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CONTACT

THE LEE DIGITAL MEDIA HUB

PORTFOLIO.



**FROM STRATEGY TO REALITY
INSPIRING DESIGN.**

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GENERAL SCOPE OF SERVICE:

AT THE LEE DIGITAL MEDIA HUB WE HELP YOU DEFINE YOUR BRAND AND PURPOSE, AND YOU WILL LOOK WITH PRIDE AT THE IMPACT WE HAVE HAD ON YOUR SUCCESSES. TO ACHIEVE THAT WE DO THREE THINGS:

STRATEGY

SET YOUR GOALS

- We analyse your business, your market, and culture.
- We define your position, why you exist, and whats make you unique in a compelling and differentiating way.
- We sculpture your brand to make you stand out and design systems to help others navigate your services.
- We help you create products and services that give new and better ways for people to engage with you.

DESIGN

REINVENT YOUR PRESENCE

- We activate your purpose and proposition with the fundemantal creative building blocks all brands need.
- We insure your brand's expression is more than a logo where it should be able to communicate through motion as well.

- We will help you translate the essence of your identity into a practical interface, so that it's easy to navigate in the digital space.
- We make sure you have a distinctive tone of voice and messaging that's right for your brand.

TRANSFORMATION

REALISE YOUR CHANGE

-
- We help define your future organization: its values, what it offers, and what it should feel like to work with you.
 - We help your people understand what needs to change, through communication, activation and change champion programmes.
 - We help your people learn how to do things differently, through online social learning, face to face workshops and mentoring.
 - We equip your people with the practical tools they need to make changes happen, and to measure progress.
 - We raise the performance of your departments, by redefining their structure and operations.

WORKFLOW:

- We will study your creative brief, run through the information provided, your project goals and what you hope to achieve, target audience, and your timescale.
- We will keep you informed about the work and the estimated time of completion for ongoing projects plus a schedule providing milestones, approx. completion date, draft delivery date, and revisions date.
- We will research your project goals, check out the type of designs your target audience usually responds well to. Then meeting with you after this to discuss more, ask probing questions, share a couple of ideas we might have, and agree on the timeline.
- We will start working on the designs where our collaborative team will come up with up to three designs to choose from with explanation on the idea behind each design.
- We will ensure your engagement as this stage and get your feedback on the designs, so we will show you our best three options so you pick what you feel will work for you. In case you did not like any of the options, another two options will be prepared based on more information and feedback from you.
- We will discuss further with you about your feedback and opinion and we will pay attention to everything you say. Every detail counts for us.
- We will modify the design chosen based on your requested changes, we will still provide you with a constructive feedback whether the changes are good idea or no.
- We will do another revisions and get your feedback on the modified version. We want to be sure that we covered all the changes needed.



- We will make the necessary changes again, finalize the files and we will insure to to deliver the file needed in the requested formats.

WHAT TO EXPECT

- Revisions will be done until you reach a satisfied result
- Same design to be formatted to match another languages.
- Final folder will include:
 - Fonts. (if applicable)
 - Color codes.
 - Open application files.
 - Imagery, illustrations on separate files. (if applicable)
 - File formats and sizes to match the requested platforms in case of digital artworks and high resolution formats files for printed artworks including print-ready and web-optimized PDF files.

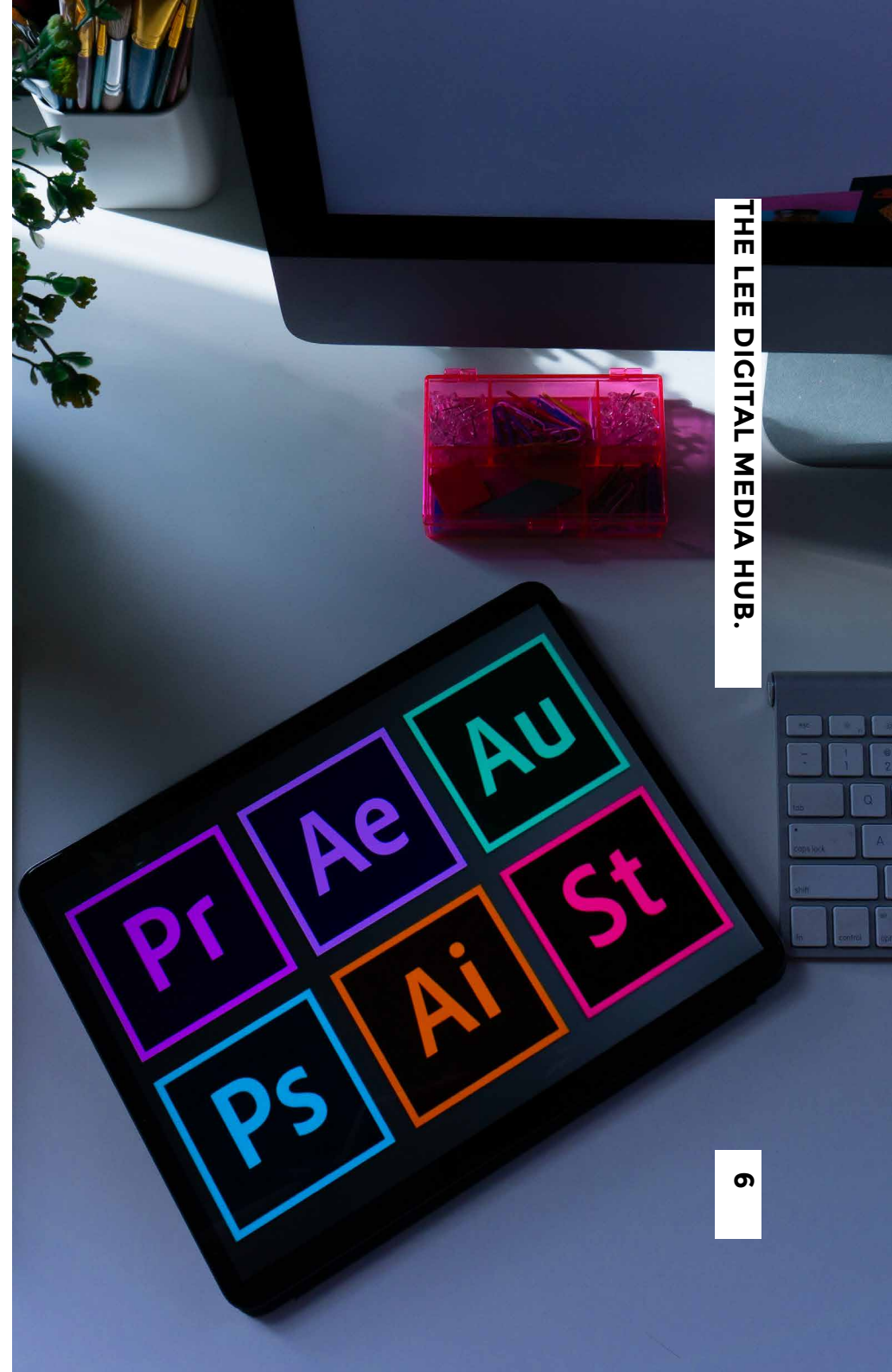
ADDITIONAL SERVICES (COMPREHENSIVE SERVICES) *

- Proofreading
- Copywriting
- Purchase of design assets (stock images,fonts, etc.)

*** May be subject to extra cost when needed.**

SERVICES

- 1- Building Brand Identity
- 2- Social Media Content Strategy
- 3- Digital Solution Creation: Mobile App Development
- 4- Marketing Plan Elaboration
- 5- Artwork design and Concept
- 6- Photography and Videography
(Pre and post Production)
- 7- Integrated campaigns management
- 8- Impact story telling
- 9- Elearning production
- 10- Song writing and Music tracks
- 11- Ensuring Visibility



WORK HISTORY

ZOWADA MOBILE APP

DEVELOPED, AS INCUBATION AND ACCELERATION TOOL FOR

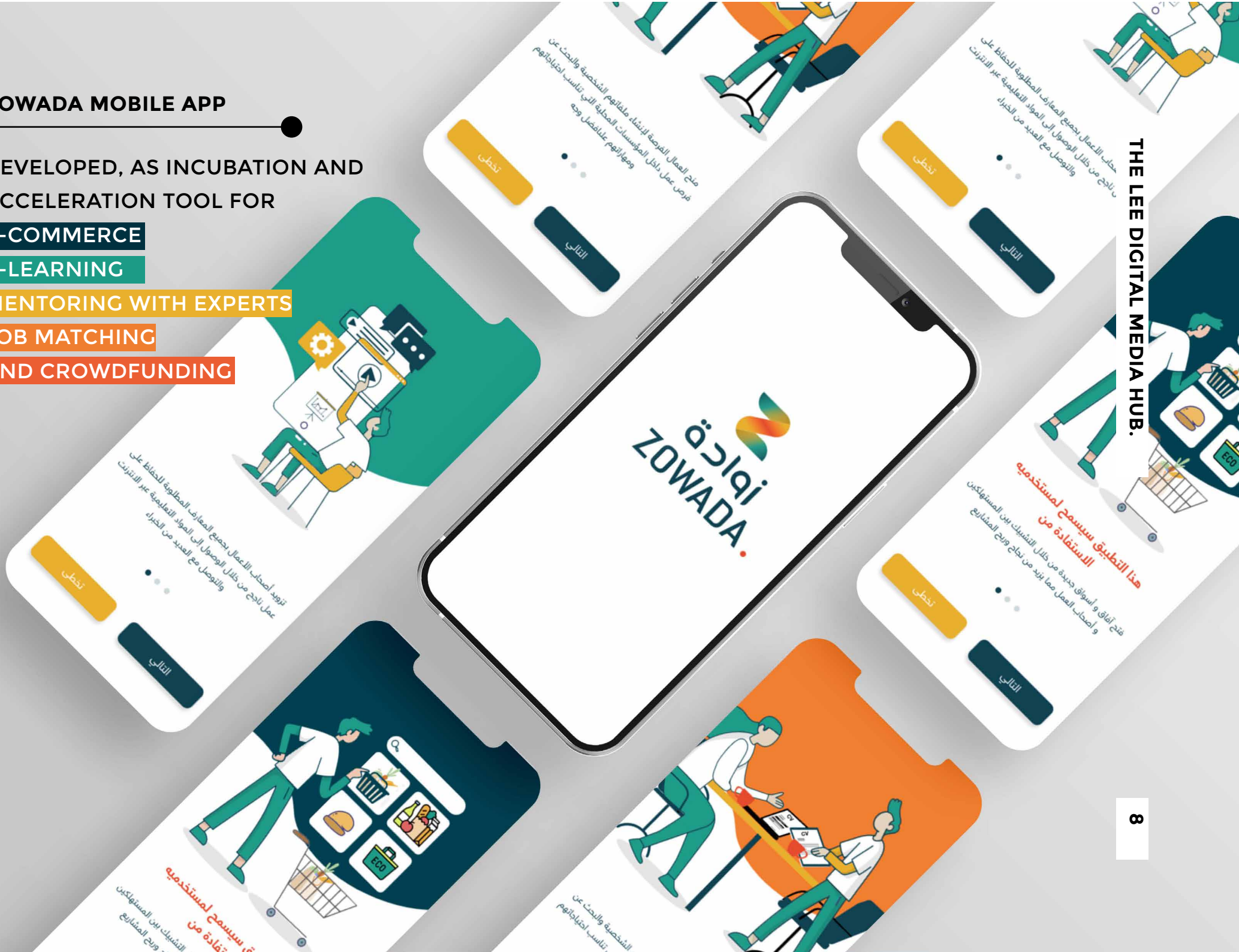
E-COMMERCE

E-LEARNING

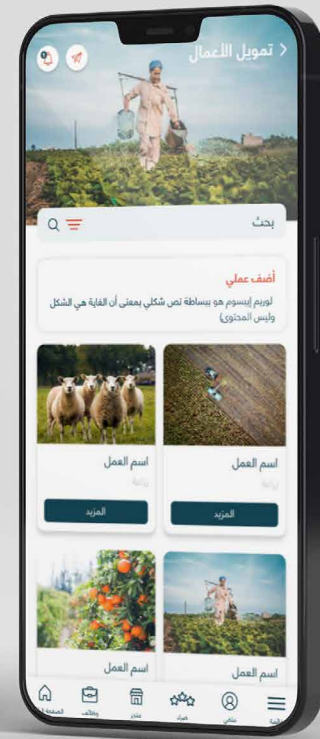
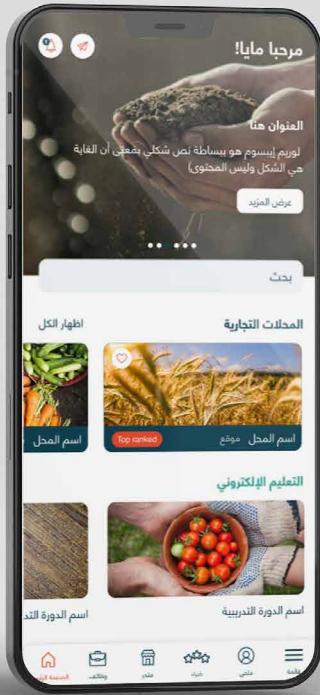
MENTORING WITH EXPERTS

JOB MATCHING

AND CROWDFUNDING



THE LEE DIGITAL MEDIA HUB.



BOOKLET AND MANUAL DESIGN



LEE EXPERIENCE BRANCHES

OPERATING IN 5 COUNTRIES
LEBANON IRAQ
EGYPT YEMEN
LIBYA

2 BRANCHES
LEBANON
EGYPT

PROJECTS ACHIEVED
7

TOTAL BUDGET OF PROJECTS
1M+ USD

MOBILE APP "ZOWADA"
DEVELOPED, AS INCUBATION AND ACCELERATION TOOL FOR E-COMMERCE

LEARNING WITH EXPERTS
MATCHING WITH FUNDING

that digital means will be solid alternatives in the business development, under PROSPECTS be launched in 2022 as an digital solution allowing the user and services to have a full journey through its 5 components: e-commerce, job matching, e-learning, mentoring with experts and crowdfunding. The application will ensure a greater network, a wider market access and greener approaches.

transformation is the future. It is further various sectors and impacting ting models. With the COVID 19

AGRO-FOOD

AGRICULTURE

PROJECTS INCUBATED BY SEED FUNDED AND TECHNICAL SUPPORT
50+

2500+
PSYCHOSOCIAL SUPPORT FOR VICTIMS FROM THE BEIRUT BLAST

5000+
BENEFICIARIES OUTREACHED IN OPERATING COUNTRIES

675
BENEFICIARIES

ENTREPRENEURSHIP SKILLS
BUSINESS AND FINANCIAL MANAGEMENT
MARKETING AND SOCIAL MEDIA

100+
JOB CREATION AND APPRENTICESHIP

10
SOCIAL AND SOLIDARITY PROJECTS SUPPORT

35
EMPLOYEES

2
LONG-TERM STRATEGIC PARTNERSHIP AGREEMENT WERE SIGNED WITH FASTER CAPITAL & LMI.

DEVELOPMENT AND PRODUCTION OF IEC MATERIAL ON MICROFINANCE, AND DIGITAL TRANSFORMATION

25+
VOCATIONAL 1
BENEFICIARIES

40+
EMPOWERING/
FOR YMN TEAM
PROVIDING SKILL
MANAGEMENT

FUNDERS



ILO



HUNGER

OUR STRATEGICAL PROJECT IN 2021-2020

Under the "PROSPECTS" Partnership, The Netherlands Government aims to contribute to improving sustainable living conditions for forcibly displaced people and host communities in Lebanon through various components: Education & learning, employment with Dignity, Protection & Resilience. Operating in 8 countries covering Jordan, Lebanon, Iraq, Egypt, Ethiopia, Kenya, Sudan and Ukraine. The LEE Experience had the chance to take part of this initiative. In this context, in line with the SDG goal no 8 "Decent Work and Economic Growth" and the outcome of the 2nd component of "PROSPECTS" partnership, ILO in partnership with the LEE Experience are working to strengthen labor markets through business development in the SME industries in governorates of North Lebanon, Akkar and Bekaa".

THIS INITIATIVE WAS LAUNCHED IN DECEMBER 2020

ALLOWED THE SEED FUND OF 58 STARTUPS AND 10 SOCIAL AND SOLIDARITY PROJECTS.

IT CREATED MORE THAN 270 DECENT JOB OPPORTUNITIES AND THE FUTURE STEPS WILL CONSIST OF STRENGTHENING THEIR POSITION IN THE MARKET.

WITH A TOTAL GRANT AMOUNTING TO **400K USD**

AMOUNTS INJECTED PER TYPE:

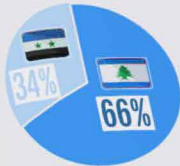
3,408 USD
LEGAL REGISTRATION

219,861 USD
SUPPLIERS

15,912 USD
DAILY WORKERS

506 USD
PERMANENT AND FAMILY WORKERS

100,000 USD
OPERATIONAL COST

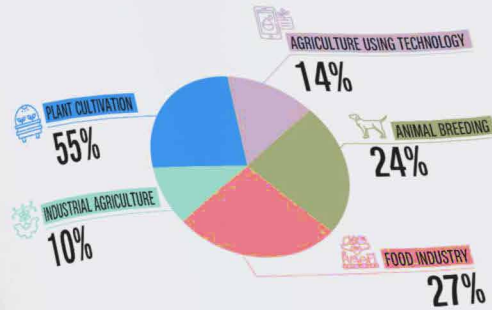


DISTRIBUTION PER NATIONALITY OF SEED FUNDED PROJECTS



DISTRIBUTION PER GENDER OF SEED FUNDED PROJECTS

DISTRIBUTION PER BUSINESS SUB SECTOR OF SEED FUNDED PROJECTS



VISION 2022

WHILE ALWAYS SEEKING TO BE THE LEADING EMPOWERING HUB FOR LEADERS, ENTREPRENEURS, AND EMPLOYEES, THE PAST YEAR WAS JUST THE BEGINNING OF A FRUITFUL PROJECT. IT WAS A GREAT OPPORTUNITY TO MONITOR, EVALUATE AND IMPROVE OUR COMPREHENSIVE APPROACH IN 2022, TO STRENGTHEN THE CREATION OF THE COHERENT ECOSYSTEM THAT ENSURES A FULL DEVELOPMENT CYCLE OF CAPACITY BUILDING, INCUBATION AND JOB CREATION.

THE LEE EXPERIENCE WILL REMAIN A LIVING SPACE WHERE IDEAS GROW AND BUSINESSES SUCCEED, TOWARDS A MORE DECENT WORLD WHERE NO ONE IS LEFT BEHIND!



حجب القدرات الاقتصادية الكاملة بسبب العجوز المستمرة في الأجور، والتشغيل المنخفض للمرأة في المواقع العادية.

الوقت الذي يتم إنفاقه على أعمال الرعاية غير مدفوعة الأجر.

المشاركة المنخفضة في الوظائف اللقطة ضمن القوى العاملة (تحتاج الكثيرات إلى قبول وظائف غير نظامية معطاهن منفضة الإنتاجية، ما يعرضهن إلى ظروف عمل سيئة ويجرحهن من إمكانية الحصول على الضمان الاجتماعي أو المستحقات الخاصة بالأجور بالنسبة للمرأة العاملة).

الإقصاء المالي والرقي (معد ماكنزي) ،

وعليه، تعاني المرأة من نقص في الفرص المتاحة لتحسين فرص إشراكها بالمجلة الاقتصادية.

3. على صعيد زيادة الاعمال:

بحسب بعض الدراسات الصادرة عام 2010 عن منظمة العمل الدولية تجد أن:

- 11% من النساء يقمن بإدارة مصالهن الخاصة مقابل 34% من الرجال.
- 16% من النساء يمكنهن مصلح، ولكن بإدارة أشخاص آخرين، مقابل 24% من الرجال.
- 20% من النساء لديهن مصلحة مسجلة.
- 40% من النساء صاحبات مشاريع غير مسجلة، وثمانين من صعيدة الحصول على قرض من البنوك.

يضاف إلى ذلك، ضعف الوصول/ أو عدم الوصول إلى التدريب يكون إما بسبب عدم إدراك أهمية التدريب في استدامة المشروع من قبل المرأة نفسها أو بسبب عرقلة محيطها لها، فويلد عن ذلك فشل المشروع وأحياناً يكون السبب عدم توفر هذه الخدمات أصلاً خاصة في المناطق الريفية.

يضاف إلى ذلك قلة الثقة بنجاح المرأة في إدارة المشاريع من قبل محيطها وفي بعض الحالات قلة ثقة المرأة نفسها بنجاحها. خاصة في ما يتعلق بإجراء المفاوضات المالية والصفقات والتزامن مع مسؤولياتها العائلية، عدا عن الصورة النمطية لعمل المرأة في قطاعات والخصائص محدّدة، وصعوبة وصولها إلى الأسواق في ظل غياب دعم الدولة لمشاريع المرأة المدرة للدخل.

4. على صعيد الشمول المالي:

لا يزال سوء تطبيق القوانين، والصورة النمطية غير المعلنه حول الشمول المالي منقصة رغم أن القوانين أعطت المرأة الحق بالإقراض والتأمين، والتمويل وغيرها، إلا أن ممارسات التطبيق لدى المؤسسات المالية الهـ [قاية ومؤسسات التمويل الأصغر لتلص شروطاً وإجراءات على المرأة، من بينها اشتراط معرفة وتوقيع

الخطوة 14: العوائق وأسبابها 15 دقيقة

بمعدن المديرة (3) إلى ربط عوائق نهر الحياة وخصيصها وربطها بالعوائق التي هي الشرائح التالية

بمعدن المديرة (3) بأحد بعض العوائق التي تم ذكرها، وتصنيفها ضمن العوائق الاقتصادية، أو العوائق الاجتماعية والثقافية، أو العوائق القانونية.

يعرض المديرة (3) خلاصة العوائق لعدد (10 دقائق) كالآتي:

على الرغم من الجهود المبذولة، تساهم مجموعة من العوائق بانخفاض مستويات مشاركة النساء في سوق العمل وزيادة الأضرار والأعباء القانونية، حيث تواجه النساء تشريعات وقوانين التمييز ضدنهن، ومنها أيضاً ما يتعلق بالوصول إلى التمويل والتحكم فيها، بما في ذلك توافر و/ أو عدم توافر سلامة النقل، كما إن رعاية الأطفال بتكاليف معقولة وعالية الجودة لا تزال معقولة، عدا عن نقص التمويل/ أو الضمانات، والعوائق المرتبطة بالحصول على الممتلكات أو الميراث، وكذلك المخاوف بشأن التحرش في مكان العمل، والأضرار المتوارثة لأقارب الجنسين [المرز].

بالإضافة إلى ذلك، فإن العوائق الثقافية، والممارسات التمييزية، كما الأحكام المسبقة عن الفروق في المعايير بين الجنسين، تستمر [التأثير على أداء العديد من النساء في سوق العمل.

هذه العوائق التي يصعب تعطيها تقريباً، تمنع وصول المرأة إلى المناصب القيادية العليا في الشركات والمنظمات، وهذا ما يسمى بـ «السقف الزجاجي».

من هنا نحتاج أن نوضح الصورة التي تواجهها المرأة في المنطقة العربية كالتالي:

1. على مستوى الأحكام التشريعية والقانونية:

هناك أكثر من 188 دولة لديها قانون واحد على الأقل يحد من نشاط المرأة الاقتصادي (المرأة، الأعمال والقانون البنك الدولي (2019)، بالإضافة إلى قوانين الأحوال الشخصية، قوانين العمل، وقوانين المعونات، مع غياب القوانين التي تحظر أو تجزئ التحرش الجند [إمكان العمل...]

إن هذا التمييز القانوني له تأثير مباشر على تمكين المرأة وزيادة الأعمال النسائية، وبالتالي يؤثر في النتائج الاقتصادية، كشراكة المرأة في سوق العمل.

2. على مستوى الفروقات الاقتصادية:

وجدت أبحاث أجريت على الفرص الاقتصادية في 95 دولة، أن 11% من أكبر الفروقات الأربعة التي تواجه المرأة هي عالمية وشاملة:

رؤية عملة حياتك أمامك تحرك رغبة التغيير فيك والسعي نحو تحسين حياتك وسد الفجرات فيها لإتراك مدى التوازن الذي تسير به حياتك لتحديد المشكلات والنواحي في عملة الحياة الخاصة بك

يلخص المديرة (3) التالي:

إن النساء تواجه تحديات في الدور المتعدد التي تتعمه من خلال الدور الرعالي التي تقوم في 90% منه والدور الإنتاجي التي تجادل مجهود مضاعف في الآيات الذات فيه مما يجعل حمل في عملة الحياة الخاصة بها.

لذا يجب على المرأة أن تجري التقييم الذاتي للحياة دورياً وتحديد أهداف في كل جانب لاسيما الجانب الشخصية، تطوير الذات وغيرها من الجوانب التي تعنيها.

يدعو المديرة (3) المشاركات إلى تقييم عملة الحياة الخاصة: (متوخج (4) كواجب منزلي لمراجعتها [المصباح من اليوم التالي.

الخطوة 16: تحديد الأولويات 10 دقائق

يطلب المديرة (3) من المديرات خلال 5 دقائق كتابة 10 اعمال يومية تقوم بها.

بعد الانتهاء من الكتابة، يسأل المديرة (3) كم من الأعمال هذه يزيد عليها اعمال طارئة يومية ويعدا عند الحاجة يعرض مصفوفة إيزنهاور لإدارة الأولويات والوقت

صندوق إيزنهاور لإدارة المهام

<p>جدوله</p> <p>ضع به وقتاً محدداً لتنفيذ كل:</p> <ul style="list-style-type: none"> التخطيط للوجبات قراءة كتاب تدريب صديقاً من طلبة الأسمان الحصول على خدمة تنظيف 	<p>افعله</p> <p>العمل ذلك والآن، مثل:</p> <ul style="list-style-type: none"> كتابة المقال اليومي التدريب اليومي صيانة مستخدم لخدمة صبيحة تسديد الفواتير
<p>اتركه</p> <p>الشيء الذي لم يكن عليه</p> <ul style="list-style-type: none"> متابعة الشبكات الاجتماعية تصفح مواقع التواصل الاجتماعي زيارة صديق الحصول على خدمة تنظيف 	<p>فوضه</p> <p>فوضه لمن يمكنه ذلك مثل:</p> <ul style="list-style-type: none"> الأولاد والأحفاد والمعارف الخدمات التي يمكنها من المهام أو المكلفات غير ضرورية بعض الاعمال المنزلية زيارة صديقاً من طلبة الأسمان

الخطوة 18: الأهمية وكيفية التصدي للتحرش والاعتداء الجنسي 15 دقيقة

بمعدن المديرة (3) لمدة 5 دقائق يفتح حوار لمشاركة الآراء بخصوص أهمية التصدي لمعاملات التحرش والانتهاكات الجنسية في مكان العمل.

هل شركتك تتبع الأنظمة التي تساعد على التصدي للتحرش؟

بمعدن المديرة (3) بشرح تمييز فردي على أنه أداة تقييم لكل شركة لمعرفة إن كانت شركت سهدت الأعمال المتعدرات تتبع الأنظمة التي تساعد على التصدي للتحرش (متوخج رقم 3)

ويعد استكمال التمرين يسأل المديرة (3) المتعدرات كم بلغ عدد العلامات نعم وعدد العلامات لا؟ وما هي الخطوات التي استلخصوها وسيتبوهونها لتحسين الأنظمة داخل مؤسساتهن.

يلخص المديرة (3) بأن الأهمية مهلة في كل مؤسسة لإدارة الموارد البشرية عامة وللنصدي للتحرش.

تعد أهمية التصدي لمعاملات التحرش والانتهاكات الجنسية في مكان العمل في إطار حماية الموظفين والعاملين [مؤسسة ما من أي تهديد يقع في هذا الإطار، وعليه وضع الآليات الواضحة يسمح بالتفاعل، وأخذ الإجراءات اللازمة بطريقة [قاية، وجازية، مما يحد من الأضرار الناتجة.

الخطوة 15: عملة الحياة 10 دقائق

يتابع المديرة (3) لمدة 10 دقيقة شرح مفهوم عملة الحياة وعناصرها مع تركيزه وذكره بأهمية الحفاظ على - عملة حياة متوازنة كالآتي:

تنقسم الحياة إلى 6 مجالات: العائلة والتميز، المال والحياة المهنية، نفسية وتعلمية، جسدية وصحية، اجتماعية وثقافية، روحية وأخلاقية، وتحقيق السعادة، يجب تحديد أهداف في إطار كل واحد من المجالات، من الطبيعي أن لا تكون جميع المجالات متوازنة وأن تأخذ الأهمية نفسها عند الشخص.

إنه لمن الضروري إعطاء أهميته لمجال واحد أو اثنين [الحياة لضمان تطوير الذات.

أهم حيلة متوازنة لتعج حشودنا بالربط وتحقيق الذات، فهنا التوازن تواجعا على الصعيد المالي يساعدك بدوره على مشاركة نفسك إيجابياً على كيفية إدراكك للفخط.

تتمتع عملة الحياة بوجودك «الذات» في الوسط، كونك المسؤولة عن أخذ القرارات المناسبة لتحقيق النجاح في المجالات الستة. تقييم عملة الحياة يملكك تدركين وتحذرين المجال أو المجالات التي يتم التناهي عن الإقصاء بها وبالتالي التي تسبب حياة غير متوازنة وغير صحية.

عملة الحياة أداة مفيدة متعالية لمعرفة مقدار التوازن في حياتك لمعرفة نمط الحياة الذي تعيشه في الوقت الراهن هل هو متالي بالنسبة لك أم بحاجة إلى تعديرا؟

دليل المديرين حول استدامة سيدات الأعمال

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and South,
protecting

In the framework of the project "Promoting Entrepreneurship and Start-up Development in the Agriculture and Agri-food Sectors in North Lebanon, Akkar and Bekaa", the following paper "Agriculture, I.O. in partnership with LEE Experience aimed to addressing the series of webinars entitled "Agriculture...Connecting to a resilient future"

Agriculture Institutional Support to Farmers Opportunities & Challenges

Webinar Brief

DATE: Monday, 12th April 2021
PLATFORM: Zoom

SPEAKERS

- Mr. Salah Zgheib
Senior Livelihoods and Rural Development Expert
- Dr. Khaleel El Omari
Head of QCC/LABS and IDRAC Center at CCAT
- Dr. Carine Ltaif
Lecturer at USEK and Development Consultant

TOPIC 2
Opportunities Presented by the Chamber of Commerce

Dr. Khaleel El Omari, Head of QCC/LABS and IDRAC center at CCAT, introduced the various services presented by the Chamber of Commerce aiming to support farmers and to be a prominent up-to-date advisory and research center for food and non-food products in the region.

Their services include: Quality Control Center QCC, business incubation, knowledge economy center, center for reconciliation and arbitration, conference room and IDRAC center.

- The QCC Laboratories available are: Molecular Biology Lab, Quality of Packaging Lab, Flour grain and feed lab, pesticides residues lab, environmental lab, toys lab, soil lab, calibration and gold lab and their goal for 2019-2023 to establish branch of QCC in Tripoli port (food, petroleum, home appliance labs).
- Industrial Development & Research Alimentary Center - IDRAC Center includes unit for: Honey collection and filling center, Olive oil collection, tasting & filling centers, Distillation and essential Oils-Dairy products department, Fruits and vegetables drying, Filling & Packaging departments, Lebanese Ice Cream Department, Central kitchen for training and lecturing, Lebanese Soap Production. The center is a bridge between the farmer and the trader.

TOPIC 3
Opportunities Presented by the Ministry Of Agriculture to Farmers

Mr. Zgheib has presented the Ministry of Agriculture's strategy for 2020-2025, seeking long term development in this sector. It highlights on the agriculture being a major contributor for achieving food security and increasing the resilience of the economy.

Five main pillars constitute the strategy:

- Restoring the livelihoods and productive capacities of farmers and producers.
- Increasing agriculture production and productivity.
- Enhancing efficiency and competitiveness of agri-food value chain.
- Improving climate change adaptation and sustainable management of agri-food systems and natural resources.
- Strengthening the enabling institutional environment.

Practical application of the strategy is highlighting on the below:

- The strategy targets individuals, private and public sector through establishing regulatory frameworks.
- Requesting the strategy to have clear and actual work plan.
- The individuals and groups should engage in an open discussion to monitor the implementation and engage in the activities.
- Individual and group work to improve the production quality and increase its competitiveness.
- The public advocacy and raising the voice by all means.
- Transforming the syndicate from political to more vocational targets.

THE GREEN PLAN

An additional initiative was presented by Dr. Carine Ltaif, the "Green Plan", objective and registration process.

The Green Plan is a public administration, established in 1963 to help farmers in agricultural land reclamation and provide financial support between 4000 and 6000 dollars according to the land space, covering activities such as: land reclamation and related activities – cement tanks – water pools, agricultural roads, mountain lakes.

An application should be filled in one of the regional centers (2 regional centers in every governorate):
North- Area no. 1: Tripoli, Akkar, Dorniyeh
North- Area no. 2: Baalbek, Koura, Bshari, Zgharta
Southern Bekaa: Zahle, West Bekaa, Rachaya
Northern Bekaa: Baalbeck and Hermel.

Northern Bekaa: Baalbeck and Hermel.
The ministry of Agriculture- Green Plan – with coordination of the FAC, funded by European Union has started receiving the farmers' applications who are in an utmost need for help in the agriculture sectors all over the Lebanese areas. The application deadline being 30 April 2021.

Highlights on answers retrieved from the Q&A sessions that followed the experts' presentations:

IDRAC phone number:
+961 6 430675 for laboratories, +961 6 424600 for offices

Cost coverage of the Chamber of Commerce services:
Mainly participants are benefiting from the chamber of Commerce services through funded projects in cooperation with national and international organizations. Support can be searched or when needed. Trainings are available upon request.

Documentation for Goods' export and Chamber of Commerce support:
Visit Passport and COVID-19 PCR test, the organization should be registered in the Ministry of Trade (Commercial Record), and registration in the Chamber of Commerce to be able to get: the laboratory certificate for the sample of products that will be exported, country of origin certificate, ratification for exporting goods, ratification of products invoices and ratification of packaging list.

The Green Plan support & Needed documentation:
Support is of 10 million LBP for individuals, the beneficiary should pay 15% of the amount at the beginning. Documents to be presented: copy of ID, real estate certificate for the respective land not older than 3 months with 2 copies, an approximate area statement (if the area is not mentioned in the real estate certificate) and stamps for all the documents (of value 1000 LBP).

Possibility of dried vegetables export (mainly tomato):
Yes, but this faces some difficulty especially that agriculture products should get an international tracking system that is unavailable in Lebanon.

ReSt@rts
REINFORCING
MED MICROFINANCE
NETWORK SYSTEM
FOR START-UPS

EXPECTED ACHIEVEMENTS

- Industry microfinance study 2.0
- Microfinance providers association set in place
- Microfinance manifesto for public authorities
- Technical Training to microfinance providers
- Massive Online Open Course (MOOC) for aspiring Mediterranean entrepreneurs
- Consultancy support to entrepreneurs
- Digital marketplace platform that will gather supply and demand of micro funding

THE RESOURCES

90% TOTAL BUDGET €1,106,559.76
10% EU CONTRIBUTION €995,903.78
 PROJECT CO-FINANCING €110,655.98

1 LEAD BENEFICIARY
8 PARTNERS
1 ASSOCIATED PARTNER

DURATION
 September 2021 - September 2023

WWW.ENICBCMED.EU/PROJECTS/RESTARTS

RESTARTSPROJECT
 Chamber of Commerce, Industry and Agriculture in Sidon & South Lebanon
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 +961 71 122 131 / 70 584 382
 RESTARTS@CCIAS.ORG.LB

ReSt@rts
 REINFORCING
 MED MICROFINANCE
 NETWORK SYSTEM
 FOR START-UPS

PROJECT IN BRIEF

ReSt@rts offers an innovative and structural model of support that promotes, fosters, and facilitates access to finance and entrepreneurship skills for start-ups in the Mediterranean countries.

Access to finance is still a major barrier to business development in the Mediterranean region. Young entrepreneurs must fight to get proper financing. Capitalizing on findings and outputs from MEDSt@rts and other ENI initiatives, Rest@rts will provide technical guidelines and tools including the creation of an online platform that acts as a marketplace for both financial and non-financial services.

WHO WILL BENEFIT?

- Young entrepreneurs and women usually considered as 'non-bankable'
- Business angels
- Private and public finance institutions
- Local and regional authorities

PROJECT GOALS

- To promote the transfer of knowledge and best practices in the Mediterranean area, for the promotion and improvement of access to finance initiatives according to ethical principles;
- To support business development services for encouraging the creation of new economic and professional opportunities;
- To strengthen the system of ethical microfinance, already started with the MEDSt@rts, in the Mediterranean area;
- To strengthen a transnational network, which can be the right approach to link the demand with the offer of financial and non-financial services;
- To enhance field experiences and improve peer to peer initiatives by adopting more collaborative approaches;
- To promote knowledge transfer processes to the new partners in the Mediterranean countries

EXPECTED ACHIEVEMENTS

- Industry microfinance study 2.0
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STARTING ENTREPRENEURSHIP AND SET-UP DEVELOPMENT IN AGRICULTURE AND FOOD SECTORS IN NORTH-LEBANON, AKKAR AND BEQAA.
2020 - 2021

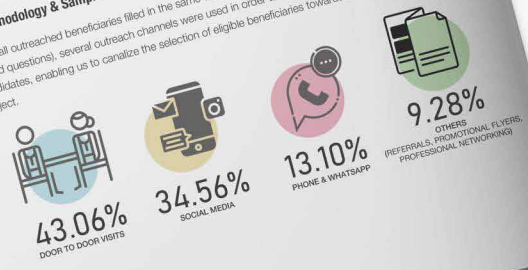
02

Lebanon is currently facing an acute unstable situation impacting all of the country but particularly people who are socio-economically vulnerable in both Lebanese and refugee communities. The Syrian crisis induced the hosting of up to 1.5 million Syrian refugees in Lebanon, based on the government and the Lebanese population. Response Plan 2017 – 2020 (LCRP) estimation, which is the equivalent of a quarter of the Lebanese population. COVID-19 pandemic increased additionally the poverty and vulnerability while a remarkable number of workers faced loss, suspension or reduction of earnings, impacting the labor market. Under "PROSPECTS" Partnership, The Netherlands Government aims to contribute to improved sustainable living conditions for forcibly displaced people (FDPs) and host communities in Lebanon, through various components: Education, learning, employment with Dignity, Protection & Inclusion.

In this context, in line with the SDG goal no 8 "Decent work and economic growth" and the outcome of the 2nd component of "PROSPECTS" partnership, ILO in partnership with The LEE Experience are working to strengthen labor markets through business development in the framework of the initiative "Promoting entrepreneurship and supporting start-ups in agriculture and agro-food industries in governorates of North Lebanon, Akkar and Bekaa". This initiative was launched in December 2020 by an outreach phase, resulting in outreaching more than 2630 beneficiaries in the targeted areas, allowing to have a clear picture concerning the socio-economic status quo of refugees and host communities in these areas and acquire a more in-depth understanding of the needs. We present you hereby, this socio-economic existing conditions.

1- Methodology & Sample

While all outreach beneficiaries filled in the same outreach questionnaire (survey including closed and open ended questions), several outreach channels were used in order to ensure an exhaustive search for potential candidates, enabling us to analyze the selection of eligible beneficiaries towards who are in most need of this project.



1. Partnership for Improving Prospects – Multi Annual Country Programming (MACP) Report – Lebanon, April 2020

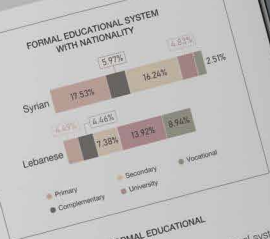
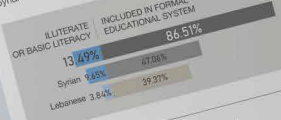
03

TOTAL PARTICIPANTS
2630



II- Data Analysis & Findings
a) Ability of Education and Literacy

- 13.49% illiterate or basic literacy (8.6% Syrian – 3.84% Lebanese)
- 86.51% included in formal educational system (47.06% Syrian – 39.37% Lebanese)



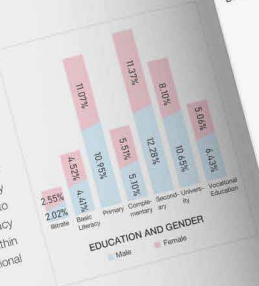
PERSON INCLUDED IN FORMAL EDUCATIONAL SYSTEM BETWEEN 25 - 39 YEARS

44.07% from person included in formal educational system are between 25 - 39 y. There educational level is as follows:



04

Access to information plays a major role in livelihood improvement. While 86.51% of the outreach beneficiaries were enrolled in formal educational system (47.14% Refugees, 39.37% Lebanese) only 18.75% reached a higher educational level – the majority being Lebanese enrolled in formal educational system (44.07%) was present within the adults age group between 25-39 years old. Moreover, a quasi-gender equality percentage of beneficiaries enrolled in formal education or literacy system (44.07%) was present within the adults age group between 25-39 years old. Moreover, a quasi-gender equality percentage of beneficiaries enrolled in formal education or literacy system (44.07%) was present within the adults age group between 25-39 years old. Moreover, a quasi-gender equality percentage of beneficiaries enrolled in formal education or literacy system (44.07%) was present within the adults age group between 25-39 years old. Moreover, a quasi-gender equality percentage of beneficiaries enrolled in formal education or literacy system (44.07%) was present within the adults age group between 25-39 years old.



b) Ability to achieve a Decent Living Standards

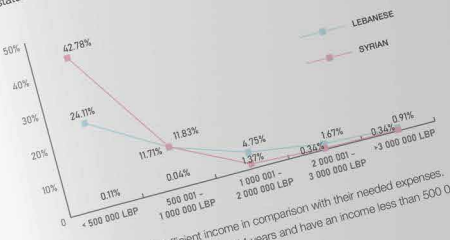
Ensuring decent living standards are essential preconditions to meet basic needs (Food, water, housing, health care...) and are prerequisites for Human Wellbeing (therefore for Human development. However, economic insecurity highly impacts the progression and sustainability of living standards improvements.

b.1) Employment status

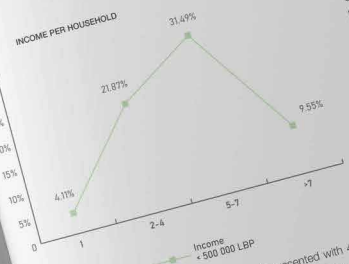


05

b.2) Income status



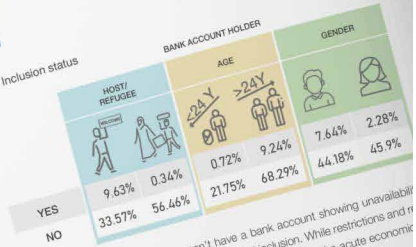
- 86.28% of beneficiaries have insufficient income in comparison with their needed expenses.
- 49.84% of beneficiaries are aged greater than 24 years and have an income less than 500 000 LBP.



The theoretically most productive age group, is presented with 49.84% receiving only an income of 500 000 LBP. In parallel to the continuous deterioration of the Lebanese currency value, 67% of the beneficiaries have a monthly income less than 500 000 LBP, which is less than the minimum accepted wage. In comparison to their needed expenses, 86.28% find that their income is insufficient and very basic needs are not affordable.

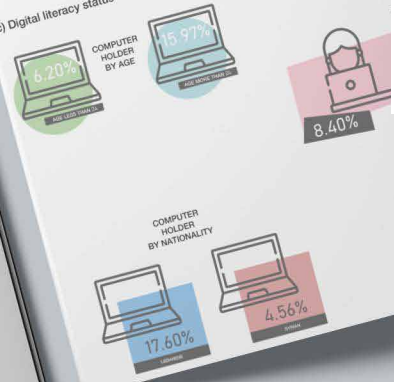
06

b.3) Financial Inclusion status



- 90.03% from the targeted population doesn't have a bank account showing unavailability benefit from financial services, therefore a limited financial inclusion. While restrictions and the main reason behind these limitations within the refugees' population, the acute economic monthly incomes stand behind the non-financial inclusion of the host communities.
- From a gender point of view, the percentage of male holding a bank account (7.64%) females (2.28%).

c) Digital literacy status



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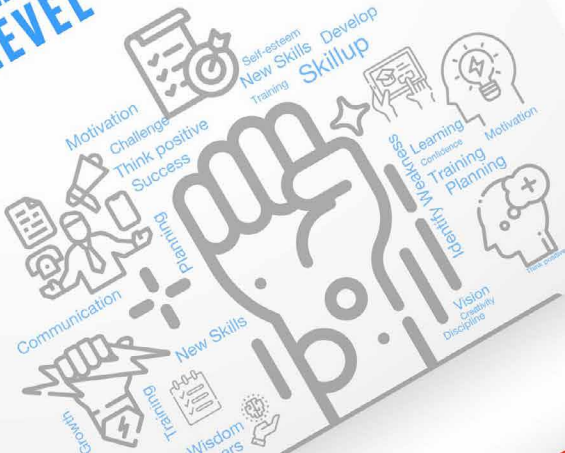
SOCIAL MEDIA POSTS



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SELF IMPROVEMENT TO A NEXT LEVEL



يوم المرأة العربية ARAB WOMEN'S DAY

يوم المرأة العربية | 1 شباط 2022
February 1, 2022 | Arab Women's Day



bus. with you reports and

ابتكارات الحب LOVE'S INNOVATIONS

an ALOE VERA story
الألوvera



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SUSTAINABLE DEVELOPMENT GOAL #11:
AFFORDABLE AND HUMAN SETTLEMENTS INCLUSIVE,
RESILIENT AND SUSTAINABLE

Population transport.



SUSTAINABLE DEVELOPMENT GOAL #15:
PROTECT, RESTORE AND PROMOTE
TERRESTRIAL ECOSYSTEMS,
FORESTS, COMBAT DESERTIFICATION,
REVERSE LAND DEGRADATION,
HALT AND REVERSE BIODIVERSITY LOSS

The world has lost 175 billion trees since 1990.

#حمدالله_عالسلامة
 الوصول إلى خدمات الصحة الجنسية و الإنجابية للمتضررين من انفجار بيروت

جددنا في
 الجيتاوي قرب مدرسة القديس غريغوريوس (الجمهور)

IPPF

SIDC

طحتك النفسية أساسية

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International Labour Organization PROSPECTS

WE ALWAYS TRUST IN THE POWER OF WOMEN IDEAS

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International Labour Organization PRO

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 Associate P...
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 for the Empir...

Al Skaff
 ... & Food...
 ...ment specialis...

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متمم
 Bridging the Gap

خير معتمد
 فيه التمويل الأظفر

CERTIFIED EXPERT
 MICROFINANCE PROGRAM

منال حسون
 المدورة التقني...
 ...NANCE

#حمدالله_عالسلامة

Labano Association for Family Health

زورونا في
 الجيتاوي قرب مدرسة القديس غريغوريوس

الوصول إلى خدمات...
 للم...

#سوا_منرد_الجميل

صحة أطفالك النفسية مثل لعبة

إحزني جلستهم المجانية

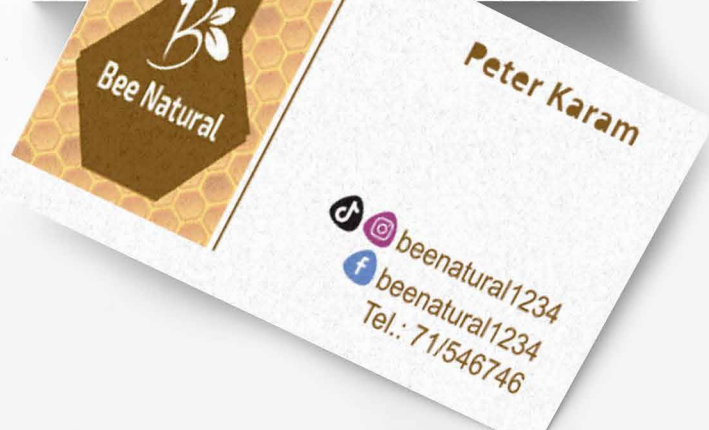
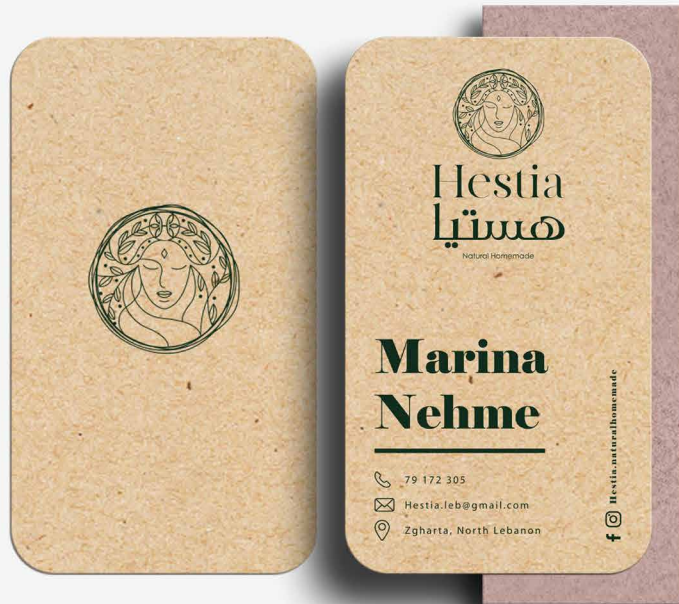
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81 427450

LOGO DESIGN



Business card designs



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PHOTOGRAPHY AND VIDEO-GRAPHY

EDITING, SHOOTING AND MOTION GRAPHICS

We provide a full service support for photography and videography that includes concept creation, rushes shooting, photo shooting and editing, motion graphic and video editing. The full support seeks to create a greater impact while we make sure that the visuals used reflect and respect the concept.

- Video highlighting Luminary people from series Luminary.

<https://www.youtube.com/watch?v=nUp-pqFIQhs>

- Annual achievements - The LEE Experience

<https://www.youtube.com/watch?v=CUpmtXTUZ8k&t=16s>

- Beneficiaries videos from “My First Business” project implemented by ILO in partnership with The LEE Experience aiming to promote entrepreneurship and support startup in the agriculture and agro-food sectors in Akkar, North and Bekaa Governorates.

<https://www.youtube.com/watch?v=QuZynI5IK60>

Please visit our Youtube channel The LEE Experience to see our full videos and motion graphic done all by our team

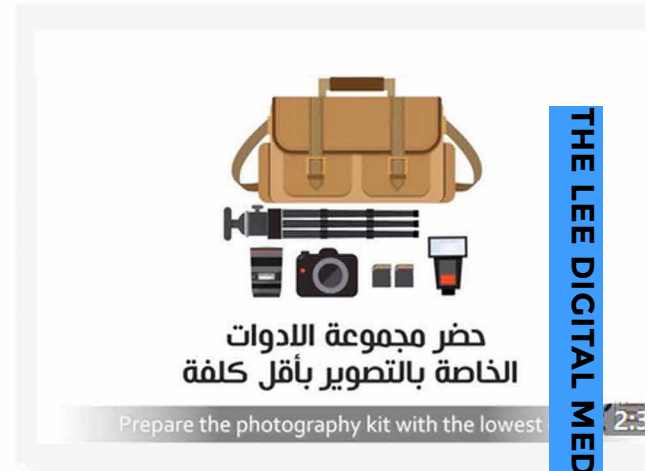




Client: LMFA-Lebanon
<https://fb.watch/bl9tDk4hPr/>



Client: LMFA-Lebanon
<https://fb.watch/aPvtyEnngv/>



Client: LMFA-Lebanon
<https://fb.watch/aPvx2z2qLL/>



Client: LMFA-Lebanon
<https://fb.watch/aPvw8pBOK1/>



Client: LMFA-Lebanon
<https://fb.watch/aPvwe7rvev/>



Client: LMFA-Lebanon
<https://fb.watch/bl9vLRQK1a/>



Client: Center of Arab Women for Training and Research- CAWTAR
<https://youtu.be/iHpVOAkQxaU>



Client: Center of Arab Women for Training and Research- CAWTAR
<https://youtu.be/6lYzJ9OxaD4>



Client: Center of Arab Women for Training and Research- CAWTAR
<https://youtu.be/nlDgMfvdolk>

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Client: Center of Arab Women for Training and Research- CAWTAR
<https://youtu.be/x7fsK1sM2VA>



Client: Center of Arab Women for Training and Research- CAWTAR
https://youtu.be/4_00EiPtD-l

The screenshot displays a digital learning interface. At the top left is the SBW logo with the text 'Sustainable Business Women' and 'استدامة سيدات الأعمال'. Below it is the Arabic text 'مركز المرأة العربية للتكريب والبحوث'. The main content area features a collage of illustrations: a woman at a computer, a shopping cart with 'BUY' and 'SALE' signs, a delivery van, and various business charts and icons. At the bottom left of the collage are logos for 'LEE' and 'KVINNA KVINNA'. On the right side, the course title 'إستدامة سيدات الأعمال' is prominently displayed in large blue Arabic letters, with the subtitle 'المنهج التدريبي' above it. Below the title, a list of topics is provided: 'النوع الاجتماعي وإدارة الأعمال', 'تحليل وإدارة المخاطر والأزمات', 'السوق والأسواق', and 'الإدارة المالية والتمويل'. A vertical banner on the far right edge of the image reads 'THE LEE DIGITAL MEDIA HUB.'.

SBW
Sustainable Business Women
استدامة سيدات الأعمال

مركز المرأة العربية
للتكريب والبحوث

المنهج التدريبي

**إستدامة
سيدات الأعمال**

- النوع الاجتماعي وإدارة الأعمال
- تحليل وإدارة المخاطر والأزمات
- السوق والأسواق
- الإدارة المالية والتمويل

LEE
KVINNA KVINNA

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- To review more about the course, please follow the below link
<https://e-learning.cawtar.org/courses/course-v1:CAWTAR+2022+1/about>

أهمية التمويل

توفير رؤوس الأموال اللازمة لإجاز المشاريع من أنشطة المؤسسة كشراء معدات والإعلان

إدارة المخاطر لتقييم فرص الإفراض والإفراض

زيادة قيمة الشركة للتوسع والنمو

1 التمويل وإستقطاب الممولين - 1

أهداف الجلسة

معرفة إيجابيات وسلبيات طرق التمويل المختلفة في مرحلة الشركة وتقييم إمكانية التوجه إلى هذه الطرق

التعرف على طرق التمويل في مرحلة الشركة للبحث عن فرص التمويل المتاحة لمؤسستك

2 التمويل وإستقطاب الممولين - 2

صناديق وشركات رأس المال الإستثماري

هو نوع من تمويل الأسهم والملكية الذي يقدمه كبار المستثمرين من المؤسسات والشركات والصناديق إلى الشركات الناشئة والمتوسطة التامة في مغلل حصة من الأسهم وحقوق الملكية

3 التمويل وإستقطاب الممولين - 3

تحليل وإدارة المخاطر والأزمات

تحريف الخطر وكمية مواجهته في الإضلال

التعرف على بعض أنواع المخاطر في الأعمال والتنبؤ بها

التفكير على العنصر المستدام في الحفاظ لضمان استمرارها بشكل صحيح وتقليل أثره على مؤسستك

1 تحليل وإدارة المخاطر والأزمات - 1

الأداة الثانية

مصنوفة المخاطر

تموضع العمل من ناحية المخاطر

المخاطر من ناحية التأثير

المخاطر من ناحية التكرار

القدرة على أخذ المخاطر

2 تحليل وإدارة المخاطر والأزمات - 2

الرسائل الرئيسية

تعد إدارة المخاطر عملية مستمرة ولذلك من المهم تقييم فعالية إستراتيجيات إدارة المخاطر، وبناء على النتائج تقومون بتعديلها

3 تحليل وإدارة المخاطر والأزمات - 3

7p's

المنتج PHYSICAL PRODUCT EVIDENCE

السعر PRICE

الموقع PLACE

الوكلاء PEOPLE

المعالجة PROCESSES

الترويج PROMOTION

العزيم التسويقي Marketing mix

1 إستراتيجيات التسويق والتحول الرقمي - 1

أنواع التحول الرقمي

عملية التحول

من المبادئ والتحليلات وواجهات برمجة التطبيقات والتعلم الآلي إلى التقنيات الأخرى

2 إستراتيجيات التسويق والتحول الرقمي - 2

خطوات التسويق الرقمي

- 1 البدء في إجراء أبحاث السوق
- 2 إعداد الخطة التسويقية
- 3 بناء الأصول التسويقية الرقمية (قنوات تواجد الشركة)
- 4 البدء في إنشاء الحملات التسويقية، وتدعيم التواجد أمام العملاء المحتملين

3 إستراتيجيات التسويق والتحول الرقمي - 3

INTEGRATED CAMPAIGNS MANAGEMENT

JOIN US TO ATTEND THE PS&P FINALISTS' PITCHING

INTERNATIONAL LABOUR ORGANIZATION AND THE LEE EXPERIENCE ORGANIZATION ARE HONORED TO INVITE YOU TO THE WOMEN DO BUSINESS EXPERIENCE PITCH COMPETITION تجربة سيدات الأعمال مالكات المشاريع مسابقة عرض المشاريع

Venue: VPM studio Hazmieh, Lebanon
Date: 11 October 2022

40 Women-Led MSMEs and Entrepreneurs will be presenting their products and business plans in front of a jury and compete for a seed fund award while gaining recognition for their entrepreneurial skills.

This event comes in the framework of the Productive Sector Development Programme, funded by the government of Canada, through the United Nations in Lebanon, and in partnership with 6 UN agencies, to support women working in the value chain related to fruits, vegetables, and nuts in North and Akkar governorates.

THE WOMEN DO BUSINESS EXPERIENCE PITCH COMPETITION
تجربة سيدات الأعمال مالكات المشاريع مسابقة عرض المشاريع
OCTOBER 11, 2022
11 تشرين أول 2022

JOIN US TO ATTEND THE PS&P FINALISTS' PITCHING

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THE WOMEN DO BUSINESS EXPERIENCE 2022



تجربة سيدات الأعمال مالكات المشاريع

THE LEE DIGITAL MEDIA HUB.



various ideas were presented, driven by several personal and professional motivations for participation.

Client: The LEE Business Incubator

<https://youtu.be/RXXc5x-csBg>

WOMEN DO BUSINESS EXPERIENCE COMPETITION
تجربة سيدات الأعمال
مسابقة عرض المشاريع
OCTOBER 11, 2022
11 تشرين أول، 2022

تجربة سيدات الأعمال
OCTOBER 11, 2022
11 تشرين أول، 2022

تعرف على سيدات الأعمال
تجربة سيدات الأعمال
مسابقة عرض المشاريع

نور فياض
ALTHIA
مكسرات فواكه مصفحة

MEET THE JURY OF THE WOMEN DO BUSINESS EXPERIENCE PITCH COMPETITION

ASSEM KAMEL
PRESIDENT OF THE LEE EXPERIENCE IN THE MENA REGION

THE LEE DIGITAL MEDIA HUB.

THE WOMEN DO BUSINESS EXPERIENCE
تجربة سيدات الأعمال
مسابقة عرض المشاريع
OCTOBER 11, 2022
11 تشرين أول، 2022

#THEWOMENDOBUSINESSEXPERIENCE
JOIN US TO ATTEND THE PSDP FINALISTS' MEETING

11 October 2022

INTERNATIONAL ORGANIZATION AND THE LEE EXPERIENCE ARE HONORING THE WOMEN DO BUSINESS EXPERIENCE PITCH COMPETITION WINNERS

40 Women LeE and business partners will be invited to participate in the program, its partner, and in partner value chain representatives.

IMPACT STORY TELLING

Client: The LEE Experience - ILO Prospects

This is my project episode 1

https://youtu.be/3ObZBlA-lvg?list=PLGWjGClwH-Bu-bp88Z5rhzsEI_eDx9RTsE

Client: The LEE Experience - ILO Prospects

This is my project episode 2

https://youtu.be/CP7lsvrpTIU?list=PLGWjGClwH-Bu-bp88Z5rhzsEI_eDx9RTsE

Client: The LEE Experience - ILO Prospects

This is my project episode 3

https://youtu.be/8fzxRcTY7Yc?list=PLGWjGClwH-Bu-bp88Z5rhzsEI_eDx9RTsE

Client: The LEE Experience - ILO Prospects

This is my project episode 4

https://youtu.be/ZqzP7U57Xlc?list=PLGWjGClwH-Bu-bp88Z5rhzsEI_eDx9RTsE

Client: The LEE Experience - ILO Prospects

This is my project episode 5

https://youtu.be/NnKEKN6QpN0?list=PLGWjGClwH-Bu-bp88Z5rhzsEI_eDx9RTsE

Client: The LEE Experience - ILO Prospects

This is my project episode 6

https://youtu.be/VPeM9ZrMKak?list=PLGWjGClwH-Bu-bp88Z5rhzsEI_eDx9RTsE

Client: The LEE Experience - ILO Prospects

This is my project episode 7

https://youtu.be/dNrdnIGFMI8?list=PLGWjGClwH-Bu-bp88Z5rhzsEI_eDx9RTsE

Client: The LEE Experience - ILO Prospects

This is my project episode 8

https://youtu.be/QuZynl5IK60?list=PLGWjGClwH-Bu-bp88Z5rhzsEI_eDx9RTsE

Client: The LEE Experience - ILO Prospects

This is my project episode 9

https://youtu.be/qZKuoxzKmFU?list=PLGWjGClwH-Bu-bp88Z5rhzsEI_eDx9RTsE

Client: The LEE Experience - ILO Prospects

This is my project episode 10

https://youtu.be/6vRdHuwG3fl?list=PLGWjGClwH-Bu-bp88Z5rhzsEI_eDx9RTsE

Client: The LEE Experience - ILO Prospects

This is my project episode 11

https://youtu.be/JtPxa47r33U?list=PLGWjGClwH-Bu-bp88Z5rhzsEI_eDx9RTsE

Client: The LEE Experience - ILO Prospects

This is my project episode 12

https://youtu.be/viLIlavFukE?list=PLGWjGClwH-Bu-bp88Z5rhzsEI_eDx9RTsE

Client: The LEE Experience - ILO

PSDP

https://youtu.be/0KYH22R7_kA?list=PLGWjGClwHBu-94mO5CxU93ddPJ9f_XSoPk

Client: Center of Arab Women for Training and Research- CAWTAR

Gender and Trade Project Testimonials

<https://youtu.be/fVVLGR4NNt4?list=PLGWjGClwH-Bu-hJfVpRa-UYdkmpyw68BwG>

SONG WRITING AND MUSIC TRACKS

We are expanding our services and we are glad to announce that THE LEE Digital Media Hub can do song writing, music for videos, motion graphics, and advertisements to meet your brand and take your brand to a new level.

- أغنية بِشَدِّ العَمَّة - Song "Come On, Get Strong"
<https://fb.watch/eujdwEMjNw/>



OUR CLIENTS



**Lebanese
Micro-Finance
Association**

جمعية مؤسسات التمويل الأصغر في لبنان



**International
Labour
Organization**

PROSPECTS



شبكة اليمن للتمويل الأصغر
Yemen Microfinance Network



**Lebanese Association
for Family Member
Association of IPPF**



**CHAMBER OF COMMERCE
INDUSTRY & AGRICULTURE
IN SIDON & SOUTH LEBANON**



Ministry of Foreign Affairs of the
Netherlands



In partnership with

Canada



**International
Labour
Organization**



CAWTAR
Center of Arab Women for
Training and Research



LEE EXPERIENCE
LEADERSHIP, ENTREPRENEURSHIP
AND EMPLOYMENT'S DEVELOPMENT

FIND US ON SOCIAL:



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the-lee-experience](https://lb.linkedin.com/company/the-lee-experience)



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The LEE Experience