Promoting the local economy in North East Bekaa
Our Partners

Nawaya

- Local Civil Society Organization founded in 2012
- Main Sectors:
  - Children & Youth
  - Education
  - Refugees
  - Social & Cultural Development
  - Sports & Recreation

John Paul II Foundation

- Italian Civil Society Organization founded in 2007
- Main Sectors:
  - Agriculture
  - Business & Economy Policy
  - Gender Issues
Objectives

Overall

Contribute to stability in Lebanon by promoting local development, improving the socio-economic conditions and reducing levels of conflict in the North East Bekaa area

Specific

Generate employment opportunities by revitalising and diversifying the local economy in targeted sectors with local potential, reaching to new markets and making it resilient to external shocks and notably targeting youth and women

Strengthen the capacities of local actors to engage in the promotion of local economic development whilst promoting stability and participatory action in the region
Project Objectives

1- Regional agricultural products are competitive in price and quality

2- Business opportunities are seized to support and connect Value Chains with the local economy

3- Products are commercialized and sold in national and international markets

4- Public and private institutions collaborate for regional economic development
Localities: Arsal-Laboue-Nabi Osmane-Bejjeji/Jabbouli-El-Ain EL-Qaa Ras-Baalbek – Fekha/Jdeide

Target Groups

Population in the target area (82,000 Lebanese and 151,000 Syrian refugees)

- Farmers with improved access to water (1500)
- Farmers receiving training (500) and extension service on agricultural techniques and QMS (1000)
- Farmers engaged in on-farm pilot areas receive input to pilot introduction of IPM and GAPs (250)
- Farmers growing AroMed on marginal lands (20)
- Farmers receive grants for farm-level water efficiency measures (45)

- Farmers and producers and their organizations receive business coaching (100)
- Farmer and producer organizations are supported/created (7) involving at least 220 farmer members

- Traders, wholesalers and buyers reached to establish linkages with farmers/producers (60)
- Input suppliers: national companies and local retailers of agrochemical inputs reached to improve links with farmers (35)

- Students receiving job orientation (1000)
- MSMEs supported or created through training and coaching (250)
- MSMEs receive grants (100)

- 30 Business support specialists, 200 agri technicians and 100 employees in post-harvesting / processing receive trainings, out of which 110 in apprenticeships
- Public institutions (UoM, Municipalities, MoA, BWE) receive capacity building and collaborate through established Committees
- 30 actors trained on social cohesion
- 9 municipality projects implemented
- Consumers reached through awareness campaigns (14000)

Peer-to-peer support systems and networks (138)
WP0: Coordination, monitoring and evaluation, dissemination

A0.1 Set-up of the project governance bodies

A0.2 Kick-off meetings

A0.3 Internal monitoring system and end-line survey

A0.4 Project result dissemination, mid-term, final project conferences and participation in an international conference
WP1 - Farmers and producers diversify production and increase quality along fruit and aro-med value chains, using resources efficiently and sustainably

OP 1.1 Farmers' access to water for agricultural production and resources for land management is improved

| A.1.1.1 Irrigation / water resources assessment |
| A.1.1.2 Construction of hill lakes |
| A.1.1.3 Construction and rehabilitation of irrigation facilities through labor intensive interventions |
| A.1.1.4 Training on water management for water users & operators |
| A.1.1.5 Environmental grants to support water, land and energy management initiatives |
WP1 - Farmers and producers diversify production and increase quality along fruit and aromed value chains, using resources efficiently and sustainably

OP 1.2 Fruit plantations are managed through efficient and environmentally sustainable methods by farmers, to fit market quality requirements and enhance resilience to climate change effects

A.1.2.1 Farmer Baseline study (baseline)

A.1.2.2 Fruit value chain study and market analysis

A.1.2.3 Elaboration of the Quality Management System and Manual for fruit value chains

A.1.2.4 Extension system for QMS and best practices adoption and certification for fruit value chains
WP1 - Farmers and producers diversify production and increase quality along fruit and ar-omed value chains, using resources efficiently and sustainably

<table>
<thead>
<tr>
<th>OP 1.3 Farmers engaged in Aro-med cultivation diversify their production using marginal lands</th>
<th>A.1.3.1 Aro-med Value Chain study and business model</th>
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<tr>
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<td>A.1.3.2 Outreach to farmers and installation of an Aro-Med demo plot</td>
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<td>A.1.3.3 Extension services for farmers that adopted AroMed production</td>
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</tbody>
</table>
WP2 - Farmer and producer organizations enable economies of scale, commercialization, increased collaboration and access to information for better marketing and sale of products at domestic and international level

OP 1.4 Farmer and producer organizations with enhanced governance systems are created or supported, fostering economies of scale and collective services

A.1.4.1 Mapping of private institutions of the farming sector and existing infrastructure and assessment of their capacities, governance and inclusiveness

A 1.4.2 Promoting farmer and producer aggregation for collective services and infrastructure development in the fruit and Aromed value chains

A.1.4.3 Capacity building and business assistance for farmers, producers and targeted cooperatives

A.1.4.4 Establishment and management of a farmer and producer coalition, providing collective services for farmers, farmer and producer organizations and buyers
WP2 - Farmer and producer organizations enable economies of scale, commercialization, increased collaboration and access to information for better marketing and sale of products at domestic and international level

OP 1.5 Post-harvesting and food processing infrastructure are improved, whilst farmer and producer organizations have the capacity to efficiently manage them

A.1.5.1 Collective post-harvesting and processing infrastructure construction and development through a participatory process

A.1.5.2 Construction of an AroMed distillation and drying unit

A.1.5.3 Technical and administrative guidance for post-harvesting and processing activities
OP 1.6 Farmers, producers and their organizations are supported to gain better market access and enabled to commercialize and sell products in domestic and international markets, whilst Lebanese consumers are aware of product quality

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<thead>
<tr>
<th>A.1.6.1 Macro-economic diversification and trade policy study</th>
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<tr>
<td>A.1.6.2 Training on negotiation and marketing for cooperatives, producers and agri-food businesses</td>
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<td>A.1.6.3 Commercial and marketing strategies and brand development for farmer and producer organizations</td>
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<tr>
<td>A.1.6.4 Development of regional brands and labels, that promote products of regional origin and guarantee adherence to quality standards</td>
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<td>A.1.6.5 Commercial relationships with buyers</td>
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<td>A.1.6.6 Campaign on quality safe food consumption</td>
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WP3: Income and job opportunities through business creation and matching of qualification with needs, along agricultural value chains

OP 1.7 Youth and women have access to qualified job opportunities in fields relevant to the targeted value chains

A.1.7.1 Student career orientation and extra-curricular activities for job opportunities along the value chains

A.1.7.2 ToT and apprenticeships for business services along agricultural value chains

A.1.7.3 ToT and apprenticeship for agriculture field agents, agribusiness technicians and skilled workers
WP3: Income and job opportunities through business creation and matching of qualification with needs, along agricultural value chains

OP 1.8 The local economy is diversified and strengthened through the identification and development of SMEs, offering new job opportunities and sources of income for families

A.1.8.1 Design thinking, business development programs, training and small grants

A.1.8.2 Tailored coaching and mentoring and peer-to-peer exchange
WP3: Income and job opportunities through business creation and matching of qualification with needs, along agricultural value chains

OP 1.9 Networks and information services are used by value chain actors for enhanced cooperation, access to information and market linkages

A.1.9.1 Networking

A.1.9.2 Market information tools

A.1.9.3 Business Specialist Support Directory
WP4: Capacities of public institutions are increased and joint strategies are developed to play an active role in local and regional development planning while ensuring social cohesion

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<th>OP2.1 Participatory municipal and regional development plans are designed and implemented through collaboration between Municipalities and Governorate</th>
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<tr>
<td>A.2.1.1 Assessment of capacities of public institutions of the farming sector</td>
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<td>A.2.1.2 Regional economic and social impact study</td>
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<td>A.2.1.3 Establishment of a Regional Development Committee</td>
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<td>A.2.1.4 Validation Workshops</td>
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<td>A.2.1.5 Development and implementation of local and regional development plans related to value chains to respond to the needs of the communities and actors along the targeted agricultural value chains</td>
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<td>A.2.1.6 Development and implementation of an advocacy and communication plan of needs to the national level</td>
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**WP4: Capacities of public institutions are increased and joint strategies are developed to play an active role in local and regional development planning while ensuring social cohesion**

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<tr>
<th>OP 2.2 Capacity of public institutions to provide services and respond to farmers and producer needs are increased, through effective data, communication and assistance mechanisms</th>
<th>A.2.2.1. Capacity building for MoA local offices to respond to farmers based on needs</th>
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<td></td>
<td>A.2.2.2 Support to the Bekaa Water Establishment to collaboratively manage irrigation</td>
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<td>A.2.2.3 Support to LARI through equipment for research on climate, water, soil and product quality testing</td>
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<td>A.2.2.4 Support to and collaboration with the General Directorate of Cooperatives</td>
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**WP4: Capacities of public institutions are increased and joint strategies are developed to play an active role in local and regional development planning while ensuring social cohesion**

**OP 2.3 Local actors are aware and better equipped to play an active role in preventing and solving conflicts over local resources and economic opportunities as well as contributing to increased co-operation between citizens**

| A.2.3.1 Assessment of the protection needs in pilot communities |
| A.2.3.2 Awareness campaign in the targeted Municipalities about project opportunities and training on social cohesion for key stakeholders |
| A.2.3.3 Decisions-makers in private and public institutions receive training on decent labor conditions and gender equality |
| A.2.3.4 Municipalities manage small scale community projects |