

FACT SHEET 2019



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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

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 2019

In October 2019, Lebanon witnessed a massive wave of unprecedented nationwide protests which marked a new era in its history. These protests were motivated by the direct repercussions of the economic and monetary crisis on the Lebanese population, but were rooted in a structurally flawed economic system and wicked political practices and corruption embraced by the successive governments for decades. Many weeks of the revolution were heightened by general strikes that halted the operation of the majority of companies and institutions, including schools, universities and banks that also remained often interrupted. The closure of the banks especially helped intensifying the economic and financial crises, which have further regressed following the international downgrades of Lebanon's credit assessment.

Our projects

Education

Employability, mentorship and soft skills program for youth in Akkar, North Lebanon and Mount Lebanon

The project intends to support youth to improve their professional skills which will increase their chances of accessing better employment opportunities and play an active role as in their communities in the Akkar.

Different activities were implemented to achieve the project:

- An awareness campaign for vulnerable youth
- A Labor market study
- 12 short vocational and market based skills training programs that includes life skills sessions, theoretical and practical classes (90 hours), and an internship (20 days)
- 6 Career days

Finally, those who graduate from vocational training access a 3-month mentorship program for personal and career development from 10 private sector professionals. 6 group sessions benefitted from mentorship.

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-Kaytee, Akkar.

Under this project, Mada was involved in the coordination and the awareness along with its partner COSPE, while its other partner ERICA was in charge of the strategy. Within this project were implemented 135 door-to-door meetings, 4 awareness meetings targeting local authorities and 5 civil society members. Moreover, 3 public events were organized, 12 Training of Trainers for teachers were organized and 1,043 students attended sessions.

Rural Development

- Promoting the emergence of 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.

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Increase the competitiveness of the vegetables value chain in Akkar region

The action's objective was to increase the competitiveness of the vegetable value chain to generate jobs and improve income opportunities in the Akkar on the coastal area (Sahel) and the highlands (Jord). The project focused on 4 crops widely cultivated in the region.

Over the 23 months, the intervention was divided into 3 components: The production side (that includes the introduction and the support of a new technique that is soil-less agriculture), the commercialization side (testing diversification, training, implementation of a sorting unit...) and the value chain stakeholders' level (meetings with farmers, suppliers, NGOs representatives.

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Improved production for small-scale fruit growers in Akkar Highlands

The objective is to increase the production system efficiency and sustainability through introducing new varieties and techniques in order to support the livelihoods of rural populations.

The action included 12 training sessions on good agricultural practices in stone and pome fruits production.

- Organization of 10 support and follow-up visits

- Establishment of two demonstration plots - in 2 villages of Akkar Highlands to practically illustrate the results and benefits of new varieties and techniques.

How the projects were affected at Mada by the Lebanese revolution

Mada's activity was frequently affected by roads blocked especially in the North. Many projects were delayed and several activities had to be postponed to 2020. The constant closing of banks also disrupted the NGO's cash flow.



Financial Statement



Annual Budget: XXX USD



Total of Funding: XXX USD

Budget breakdown for 2019

Environment	30.000
Rural Development	62.000
Education	300.000
Entrepreneurship	40.000
Emergency	212.000
Platform	50.000
Administrative Costs	10.000

Main sources of funding

Italian Cooperation	45.000
Spanish Cooperation	52.839
UNICEF (German Cooperation)	300.000
CAFOD	27.000
CCFD/ TAPSA	
Government of Quebec / OXFAM	47.000
EU	25.000
Private Donation	52.400
Oxfam	98.000

The Platform



The Platform is a space that supports civil society initiatives to reach their full potential.

In 2019, the Platform increased its capacity and provided support to 6 formal and informal groups in the artistic and educational sectors.

2 Lebanese groups promoting vocational trainings and informal education improved their skills in terms of accounting and project management.

Samandal and Mejwiz two Lebanese artistic associations received grants, with the methodological support of the Platform, in order to promote the art of Arab comics and to support independent Lebanese

50 Lebanese musicians received professional support to develop their musical careers through the organization of three workshops in Beirut, in the frame of the Mejwiz

A Lebanese association of cartoon artists received technical support to increase its visibility and institutionalization process (provision of accounting, legal and web)

As a continuation of the support provided to Sénévé in 2017 and 2018, 4 educators working in a center for children with specific needs in Homs (Syria) visited a similar center in Saïda (Lebanon) to improve their know-hows and exchange with professionals of the sector.

A research was carried out with a collective to upcycle the organic matter of banana trees (creation of 3 prototypes to extract raw material from banana trunks, workshop with designers, support to the institutionalization process of the collective).