



W.K.
KELLOGG
FOUNDATION



The Environment and Sustainable Development Unit - ESDU -

***“Keepers of the land”
Redefining engagement in the region***

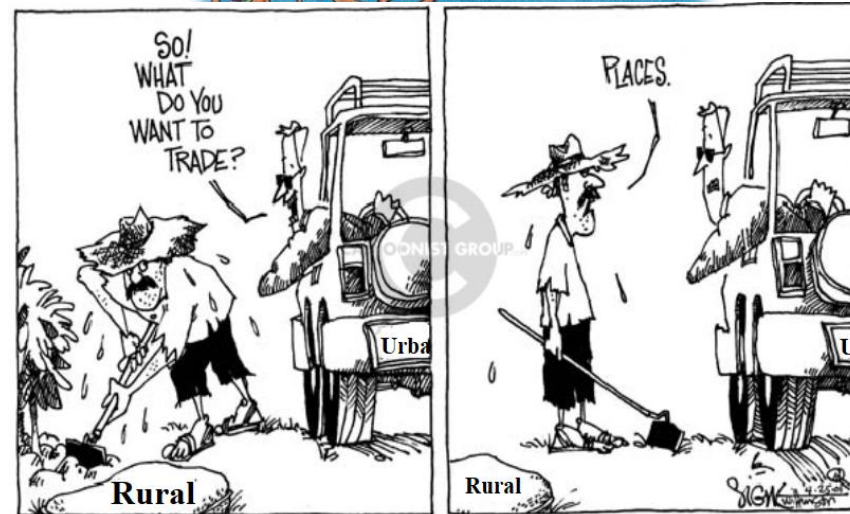
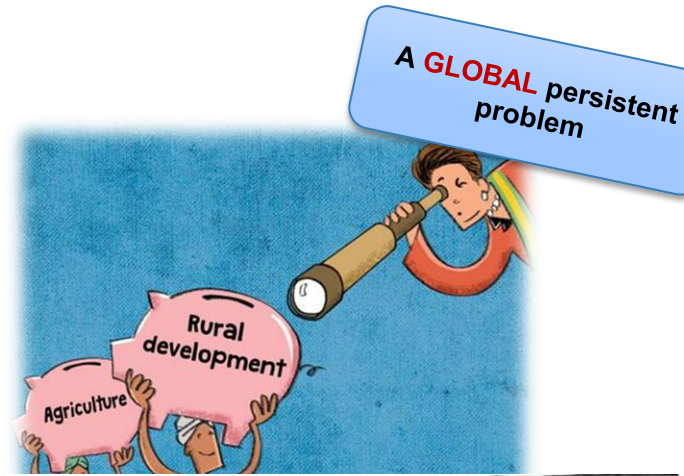


Transforming Higher Education Project: Experiences and Advances on
University Transformation

A workshop at the American University of Beirut
September 5-7th, 2019

Rural Communities – A Story of Exclusion

- Nearly **one-fifth** of the world's population live in **extreme poverty**. These poor are mainly **rural** women, men and children.
- **Farmers** are at high risks of poverty and social exclusion
 - In India, 5650 farmer committed **suicide** in 2014
 - In France, farmers have 20% higher suicide rate than the rest of the French population.
- Small-holders are highly threatened.
 - In NENA, while 84% of holdings may be managed by family farming, they only control about 25% of the cultivated area.
 - In U.S., 9% of farms control two-thirds of all agricultural sales.
- Rural **women** suffer from high risks of social exclusion and poverty with a higher risk than men.
 - In France and Southern Italy, the participation of women in the labor market in rural areas is lower than in urban areas.



Urban Bias

Lacking access to resources

Migration

Food Security – MENA Indicators

- 25 % of population is poor
 - 70 % of them are rural
- 90% dry lands – 100 Million people
- Largest net importers of food
- 50% of Calories imported
- Largest increase in number of hungry people (16%) due to 2006-2008 food crisis



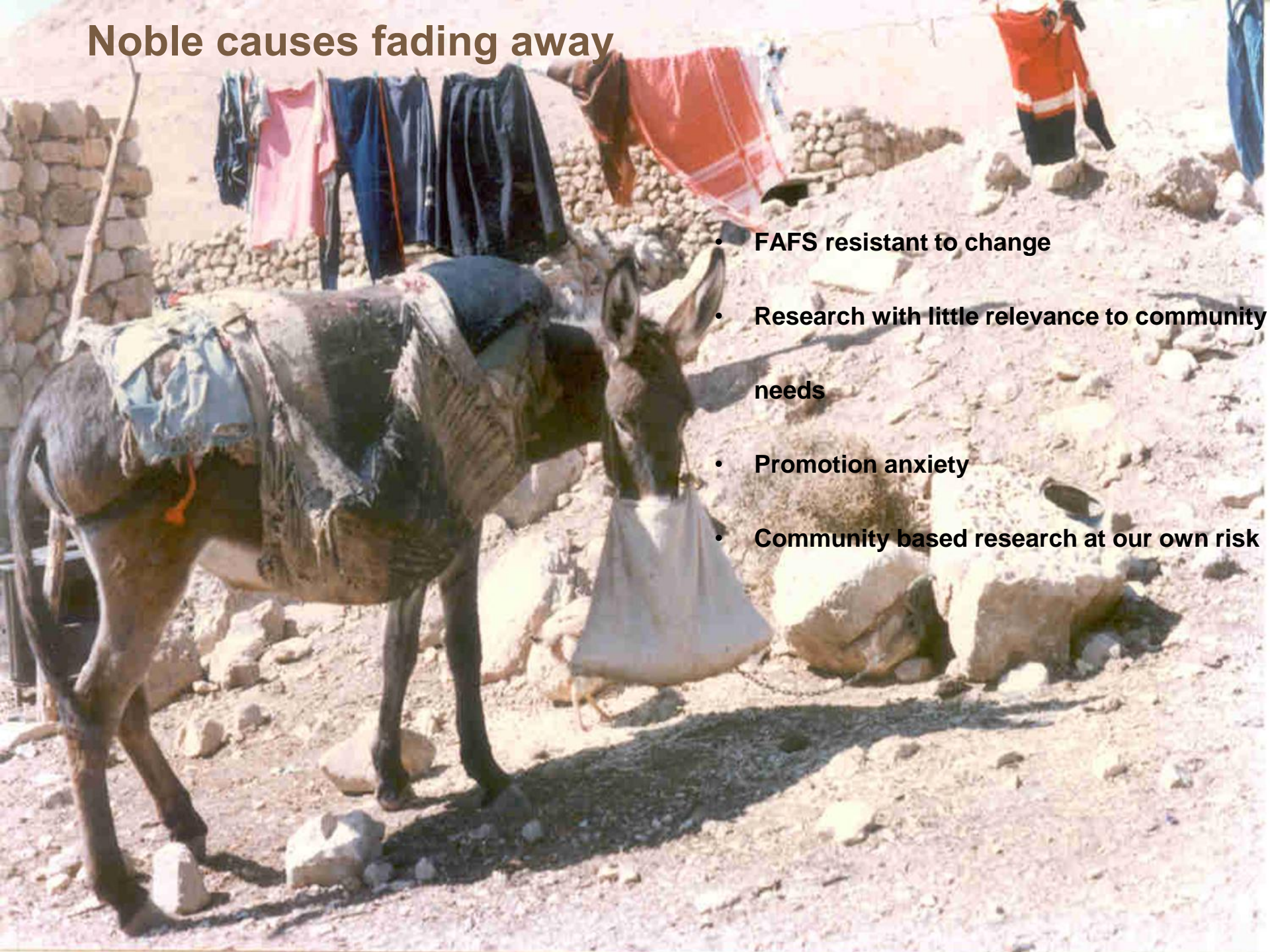
Social alienation
democracy, co



Rebels with a cause 1989-1993

- Our mission was clear: **Reinvent FAFS & Revive rural communities** by introducing new paradigms:
 - ❖ **Sustainable development**
 - ❖ **Appropriate technologies**
 - ❖ **Community participation**
 - ❖ **Environmental conservation**

Noble causes fading away



- FAFS resistant to change
- Research with little relevance to community needs
- Promotion anxiety
- Community based research at our own risk

Destiny gave us a push 1996-2001



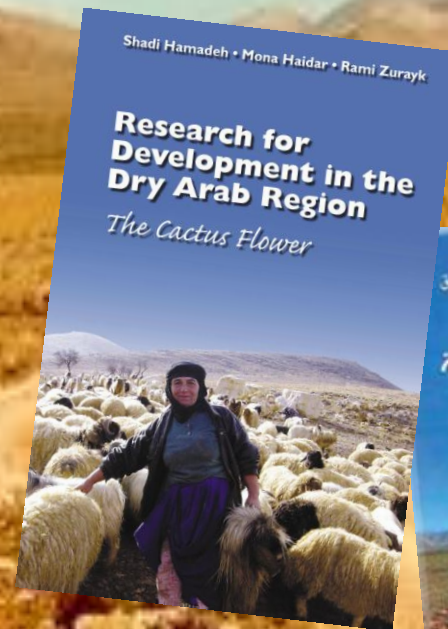
FACULTY OF AGRICULTURAL
AND FOOD SCIENCES
FACULTY OF FIRSTS



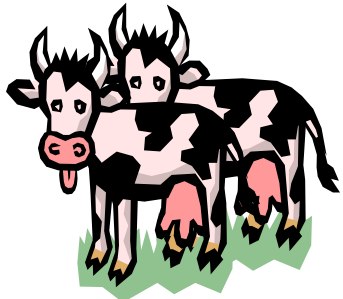
- IDRC bailed us out: \$\$ grant money: Aarsaal project
- Critical mass for change at AUB & FAFS
- **The Birth: 2000-2001**
- IDRC catalyst support
- Official recognition by AUB administration

Sustainable Improvement of Marginal Lands in Lebanon: Arsal, a case study.

1. Pilot community based research
2. Linking research to Development
3. International fame



Putting People in The Center



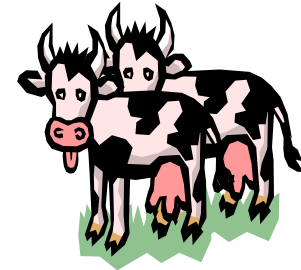
A Participatory Approach:

To Listen

I need a
translator



Putting People in The Center



Capacity Building

to Improve skills, Empower marginal groups and Give sustainability a CHANCE



National Fame 2001-2003

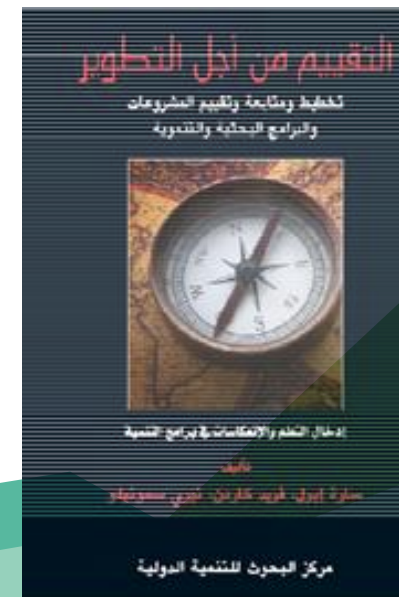
- All over Lebanon
- Community based projects:
 - ❖ Innovative R&D solutions
 - ❖ Sustainable Rural Livelihoods



Regional conquest 2003-2010

- 2002-03: Regional window: UNCCD
- 2003: IFAD- NEMTA program
- 2005: IDRC- Urban Agriculture (UA)
- 2006: FAO- Communication for Development
- **2007: RUAFA- ESDU 7th global center on UA**
- 2008: IDRC- Outcome Mapping for MENA
- Publications:

- ✓ Urban Agriculture magazines
- ✓ FAO guidelines



Our 2010 “Wish List” for 2020:

- ESDU hosting a vibrant regional training unit.
- ESDU hosting a master program in Rural Community Development (RCODE).
- ESDU actively contributing to sustainable rural livelihoods in MENA.
- ESDU Hosting a Regional Platform (to enhance the effectiveness of development projects and programs that serve the rural poor)



Our Achievements by 2016:

- ESDU is hosting the **EvaMENA: Monitoring and Evaluation Theory and Practice in the MENA** www.evalmena.org
- MS RCODE fully operating: ESDU team is playing an essential role in supporting the RCODE program by engaging the students in ESDU projects and activities
- ESDU is leading Food Security Initiatives in MENA region (Arab Basket + EcoMENA)
- ESDU is hosting KARIANET – **Knowledge Access in Rural Interconnected Areas Network** – www.karianet.org



KariaNet
Knowledge Access in Rural
Interconnected Areas Network

RCODE

Rural Community Development Masters Program

www.aub.edu.lb/fafs/esdu/Pages/RCode

- Since its start up in 2014, RCODE program has **20 enrolled Masters** Students conducting multidisciplinary project topics
- RCODE receives yearly, more **than 45 applications**, with 75% from reputable universities in community development
- The first Four Graduate students have set their careers with NGOs, either by founding their own, or with international projects

Karianet



KariaNet
Knowledge Access in Rural
Interconnected Areas Network

Knowledge Access in Rural Interconnected Areas Network –

www.karianet.org

- KariaNet I (2005-2008) worked with 10 IFAD funded projects in 5 countries.
- The second phase KariaNet II (2010-2013) worked over the entire MENA countries
- **A third phase KariaNet III** has been devolved to **ESDU** in February 2013 and is present in ten countries of the MENA.
- Karianet is accessible to more than 50,000 users

Golden Eggs – Sister NGOs

- Greenline Association
- Animal Encounter (1993): the Unique Educational Center for Wildlife Conservation, reaching 20,000 person a year
- The Food Heritage Foundation (2013): for the conservation of Lebanon's indigenous culinary knowledge through the preservation, documentation and revival of Lebanon's traditional food heritage
- Eco-Khaleh (2018): Educational center on agro-ecology



- To document and revive the traditional cuisine and local produce, and promote the livelihoods of rural producers and processors through rural-urban linkages.
- FHF seeks to create jobs for the Lebanese rural population, namely **women** and **small producers**, by reviving the market for healthy local products.
- → Ensure the sustainability of ESDU development projects



- Community Kitchens



- Farmer's Market "Souk aal Souk"



- Food tourism "Darb El Karam"

- Community gardening

Embedding Development into Relief





SYRIA REFUGEE RESPONSE

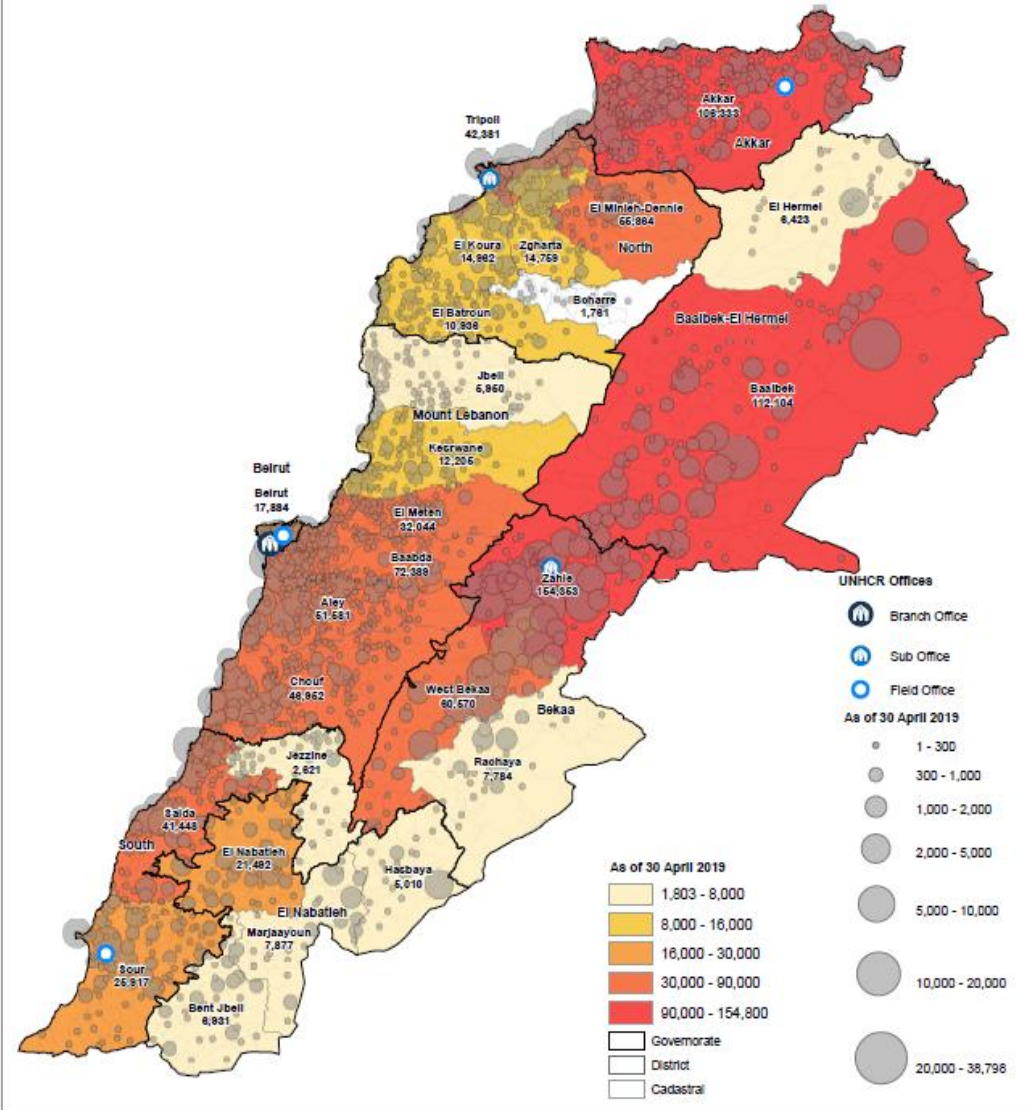
LEBANON Syrian Refugees Registered

30 April 2019

UNHCR Lebanon - Beirut
Country Office



Total No. of Refugees **938,531**



Community Kitchens

Linking Emergency Food Assistance to the Development of Host Communities

10\$ /
Family
(food voucher)

Traditional Food Assistance

Beneficial to Refugees

Reach a large number of people in a short period of time

Do not tackle social cohesion

Often not culturally relevant

Benefits to specific shops

Alleviates food security among vulnerable families

10\$ /
Family
(hot pot +
bread parcel)

Food Assistance through CK

Beneficial to **both** host communities and Refugees

Mobilizes women from both communities to produce healthy traditional food

Enhances social rehabilitation among both communities

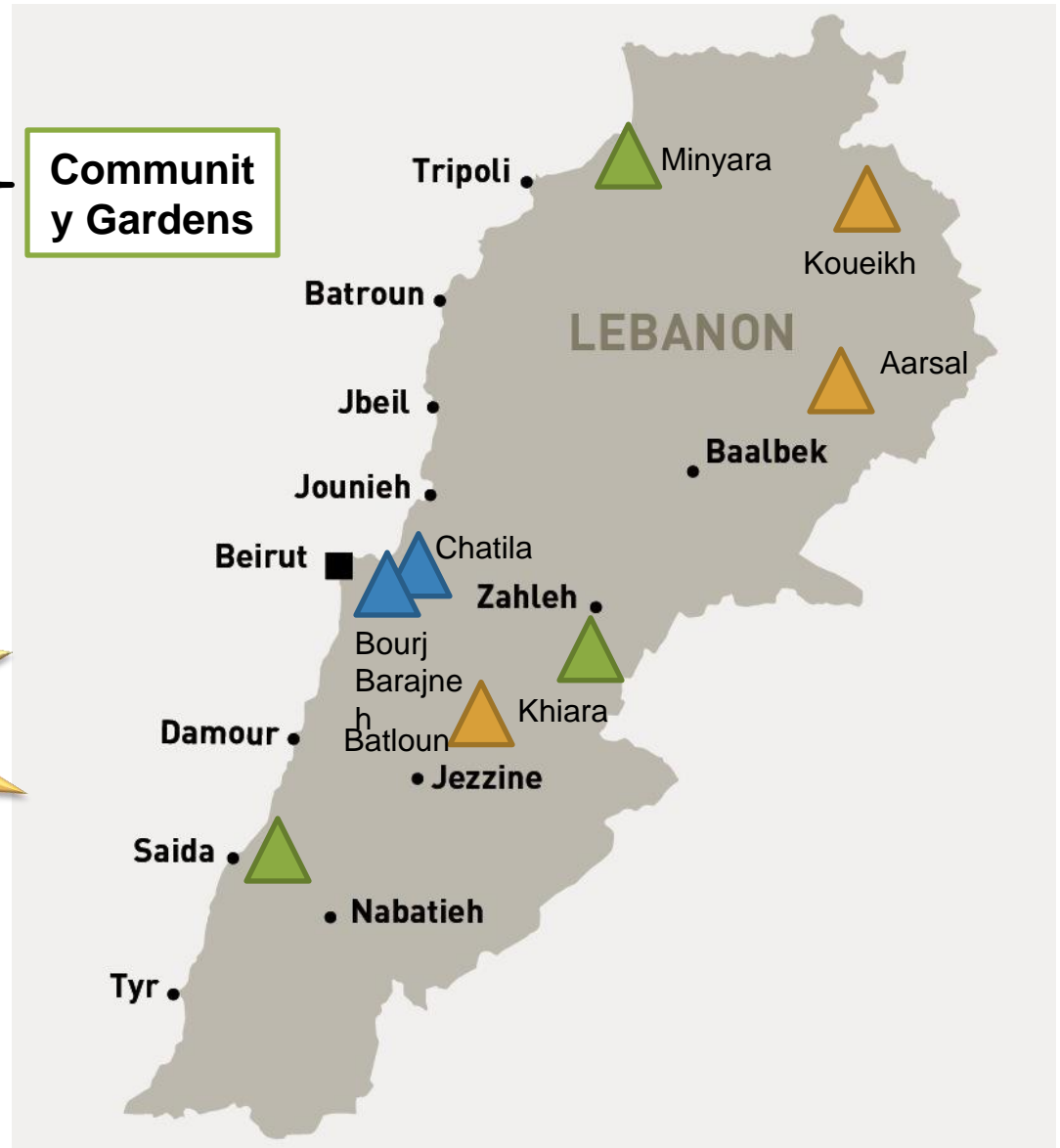
Income-generating for women + support to local producers/shops

Alleviates food security and increases dietary diversity among vulnerable families

Network of Community Kitchens

	Local development
	School Feeding Prg
	Food Assistance

Community Gardens



Community Kitchens

1 CK for Food Assistance	10 CKs for Food Assistance
7 Syrian & Lebanese women leading the kitchen	70 Syrian & Lebanese women leading the kitchen
5 small local shops / producers	50 small local shops / producers
120 households (5/HH) every day	1,200 households every day
36,000 hot healthy meals distributed per year with bread, fruits and vegetables	360,000 hot healthy meals distributed per year with bread, fruits and vegetables

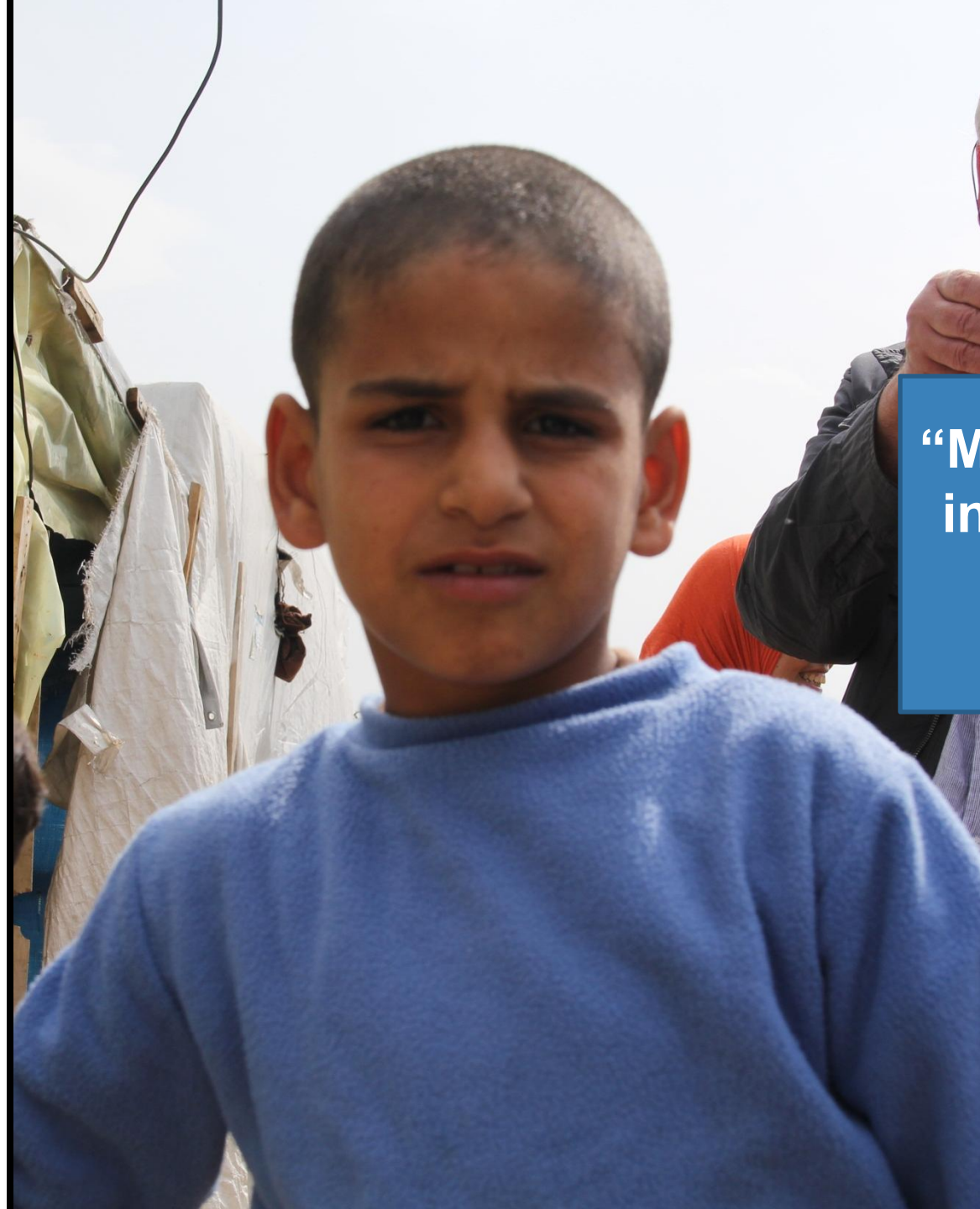


<2\$ / day / person

Community Kitchens



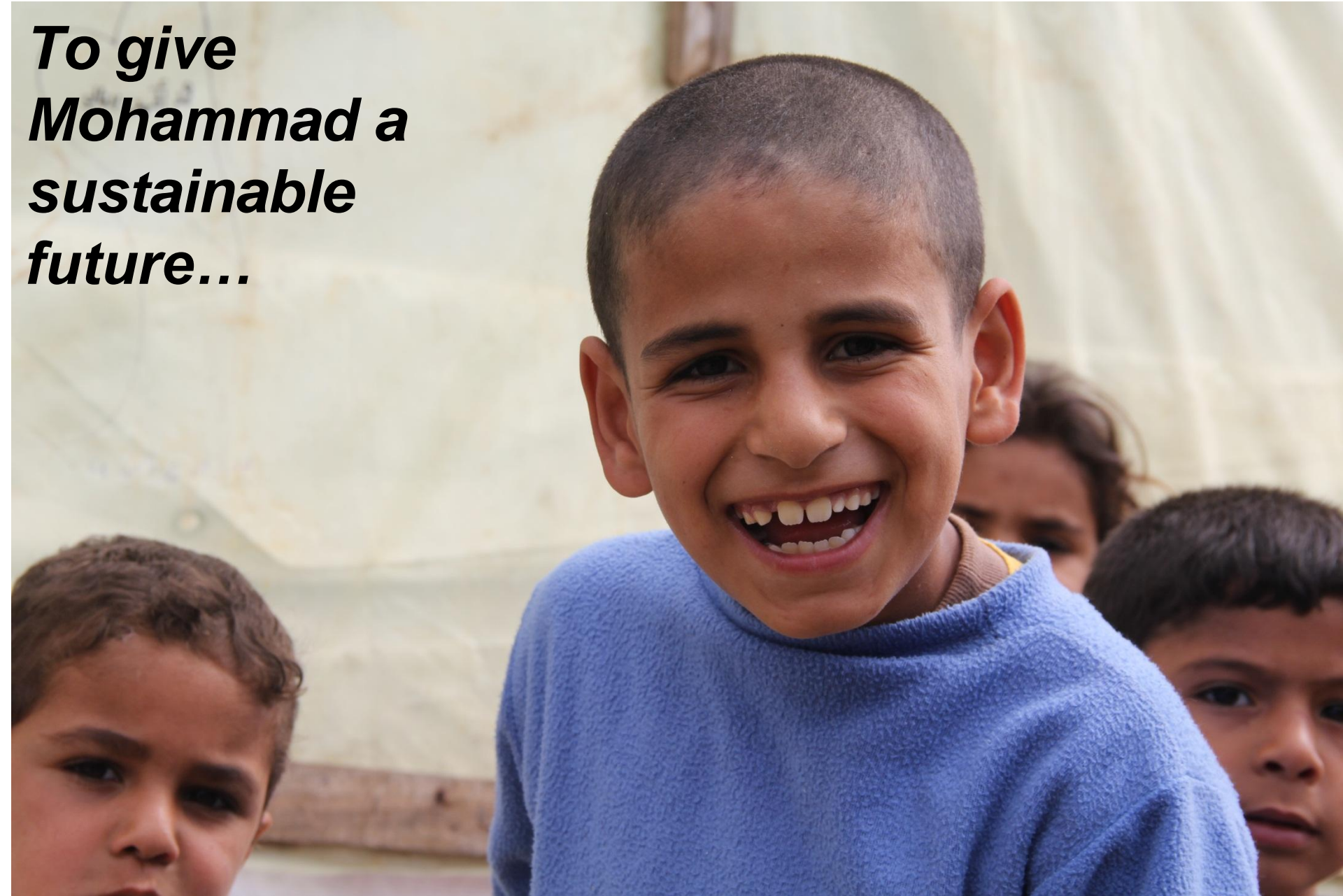
**Adopt a
kitchen!**



**“My humanity is bound up
in yours, for we can only
be humans together”**

Desmond Tutu

***To give
Mohammad a
sustainable
future...***



Global Player with Local Touch

Livelihoods at Work

Exploring Solutions, Defying Uncertainties

Arab Women, Keepers of the Land

ESDU for Refugees



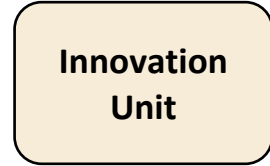
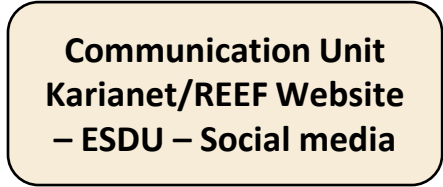
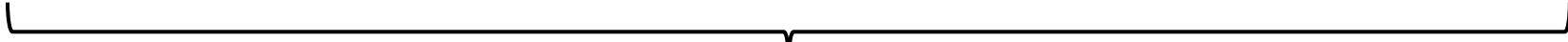
INNOVATIVE MODEL
Rural Empowerment and Entrepreneurship Forum (REEF)

ESDU

Advisory Board

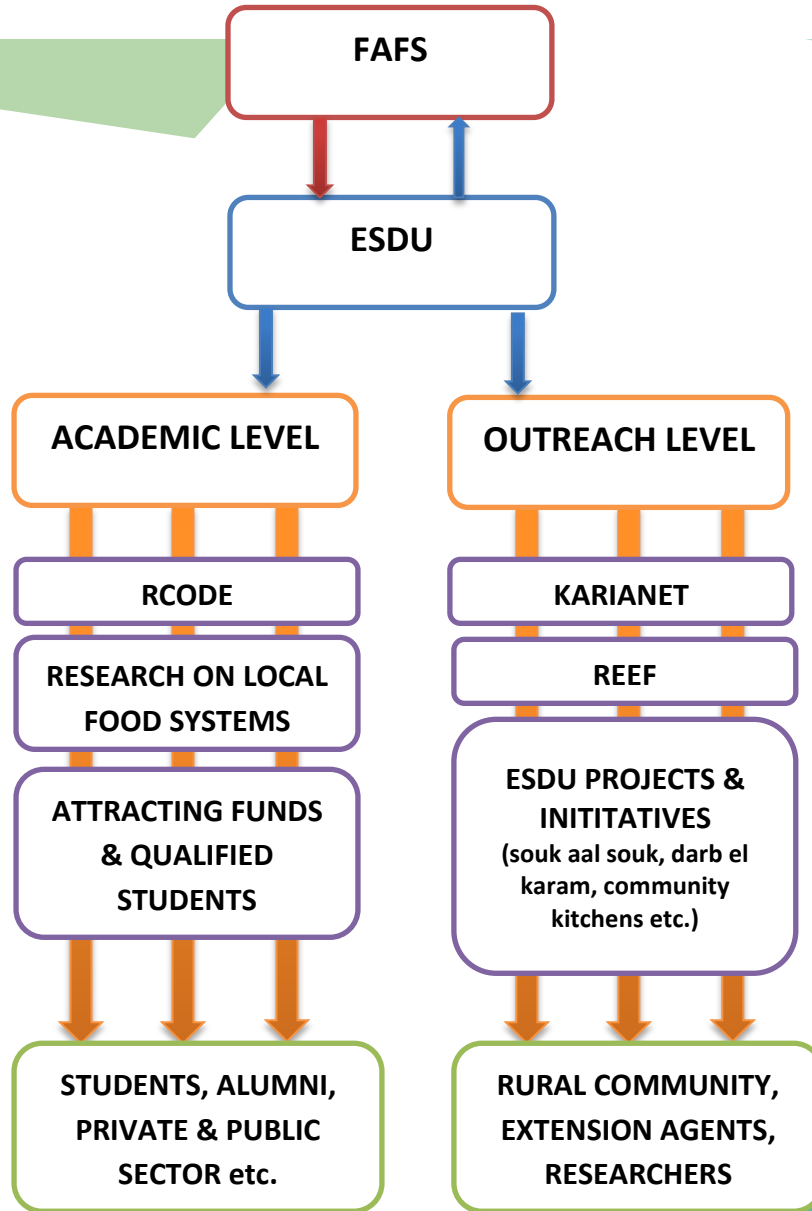
RCODE / FS - AUB

Coordination Unit

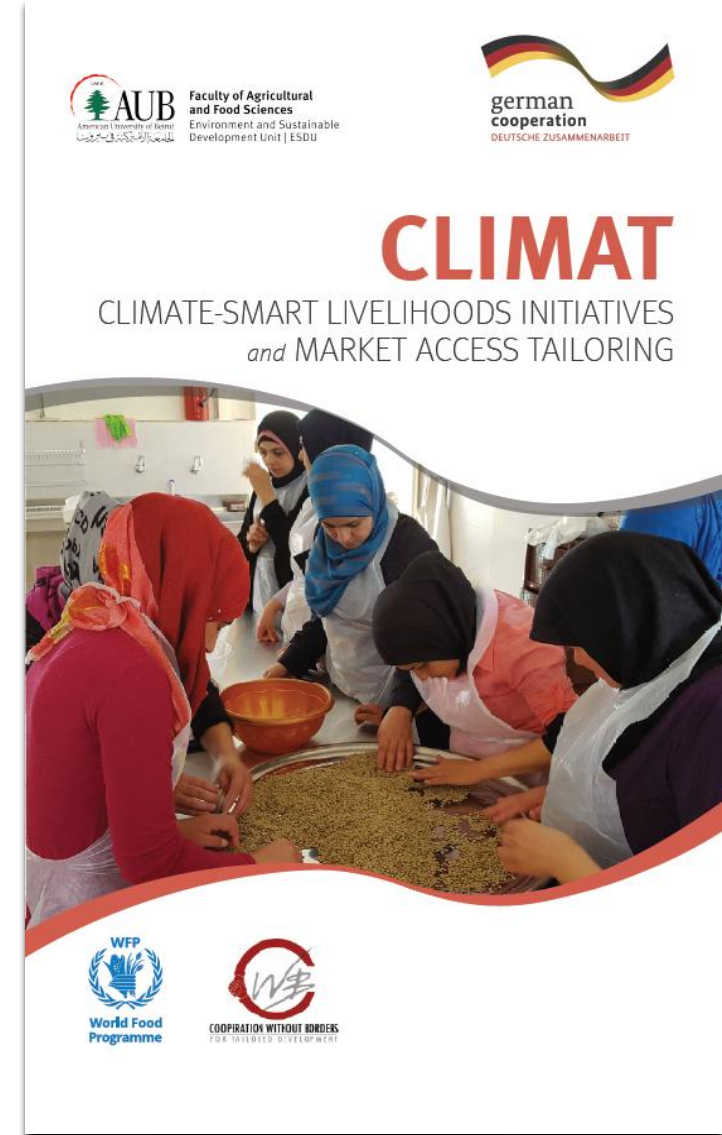
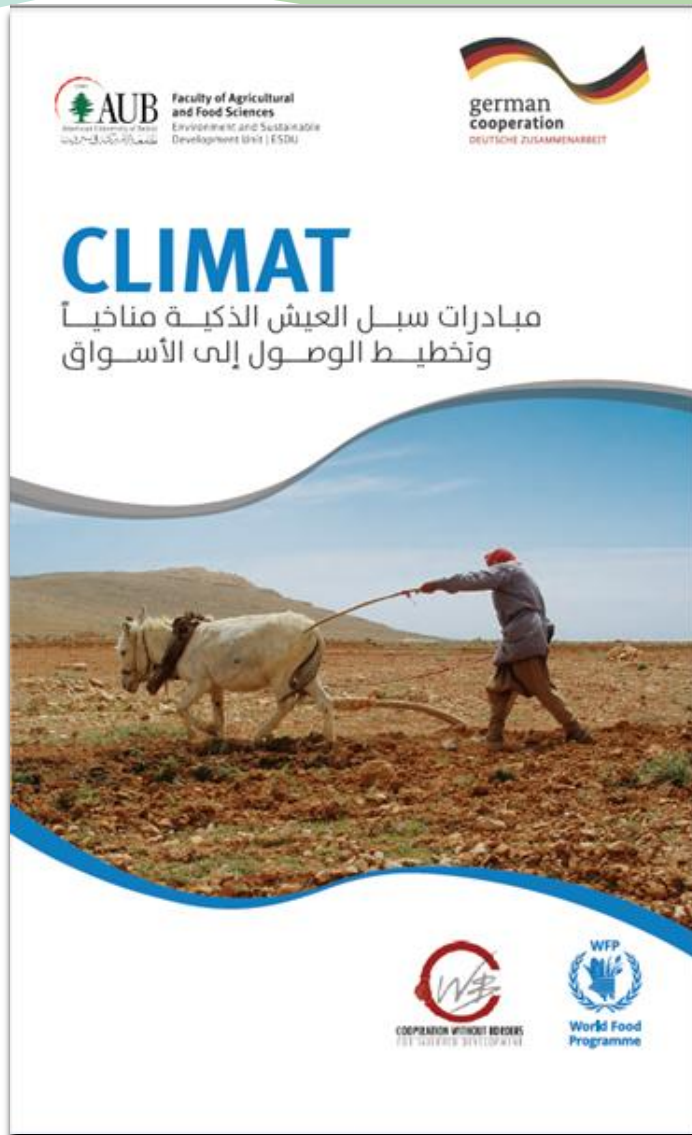


ESDU role as FAFS outreach center can be summarized as follow

ESDU - FAFS' Engagement & Outreach Unit



ESDU/WFP 2018-2019



Imagine how the future will see us



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In 2020 we will look back at our future

○ ESDU with proper financial resources:

- ✓ **Endowment**
- ✓ **Scholarship**
- ✓ **Entrepreneurship**



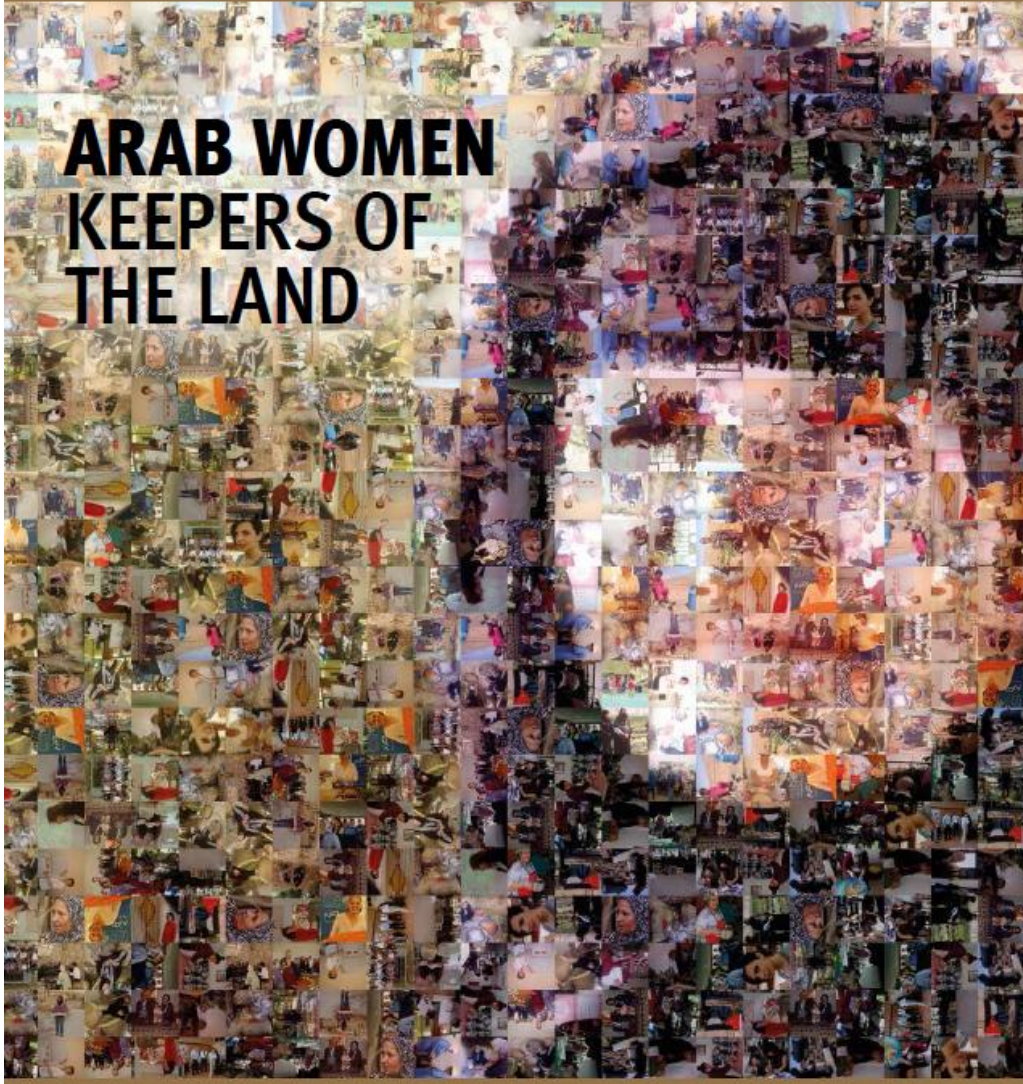


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ARAB WOMEN KEEPERS OF THE LAND



Keepers' of the Land Fund",
intended to support research and
education, for Graduate Female
Students enrolled in the RCODE
Master's Program.



“

“The best thing about the future is that it comes one day at a time” Abraham Lincoln

Only time will tell



Wa shukran

Thank you