



Special Edition  
Women Empowerment

e-newsletter, March 2025

### 8 Awarded Women Green Entrepreneurs



On the occasion of **International Women's Day 2025**, **Fondation Diane** organized the 2<sup>nd</sup> edition of **#WomenForGreen2025** initiative.

The event took place on March 8<sup>th</sup>, 2025, at USJ - CSH, in the presence of H.E. the former Minister of Environment, Dr. Nasser Yassine, former MP Robert Fadel, Founder and President of "Matine Fund", Ricardo Karam, media professional, as well as heads of NGOs advocating for women's rights, namely, Joelle Bou Farhat, President of "Fifty Fifty", Madiha Raslan, President of "Women Leaders Association" (WLA), Maha Chalabi, Secretary-General of "International Association to Save Tyre", a large audience of women entrepreneurs and several members of the "Waste Diversion Management Consortium".



We recognized the environmental contributions of the **8 most remarkable women-led green start-ups** that were carefully selected from a pool of 60 applicants.

The top 3 winners received 1,000\$ from "Fondation Diane" while all winners earned green certificates, and won a 1-on-1 advisory workshop with business ecosystem exposure. **By the end of the ceremony, President of "Matine Fund" Robert Fadel made a surprise announcement offering a 1,000\$ to each of the remaining winners**



Mrs. Fadel highlighted Fondation Diane's pioneering role in fostering green entrepreneurship since 2012. She emphasized the power of women to drive change and expressed optimism after receiving applications from 60 women, showcasing their green businesses. She also stressed their need for greater support, stating: *"We are here to give them the opportunity to prove their potential in Sustainable Development."*

*Diane Fadel, Founder & President of "Fondation Diane"*

The event showcased the success story of Caroline Chaptin: environmental activist and recycling artist, with 5 Guinness World Records.

*"I am a woman, and I dared to dream! I endured a great deal of bullying, but I defied the odds and turned my dream into reality". She highlighted her projects, which collected thousands of plastic waste while promoting recycling. She then announced her upcoming initiative; the world's largest cedar tree made entirely of plastic.*

*She concluded: "To every woman I say, love yourself, and have full confidence in your abilities. You can conquer the world, only once you do!"*

*Caroline Chaptin, Recycling artist & activist*



### Meet the TOP 3 Winners

|   |   |   |
|---|---|---|
| <p><b>1<sup>st</sup> Prize</b><br/><b>Hiba Mikhael</b></p>  <p>Waste management company based in Akkar</p> | <p><b>2<sup>nd</sup> Prize</b><br/><b>Luana Malaeb</b></p>  <p>Natural home care and cleaning products</p> | <p><b>3<sup>rd</sup> Prize</b><br/><b>Nisrine Turky</b></p>  <p>AI solution helping farmers minimize pesticide use</p> |
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**1<sup>st</sup> Prize**

*"Where others saw waste, we saw opportunity. Instead of waiting for a solution, we became the solution. Starting CIRCL as two women in a male-dominated, highly politicized industry wasn't easy - we weren't always taken seriously. But we knew that waste wasn't just an environmental issue; it was an economic one as well."*

*Hiba Mikhael  
Founder of CIRCL*



**2<sup>nd</sup> Prize**

*"The idea behind Clear Space emerged during the COVID19-pandemic when there was a high demand for cleaning products, and nearly everyone was opting for chemical-based options. We wanted to offer natural & eco-friendly alternatives that cause no harm. Our main objective is to encourage everyone to do one thing each day that is beneficial to their health, society, and the environment!"*

*Luana Malaeb  
Founder of CLEAR SPACE*





**3<sup>rd</sup> Prize**

*"70% of our employees are women, and they are all Lebanese. We developed a state-of-the-art technology: a machine placed in the garden that sends an alert to the farmers in advance, notifying them that a tree may be at risk of pest invasion. Our AI solution helps farmers minimize pesticide use, reducing by this soil and water contamination, improving crop quality and ensuring a more sustainable food system."*

*Nisrine Turky  
Founder of IOTICE*

### Meet the remaining 5 Winners

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|  <p><b>Doris Chaya, Aquaivolt</b><br/>Venture that converts waste water into biogas and electricity</p>             |  <p><b>Dalia Ayache, Mounet Dalia</b><br/>Mobile app connecting consumers with mouneh made by rural women</p>                 |
|  <p><b>Marianne Younes, Fae Naturals</b><br/>Skin care products with organic ingredients and healing properties</p> |  <p><b>Rana El Chmaitelly, The Lifeline Education</b><br/>Educational initiative raising awareness about renewable energy</p> |
|  <p><b>Reine Metlej</b><br/>Machine that converts organic waste into biogas and liquid fertilizer</p>               |  |



The #WomenForGreen2025 initiative has caught the attention of the media and received extensive coverage. Here are some additional news outlets where it was featured: Addaya, VDL, El Nashra, Al Kalima Online, Sayidat Wa Aamal, Addawra El Iktisadiya, Wikalat Anba2 Al Mar2a, Press Lebanon, NNA (arabic), NNA (English) and many more...

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