

Projects references

1- Project Name	Emergency Appeal for Beirut Blast under collation between Salama organization, SICD, and THE LEE EXPERIENCE, Funded by IPPF
Geographical Areas	BML - Beirut & Mount Lebanon
Date:	2020
Donor \ Client Name	IPPF
Contact Person,	Miss Lina Sabra – CEO
Title/Designation:	Lina.sabra@salamalb.org
Project description:	<p>THE LEE EXPERIENCE in partnership with IPPF was assigned to provide research, PSS services, IEC materials, and social media campaign that help in the emergency response for Beirut blast victims, especially women and youth-children. Identified priorities to help decrease the impacts of the crisis through its provision of life-saving & equal economic opportunities services to the affected people.</p> <p>In order to strengthen the rapid response to extremely vulnerable cases, a referral system will be created in order to link the individual cases assessed but not absorbed by any humanitarian actors. The project includes:</p> <ul style="list-style-type: none"> - Develop and implement a rapid assessment and conduct monitoring of performance improvement for IPPF partners. - Develop psychosocial support materials and provide TOT for Trainers that help to provide women entrepreneurs and their family support - Organize on-site Psychosocial support for 5000 women, youth, and children through an interactive approach. - Develop IEC "information and education campaign "materials for awareness - Develop branding and social media visibility for the project.
2- Project Name	Institutional Strengths for Microfinance finance institutions
Geographical Areas	Yemen
Date:	2020 - 2021
Donor \ Client Name	YMN - Yemen Microfinance Network
Contact Person,	Mr. Ali Abu Taleb – CEO
Title/Designation:	ali.abutaleb@yemennetwork.org
Project description:	<p>The LEE Experience provided capacity-building and advisory services to Yemen microfinance network that cover the capacity-building plan for 21 microfinance institutions in Yemen through:</p> <ul style="list-style-type: none"> - Support in developing the annual training plan - Develop Training curricula to cope with the COVID-19 pandemic and microfinance. - Provide Training workshops to the YMN management team and senior managers of microfinance institution series of capacity building including TOT on certified microfinance experts, remote management, emotional intelligence, performance appraisal, communication, and conflict resolution, effect remote work for staff... etc.

3- Project Name	Promoting entrepreneurship and start-up development in the agriculture and agro-food sectors under Prospects partners that includes a consortium of 5 UN agencies ILO, IFC, UNICEF, UNHCR, and world bank, funded by the Netherlands government.
Geographical Areas	in North Lebanon, Akkar, and Beqaa
Date:	2020-2022
Donor \ Client Name Contact Person, Title/Designation:	ILO Regional Office for Arab States Mr. Rayan Koudeih SME technical officer koudaih@ilo.org
Project description:	<p>This program provides support for agriculture and agro-food start-ups and social enterprises to reach their goals in order to build improved access to technical training and improved access to Knowledge, skills, access market, access to financial support, access to employment services, and job opportunities. In addition to encouraging youth's involvement in building their future and response to multiple country crises and challenges and introducing digital means for crisis management, efficiency, and tech-friendly approach. The project includes:</p> <ul style="list-style-type: none"> - Promoting entrepreneurship by providing entrepreneurs and social enterprises through ILO curricula " My First Business" from ideation to feasibility study. - Managing graduation cycles for startups and SMEs including, training, mentorship, business competition, financial education, Seed fund, agriculture support, Marketing, brand identity support, and export readiness. - Develop a Tech business community for startups and SMEs including fintech services through Mobile Apps Zowada that include e-commerce, e-learning, job seeking, e-mentoring, and crowdfunding. - Organize YAM Networking events "Youth Agri market" that help beneficiaries exchange experiences with experts and peers, product display, networking, and sales experience - Providing post-training support through the LEE Experience's "Business Clinic" where the beneficiaries benefitted from individual coaching & mentoring with experts in financial management related to the agriculture sector and marketing & digital Marketing expert with an extensive experience in vulnerable socio-economic contexts, as well as with agriculture & food engineers covering the various possible sub-sectors and business management experts with a sound experience of early businesses launching stages. - Digital media hub support for entrepreneurs from brand identity, packaging and labeling, advertising strategy, social media assets creation, digital boot camps, and social media campaigns.

4- Project Name	Creating job opportunities and economic empowerment of women through social enterprises
Geographical Areas	South Lebanon
Date:	2021
Donor \ Client Name Contact Person, Title/Designation:	UNIFIL Victoria Abboud – Associate Civil Affairs Officer abboudv@un.org

Project description:

The program aims to women (direct beneficiaries) in socio-economic development in order to strengthen their capacities and capabilities facing the current financial crisis and to extend this support to their families and local communities (indirect beneficiaries) in the short term and to be prepared for a more prosperous future through:

- Creating their social enterprises workshop of sewing.
Vocational Training in sewing
Provision of Grant equipment for the workshop
Capacity building to Overcome their financial stress and resolve their finances by gaining a vocational technical skill in hand.
- Marketing & E-commerce support, E-marketing, Access to the market, networking, sales training, and coaching through the LEE business clinic
- Being properly prepared to manage risks and face a negative event, by strengthening capacities and capabilities facing crisis and self-sustain.
- Build a business community to have maximum benefit for the village and women by creating Jobs for women

5- Project Name	E-Materials for Microfinance institutions during the crisis
Geographical Areas	Lebanon
Date:	2021
Donor \ Client Name Contact Person, Title/Designation:	LMFA - Lebanese microfinance Association funded by USAID Oula hariri – Program manager ohariri@lmfalebanon.org
Project description:	THE LEE EXPERIENCE implemented digital project support for microfinance institutions in collaboration with LMFA that support more than 8 microfinance institutions in Lebanon by Developing a series of awareness campaigns for entrepreneurs to cope with crises such as women in crisis, digital marketing, content creation, photography, and e-commerce.

6- Project Name	Capacity building for Farmers and Cooperatives
Geographical Areas	South and Beqaa - Lebanon
Date:	2021
Donor \ Client Name Contact Person, Title/Designation:	Action Against Hunger Mouhamad Al Moussa – Food Security & Livelihood, Head of Project mumoussa@lb.acfspain.org
Project description:	THE LEE EXPERIENCE provides technical support that aims to supply agricultural capacity building for the farmers and agricultural cooperative members, in the project “` Improving the food security and nutrition of the multi-crisis affected population through the provision of income support and livelihood restoration in Lebanon” In order to increase the technical capacities and fill the knowledge gap of the farmers and cooperative members in the field of agricultural production, processing, and post-production, the Training Workshops Methodology is based on a combined methodology between the ELC & the Adult Learning Principle in order to adapt to the target group profile and answer their learning and development need. The project includes:

- Curricula development for trainers and trainees in addition to exercises and pre, and post-tests.
- Provide 18 Days of training on the topics: Agri-Business Management, Agri Practice and Input, Agriculture Water Management, Composting, Organic Farming, Sustainable Plant Production, Plant Propagation, and Pest Management, through our pool of certified trainers and experts in agriculture and business management

7- Project Name	Strengthening the Business Performance of COOP through tech support
Geographical Areas	South- Lebanon
Date:	2022
Donor \ Client Name	UNIFIL
Contact Person, Title/Designation:	Victoria Abboud – Associate Civil Affairs Officer abboudv@un.org
Project description:	<p>The project aims at empowering Lebanese COOPs, targeting employers and employees, working in the agriculture, agro-food, handicraft, and artisanal work, in the south covering Marjeyoun, Hasbaya, Bint Jbeil, and Tyr Caza, through:</p> <ul style="list-style-type: none"> - Providing needed empowerment tools for managing the business during the crisis to maintain the business and improve the opportunity for sustainability through capacity-building workshops by Certified trainers. - Empower Community women on effective personal leadership during crisis. - Enhancing productivity & sales while ensuring a better business sustainability - Enhancing integration in the digital world in line with international trends through the linkage with e-commerce, export, and crowdfunding platforms through vocational training on graphic design and social media management - Provision of financial support through grants equipment.
8- Project Name	Gender-sensitive business support services to MSMEs and entrepreneurs under the Productive Sectors Development Programme -PSDP consortium of 6 UN agencies UNDP, UNIDO, ILO, UNWOMEN, FAO, UNICEF and funded by the Canadian government
Geographical Areas	North Lebanon and Akkar
Date:	2022-2023
Donor \ Client Name	ILO Regional Office for Arab States
Contact Person, Title/Designation:	Mr. Rami El Hassan Project Coordinator elhassan@ilo.org
Project description:	In the framework of “The Productive Sectors Development Programme (PSDP)”, ILO in partnership with the LEE Experience is implementing a project based on the “Women Do Business” Program in order to improve

the capacity of women farmers, women-led cooperatives, and women-led micro, small and medium enterprises (MSMEs), as well as male-led entities in productive sectors to create and sustain gender-equitable job opportunities and adopt environmentally sustainable practices. The project includes:

- Provision of Capacity building for potential entrepreneurs (start-ups) and existing businesses (MSMEs) in the North & Akkar area covering: young start-ups, home-based businesses, and solopreneurs on business ideation, entrepreneurship, financial management, risk, and crisis management, Marketing and digital marketing and feasibility studies in the sectors of nuts, fruits, and vegetables.
- Providing post-training support through the LEE Experience's "Business Clinic" where the 100 beneficiaries benefitted from individual coaching & mentoring with experts in financial management related to the agriculture sector and marketing & digital Marketing expert with an extensive experience in vulnerable socio-economic contexts, as well as with agriculture & food engineers covering the various possible sub-sectors and business management experts with a sound experience of early businesses launching stages.
- Provision of Financial support for women-led businesses with Seed Fund to start and improve their businesses and create\ sustain jobs through business competition events.

9- Project Name	Empowering Women entrepreneurs in the MENA Region towards Equal access with men to business and trade markets
Geographical Areas	MENA regions (Lebanon – Jordan – Egypt – Algeria – Tunis – Morocco)
Date:	2022
Donor \ Client Name Contact Person, Title/Designation:	CAWTAR – Center of Arab Women Training and Research, Funded by Kvinna till Kvinna Dr. Faiza ben Hadid - Programmes & Technical Assistance Coordinator fbenhadid@cawtar.org
Project description:	In the framework of the project «Empowering Women entrepreneurs in the MENA Region towards Equal access with men to business and trade markets" in Jordan, Algeria, Morocco, Lebanon, Egypt, and Tunisia, the Center of Arab Women for Training and Research "CAWTAR", in cooperation with The LEE Experience organization, and the support of the Kvinna till Kvinna Foundation to implement the below: <ul style="list-style-type: none"> - Develop Trainer manual curricula on sustainable business women that contains advanced business management topics such as the strategical direction of the business, fundraising, and pitching, Marketing, digital marketing and transformation, risk and crisis management, financial management...etc - Develop a Trainees workbook that contains the knowledge, exercises, tools, and case studies for beneficiaries to keep reference during their journey. - Develop an e-learning course for sustainable business women materials for self-paced learning that includes knowledge, skills, videos, quizzes, pre, and post-test till certification. - Provide two TOT workshops in Lebanon and Tunis to build the pool of certified trainers from Tunis, Jordan, Algeria, Morocco, Lebanon, and Egypt on the curricula of sustainable businesswomen

- Manage communication, visibility, and social media campaign for the project in 6 countries that include videos, infographics, visuals, VO, and shooting

10- Project Name	Reinforcing Med Microfinance Network System for Start-ups (Rest@rts)
Geographical Areas	MENA region Lebanon – Palestine, Tunisia, Greece, Italy, Cyprus
Date:	2022
Donor \ Client Name Contact Person, Title/Designation:	European Union, European Neighborhood Instrument (ENI), CBC, MED Programme, Arab Italian, Chamber of Commerce Miss Rana Al Sayed – Assistant General Director of CCIAS rsayed@ccias.org.lb
Project description:	In the framework of the project “Reinforcing Med Microfinance Network System for Start-ups (Rest@rts)” funded by the European Union, European Neighborhood Instrument (ENI), CBC, MED Programme, Arab Italian, Chamber of Commerce. The LEE experience implements digital media hub services to project and their entrepreneurs to share information and results with external stakeholders through developing a project graphical identity and public website, drafting and designing written material, and a social media presence. The consultancy plan that will be implemented within 17 months includes a communication plan, social media campaigns, video shooting, brand identity, and visibility items -

11- Project Name	PROMOTING WOMEN IN AQUACULTURE
Geographical Areas	South- Lebanon
Date:	2022
Donor \ Client Name Contact Person, Title/Designation:	UNIFIL Habib Aziz – Associate Civil Affairs Officer aziz@un.org
Project description:	The project aims at empowering Lebanese fishermen’s wives in Naqoura village to work in the aquaculture sector in the post-harvesting process in collaboration with the Municipality of Naqoura to empower women to increase access to the economic cycle and help their families during crises through: <ul style="list-style-type: none"> - Providing needed empowerment tools for women leadership and women in business, and business management through capacity-building workshops by Certified trainers. - Provide vocational training in Food Safety, GHP/GMP (good hygiene practices and good manufacturing practices) Fish storage, and BAP (best aquaculture practices) - Provision of financial support through grants equipment for the post-harvesting cycle - Enhancing productivity and planning through IDP sessions – individual development plan for each beneficiary...