceful revolution and many victories will be forever linked in this epic. Even though for now, the future is still unclear and our leaders' intentions remain undecipherable, we can already claim victory in different arenas.

This victory will be visible in the results to come about. With lots of images and few words, we want to share with everyone these moments in time, expressive shots of unique moments in our history.

Diana Fadel

Competition on our Social Media Platforms



Get Your Copy Now!

Cement Industries & RDF

Reducing fuel usage and contributing in solving the waste crisis in Lebanon

A think tank session was held in January 2019 for the 1st time in Lebanon at Fondation Diane offices, connecting stakeholders from the cement industries and key players in waste management, aiming to find alternative fuels for the cement industry by using RDF, proven to be economically and environmentally-friendly. This RDF Community served as a lobbying group for policy reforms in the cement industries in Lebanon.



Participants

Cement Industries Managers:

Pierre Doumit
Chairman & CEO,
Cimenterie Nationale

Jamil Haroun
Country
manager, HOLCIM

Talaat Lahham
CEO, Cement de
Sibline

Fouad Jaafar
Environmental
Officer, Ciment de
Sibline

Cardboard Industry:

Karim Haddad
Assistant General
Manager, Sicomo

Raji Maasri
Environmental
Consultant,
Sicomo

Invitee:

Roy Hachem
Chairman & CEO,
OTV

Stakeholders:

Mohamad Barki
Project Manager,
OMSAR

Antonis Mavropoulos
Founder, D-waste

Talaat Lahham
CEO, Cement de
Sibline

Olivier Boudart
Operations
Manager, EU

Dominique Salameh
Professor, USJ & EU
Consultant

Diana Fadel
Founder of
"Fondation Diane"

Financiers:

Alexander Larionov
Operations Officer,
IFC

Ali Zgheib
Principal Banker,
EBRD

Mischa Lentz
Associate Director,
EBRD

Henri Sfeir
Global Sector Lead
of Cement, IFC

Selim Chami
Head of Investment
of VIRIDIS

2019

Batteries Collection

Reducing the number of old batteries and e-waste toxicity
In 2018, Fondation Diane launched the National Batteries Collection Initiative in Lebanon in cooperation with LibanPost and Energizer, which aims to reduce the number of old batteries and e-waste toxicity. In parallel, Fondation Diane signed a Memorandum of Understanding (MoU) with Ecoserv to safely dispose of and recycle these batteries.



يلا نعيد تدوير بطارياتنا
بطاريات!.. بطاريات!..





Green Market

The Green Market concept was created by Fondation Diane on 5 & 6 November, following the same green spirit that always inspires us. The event took place in one of the courtyards in Beirut Digital District (BDD). Eighteen green startups showcased their products on rainy days and in a friendly atmosphere. The impact was stimulating and we decided to replicate this exhibition every year.



Many Thanks to Beirut Digital District



Following the success of the 1st edition of the Green Market, Fondation Diane organized on 27, 28 & 29 June 2019 at ABC Verdun, the 2nd edition of the Green Market under the title: "Towards Responsible Consumption." This exhibition included 23 green startups in the following sectors: fine arts, cosmetics, upcycling, F&B, fashion, composting, and renewable energy.

Many Thanks to ABC s.a.l Lebanon!



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Marta Pina

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Green Initiatives

2022

Green Market

To support green and sustainable startups and SMEs, Fondation Diane, in collaboration with the Asfari Foundation, Cewas and EcoSwitch Coalition, organized on 7,8 & 9 July 2022, the 3rd edition of the Green Market exhibition at ABC Verdun. Under the title: "Towards Responsible Consumption." The exhibition showcased a wide array of green and eco-sustainable products from 25 exhibitors in different sectors, notably: agri-food, F&B, sustainable fashion and textile, and sustainable cosmetics. It was a one-of-a-kind experience with locally produced, healthy, natural, organic, delicious, and beautiful products.



Under the title of Towards Responsible Consumption, the exhibition showcased a wide array of green and eco-sustainable products and services from 23 exhibitors in different sectors. What is unique about this edition is that it brought together products and services in the waste management, upcycling, and recycling sector, in addition to clean energy and green tech.

This is what gives this event its leverage and significance, with locally produced, healthy, natural, organic, delicious, clean, and beautiful products!

Many Thanks to ABC s.a.l Lebanon!



2023

Women “Change Makers” Union in Times of Crises

بمناسبة اليوم العالمي للمرأة
تنظم “مؤسسة ديان” حوار الطاولة المستديرة

“النساء رائدات التغيير”
تضامن في زمن الأزمات

المتحدثون

مديحة رسلان	ترايسي شمعون
مي الخليل	جويل أبو فرحات
ميشال حلو	سارة اليافي
نايلة التويني	علي خليفة

كلمة الإفتتاح
ديانا فاضل

On the occasion of International Women’s Day, Fondation Diane organized a roundtable discussion at USJ which featured interesting interventions and discussions from 8 prominent active figures in civic awareness. It called for women’s empowerment, especially ahead of the parliamentary elections.

Shedding the light on a beneficial union of women that could constitute an unstoppable force for change, Diana Fadel encouraged women to fiercely fight for their rights, starting by running for elections or electing more women and therefore reaching the parliament in large numbers!

“Women account for 52% of the electorate, which means they have the power to vote for half of parliament members. If women are electing one another, we shouldn't need a quota! Give your preferential votes to women!! They have the potential to revive the nation and put it back on the right track!”

Diana Fadel





Diana Fadel, Founder & President of Fondation Diane

Ali focused on the declining status of women when it comes to their participation in politics and their diminished civil rights in light of the religious personal status laws. The 2018 Global Gender Gap Report ranked Lebanon amongst the lowest on the political empowerment of women in Arab countries, knowing that Lebanese women have been given the right to vote and to stand for a seat in the parliament since 1952, way before many Arab countries.



Ali Khalifé, Professor of Citizenship Education



May El-Khalil, President of Beirut Marathon Association

May stressed the role of women in sports: "Contrary to traditional beliefs, women are physically powerful. That's why we introduced the annual Women's Race. It aims at empowering women, supporting their psychological and physical health, and contributing to their self-realization. We decide to continue our path as women for the sake of life and hope. Your path is your decision. We will stand with you inside and outside the parliament."

Joelle touched on the importance of transforming women's jealousy into an honest competition between them. Lebanon ranked 183rd out of 187 countries in the world, in terms of women's representation in parliament, and 15th out of 17 in the Arab world, being the only Arab country that did not take any serious measures to support women. She urged women to participate massively in the upcoming parliamentary elections to modernize the unfair laws.



Joelle Abou Farhat, President of Fifty Fiftylb



Madiha Raslan, President of WLA

Businesswomen are agents of change in many economic fields as their fellow businessmen. At WLA, we are working toward promoting investment and trade in the Arab World. With the Union of Arab Chambers, the Arab Women Entrepreneurs Network (AWEN) we will enhance women's ability to innovate and accumulate funds and technical expertise to benefit their nations. Now is the best time for women to invest and grow in the local economy, especially in growing our National GDP after this severe economic crisis.

Tracy shed light on patriarchy and its monopoly on the political sector. "The representatives - who often fight each other - united and voted against women's quota. The Lebanese are in a difficult situation, and women have a national duty and role. Women should be encouraged to stand for elections, to elevate women in the political sector, which to this day still deprives them access to decision-making positions."



Tracy Chamoun, Former Lebanese Ambassador



Sarah El-Yafi, Public Policy Consultant & Political Activist

Sarah clarified some misconceptions, such as feminism and women's rights, especially that a part of society believes that women are not eligible to demand equality with men because the two genders are biologically different. Stressing that the issue of equality had not been addressed since Plato and Epicurus, and later on in the 18th century. "Twenty-two centuries of human civilization and progress that are completely devoid of any mention of equality!"

Michel gave an example of the strength of the EU, which is headed by 3 women. "This strong image of women in decision-making ends all doubts regarding their ability to reach important positions. Based on my experience in journalism, topics related to women's rights attract a large number of readers, which means that Lebanese society is ready for change. To all women who wish to stand for elections, don't think, do it! Today our country needs a mother to protect it!"



Michel El-Helou, Secretary General National Bloc



Letter from the President of Fondation Diane to our fellow Citizens

Dear Citizens,

Today is Women's Day. On this occasion, Fondation Diane is organizing a roundtable discussion led by 8 pioneers whose voices can resonate. The goal is to sound the alarm that calls for the union of women, in a final burst, to save the country from the multidimensional crisis that is going crescendo. Hereby, I would like to invite you to join us and unite our voices.

I am aware that you are already doing the best you can in this regard. Same for me. However, scattered efforts - no matter how heroic they are - are never enough! Till today, our martyrs have spilled their blood in vain!! Men who are running the country are not giving them what they owe them. We need a new common "civic awareness" for women, to highlight the role they can and must play together, to revive this nation and put it back on the right track. Unity is strength! Let's unite our voices. Let's raise them high so that justice is served; to the weak links of the society, and the youth - this fresh blood that flows through the veins of the country, with no future or hope - who are leaving, disgusted with previous generations who forced them to abandon their homeland.

I, therefore, invite you to join us and take part in this roundtable discussion that calls for the union of female energies, to carry out our duty as citizens, and to do again what women always do in times of war: roll up their sleeves and defend with all their powers their country, their children and compatriots to put life back in the right course.

Are you interested? I'm sure you are aware of the urgency as much as I am. Let us therefore meet all together today, to encourage women to vote massively to women, who after all represent 52% of the electorate in Lebanon.

For women first! But not only for women but also for men who uphold feminine values of peace and justice and give women the opportunity to make it!

Why am I making this call? Sincerely, so that my civic conscience is clear, and I can say to myself: I keep trying and always will; I do what I can!

Diana Fadel

Parliamentary Elections Campaign

The “Sawtak Karamtak Masirak” national campaign. In the same context, Fondation Diane launched a national campaign before the Lebanese parliamentary elections. With a reach of two million citizens across Lebanon, the campaign succeeded in enlightening the citizens on their civic rights and duties, and how to “vote for change” through:

- Organizing an informative/educational webinar about the Lebanese Electoral Law
- Creating 15 creative social media posts that received a lot of engagement and interaction
- Creating women empowerment visuals and videos that call for “preferential votes for women”
- Creating educational “How-to-Vote” video and posts
- Sending 1 million SMS

Publishing e-newsletters

**THE POWER OF THE PEOPLE IS MUCH STRONGER THAN
THE PEOPLE IN POWER**





Costa Brava, Lebanon

The 1st Private Screening of “Costa Brava, Lebanon”: Presenting Radical & Long-Term Solutions to the Waste Crisis in Lebanon



To shed light on the waste crisis in Lebanon, 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 present the most effective green solutions to the waste problem at the national level. Fondation Diane introduced five eco-entrepreneurs and startups specializing 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.



“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.”

Crises bring opportunities, and our waste crisis opens new horizons. The solution lies in collecting, sorting, and recycling specifically, and promoting the circular economy in general.”

Diana Fadel

Khoder Eid, Green Track

He highlighted that Green Track succeeded in spreading the concept of “sorting at the source” and recycling in the North. He confirmed that since 2016, they were able, with the help of women volunteers, to reach and collect the waste of more than 5,000 homes in Jabal Mohsen.

Pierre Baaklini, Lebanon Waste Management (LWM)

He confirmed that waste is a source of income for any state treasury around the world. He focused on Lebanon Waste Management’s successful “Trash to Cash” initiative which aims at buying recyclable waste and paying every customer per kilogram.

Omar Itani, FabricAID

He explained about the need to reduce fabric waste. FabricAID was able to do that through 600 drop-off containers in Lebanon and Jordan to collect used clothes, and 15 stores to redistribute these clothes at micro-prices to disadvantaged communities, after sorting and cleaning them.

Gaby Kassab, Ecoserv

He stressed the serious environmental and health threats posed by e-waste and old batteries. He focused on the importance of Ecoserv’s proper collection, storage, recycling, and safe disposal of this specific type of toxic waste through 140 drop zones and specialized bins available at universities, companies, and institutions all over Lebanon.

Marc Aoun, Compost Baladi

He shed light on the enormous quantity of organic waste produced annually. “Our mission is to collect organic waste from homes, companies, and municipalities, and recycle it using the “earth cube” and “container composter” machines, to turn them into compost. We have been able to positively impact more than 20,000 farmers.

STOP ECO(sui)CIDE

A national initiative that engages citizens and environmental activists in clean-up activities, awareness campaigns, and lobbying on pollution reduction and environment preservation, to mitigate climate change.

Beit Mery Forest





Jnah Beach



Kfarmishki -West Bekaa



Casino du Liban Beach



Hadath El Jebbeh Forest



Corniche Dbayeh



Jbeil Beach



Minieh - Tripoli



2023

Citizen Café

Meetings and webinars that bring together citizens and experts to debate hot civic topics related to eco-citizenship and sustainable development (electoral law, women's candidacy, municipal elections, oil and gas, climate change, water challenges, dams, sustainable architecture, and waste management).

Waste Management

لماذا لا تحل مشاكلنا علماً أن لمشاكلنا حلول؟
حقوق البلدية وقدرتها على حل مشاكلنا
قدرتنا على تغيير واقعنا



Today's Green businesses in Lebanon



Environmental Impact of Janna Dam



Development & Sustainable Architecture in Lebanon



Oil & Gas: What is the future for Lebanon?



قانون الإنتخاب | تطبيق الدستور | الطريق إلى دولة مدنية



Free & Fair Elections



Waste Crisis: how to become a Green Actor?



Climate Change: How can Youth take Actions?



Water Challenges & Innovative Solutions



Presents the 11th Citizen Cafe titled:

WATER
CHALLENGES
& innovative
solutions



2019



Clinique Sociale de l'Enfant

Equal Quality Medical Care for all Children in Lebanon!

An initiative of Fondation Diane
in partnership with Hôtel-Dieu de France



عيادة الطفل للاجتماعية

رعاية طبية متساوية لجميع الأطفال في لبنان

مبادرة مؤسسة ديان
بالشراكة مع مستشفى اوتيل ديو دو فرانس



The Motive

As a response to the disastrous aftermaths of the Beirut explosion, Fondation Diane was trusted by several donors to assist the utterly devastated Lebanese people.

The most important one, Théâtre Poche Ruelle, Mulhouse, is a French institution, with a Lebanese origin director, Jean-Marie Meshaka, under the presidency of Michel Erhart, who created an aid fund for Lebanon in which the French people spontaneously participated with great empathy. Thanks to all who have contributed to building this fund that kicked off this initiative.



In light of the skyrocketing cost of quality medical care as well as the weakened healthcare sector in Lebanon, thanks to Hôtel-Dieu de France, under Pr. Salim Daccache, s.j. direction, who embraced this opportunity to create and take care of underprivileged children. Fondation Diane and Hôtel-Dieu de France signed a Memorandum of Understanding.

**“34% of children in Lebanon
are not receiving the health care they need”**

**UNICEF's report, April 2022*

Healthy Children, Healthy Society!

The clinic offers pediatric consultations mostly for disadvantaged families to help them have access to medical care of high value. Open to all families residing in Lebanon regardless of their nationality, the clinic aims at providing quality medical services to marginalized families, through a trustworthy hospital center, in a context of skyrocketing living costs.



The clinic welcomes children from 0 to 18 years old, with no racial or social discrimination



The consultation fees are very nominal and aligned with the rates of primary health care centers set by the Ministry of Public Health



The vaccination schedule is based on the national immunization calendar adopted by the ministry

1st Center of-its-kind that aims to offer:

Diagnosis | Vaccinations | Preventive & Curative Care | Laboratory tests | X-Rays | Psychological Support

The medical team seeks to offer parents and their children humane medicine where careful listening, accurate information, and respect for the children, as well as the management of their stress and pain, are given full attention. They are keen to help parents have a full understanding of their children's medical problems.



11 November: Hôtel-Dieu de France, Auditorium Nadège et Henri Obegi

Under the patronage of the Ministry of Public Health, Fondation Diane & Hôtel-Dieu de France (HDF) organized the inauguration of the Clinique Sociale de l'Enfant at the heart of HDF, entitled "Equal Quality MedicalCare for all Children in Lebanon!"

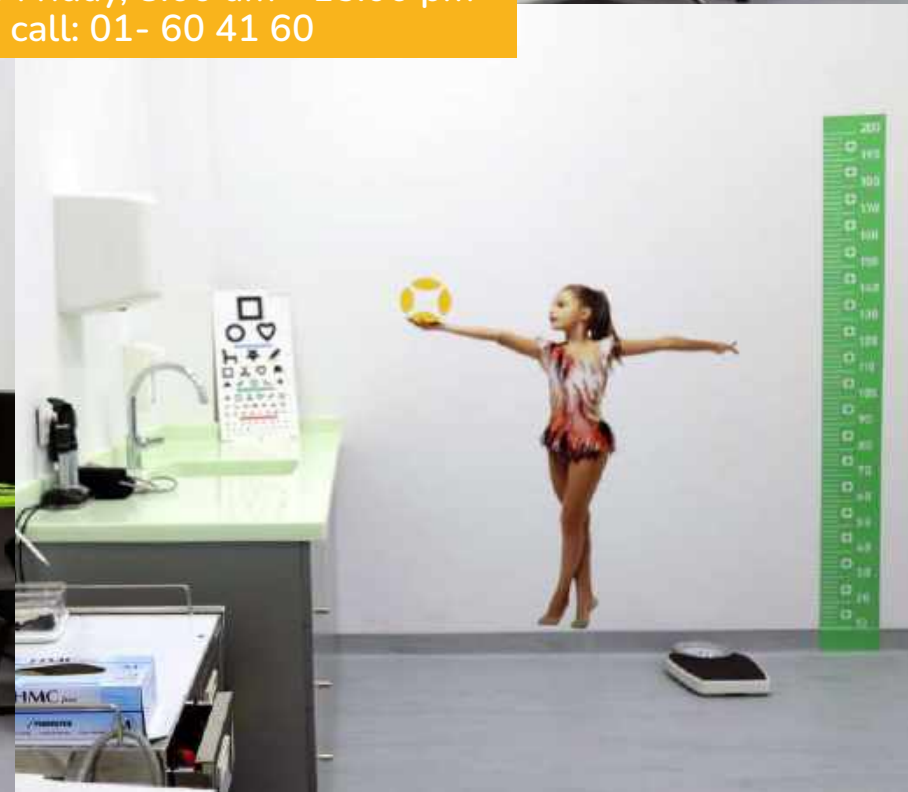
The ceremony was held in the presence of local and regional key figures from the public and private sector including:

- Mrs. Joanna Wronecka, UN Special Coordinator for Lebanon
- Mr. Edouard Beigbeder, Unicef Representative in Lebanon
- Mr. Roger Dib, Lebanese Former Minister of State
- Mrs. Alice Chaptini, Former Minister for Displaced Persons
- Mrs. Marise Amm, Judge at the Ministry of Justice
- Dr. Firass Abiad, H.E the Minister of Public Health, represented by Dr. Joseph Helou, Director of the Medical Healthcare Directorate
- Pr. Salim Daccache s.j., Chairman of the Board of Directors of HDF
- Mr. Nassib Nasr, Director General of HDF
- Mrs. Diana Fadel, Founder of Fondation Diane





Opening Hours: Monday to Friday, 8:00 am - 15:00 pm
For appointment, call: 01- 60 41 60





“It only takes a spark to start a big fire (Dante) A small action can bring a great change.”

This is how the idea of the clinic was born! What's better than an unrivaled initiative, with a long-term effect, to safeguard the health and well-being of our children, the most vulnerable segment of the population? Fondation Diane has offered the clinic in the space generously provided and managed by HDF. However, there are still a lot of services to offer for free to our dear children. The protection of our children is a common responsibility for all of us.

The smallest contribution would warm the hearts of the needy children.”

Mrs. Diana Fadel,
Founder & President of Fondation Diane

“Amongst five 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.

Our goal is to look after every child in the country with absolutely no racial or social discrimination. The development of this clinic, in light of the challenging circumstances, is solid proof that people should never give up on facing difficulties and challenging the impossible. I would like to thank all those who worked hard for this project to see the light, especially Mrs. Diana Fadel and Fondation Diane's team who made this dream become a reality.”

Pr. Salim Daccache s.j.,
Chairman of the Board of Directors of HDF



عيادة الطفل للاجتماعية

مبادرة "مؤسسة ديان" بالشراكة مع مستشفى "أوتيل ديو دو فرانس"

رعاية طبية متساوية لجميع الأطفال في لبنان!



By the end of the ceremony, Mrs. Diana Fadel was honored with a trophy from Pr. Salim Daccache s.j. for the great impact of her unparalleled initiative and its positive repercussions on the national level. Through this milestone, Fondation Diane aims to contribute once again to Sustainable Development, while reducing Poverty Repercussions (SDG 1), ensuring Good health & Well-being (SDG3), Reduced Inequalities (SDG10), and Sustainable Cities and Communities (SDG 11).





Safeguard the health and well-being of thousands of children



BECOME A CHILDREN'S ANGEL

The Clinique Sociale de l'Enfant was founded by Fondation Diane with the help of generous donors and entrusted to the good care of HDF. Its sustainability and successful development will count especially on external contributions, like grants, funds, and sponsors. If you want to sustain our mission and guarantee a bright future to the children's health care in this center, become a "Children's Angel "by choosing one or more of the below topics:

- ✧ 1. Vaccines
- ✧ 2. Lab Tests
- ✧ 3. X-Rays
- ✧ 4. Medicines
- ✧ 5. Hospitalization
- ✧ 6. Multi-Disciplinary Therapy
- ✧ 7. Equipment



Clinique Sociale de l'Enfant

Sincere Thanks to the Arch Angels!

- ✧ Tamari Foundation
- ✧ Théâtre Poche Ruelle, Mulhouse
Dir. Jean-Marie Meshaka
- ✧ ABC S.A.L
- ✧ Karim Fadel
- ✧ Georges Andraos
- ✧ Mitsulift
- ✧ Elham Raphaël



Children's health and future in Lebanon are at risk
your support counts!

Contact: + 961 3 297 397

Donate through our website: www.fondation-diane.org/donate

or transfer to the clinic's bank account, Bank Audi - Ashrafieh:

HOTEL-DIEU DE FRANCE (CSE) - LB9500560000000000918170108



10 Years of Archeology / Music talents 1996 - 2006

“The monuments are Lebanon’s most important
Sustainable Development’s element.”

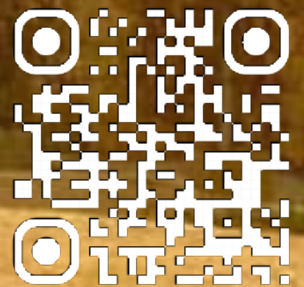
Diana Fadel



Tripoli Citadel



Scan me
for all concerts



About Monuments en Musique

1996

45 Concerts

Conscients de l'urgence d'une prise de conscience nationale quand à la valeur de notre identité et des ressources inexploitées de notre patrimoine, nous, Libanais amoureux de notre pays et de l'art, nous sommes regroupés au sein d'une a.s.b.l. sous le nom de "MONUMENTS EN MUSIQUE".

Son principe

Développer un mouvement d'invasion du Liban par ses artistes, en prenant les monuments pour scènes.

Philosophie de l'association

- Le monument est important en soi comme oeuvre d'art et témoin de l'histoire; il l'est aussi par son potentiel urbanistique: son environnement et ses habitants; l'animer, c'est faire prendre conscience de sa valeur à ceux qui vivent autour et dynamiser une région.
- Beaucoup de talents libanais étant méconnus connaître nos talents, c'est enrichir notre identité; les faire se produire, c'est les aider à perfectionner leur art.
- La musique, est une expression de la vie: porter l'art dans tous les recoins du Liban, c'est apporter l'ouverture à différentes formes d'expression, l'animation et le sens du beau, c'est cultiver un peuple et élever son art de vivre.
- Par le sortilège de l'archéologie magnifiée par la musique, nous développons un sentiment de fierté nationale qui renforce notre cohésion: la fierté de notre appartenance à un beau pays, riche d'une histoire de plus de 6000 ans.

Buts

- Plus de mille monuments étant répertoriés au Liban: les faire connaître aux Libanais, dans leur contexte naturel et humain, en les invitant à les visiter, par l'attrait conjugué de l'archéologie et de l'art, en y montant des concerts ou des spectacles.
- Donner ainsi aux habitants de ces sites la notion de l'importance de leurs monuments.
- Porter la culture dans les régions les plus reculées du Liban.
- Répertorier les talents libanais ici et à l'étranger et les faire connaître.
- Faire travailler les artistes, métier ingrat au Liban: les encourager et les aider dans l'accomplissement de leur art. Et pourquoi pas? croire à l'avènement d'un art libanais, gardant ses racines orientales, mais s'universalisant dans son expression. Un rêve quoi !

Bienfaits

Patriotiques

Connaissance du patrimoine et prise de conscience de l'identité libanaise: se retrouver tous autour de richesses communes historiques culturelles, humaines, traits d'union entre les libanais de tous bords. Conscience de la valeur de L'environnement.

Économiques

Apport touristique certain à long terme

Archéologiques

Préparation, protection et restauration des monuments méconnus

Culturels

Épanouissement de l'art et des artistes au Liban



Nouveau Hammam (XVIII^es), Tripoli



Collège Notre Dame de Nazareth, Achrafieh

au fil des jours

MERCREDI 25 Expo: Jeunes peintres, Galerie Jonine Robeiz

25

JEUDI 26



Concert: "Monuments du Liban en musique" Gérard Abiton (guitare), salle Narmalouk de la citadelle de Byblos, 20h30 • Festival "Nuits au Vieux Snak", chorégraphie de scène libanaise par Samia Saab, Zouk

VENDREDI 27 Concert: "Monuments du Liban en musique" Gérard Abiton (guitare), galeries souterraines des caves de Ksara dans la Békaa, 20h30 • Expo: "Journée mondiale du Tourisme", salle de verre du ministère du Tourisme • Soirée poétique: "12 poètes chiliens d'origine arabe" présentée par l'ambassadeur de Colombie, M. Felix Turbey, et Julia Kassae, Instituto Cervantes, 18h00

SAMEDI 28

Concert: "Monuments du Liban en musique" Gérard Abiton (guitare), Palais Debbané dans la médina de Saïda, 20h30 • Excursion: "Week-end dans les montagnes du Liban-Nord", départ du Kulturzentrum à 14h00

JEUDI 3 Film: Cycle de cinéma japonais, Théâtre de Beyrouth

3



MARDI 23



* Concert: Alain Dobonneurt (flûte), Jean-François Philippou (guitare), Temple romain de Hama, 20h30

MERCREDI 24

* Concert: Alain Dobonneurt (flûte), Jean-François Philippou (guitare), Nageonerie de Fayek (Restaure), 20h30 • * Danse: Les Ballets Balafout, Vieux port de Byblos, 20h00 • Film: "Les arènes du ballet russe" (conservé des résidents qui participent aux cours de ballet organisés par le C.C.R.), Centre Culturel Russe, 12h00

JEUDI 25

* Concert: Alain Dobonneurt (flûte), Jean-François Philippou (guitare), Siroit du XVI^e siècle du Barj dans le Akkar, 20h30 • * Concert: "Weledia d'eau et de terre", Mado Alou Mirad, Grotte de Jela, 20h30 • * Danse: Les Ballets Balafout, Vieux port de Byblos, 20h00 • * Récital: "Paroles de poètes", Geneviève Page, Maxine National, 20h30

VENDREDI 26

* Concert: "Autour de Mozart", Quatuor Glinka, Grotte de Jela, 21h00 (date à confirmer) • Expo: "Les cités et lieux touristiques de la Russie", Centre Culturel Russe, 17h00



SAMEDI 27

* Concert: Alain Dobonneurt (flûte), Jean-François Philippou (guitare), Cour Publique de la médina de Saïda, 20h30 • * Concert: "Autour de Mozart", Quatuor Glinka, Grotte de Jela, 21h00 (date à confirmer)

DIMANCHE 28



Concert: "Autour de Mozart", Quatuor Glinka, Grotte de Jela, 21h00 (date à confirmer)

* événement annoncé dans l'Agenda Culturel

Troubadours d'Orient et d'Occident

un concert de

L'Ensemble Libanais de Musique Médiévale

Fadia el-Hage (chant)

Nidaa Abou Mirad (vièle à archet médiévale, kamanche persan et direction musicale)

Maria Makhouf (gamelan)

Ali Wehbe (luth, riqq et daff)

Monodie et polyphonies du XII^e au XIV^e siècles

Hildegard Von Bingen, troubadours, trouvères, Alfornu al-Sabio, Safiyya-d-Din al-Umawi, Francesco Landini, Guillaume de Machaut, Livre vermeil de Montserrat.

Cet ensemble est le premier du genre à se constituer en dehors de l'Occident avec des musiciens exclusivement non-européens. Pour la première fois également, sont interprétées des œuvres du Moyen-Âge arabe, à partir des rares notations qui nous soient parvenues: *Kitab al-Adwar* de Safiyya-d-Din al-Umawi.

A ces deux titres ce concert est une première mondiale.



dimanche 27 février à 19h00



Eglise Mar Saba du XVII^e siècle Edde (Batroun)



Un récital exceptionnel

Cesar Yelev (violon)

Raul Maldonado (guitare)

dimanche 12 décembre à 17h00



Départ en bus à partir du Centre Culturel Français à 19h00 et du CAC à 19h10
Participation aux frais: 5.000 L.L. pour le récital et 10.000 L.L. pour le bus (forfait)
Informations et réservations: (01) 486200, page 310

Les fonds collectés servent à la promotion des artistes libanais et la restauration des monuments

Dans le cadre de

LA CITADELLE DE TRIPOLI (XIII^e siècle)

"Chansons du Patrimoine"

Concert en deux parties: chansons libanaises et chansons arabes

Jahida Wehbé et sa troupe musicale dirigée par Nicolas Nakhle



Informations : (03) 253026 Participation aux frais : 50 000 L.L., 25 000 L.L., 15 000 L.L.
Vente des billets et réservations bus : AHC (Beyrouth et Tripoli)

Samedi 21 octobre
à 20h00



MONUMENTS
MUSIQUE

Dimanche 17 Février à 18h30

à la

MUNICIPALITÉ DE JOUNIEH (XIX^{ème})

le pianiste libanais

PIERRE DOUAY



MONUMENTS
MUSIQUE

A l'occasion de la Fête de l'Indépendance
et dans le cadre du
Grand Sérail

L'Ambassade d'Italie et l'Association "Monuments en Musique"
présentent

l'Orchestre "Musica Antica"

avec l'interprétation exceptionnelle d'une œuvre du compositeur libanais

Béchara El Khoury

jeudi 22 novembre à 20h00



MONUMENTS
MUSIQUE

En collaboration avec le CCF de Beyrouth et l'Association des amis du peintre Georges Khayalali



MONUMENTS
MUSIQUE

Dans le cadre de

La Magnanerie de Mtein (XIX^e siècle)

Dernier vestige de la culture de la soie dans la région

Nouvelle approche de la Musique Orientale

Charbel Rouhana

(composition, direction et org)

Antoine Khalife (violin)

Antoine Dib (accordéon)

Abdoul Saadi (basse)

Fouad Afra (gitarre)

Albert Rouhana (pétition)

Visites

Sites de Mtein

Atelier du peintre

Informations : (03) 75026
Participation aux frais : 35 000 L.L.
Vente des billets et réservations bus :
• AHC (Beyrouth)
• CCF (Beyrouth)
• Mtein (Beyrouth)



MONUMENTS
MUSIQUE

Le dernier concert de Noël avec l'ABC
et
le Chœur des Enfants Ukrainiens d'Odesa
se chante à

L'EGLISE ST. MARON (XIX^{ème})
Gemmayzé

dimanche 23 Décembre à 18h00 2004



Donations au profit de la restauration du monument.
Adultes: 10.000 L.L. - Enfants: 5.000 L.L.
Réservations: (03) 965745



vendredi 19 mai à
20h00 précises

Jazz et notes bleues

Un concert du groupe
In-Version

Joëlle Garro Khoury (piano)

Maurice Khoury (guitare basse)

Hrach Kassis (saxophone)

Nidal Abou Samra (saxophone)

Fouad Afra (batterie)

L'Ecole des Trois Docteurs (Montée Accaoui)



Le groupe In-Version est un quintette de jazz formé depuis 1997. Il a à son actif l'enregistrement en 1998 d'un album intitulé Tumbling Up.

Le but de la rencontre musicale de ces jazzmen talentueux est de trouver de nouvelles manières d'interpréter la musique aux notes bleues. Chaque musicien tente d'être le

plus créatif, dans l'instantané du moment du jeu. Le groupe In-Version, à travers ses propres compositions, cherche à perdre les vieux clichés de jazz traditionnel, ancrés dans l'esprit de chacun des musiciens. En somme, le groupe explore et fait découvrir sa propre recherche. Celle-ci, bien entendu, allant au-delà du déjà-vu.

Pour son 30^{ème} concert
MONUMENTS EN MUSIQUE
présente
"Le Sextuor Arabesque"
au
PALAIS CHEHAB (XVII^{ème} - Hadeth)

Dimanche 26 mai à 19h30



Réservations: (03) 965745

MONUMENTS
MUSIQUE

PIANO DUO

Pierre Douay et Luiz Carvalho

Vendredi 27 juin à 20h

Collège
Notre Dame de Nazareth
XIX^{ème} siècle





billets 10.000 L.L. - 150 L.L. en
40 ventes

Caro Zoukman (03) 965745

billets 10.000 L.L. - 150 L.L. en
40 ventes

MONUMENTS EN MUSIQUE

Festival d'automne
du 26 septembre au 19 décembre
7 concerts, 6 monuments

Objets inanimés, avez-vous donc une âme...? (Liszt)

Rony Barrak & Antonio Forcione en Quatuor
(en association avec l'Institut Culturel Italien)

20h30	26 septembre:	Magnanerie de Bauchneb (XIX ^{ème})
	27 septembre:	Citadelle St. Gilles (les écuries), Tripoli (XII ^{ème})
	28 septembre:	Gare Mar Mikhael (XIX ^{ème})

Nidaa Abou Mrad et son groupe de musique classique arabe
"L'Annonce faite à Marie"

20h00	12 octobre:	Citadelle St. Gilles (vestiges de l'église croisée), Tripoli (VI ^{ème} à XII ^{ème})
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Walid Hourani au piano,
précédé d'un vernissage privé des œuvres de Vera Mokbel (1880-1900)

20h00	2 novembre:	Palais Naufal (restauré) Tripoli
	7 novembre:	Palais Mokbel, Rue Sursok

Guy Manoukian interprète Noël
(avec et sans chœur)



19h00	19 décembre:	Eglise St. Etie (restaurée), Rue Kantari
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Sous le patronage de Son Excellence
l'Ambassadeur de France et de Madame Philippe Lecourtier

Résidence des Pins
mardi 8 avril à 19h00

Nada Loutfi
récital de piano

{ Etudes } de Chopin

Dernier délai de réservation: le 23 mars - Info: 04 - 522656 / 04 - 416000 ext 130 de 10h00 à 17h00

MONUMENTS EN MUSIQUE

"Amchit en Musique"
En collaboration avec la Municipalité de Amchit

Charbel Rouhana au oud et sa troupe
Parole de l'Eglise **Notre Dame de Amchit (X^e - XI^e)**
Samedi 27 septembre 2003, à 20h



Programme:

- 17h: Départ du bus de l'Amchit
- 17h30: Visite des demeures (Lehou, Zakha, Webbé et François)
- Exposition "Piazza del Bambino"
- Buvette et spécialités régionales
- 20h: Concert


Info: (04) 416000 - (04) 522656



MONUMENTS EN MUSIQUE

Eglise SANTA (XIX^{ème}), Gemmayzé
"Les 7 dernières Paroles du Christ"
Musique Joseph Haydn
Poèmes Henry Le Bal

Lundi 10 et Mercredi 12 Avril 2006



Festival d'automne

Festival d'automne: concert de Noël

Guy Manoukian
Christmas songs
& choir

25
26
27
28
3

Waleed Howran

Palais Naufal (Chouf)
Le vendredi 1^{er} novembre à 20h00
Prix: 45.000 LL (avec 10.000 LL d'entrée)

Villa Mokbel (Hass Salouh)
Le samedi 2 novembre à 20h00
Prix: 45.000 LL (avec 10.000 LL d'entrée)

Programme
- 25 novembre: Concert de Noël, Guy Manoukian & son orchestre.
- 26 novembre: Concert de Noël, Waleed Howran.
- 27 novembre: Concert de Noël, Villa Mokbel.
- 28 novembre: Concert de Noël, Palais Naufal.
- 3 novembre: Concert de Noël, Waleed Howran.

Festival de Frayké ou l'art

National
The Great S

Accompagnement musical pour vibrations

avec Monuments en Musique à l'Antenne de l'Égypte

Programme
- 25 novembre: Concert de Noël, Guy Manoukian & son orchestre.
- 26 novembre: Concert de Noël, Waleed Howran.
- 27 novembre: Concert de Noël, Villa Mokbel.
- 28 novembre: Concert de Noël, Palais Naufal.
- 3 novembre: Concert de Noël, Waleed Howran.

Concert de Noël

Waleed Howran

Palais Naufal (Chouf)
Le vendredi 1^{er} novembre à 20h00
Prix: 45.000 LL (avec 10.000 LL d'entrée)

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MUSIQUE

Waleed Howran

Palais Naufal (Chouf)
Le vendredi 1^{er} novembre à 20h00
Prix: 45.000 LL (avec 10.000 LL d'entrée)

Villa Mokbel (Hass Salouh)
Le samedi 2 novembre à 20h00
Prix: 45.000 LL (avec 10.000 LL d'entrée)

monuments du liban en musique

Concert de flûte et guitare

avec Monuments en Musique à l'Antenne de l'Égypte

Programme
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Monuments en musique

Quand l'art et l'archéologie font bon ménage

Programme
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« Monuments en musique »

lance son programme 2001

Programme
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« Monuments en musique »

lance son programme 2001

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Monuments en musique

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- 28 novembre: Concert de Noël, Palais Naufal.
- 3 novembre: Concert de Noël, Waleed Howran.

Awards & Recognition

Super Angel Award -2019



Mrs. Diana Sfeir Fadel, was awarded the IM Capital “Super Angel” trophy by Berytech. She is a graduate of the Seeders – LebaneseWomen Angel Fund Master class for Business Angels MBA Class of 2018-2019.

Women on Top -2019



Diana Fadel’s success story by recognized by the Lebanese League for Women in Business (LLWB) and Berytech in their “Women on Top” series on July 2019, highlighting her journey, challenges and entrepreneurial endeavours as an executive and successful women entrepreneur.



Resilient Fighter for the Environment & Life -2020



Diana Fadel’s drive and strong motivation to fight for Civic Awareness & Eco-sustainable Development were featured on February 2020 by Annahar magazine, she who has fought and survived two late-stage deadly cancer diseases, and was haunted by Lebanon’s ongoing civic and ecological turmoil.

Golden Appreciation Award -2021



Mrs. Diana Sfeir Fadel, was appointed on 20 May 2021, as an honorary board member in the “Women Leaders Council of Lebanon” (WLC) for her outstanding contribution to the Lebanese retail sector.

Pioneer In the Fight for The Environment & Eco-sustainable Development -2021



On the occasion of International Women’s Day, and within the framework of the SwitchMed Green Entrepreneurship programme in Lebanon, Mrs. Diana Fadel was recognized by SwitchMed.eu on March 2021 as a pioneer in the fight for the environment & Sustainable Development. highlighting her journey, challenges & entrepreneurial endeavours as an executive and successful women entrepreneur.



We are officially NGOi Certified!

We have been awarded the Gold level of Organizational Certification, provided by the Non-Governmental Organizations Initiative of the American University of Beirut.



Cérémonie de remise des

Doctorats *Honoris Causa*

Vendredi 13 octobre 2023 à 18h00

Amphithéâtre Pierre Y. AbouKhater
Campus des sciences humaines
Université Saint-Joseph de Beyrouth - rue de Damas

La cérémonie sera retransmise en direct sur la page Facebook de l'USJ
www.facebook.com/usj.edu.lb

Le Professeur Salim Daccache s.j.
Recteur de l'Université Saint-Joseph de Beyrouth

a l'honneur de vous inviter à la cérémonie
de remise des Doctorats *Honoris Causa* à

M. Salim Eddé

Cofondateur de l'éditeur de logiciels Murex,
membre du Haut Conseil de l'USJ

Mme Diana Fadel

Fondatrice et Présidente de « Fondation Diane »,
Co-fondatrice de *ABC Department Stores* et membre
de son Conseil d'administration

M. Philippe Jabre

Fondateur de l'Association Philippe Jabre

M. Varouj Nerguizian

Conseiller Principal du Conseil d'administration
de la *Bank of Sharjah PJSC*,
Président Directeur Général de la *Emirates Lebanon Bank SAL*,
membre du Conseil stratégique de l'USJ

Fondation Charles Corm

représentée par

M. David Charles Corm

Président de la Fondation Charles Corm

M. Hiram Charles Corm

Trésorier de la Fondation Charles Corm

Vendredi 13 octobre 2023 à 18h00

Amphithéâtre Pierre Y. AbouKhater, Campus des sciences
Université Saint-Joseph de Beyrouth - rue de

Prière de confirmer votre présence avant le vendredi

01-421000 ext. 1232 - confirmatio

Diana Fadel Awarded Honorary Doctorate in Letters & Human Sciences by USJ

2023

A Change maker, leader for solidarity & social transformation

In the framework of the 150 Years anniversary of Saint Joseph University, Mrs. Diana Fadel, Founder & President of “Fondation Diane”, was conferred with honorary Doctorate Honoris Causa Degree in Letters & Human Sciences, for her outstanding contribution to the Sustainable Development of Lebanon, as well as her noble fights for nature, heritage and dignity of the people. She was joined by distinguished individuals who have made phenomenal attainments in their respective fields.



The honorees are:

- Salim Eddé, co-Founder of Murex Group | **Le Grand Croyant**
- Diana Fadel, Founder of Fondation Diane | **La Grande Dame**
- Philippe Jabre. Founder of l'Association Philippe Jabre | **La Légende**
- Varouj Nerguizian, CEO of Emirates Lebanon Bank | **Les Passions qui durent**
- David and Hiram Corm, President and Treasurer of Fondation Charles Corm | **La Montagne Solide**



MME DIANA FADEL

Fondatrice et Présidente de « Fondation Diane »,
Co-fondatrice de ABC Department Stores et
membre du Conseil d'administration

DOCTEUR HONORIS CAUSA
EN LETTRES ET SCIENCES HUMAINES



The Certificate Distribution Ceremony was held in the presence of Pr. Salim Daccache s.j. (Rector of USJ), as well as social and political key figures, prominent businessmen and women, Heads of associations and the press.

This honorary event aims at recognizing the remarkable accomplishments of the afore-mentioned personalities, those who have, through their actions, marked their times and proved a strong sense of solidarity with and for the young generations, and worked diligently to transform our communities into value-added societies

Mot du Recteur: Pr Salim Daccache s.j.

Madame Diana Fadel, la Grande Dame,
C'est la voix haute, le cri fort, la passion comme je l'ai connue
et comme je la connais.
C'est la volonté qui veut bousculer les contraintes,
Une mère attentionnée,
Une dame entrepreneur et pour l'entrepreneuriat,
Une passion pour la terre verte, l'Écologie, l'Écociyenneté
et le Développement Durable, Diana Fadel, c'est la fourmi
qui ne se fatigue point, qui pense l'avenir de sa Fondation,
qui refuse l'indifférence et la neutralité.

En 1965, Diana Fadel faisait ses études de philosophie à la célèbre École des lettres dépendant de l'Ambassade de France à Beyrouth. Maurice Fadel, futur mari et député de Tripoli, ne pouvant pas attendre la fin des études ou bien étant méfiant de ces études, demanda Diana en mariage à 20 ans qui devient, sans trop attendre, une maman comblée de quatre garçons, Habib, Robert, Karim et Rony, avec aujourd'hui une demi-douzaine de petits-fils et filles, non sans oublier un cinquième qui, comme certains petits nés, oublia de respirer.

Il faudra côtoyer Diana pour s'apercevoir que la famille pour elle ne passe jamais au second plan. Jusqu'aujourd'hui, malgré ses multiples soucis, elle donne la priorité aux enfants et à l'entreprise familiale que sont les grands magasins ABC, centre commercial fondé en 1972.

Diana Fadel a consacré une grande partie de sa vie à aider à la création de l'entreprise et à fonder une famille, la tendance étant de s'oublier et de ne pas prendre assez soin de soi-même. C'est pourquoi elle conseille aux femmes de prendre plus soin d'elles-mêmes. Restez connectées à vous-mêmes, dit-elle, car la vérité réside à l'intérieur de votre âme.

Si son mari s'occupait des finances et de la politique, elle s'est occupée, en plus de la famille, des aspects culturels de l'ABC, considérant cela comme un immense honneur.

Après le passage de la pandémie, elle fut nommée Président du Conseil d'administration pour un temps, mais y garde un bon pied puisqu'elle y est toujours membre.

On aime bien entendre Diana parler de cet ABC et de son personnel qu'elle regarde comme un grand bébé qui a besoin d'un bon souffle pour grandir de nouveau et rayonner. L'ABC n'est pas seulement une entreprise, mais c'est aussi un pôle culturel de par son architecture et son orientation vers le bien-être de ses visiteurs et l'Éco-durabilité.

Sa 2^{ème} œuvre magistrale n'est autre que "Fondation Diane" qui œuvre pour l'Éco-citoyenneté, le Développement Durable et l'investissement dans les Start-ups qui veulent travailler dans l'industrie et l'économie vertes.

En 1998, elle fonde, Monuments en Musique, qu'elle a dirigée pendant une décennie, offrant 45 concerts d'artistes libanais dans des sites touristiques inconnus et abandonnés comme des temples romains, des églises et des châteaux. C'est durant cette période qu'elle a remarqué combien notre patrimoine était délaissé et même maltraité.

Elle l'a nommée Fondation Diane parce que Diane est le nom d'une femme, et les femmes devraient être respectées parce qu'elles peuvent être performantes ; Diane, comme nous le savons, est la déesse de la chasse, et notre Diane n'hésite pas à chasser tout ce qui fait mal à la nature, au patrimoine et surtout au sens et aux valeurs de la Citoyenneté.

C'est pourquoi elle assumait un rôle important dans la révolution du 17 octobre 2019.

Nous sommes heureux, à l'USJ, d'avoir accueilli depuis 6 ans la Chaire de "Fondation Diane" pour l'Éducation à l'Écociyenneté et au Développement Durable, CEEDD, qui cherche à répondre aux différents troubles Civiques et Écologiques Libanais, tant matériels que psychologiques et de structurer chez les nouvelles générations une mentalité de respect de la nature, non comme un objet de consommation mais comme une Maison qu'il nous faut protéger et aimer.

Que vais-je laisser derrière moi? Telle est la question qui hantait Diana et ne cesse de la hanter. Pour y répondre, elle a pensé faire des études sur la question, et le décès de son mari Maurice en 2009 la mène à Boston pour s'inscrire en Master de Développement Durable à l'Université Harvard en 2010, parce qu'elle ressentait le besoin d'investir astucieusement dans l'amélioration du développement du secteur industriel du Liban.

C'est durant cette période que la maladie la visite en se déclarant par deux attaques; la ténacité, l'action médicale et la foi en Dieu aidèrent Diana à se débarrasser d'elle, créer Fondation Diane en 2012 et revenir en 2013 à Beyrouth pour s'adonner à une action en multiples aspects pour réaliser ses rêves.

Diana Fadel s'est fait une vision du Développement Durable; celui-ci répond aux besoins du présent sans compromettre la capacité des générations futures à répondre aux leurs et repose sur 3 piliers principaux: Économique, Environnemental et Social.

Le pilier Environnemental ne peut exister si les piliers Social et Économique sont absents, mais elle s'est concentrée sur la création d'une entreprise environnementale, pour un environnement durable au Liban où ce concept est encore vaguement perçu.

Fondation Diane propose ainsi un fonds d'investissement pour les Startups Vertes et les petites et moyennes entreprises.

Ainsi, VIRIDIS, avec 13 start-ups et environ 150 employés, tous dédiés à l'environnement, telles que FabricAid, Compost Baladi, l'Atelier du Miel, Carpolo et Daskara, purement basées sur des concepts environnementaux durables. À côté de cette entité Start-ups et celle qui s'occupe d'éducation comme la Chaire de l'USJ, l'entité Mobilisation a initié Civic Circle, un think tank actif et une plateforme de lobbying pour informer et mobiliser les Citoyens à travers des rassemblements et des événements.

Devant cette vie si riche, devant ces combats nobles pour la nature, pour le patrimoine et pour la dignité des Libanais, comment ne pas couronner Diana Fadel par un Doctorat Honoris Causa en Lettres et Sciences Humaines, pour dire nos remerciements et notre reconnaissance !



Pr Salim Daccache s.j.
Rector of Saint Joseph University of Beirut

Mot de Diana Fadel



Mrs. Diana Fadel
Founder & President of Fondation Diane

Bonsoir,

Au Liban, des milliers de citoyens luttent chaque jour, dans la pénombre, pour faire de ce pays un modèle de gouvernance. Je ne suis pas la seule. Je n'aimerais donc pas recevoir de tels honneurs sans les partager avec ces personnes, dont certaines sont présentes ici ce soir. Et en notre nom à toutes et tous remercier les membres de l'honorable Conseil de l'USJ et à sa tête le RP Daccache de nous décerner ce prestigieux titre.

Chers membres du Conseil et cher Père Daccache,

Vous me donnez aujourd'hui la parole, je vous en remercie. Mais prendre la parole, aujourd'hui, exige de moi un effort astreignant. Comment nos langues peuvent-elles se délier, alors que les souvenirs des guerres passées, qu'elles soient civiles ou offensives, hantent les esprits, et que le peuple est pris dans un tourbillon de risques, ne sachant d'où les coups viendraient et comment y parer. J'avais préparé un petit discours, pour faire l'apologie du rêve. Mais comment parler de rêve alors que la réalité est là, dure et choquante ? Mais, par ailleurs, comment reculer et ne pas avouer ce qui m'a toujours ressourcée ?

Je suis une rêveuse, je vous l'avoue. Et je rêve d'un impossible rêve, comme dirait Jacques Brel. Nos rêves ne parlent-ils pas de ce qu'on aime ? J'ai aimé mes racines, ce pays où j'ai grandi et appris à être fière et combative. Et même si cet amour me semble de plus en plus conflictuel, je me sens responsable : de ce pays, des êtres humains qui le peuplent, mes compatriotes, et du legs que nous faisons aux générations futures, afin qu'elles puissent elles aussi rêver.

Alors, je rêve...

Je rêve d'un pays, où les merveilleux monuments, vestiges d'un passé glorieux, seraient protégés comme de précieuses reliques d'une histoire riche de l'humanité dont nous avons hérité !

Je rêve d'un pays où les montagnes glabres, qui encadrent nos villages, seraient toutes couvertes de ces majestueux arbres millénaires, qu'on appelle des cèdres, (vous connaissez ?) qu'on ne retrouve encore qu'en cherchant à la loupe, dans quelques coins de paradis bien cachés, qui ont pu échapper aux coupes dévastatrices de nos ancêtres les phéniciens, et de nos contemporains braconniers.

Je rêve de beaux villages verdoyants et de belles villes côtières, où le béton ne prend pas le pas sur la nature et où les égouts et les déchets industriels ne se confondent pas à ce don précieux qu'est l'eau.

Je rêve d'un peuple qui vivrait dans le bien-être et la dignité, entouré de la beauté de son environnement, ayant accès à ses besoins les plus basiques: la paix pour commencer, des lois pour la maintenir et une justice pour les appliquer, un toit pour s'abriter, de la nourriture et une eau saines, des soins médicaux, une éducation, un travail digne, de la liberté et encore, toujours, de la justice.

Oui, excusez-moi encore, je rêve, alors que mes concitoyens, eux, crèvent: de faim, de soif, de saletés, d'ignorance, de corruption, de chômage, de maladies, d'injustices, et de nouveau maintenant, de risques de guerre!

Gandhi disait: "Soyez le changement que vous voulez voir dans le monde"

Alors, nous avons retroussé nos manches.

Il y a 25 ans exactement, c'était en 1998, face à la négligence de l'état envers les sites archéologiques, nous avons créé l'association "Monuments en Musique" et fait en 45 concerts la promotion de 45 d'entre eux ainsi que celle de talents musicaux libanais,

En 2012 face à l'inertie du peuple et la dégradation des institutions du pays, Fondation Diane est née, pionnière pour l'"Éveil citoyen et le Développement Durable",

En 2015 Face à la destruction de l'environnement, VIRIDIS une plateforme d'investissement consacrée exclusivement aux toutes jeunes startups vertes, a été la première à poser les bases d'une économie circulaire qui ne trouvait nulle part un support financier et opérationnel.

Et la même année, face à la léthargie du citoyen, la Chaire de "Fondation Diane", pionnière pour l'Éducation à l'Éco-citoyenneté et au Développement Durable....

Et en 2021, face à la pénurie des bons soins médicaux pour les enfants, suite à l'explosion du 4 Août 2020, "la Clinique Sociale de l'Enfant", en partenariat avec l'Hotel Dieu de France, 1er centre de soins complètement gratuits pour enfants. Citoyenneté et Développement Durable "are music to my ears" et ne vont pas l'un sans l'autre. Tel état, tel Citoyen, et tel Citoyen, tel état !

Vous me reprochez d'avoir des rêves trop ambitieux ? Oscar Wilde disait: "Il faut toujours viser la lune, car même en cas d'échec, on atterrit dans les étoiles".

Nous avons visé la lune et nous sommes encore bien loin d'atterrir dans les étoiles. Mais j'ai vu passer une pluie de météores: Des institutions ainsi que des fondations internationales écologiques s'intéressent à nos projets et financent leur multiplication....

De même qu'au Liban beaucoup d'ONG et de fonds d'investissement ont suivi la stratégie de Viridis et adoptent maintenant le développement de l'économie circulaire....

Et récemment, face à notre Chaire de l'Éco-Citoyenneté, une "Académie de formation à la Citoyenneté" en partenariat avec, et grâce à, "Fondation Tamari" et l'association "ALAM" suisse a vu le jour

Alors que, de son côté, la "Clinique Sociale de l'Enfant" a soigné gratuitement 3.000 nouveaux patients depuis son inauguration en novembre 2022 !

Robert Stevenson, le fameux auteur de Dr Jekyll and Mr Hyde nous a donné un conseil réconfortant: "Ne jugez pas chaque jour sur ce que vous récoltez mais sur les graines que vous semez".

Alors nous semons, nous semons. Comme diraient les Dupondt: nous pompons, nous pompons, en attendant les grandes récoltes ! Vous connaissez ce beau poème de Jacques Prévert "pour faire le portrait d'un oiseau" ?

"Parfois, l'oiseau arrive vite

mais il peut tout aussi bien mettre de longues années avant de se décider

ne pas se décourager

attendre

attendre s'il le faut pendant des années ...

que l'oiseau se décide à chanter"

Alors, nous prenons le risque de rêver qui nous semble encore plus fou aujourd'hui, alors que le Liban se débat comme un oiseau blessé, les ailes criblées de corruption et le cœur battant au rythme des risques de guerre. Nous attendons...que cet oiseau chante un jour ! Et s'il chante, qu'il vole de ses propres ailes et atterrisse dans les étoiles.

Diana Fadel





25 YEARS

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The mark of
responsible forestry



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To believe that each of our actions, no matter how small they may be,
like a drop in the ocean, creates circles in the water, waves that can go far.

Diana Fadel

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