



Conférence de Mme Yasmine Bohsali

Le 23 mars 2015



Vision - Be the leading regional Foundation in creating and restoring green spaces in collaboration with international organizations, both NGOs and governmental bodies.

Mission - Carry out, organize and support environmental projects.

Strategic Goals -

- Support and adopt reforestation projects
- Assume a proactive role in protecting natural resources
- Foster environmental awareness
- Expand and maintain green areas in Lebanon and across the MENA at large



Plantation Days - Since 2012, Azadea Foundation has planted over 10,000 trees in collaboration with Jouzour Loubnan. Around 600 active employees planted Cedar and Juniper trees in Bekaa and Kfardebian. Moreover, the plantation days included testing new techniques to better protect the trees on the long run.

Objectives -

- Foster green awareness and spread good environmental practices
- Increase the space area of greenery in Lebanon
- Promote sustainable forestation and start up a prospect natural reserve



Media Roundtable - In November 2013, Azadea Foundation hosted a media roundtable in collaboration with Jouzour Loubnan and AFDC which highlighted the increasing need to preserve Lebanon's greenery and the importance of green public spaces in the community.

Objectives -

- Strengthen relations with the Media
- Introduce the Rene Mouawad, Sanayeh Garden
- Announce the Azadea Foundation Plantation Day



Green Booth Tour Campaign - Azadea Foundation's 'Green Booth', in collaboration with local NGOs, reached a wide ranging audience throughout the month of December and again during Earth Month in April with its appearances from Thursday to Sunday for four consecutive weeks in four Malls across the country.

Objectives -

- Spread environmental responsiveness and raise awareness on the René Mouawad, Sanayeh Garden
- Educate the youth through environmental activities
- Engage with the community



School Workshops - In April 2014, Azadea Foundation celebrated Earth Month by leading environmental educational workshops in 8 private and public schools across Lebanon where 200 students were reached. In collaboration with AFDC, the team engaged with the students by performing specific studies on soil and land cover protocols in their school grounds, teaching them to collect scientific data about their local environment.

- Objectives -**
- Educate the youth and help raise awareness
 - Develop eco-sustainable behavior in children
 - Identify solutions to environmental challenges faced by Lebanon



and the region

Media Sneak Peek - In May 2014, Azadea Foundation invited all local Media to an exclusive sneak peek guided tour of the newly renovated René Mouawad, Sanayeh Garden. The explanatory tour was followed by a cocktail reception where interviews were conducted with the Foundation's President.

- Objectives -**
- Strengthen relations with the Media
 - Provide the Media with an exclusive visit of the Garden
 - Optimize coverage and exposure of Azadea Foundation prior to the official opening



René Mouawad, Sanayeh Garden - Azadea Foundation has chosen to restore the René Mouawad, Sanayeh Garden, dedicated to providing the public with a park of international standards, allowing citizens the luxury of having a green public place to escape the hustle and bustle of the city.

During the renovation project 500 trees were added along with 11,000 meters of grass. A perfect 22,000 square meter garden, Azadea Foundation has commissioned itself to take care of maintaining the Sanayeh Garden for the next 10 years.

- Objectives -**
- Enhancing public gardens by preserving greenery
 - Ensuring proper management and maintenance
 - Providing landscape amenities for outdoor activities



Children
Playgrounds



Bicycle Tracks



Fountain



Amphitheater



Exhibition
Area



Reading Areas



Promenade
Lanes

Opening Event - Azadea Foundation celebrated the re-opening of the René Mouawad, Sanayeh Garden along with the Municipality of Beirut, public figures, media partners, Azadea employees and thousands of Lebanese citizens on Saturday May 31st and Sunday June 1st.

The grand two-day opening event welcomed 22,000 visitors who enjoyed a fun-packed day at the park which featured ongoing entertainment shows by talented local bands.



Moreover, the fountain of the René Mouawad, Sanayeh Garden was portrayed in a legend written by Lebanese author May Menassa, who encouraged visitors to make a wish and place a Dahlia flower, symbolizing peace in the majestic fountain.

Eid El Fitr - In July 2014, Azadea Foundation celebrated Eid El Fitr at the René Mouawad, Sanayeh Garden with more than 80 underprivileged children from SOS and Al Mabarrat.

The Kids' Fiesta included planting activities, drawing and designing, biking, learning about recycling, and discovering the kind of trees at the garden.

- Objectives -**
- Spread environmental awareness to different parts of the society
 - Animate the Sanayeh Garden through fun educational activities
 - Bring joy to the children on Eid El Fitr
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Green Christmas - In Dec 2014, Azadea Foundation celebrated Christmas at the René Mouawad, Sanayeh Garden with more than 60 children from AFEL. The Kids enjoyed several green activities like learning how to recycle waste, separate material and reuse material to decorate the Christmas trees. Azadea volunteers also donated gifts to the children in which Santa personally distributed.



Objectives - • Spread environmental education on how to sort recyclable items through fun and animated activities

- Animate the Sanayeh Garden and introduce it to different audiences
- Create a giving and jolly spirit on Christmas

Upcoming Initiatives and Projects - As part of its commitment to fostering environmental education and encouraging the reforestation of more areas in Lebanon and the region, the Azadea Foundation will build on its green initiatives in year 2015. With a vision to be a leader in CSR among the private sector, the Foundation will take the extra mile to deliver the best results in the future.



Focus Areas -

- Educational competitions among public and private schools to spread environmental awareness
- Massive plantation projects to increase the space area of greenery in Lebanon
- Continuous animations at Rene Mouawad, Sanayeh Garden
- Embedding and encouraging environmentally conscious behaviors internally