



# FACT SHEET 2020

مدي  
Mada

Overview

---

Our Projects

---

Financial Statement

---

Platform





## About Mada

Mada is a non-partisan Lebanese NGO which aims at reinforcing the relationship between local communities and their natural environment. Mada was established in Lebanon in 2000 and registered under the decree #4336-AD 242 from the Ministry of Interior on October 2000.

## Mission, Visions, & Goals

### 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 which emphasize a harmonious relationship between human beings and their environment. Members of these communities would be committed, accountable, and creative citizens, able to take initiatives and unite their energies within effective partnerships.

### Mission

Mada works with different groups on various developmental and environmental projects in Lebanon to facilitate dynamics of change, through endogenous and inclusive efforts as well as policies and regulations appropriate to local realities

Mada achieves this mission by:

- Supporting marginalized persons or groups and providing a space for initiatives carried out 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 to inspire new practices of leadership while contributing to the emergence of a culture of collective action and responsibility.

### 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 of 2020

The year 2020 was a very challenging year, worldwide, with various crises unfolding. Lebanon was particularly affected, with an escalating economic crisis, the COVID-19 pandemic, political deadlock and the Beirut Blast.



**COVID-19**

The pandemic has had major impacts on the country, exacerbating the economic crisis and pushing thousands of small businesses towards bankruptcy. Mada's programs were majorly affected by lockdown measures imposed by the government: many projects were monitored remotely, others were delayed and several activities had to be postponed to 2021.

**BEIRUT BLAST**

On 4 August 2020, a large amount of ammonium nitrate stored at the port of the city of Beirut, the capital of Lebanon, exploded, causing at least 204 deaths, 6,500 injuries, and US\$15 billion in property damage, and leaving an estimated 300,000 people homeless. In response to the Beirut Blast on August 2, 2020, which caused at least 204 deaths, 6,500 injuries, and US\$15 billion in property damage, and leaving an estimated 300,000 people homeless, Mada implemented 2 emergency projects: food distributions and support to small businesses affected by the blast.

# Our projects

## Rural Development

- Promoting more environmentally friendly agricultural practices.

Under this project, Mada's main activities include the establishment of 7 demonstration plots in Akkar (converting them to organic production plots), providing ad hoc expertise to farmers as well as technical support for land preparation, tools and crop rotation plans. Mada also implemented awareness campaigns among key stakeholders on the benefits of permaculture and agro-ecology, and organized sharing-experience activities and information sessions. Moreover in response to the economic crisis and their difficulties to plant their land, 58 farmers from the highlands benefited from the distribution of seedlings and seeds.

Sessions on good agricultural practices and support to the establishment of family gardens were also implemented and benefitted to more than 100 farmers and their families.



## Environment

- Protection of the Laurel black forest in Menjez, valorization of green waste and awareness campaigns

With the overall objective of protecting and preserving the Menjez laurel black forest through the sustainable management of organic waste, the project aims at establishing a forest organic waste processing unit to be managed by the municipality and also improving the protection of the forest. The project included the construction of a hangar, the establishment of a workshop for log making, and finally awareness sessions in schools on forest protection.

- SWaM Akkar. Supporting Sustainable Solid Waste Management in Jurd al-Kayte, Akkar.

Under this project, Mada is involved in the awareness component with several campaigns planned and distributions of bins in the target areas.



## Entrepreneurship

In 2020, Mada started the implementation of its two first entrepreneurship projects:

- YOUth can ! Promoting Youth Economic Empowerment in Lebanon

The main activities by Mada include the outreach to young entrepreneurs, and the organization of a capacity building program targeting 50 youth on Business Development Skills.

- Promoting Vulnerable Women's Economic and Social Empowerment in Lebanon, Jordan and Egypt - Power
- In 2020, one women-led cooperative benefited from a training and capacity building program and another was identified to benefit from the same activities, as well as the eventual distribution of equipment.



## Education

- Employability, Mentorship and Soft Skills Programme for youth in Akkar, North Lebanon and Mount Lebanon

Mada implemented 8 short-term vocational training sessions attended by 199 youth and 5 agriculture skills sessions attended by 138 youth in Akkar.

The project also included the establishment of family gardens and chicken coops for the latter.



## Food Distributions

The first month following the explosion, Mada organized 15 food distributions to 10 community kitchens initiatives (3 distributions/week). 53,5 tons of fruits and vegetables were distributed as well as 7,7 tons of dry products (grains, oil, tins), 79 kg of cheese and meat, 20 gallons of water as well as packaging for the food distribution. To support the Akkar's local economy, the fresh products were bought directly from a network of farmers in Akkar. With this support, the community kitchens were able to prepare and distribute 14,033 hot meals, 3,600 sandwiches, 2,257 fresh baskets (10 kg/each) and 224 dry baskets (10 kg/each). From October to December, Mada provided food baskets for 350 vulnerable families with the support of 4 local partners in Zalqa, Geitawi, Basta and Ras el Nabeh.

## Support To Small Businesses

More than 500 small businesses (less than 10 employees) were assessed as severely affected by the explosion and had to stop their activities. This meant for them and their employees an immediate loss of income with a risk of layoffs due to inability to afford the basic repairs and replacement of equipment to restart their professional activities. Small businesses represent 90% of enterprises in Lebanon. They were already severely affected by the economic crisis and the pandemic of COVID-19. In 2020, Mada rehabilitated and supported 9 small businesses with equipment and consumables. In 2021, it is planned to support 40 additional SMEs.

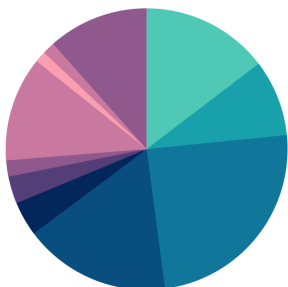
# Financial Statement



Annual Budget: 765.410 USD

## Budget breakdown for 2020

Education	156.000
Environment	59.000
Rural Development	68.495
Entrepreneurship	117.000
Platform	67.200
Emergency	109.170



Total Funding: 765.410 USD

## Main sources of funding

CCFD	111.945
CAFOD	67.200
EU	187.600
UNICEF	129.000
Norway	30.265
GIZ	24.000
Waldesian Church	14.230
AICS	92.000
COOPi	9.840
Spanish Embassy	10.950
Oxfam	88.380

## The Platform

The Platform is a space that supports civil society initiatives to reach their full potential. In 2020, the Platform diversified its activities and provided services to 10 formal and informal groups.

<p><b>2 Lebanese artists</b> received <b>personalized support</b> during artistic residencies and <b>15 Lebanese artists</b> gained visibility through the creation of a <b>CD compilation</b>, in the frame of Mejwiz program.</p>	<p><b>3 Lebanese and Syrian associations</b> received grants, with the <b>methodological support of the Platform</b>, in the following sectors: promotion of Arab comics, support for young Syrian refugees in Shatila through the art of puppets, and emergency response in Beirut following the explosion of August 4, 2020.</p>	<p>Through the Najda Now initiative, <b>10 Syrian youth</b> living in the camp of Shatila benefited from <b>remote educational follow-up</b> thanks to the purchase of electronic tablets during the repetitive lockdowns due to the Covid-19 crisis.</p>
<p>Skoun, a <b>Lebanese association</b> working on drug addictions benefitted from an <b>affordable workspace</b> for a few months.</p>		<p><b>4 groups improved their financial management</b> by receiving personalized support in terms of accounting.</p>
<p><b>2 informal groups</b> (Horshna and Nation Station) received <b>legal support</b> to institutionalize their activities, and one of the two completed the registration process with the financial support of the Platform.</p>	<p>A Levantine craft workshop, Hikayatouna, based in Beirut, and led by 3 Syrian women, received <b>support to design marketing and communication tools and to identify sales opportunities in Lebanon and abroad</b>. This contributed to increase its visibility, to broaden its client base, and to diversify points of sale.</p>	<p><b>30 Syrian educators</b> working at Seneve center in Homs for children with specific needs received <b>psychological support</b> during a 4 days' workshop</p>