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ACTIVITY
REPORT
2022

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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.

Rehabilitation of Irrigation Canal in Partnership with arche noVa and Funding from BMZ. credit - arche noVa, Natheer Halawani



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.



Hygiene Promotion Session - in partnership with UNICEF and LebRelief and funding from PRM

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 2022

- Mada strengthened the linkages between its work in Akkar and Beirut, implementing various cross-regional projects.
- In light of the escalating humanitarian situation, Mada continued its 'WASH Emergency Response in Informal Settlements', in partnership with LebRelief and UNICEF, funded by the U.S. Department of State's Bureau of Population, Refugees, and Migration (PRM).
- Mada responded to the Cholera Outbreak across Akkar and North Lebanon, through awareness raising, case identification and distribution of hygiene and disinfection kits.
- Mada benefited from capacity building to grow its institutional functions from partner agencies WeWorld-GVC and LebRelief, that provided on-the-job coaching in admin, procurement, finance and MEAL.



Agriculture and Poultry Competency Based Training for Youth with the support of UNICEF

I – Women and Youth

- **Employability and soft skills programme for youth in Akkar** supported by UNICEF. The project supported youth to enter the labour market, retain jobs, and launch their own businesses.
- **POWER - Promoting Vulnerable Women's Economic and Social Empowerment in Lebanon, Jordan, and Egypt** in partnership with ARCS - ARCI Culture Solidali and co-funded by the Italian Agency for Development Cooperation (AICS), Waldensian Church and Terzo Pilastro. The project provided technical and in-kind support to Lebanese and Syrian women-led businesses and cooperatives.
- **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.

II – Food and Agriculture

- **Transition to Agroecology at the Service of Food Sovereignty** co-funded by the French Development Agency (AFD) and Catholic Committee Against Hunger and for Development (CCFD-Terre Solidaire). The project supported smallholder farmers in Akkar to shift a portion of their lands to agroecology.

- **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.
- **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 entailed distributing fresh produce to vulnerable households through agricultural cooperatives.
- **Accountable and inclusive multi-sectoral response to food security and WASH needs of 4,200 vulnerable people in Akroum, Joumeh and Wadi Khaled - Akkar Governorate**, in partnership with WeWorld-GVC and funded by the LHF. Mada's component entails distributing fresh produce to vulnerable households through agricultural cooperatives, and support to smallholder farmers.
- **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 rehabilitates agricultural infrastructure across the North and micro-infrastructure at the farm level, and builds the technical and business management capacities of smallholder farmers.

III – Environmental Protection

- **SWaM Akkar - Supporting Sustainable Solid Waste Management in Jurd al-Kaytaa, Akkar** in partnership with COOPI - Cooperazione Internazionale, COSPE - Cooperazione per lo Sviluppo nei Paesi Emergenti, StudioAzue, and the Union of Municipalities of Jurd al-Kaytaa, and funded by the EU.
- **Supporting Sustainable Solid Waste Management in Jurd al-Kaytaa** in partnership with the Municipality of Fano, COSPE, COOPI, ASET, and the Union of Municipalities of Jurd al-Kaytaa, and funded by AICS.



Hot Meals Distributions at Nation Station

- **Hikayatouna** a Levantine women-led crafts workshop, trained two women on Aghabani embroidery and woodblock printing on textile, launched their 2023 collection, and embarked on new adventures with partners in Lebanon, France, and the United Arab Emirates. With the support of Mada, they procured an additional Aghabani embroidery machine and published the 2023 catalogue.
- **The Horshna Forest School** established a new business model towards financial self-sufficiency, and its Educators took part in a storytelling workshop and other activities to strengthen their capacities in education through arts and play. Mada provided Horshna with administrative and accounting support through weekly mentorship sessions, and support to develop their new business model.
- Despite the overwhelming challenges and dire economic situation in Syria, the **Sénévé** team in Homs continues to care for and educate hundreds of children with disabilities. With Mada's support, the team of Educators at Sénévé participated in a 3-day Expressive Arts Therapy workshop.

The Platform is a space that provides diverse supports to civil society and grassroots initiatives. In 2022, 5 groups were supported with the financial support of CAFOD and CCFD-Terre Solidaire.

- **Dikken el Mazraa** a solidarity experimental grocery shop founded in 2020 to fight price inflation and poverty, recently developed a new membership system that prices goods progressively based on the client/member's socioeconomic situation, resulting in a cross-subsidization model. With Mada's support, Dikken expanded its network of local producers, revamped its visual identity, launched social media pages, and is preparing to launch an e-commerce site.
- **Nation Station** a local non-profit civil company, founded in response to the Beirut Blast, continued to operate its Social Kitchen and distribute free hot meals to vulnerable households in Geitawi. In 2022, they hosted the Souk el Mawsam farmers' market, renovated their kitchen, launched women-led processing workshops, and invested in income-generation activities. With Mada's support, Nation Station renovated their offices and hired professionals to support marketing, communication, administration and finance.



Creative Activities at Horshna Forest School



Fresh Produce Sales at Dikken el Mazraa - Credit Maya Dakkak

In 2022, Mada scaled-up linkages between **The Platform** and its agroecology projects in Akkar. Two projects were launched with the objective of contributing to Food Sovereignty in Lebanon: **Producers, Consumers and Civil Society for Greater Food Sovereignty in Lebanon** funded by CAFOD, and **A Locally-Led Model for Greater Food Sovereignty in Lebanon** funded by CCFD-Terre Solidaire. Both are in partnerships with two groups supported under **The Platform Nation Station** and **Dikken el Mazraa**. The projects work closely with smallholder farmers supported by Mada since 2018 to transition to agroecology, and pilot an alternative, sustainable food model whereby:

- Farmers are supported technically and materially to expand agroecological practices.
- Farmers are linked with Nation Station's Social Kitchen and Dikken's Social Grocery Shop: part of the agroecological produce is used for the distribution of hot meals and fresh produce baskets to vulnerable households, and the remainder is used for sales for income generation.
- Nation Station and Dikken are supported to reinforce their models and increase self-reliance and sustainability, including supporting the development of a pricing system for Nation Station and a subsidy system for Dikken.

Ultimately, Mada seeks to challenge the notion that nutritious, ecologically-sound products cannot be accessible for all, and provide evidence that fair prices at both the farmer and consumer side are possible.

Kick-starting & upcoming projects

————— **Wielding Agroecology to Transition Agriculture for Development (WATAD)** under the Shabake 2 project supported AFD and the Centre de Crise et De Soutien and implemented by the French Public Agency for International Technical Cooperation - Expertise France. Under the global objective of increased social, economic and environmental resilience in Lebanon, the project will increase the individual and collective capacity of smallholder farmers to transition to agroecology, and foster the enabling environment for agroecology to prosper.

————— **Evidence-Based Determination of Farm Gate and Market Values of Agroecological Produce in Upper Akkar** a research funded by CAFOD, with the objective of determining agroecological crops' farm gate values and market values. Data will be collected along the production cycle, to gain key insight regarding the profitability of agroecology, and whether fair prices for both producers and consumers can be ensured. Mada hopes that results will support its efforts to challenge the notion that nutritious, ecological products cannot be accessible for the majority of consumers.

————— In partnership with Nation Station and Dikken el Mazraa, Mada will implement the second phases of **A Locally-Led Model for Greater Food Sovereignty in Lebanon** with funding from CCFD-Terre Solidaire, and **Producers, Consumers and Civil Society for Greater Food Sovereignty in Lebanon** with funding from CAFOD. The projects will continue to work towards food system change through support to smallholder farmers to transition to agroecology, technical and organizational support to civil society groups working on alternative food models, and direct consumer-producer linkages.

A PEEK INTO 2023

a year of reflections and changes

————— In 2022, Mada was able to invest time and resources in strategic partnerships and collaborations with both local and international actors that extend beyond the boundaries of specific projects and funds, and that are based on true complementarity and shared values. In 2023, Mada seeks to scale-up these efforts, by taking part in joint initiatives, mostly around research and evidence generation.

————— With food insecurity and malnutrition on the rise, Mada seeks to increasingly focus on Food Sovereignty as both an objective and a cross-cutting concept across its programming, promoting an alternative food model through agroecology and fair producer-consumer interactions. With its agroecological in-house expertise growing, Mada will continue to reduce reliance on external experts.

————— Mada seeks to invest in its team's capacity building through participation in technical and organizational training opportunities ranging from proposal writing and programme design, to water governance and renewable energy.

2023

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