



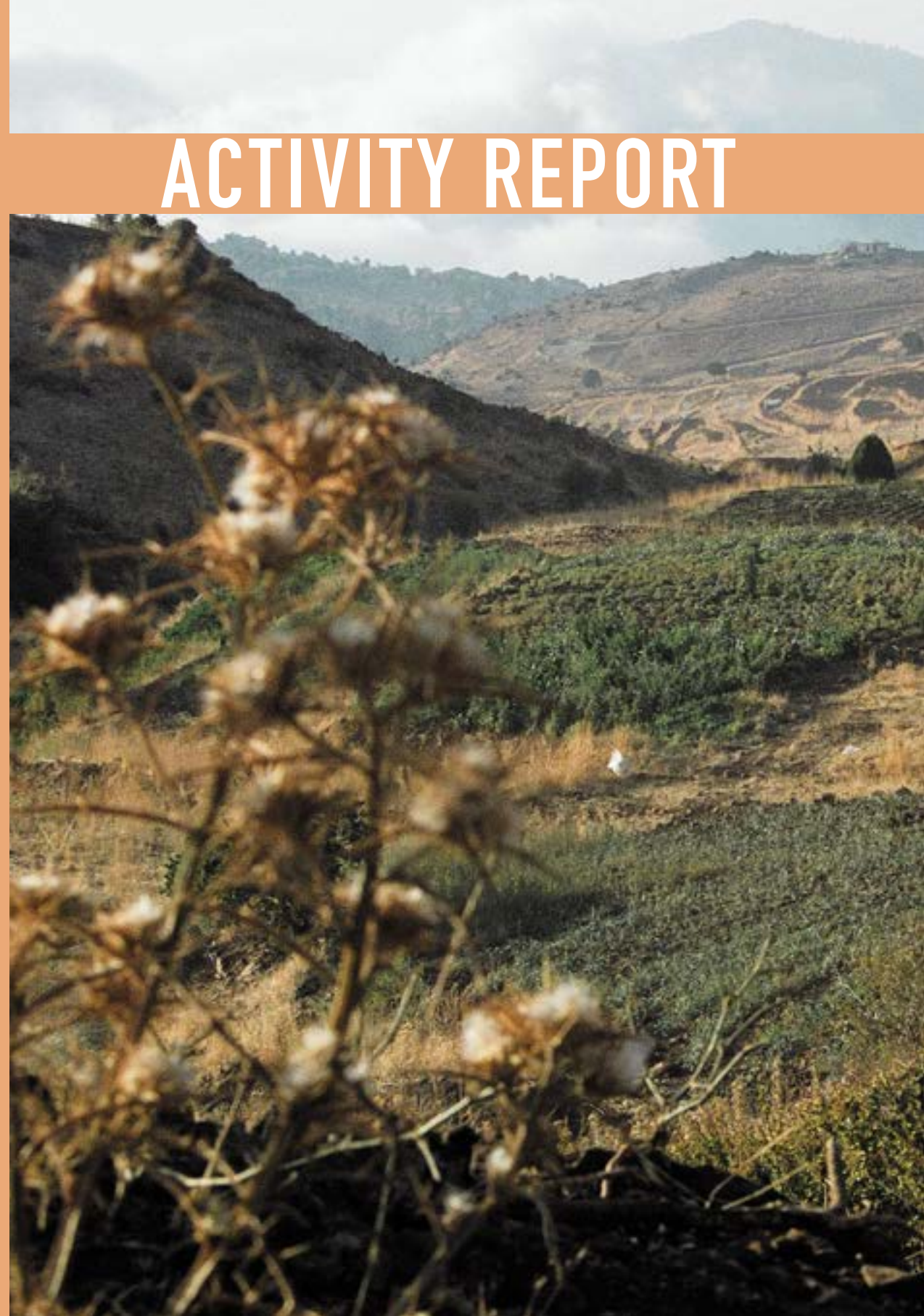
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ACTIVITY
REPORT
2021

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ACTIVITY REPORT



MADA'S STORY

Born in the highlands of Akkar and Hermel in 1999, Mada is a local non-governmental organization that works through a Territorial Approach, constantly adapting to meet local needs.

Mada was amongst the first organizations to work in Akkar. To inform programming and raise national awareness regarding Akkar's vulnerability, natural assets and cultural heritage, the team conducted various studies and socio-economic assessments. With the goal of reinforcing the relationship between communities and the environment, the early years were focused on working towards the establishment of a Natural Park in the Akkar-Hermel-Donnieh area. Common development and nature conservation goals were set with local authorities and communities, based on which Mada implemented various projects (education, agriculture, rural development, women empowerment). In 2011, the refugee crisis shifted priorities and Mada adjusted to the new context, while retaining its identity as a development agency. Although the Natural Park became a longer-term ambition, Mada continued to work on elaborating the legal framework for Parks.

Today, Mada continues to act as a local development agency, exploring new approaches and sectors of development in the deteriorating socio-economic context.

Agro-Ecology Demonstration Plot - Fneideq, Akkar
Funded by AFD and CCFD-Terre Solidaire

OUR MISSION

Working with diverse groups on development and environmental projects to facilitate dynamics of change, through endogenous and inclusive efforts as well as policies and regulations adequate for local realities.

Mada achieves this mission by:

- **Supporting marginalized groups and providing a space for initiatives by actors who have the potential for change**
- **Contributing to the establishment of relationships or effective partnerships between local actors and other stakeholders.**

Through its activities, Mada tries to ensure long-term mobilization and inspire new practices of leadership while contributing to the emergence of a culture of collective action and responsibility.

OUR VISION

Mada strives for the emergence of balanced communities, appreciative of diversity, open to the world, and respectful of human rights and social justice; communities that base their development on a long-term vision of public interest and on models that emphasize a harmonious relationship between human beings and the environment. Members of these communities would be committed, accountable, and creative individuals, able to take initiatives and unite their energies within effective partnerships.



Dairy Production Cycle - Abdeh, Akkar - Funded by UNICEF

OUR VALUES

Mada is a secular, non-partisan organization with the following guiding principles:

Non-discrimination and equity;
Democracy and participation;
Commitment to public interest;
Respect and protection of the natural environment;
Transparency and accountability;
Creativity and flexibility;
Autonomy and responsibility;
Independence from political parties and private interests.

HIGHLIGHTS 2021

- As the multi-faced crises continue to severely impact the communities that Mada works with, a strategic decision was taken in 2021 to support humanitarian interventions, embedding immediate assistance as much as possible in development programming.
- Mada continued its Beirut Blast response throughout 2021 and will continue to engage in fundraising efforts to maintain a presence in Beirut.
- Mada is expanding and 2021 was a year of first times for the organization:
 - [1] An agriculture project in Minnieh-Donnieh.
 - [2] The team grew from 10 staff to 19.
 - [3] Mada explored and entered new sectors, including Water and Food Security.
 - [4] Mada secured multi-year development projects covering the entire North.
 - [5] After many years, Mada is relaunching the discourse on the Natural Park, as the Natural Park Law passed in 2019, regenerating hope in this long-term dream.



Distribution of Fresh Produce - Ain Yacoub, Akkar
In partnership with WeWorld-GVC and funded by LHF

I – Women and Youth

- **Employability and soft skills programme for youth in Akkar and North Lebanon** in partnership with local organization Empower and supported by UNICEF. The project supports Lebanese, Syrian and Palestinian youth to enter the labour market more confidently and retain jobs.
- **YOUth CAN! Promoting Youth Economic Empowerment in Lebanon** in partnership with Oxfam Italia and funded by the European Union. The project supports youth in Akkar through tailored technical and financial support to sustain and scale-up their businesses.
- **POWER - Promoting Vulnerable Women's Economic and Social Empowerment in Lebanon, Jordan, and Egypt** in partnership with Arci Cultura e Sviluppo (ARCS) and funded by the Italian Agency for Development Cooperation (AICS). The project supports Lebanese and Syrian women-led businesses and cooperatives through capacity building and in-kind support.
- **Reducing tensions and improving social stability at the community level in Bebnine and Sammouniyeh, Akkar, through active youth participation and community support interventions** in partnership with the International Organization for Migration - the UN Migration Agency (IOM) and funded by Japan. The project established Community Oversight Committees representing Syrian and Lebanese youth and implemented Community Support Interventions including the installation of solar street lights and rehabilitation of a public park.

II – Food and Agriculture

- **Promoting the emergence and development of agricultural practices that are more respectful of the environment in Lebanon** co-funded by the French Development Agency (AFD) and Catholic Committee Against Hunger and for Development (CCFD- Terre Solidaire). The project established agroecology demonstration plots with small-scale farmers in Upper Akkar to showcase practices and for capacity building.
- **Support to agricultural value chain actors in Minnieh-Donnieh** part of the Local Development Programme for Urban Areas in North Lebanon (UDP_NL), implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in partnership with the Ministry of Social Affairs. UDP_NL is co-funded by the European Union and Germany. This project supported women and youth agricultural value chain actors with training and toolkits.
- **Providing immediate life-saving food assistance to 706 vulnerable households in the Unions of Municipalities of Jabaal Akroum, Joumeh, and Wadi Khaled, Akkar**, in partnership with WeWorld-GVC and funded by the Lebanon Humanitarian Fund (LHF). Mada's component entails distributing fresh produce to vulnerable households through agricultural cooperatives.

III – Environmental Protection

- **Protection of the Laurel Black Forest in Menjez, valorization of green waste and awareness campaigns** in partnership with the Menjez Municipality and funded by the Embassy of Norway. The project protected the forest through the sustainable management of organic waste by establishing a processing unit managed by the municipality, to produce charcoal briquettes for heating.

THE PLATFORM



Woodblock Printing by Hikayatouna - Beirut

Mada's Platform, established in 2005, is a space that provides diverse support that takes different forms to creative civil society groups. In 2021, 8 formal and informal groups were supported with funding from the Catholic Agency for Overseas Development (CAFOD) and the Fondation de France.

- The Levantine craft workshop – **Hikayatouna** - based in Beirut and led by two Syrian women, increased its visibility, diversified points of sale and adapted its pricelist to hyperinflation. Mada supported them to design marketing and communication tools, recalculate production costs, and formalize business partnerships in Lebanon and abroad.
- As a continuation of the support provided by Mada since 2017 to **Sénévé**, a center in Homs, Syria for children with specific needs, 30 educators received psychological support during a three-day workshop.
- A youth-led initiative – **Nation Station**, created in response to the Beirut Blast in the Geitawi neighborhood, transitioned to a more structured and formalized model of organization, received institutional funding which allowed them to maintain activities in support to the community and to develop self-generating revenues through the **Social Kitchen**. This was achieved through the joint support of the Platform and the NGO makesense.

- The education Center for Youth and Children in the refugee camp of Shatila rehabilitated its building with the help of Mada's network, which provided technical and fundraising support.
- The Lebanese association **Zoukak**, that works on drama therapy and socially engaged theater, benefited from a workspace at Mada's office for its administrative team throughout the year.
- Two informal groups - the forest pre-school project **Horshna** and **Nation Station** - institutionalized their activities through legal support, and **Nation Station** completed its registration process with the financial support of the Platform.
- Four groups improved their financial management through tailored support in terms of accounting and budgeting, including the social grocery project **Dikken Coop** located in Beirut- Ras el Nabeh, **Horshna**, **Nation Station** and **Hikayatouna**.



Horshna Forest School - Beirut



Rehabilitation of Small Business - Borj Hamoud, Beirut
Funded by Crisis Centre of the French Ministry of Foreign Affairs through CCFD-Terre Solidaire

Following the Beirut Blast, Mada responded by purchasing fresh produce from small-scale farmers in Akkar and distributing to kitchens and households in the impacted areas. This allowed Mada to develop a presence in Beirut.

In 2021, Mada supported 90 Micro, Small and Medium Enterprises affected by the Beirut Blast through several projects, funded by Oxfam Great Britain; the Ministère du Québec des Relations Internationales et de la Francophonie (MRIF) through Oxfam Quebec; and the Crisis Centre of the French Ministry of Foreign Affairs through CCFD-Terre Solidaire. Diverse assistance was provided including rehabilitation of assets, replacement of damaged material and equipment, training to adapt to the new economic reality, capacity building on digital skills and communication, and creation of linkages among enterprises in Beirut and the North.

Food Assistance in Beirut

Mada worked with grassroot groups to continue providing food assistance to communities in Beirut, with funding from CCFD-Terre Solidaire and private donations. Through two civil society groups - the social grocery project **Dikken Coop** and the network of volunteers **Initiative Ras el Nabeh (IREN)**, a pilot voucher system was rolled out in the Ras el Nabeh neighborhood, whereby 500 vouchers were distributed by IREN to families, allowing them to purchase food and basic products from Dikken Coop. Moreover, through the association **Mawtini**, Mada distributed 323 food parcels in several areas in Beirut and Palestinian refugee camps.

Kick-starting & upcoming projects

Strengthen resilience of refugees from Syria and their host communities to current and future challenges and risks related to socio-economic crises in Lebanon, in partnership with arche noVa and funded by the German Federal Ministry for Economic Cooperation and Development (BMZ). This project will rehabilitate agricultural and water infrastructure across the North, as well as micro-infrastructure at the farm level, and build the capacities of small-scale farmers on Good Agricultural Practices and business management.

Supporting Sustainable Solid Waste Management in Jurd al Qaita, in partnership with the Municipality of Fano, COSPE - Cooperazione per lo Sviluppo nei Paesi Emergenti, COOPI - Cooperazione Internazionale, ASET - Azienda Servizi sul Territorio, and Union of Municipalities of Jurd el Qaita, and funded by AICS. Mada will be responsible for community mobilization and awareness raising.

WASH Emergency Response in Informal Settlements, in partnership with LebRelief and UNICEF and funded by the U.S. Department of State's Bureau of Population, Refugees, and Migration (PRM). Mada will be responsible for Hygiene Promotion activities in specific areas in Minnieh-Donnieh, as well as community mobilization and support to emergency distributions.

Mada will renew its ongoing **Employability and Soft Skills programme for youth** supported by UNICEF in Akkar into 2022, with some new activities and approaches adapted to the evolving context.



A PEEK INTO 2022

a year of reflections and changes

———— Mada will hold its General Assembly and Elections, with a new **Board of Directors** as of February, including both previous and new members to retain the legacy while welcoming new ideas and initiatives.

———— Mada will work on its **2022-2027 Strategy** through a joint exercise bringing together staff, members, and friends of the organization. The exercise will focus on adapting objectives and priorities to the changing context, reflecting on the challenges and successes of the past years, and ensuring Mada provides a real added value to the response.

———— Mada will assign more and more **resources to studies and analyses, to inform programming, influence the discourse around the ongoing crises, and contribute to directing the response towards long-lasting initiatives that create resilience and self-reliance instead of dependency.**

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