

# GNFF Turns 25

"What is good for the community, we will strive to do excellently and in a way that enriches the lives of our people" - **Georges N. Frem**

This time every year, we commemorate our late founder Georges N. Frem and reflect on his legacy and vision for a better Lebanon. Not only did he possess exceptional business acumen reflected in his prolific career, but he was a steadfast supporter of philanthropy and socioeconomic development, particularly for Lebanon's youth whom he believed to be the backbone of the country.

Everything our Founder achieved, he did with consideration of young people's future, while finding ways to empower them, and making sure they grow to become productive members of society and visionaries who will build a better future for Lebanon. He particularly wanted to ensure that the Lebanese youth are given their full rights, fair and equal access to education and jobs and the ability to live in dignity and respect.



At Georges N. Frem Foundation (GNFF), we are proudly continuing the work our founder began. Since 1997, we have grown exponentially, serving the Lebanese youth and community whilst forging key partnerships with academic institutions, public and private sectors and NGOs.

This year marks 25 years since GNFF has been active, and we want to dedicate the newsletter to this milestone, and to all the Lebanese youth to whom we wish only to succeed and lead. Throughout its existence, GNFF has launched numerous programs for youth empowerment in education, agriculture, and economic development.

## Youth Empowerment for a Better Future

01

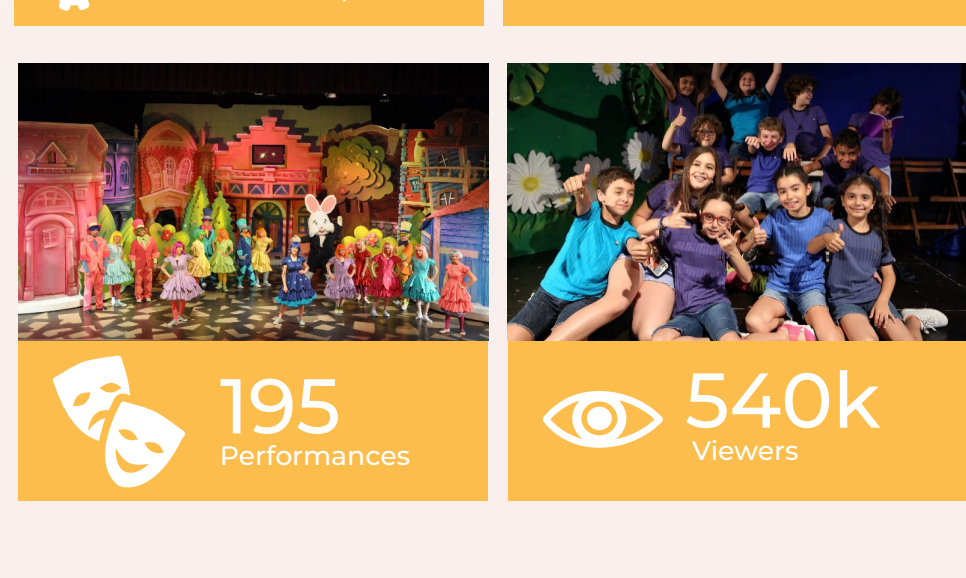
2003 - Present

### Theatre Athénée Jounieh!

THEATRE athénée Jounieh (TAJ), a key platform for youth, is a multi-purpose theatre that revolves around skills and talent development, knowledge sharing and awareness and entertainment for the whole family. Acting as a catalyst for change, TAJ also develops programs that foster creative expression and enrich personal experiences for children and youth.

#### LEAD!

TAJ recently launched LEAD, an engaging leadership program in partnership with An Nawras Culture Centre, aimed at empowering young women by teaching them citizenship and social responsibility.



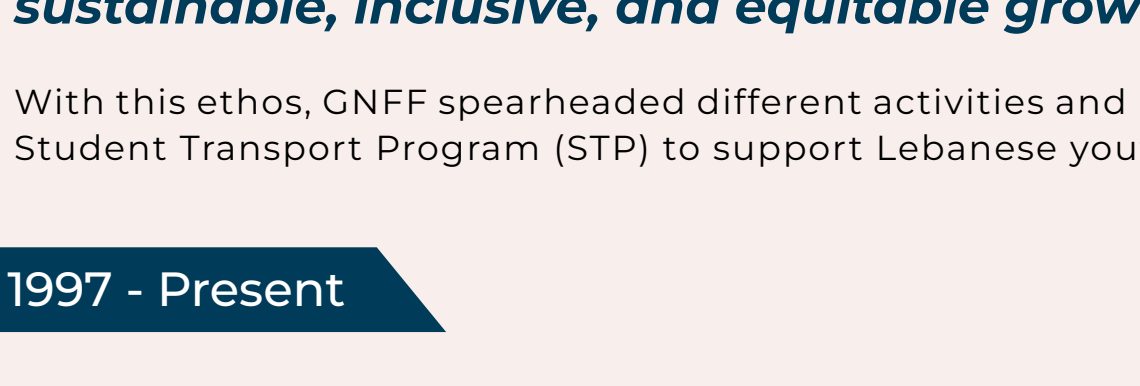
2011 - Present

### Frem Center for Civic Responsibility and Leadership

Engaging students in civic responsibility is of utmost importance, which is why the Frem Center for Civic Responsibility and Leadership at the Lebanese American University (LAU) in Byblos was created. The Center, which also houses the School of Business, has an array of initiatives addressing leadership skills, civic engagement and community service which ally the spirit of our Founder.

#### Frem Civic Center houses:

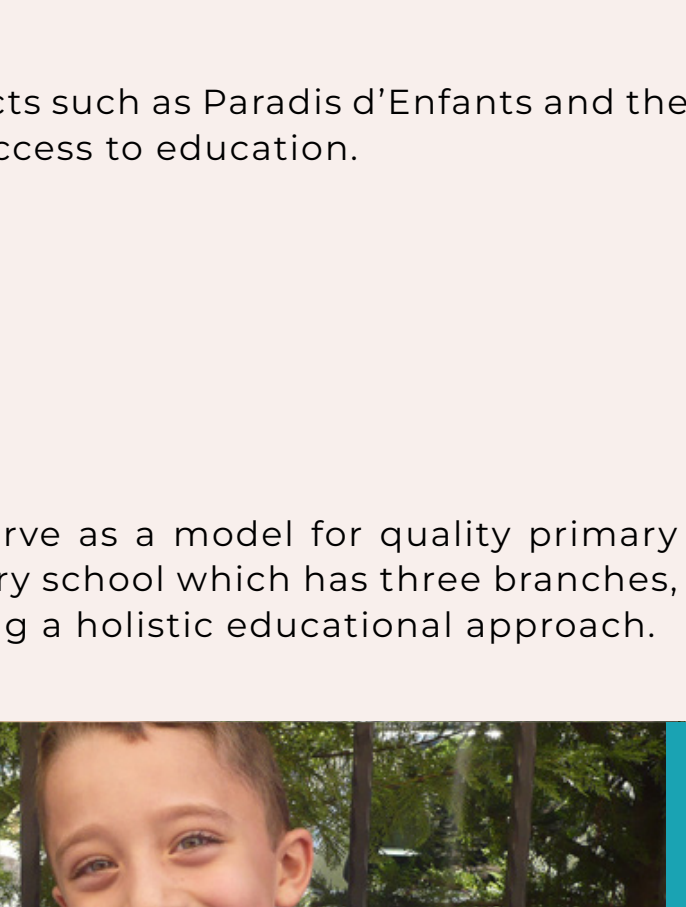
- The LAU Outreach and Civic Engagement office (OCE), which trains students to engage in volunteerism, networking, civic engagement and international diplomacy
- The Institute of Family and Entrepreneurial Business
- The Institute of Banking and Finance



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## Education is a Basic Human Right

02

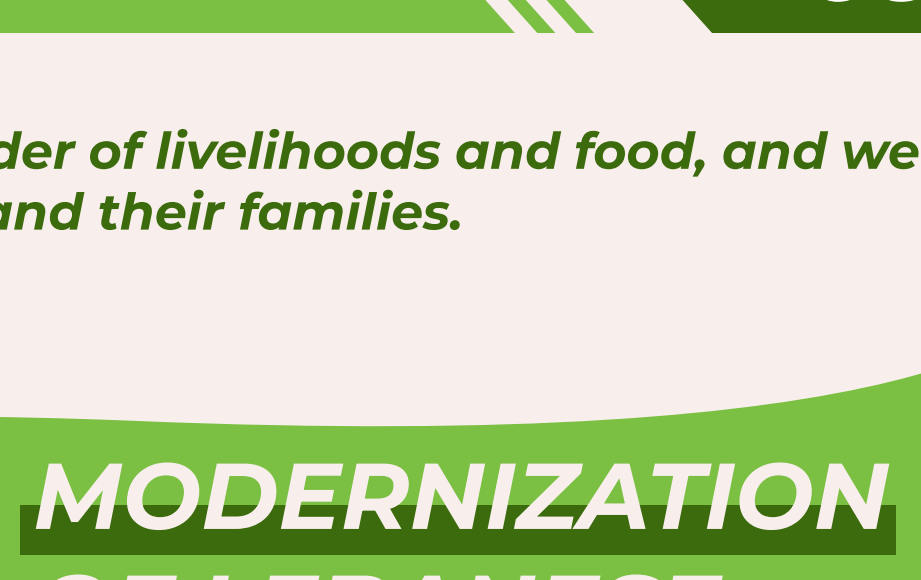
**Access to quality education is a right for all and the main ingredient for sustainable, inclusive, and equitable growth.**

With this ethos, GNFF spearheaded different activities and projects such as Paradis d'Enfants and the Student Transport Program (STP) to support Lebanese youth's access to education.

1997 - Present

### Paradis d'Enfants

The elementary school Paradis d'Enfants was established to serve as a model for quality primary public education. Today, the non-profit community-based primary school which has three branches, implements effective and innovative teaching methods, following a holistic educational approach.



### The Friends of Public School

The Friends of Public School Association, which was established in 1991 by the Founder and a group of community stakeholders, helped pave the way for Paradis d'Enfants. The Association was instrumental in raising the standard of the public elementary education system through many important initiatives.



2002 - Present

### Student Transport Program

Through our longstanding Student Transport Program (STP), we serve students who live in rural and remote areas by providing them transportation. STP enables them to commute to their public higher education technical schools and universities each year, while remaining in their hometowns.



## Supporting Agriculture to Improve Livelihoods

03

**At GNFF, we value our land, the provider of livelihoods and food, and we invest heavily in supporting farmers and their families.**

1997 - Present



### MODERNIZATION OF LEBANESE FRUIT ORCHARDS

It all began with our ambitious flagship mission, the Modernization of Lebanese Fruit Orchards, replacing old seedling and new fruit trees with modern rootstocks and fruit varieties, and further spreading this practice throughout the farming community, significantly improving quality and productivity. For this important mission, we developed our own nursery, meticulously grafting rootstocks with different fruit varieties before distributing them to farmers.



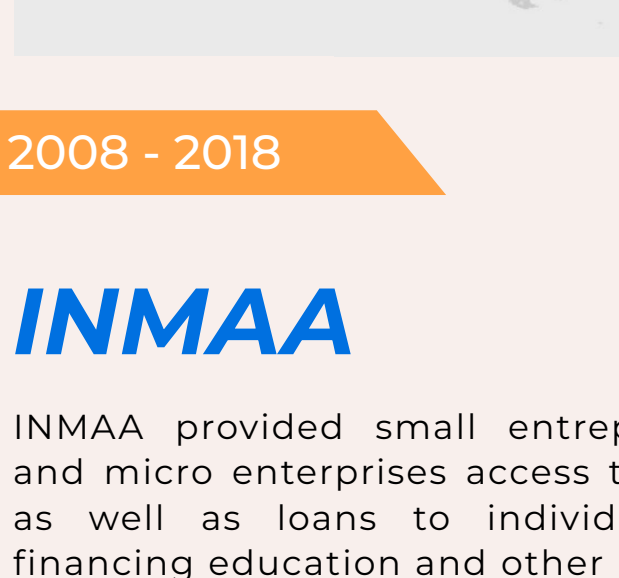
1999 - Present

### AGRICULTURE EXTENSION SERVICES

As part of our long standing Agriculture Extension Services, our highly skilled and experienced agriculture engineers have been providing comprehensive support to farmers and key actors of the fruit and vegetable value chains. They are also actively handling demonstration farms for research and development and on-site training.

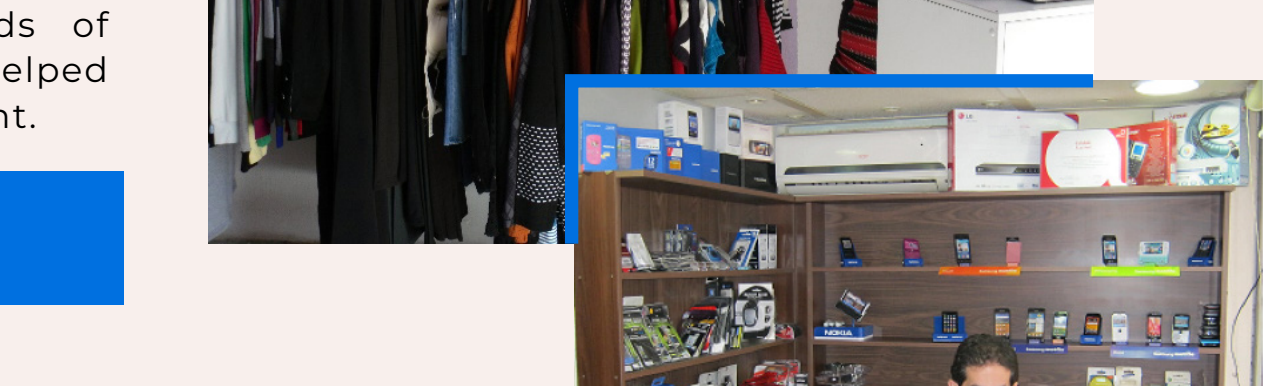


2009 - Present



### IRSHAD

Today, we manage a robust agricultural program IRSHAD (Increased Revenue from Safe and Healthy Agricultural Development), that addresses food security and safety to all actors of the agriculture value chain, while focusing on market requirements and linkages.



2019 - Present

### Seed of Change

With the new reality Lebanon is facing, we launched Seed of Change (SoC) to tackle the health and food security of families and communities. SoC is a series of engaging workshops designed to provide Lebanese in urban and rural areas with skills to help them become more self-sufficient. SoC covers demand driven topics, such as food safety, food processing and preservation, composting, home gardening, soap making and much more. Every workshop is meticulously prepared and delivered by a certified expert.



2021 - Present

### BASATINE

More recently, we became part of BASATINE, a four-year project that aims to support agriculture and food security in Lebanon, by benefiting families and vulnerable farmers in the Akkar and Bekaa regions. Funded by AFD - Agence Française de Développement, BASATINE involves a consortium led by CARE International Lebanon, Mercy Corps, Berytech, The Lebanese Organization for Studies and Training (LOST) and Al Majmoua.



## Strengthening Local Communities

04

**GNFF's economic programs have always been focused on stimulating economic activity, whether to preserve or create jobs, empower the youth, be the catalyst for business partnerships or help businesses recover after a crisis. We have achieved this through initiatives such as INMAA, a micro credit program and Lebanon Business Network (LBN), a digital platform for global Lebanese networking worldwide.**

2003 - Present

### Lebanon Business Network

GNFF created Lebanon Business Network, an online platform dedicated to enhancing economic growth in Lebanon. The first of its kind, LBN is aimed at entrepreneurs and businesses in Lebanon, as well as Lebanese-owned companies, associations and entrepreneurs worldwide to encourage business relations with one another.



2008 - 2018

### INMAA

INMAA provided small entrepreneurs and micro enterprises access to funds, as well as loans to individuals for financing education and other personal needs. The decade long program significantly improved the lives of hundreds of Lebanese across the country and helped them be economically independent.



2020 - 2021

### Zammer Jdid

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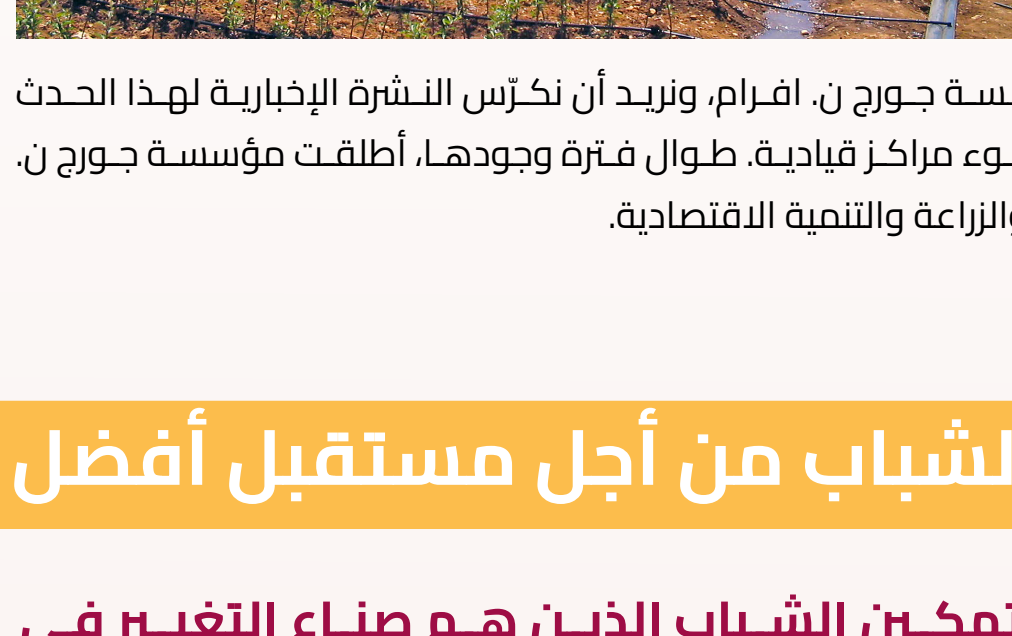
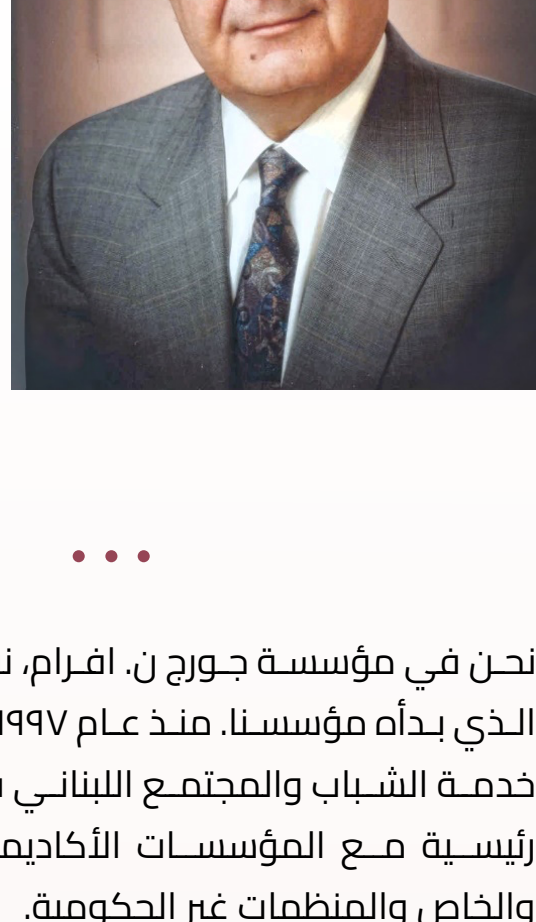


## الذكرى السنوية الخامسة والعشرون لتأسيس مؤسسة جورج ن. افرام

"ستسعى جاهدين للقيام بما هو مفيد للمجتمع بطريقة تعني حياة شعبنا"  
جورج ن. افرام

في هذا الوقت من كل عام، نتخلف بذكرى مؤسسنا الراحل جورج ن. افرام ونفكر في إرثه ورؤيته من أجل لبنان أفضل. فهو لم يكن يمتلك فكرة استثنائية في مجال الأعمال تتجلى من خلال مسيرته المهنية المتميزة فحسب، بل كان داعماً دائماً لتأينا للعمل الخيري والتنمية الاجتماعية والاقتصادية، لا سيما لشباب لبنان الذين كان يعتقد أنهم العمود الفقري للبلاد.

إن كافة الإنجازات التي حققها مؤسسنا، قام بها مع أخذ عين الاعتبار مستقبل الشباب وإيجاد طرق لتمكينهم وجعلهم أفراد منتجين في المجتمع وأصحاب رؤيا يتبنون مستقبل أفضل للبنان. لقد أراد بشكل خاص ضمان حصول الشباب اللبناني على حقوقهم الكاملة، والوصول العادل والمتساوي إلى التعليم والوظائف والقدرة على العيش بكرامة واحترام.



نحن في مؤسسة جورج ن. افرام، نواصل بكل فخر العمل الذي بدأه مؤسسنا، منذ عام ١٩٩٧، حققنا نمواً هائلاً في خدمة الشباب والمجتمع اللبناني في حين أقمنا شراكات رئيسية مع المؤسسات الأكاديمية والقطاعين العام والخاص والمنظمات غير الحكومية.

يصادف هذا العام ذكرى مرور ٢٥ عاماً على إنشاء مؤسسة جورج ن. افرام، ونريد أن نكرّس النشرة الإخبارية لهذا الحدث المهم، ولكل الشباب اللبناني الذين تنمى لهم النجاح وتنوء مراكز قيادية، طوال فترة وجودها، أطلقت مؤسسة جورج ن. افرام العديد من البرامج لتمكين الشباب في مجالات التعليم والزراعة والتنمية الاقتصادية.

## تمكين الشباب من أجل مستقبل أفضل

2003 - الحاضر

### مسرح الأتينية جونية!

مسرح الأتينية جونية يمثل منصة رئيسية للشباب في مؤسسة جورج ن. افرام، إنه مسرح متعدد الأهداف يتمحور حول تنمية المهارات والمواهب وتبادل المعرفة والتوعية والترفيه لجميع أفراد الأسرة، بصفتها حافزاً للتغيير، يقوم مسرح الأتينية جونية أيضاً بتطوير برامج من شأنها تعزيز التعبير الإبداعي وإغناء التجارب الشخصية للأطفال والشباب.

### LEAD!

أطلق مسرح الأتينية جونية مؤخراً LEAD، وهو برنامج قيادي بالشراكة مع مركز النورس الثقافي، يهدف إلى تمكين الشباب من خلال تعليمون المواطنة والمسؤولية الاجتماعية.

	684 ورشة عمل		1070 مشاركاً
	195 عرضاً		540K مشاهد

2011 - الحاضر

## مركز افرام للمسؤولية المدنية والقيادة



إن إشراك الطلاب في المسؤولية المدنية هو أمر في غاية الأهمية، ولهذا السبب تم إنشاء مركز افرام للمسؤولية المدنية والقيادة في الجامعة اللبنانية الأمريكية (LAU) في جيبيل، يحتوي المركز، الذي يضم أيضاً كلية إدارة الأعمال، على مجموعة من المبادرات التي تتناول مهارات القيادة والمشاركة المدنية وخدمة المجتمع التي تتلاقى مع قيم مؤسنا.

### يضم مركز افرام للتربية المدنية:

- مكتب التواصل والمشاركة المدنية في الجامعة اللبنانية الأمريكية (LAU) الذي يحدر الطلاب على الانخراط في العمل التطوعي والتواصل والمشاركة المدنية والدبلوماسية الدولية
- معهد المؤسسات العائلية والأعمال الريادية
- معهد البنوك والتمويل

1500 مشارك/سنة

## التعليم حق أساسي من حقوق الإنسان

إن الوصول إلى التعليم الجيد هو حق للجميع وعنصر أساسي للنمو المستدام والشامل والعاقل.

مع هذه الروحية، قادت مؤسسة جورج ن. افرام أنشطة ومشاريع مختلفة مثل مدرسة "جنة الأطفال" Paradis d'Enfants وبرنامج نقل الطلاب لدعم وصول الشباب اللبناني إلى التعليم.

1997 - الحاضر

### جنة الأطفال

تم إنشاء مدرسة "جنة الأطفال" الابتدائية لتكون بمثابة نموذج للتعليم الابتدائي العام الجيد، حالياً، تطبق المدرسة الابتدائية الأهلية عبر البريقة والتي لها ثلاثة فروع، طرق تدريس فعالة ومبتكرة، بتابع نهج تعليمي شامل ومتكامل.

	1950 تلميذا/سنة
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### أصدقاء المدرسة الرسمية!

إن جمعية "أصدقاء المدرسة الرسمية" التي تم إنشاؤها في العام ١٩٩١ من قبل المؤسس ومجموعة من أصحاب المصلحة في المجتمع، قد ساهمت في تمهيد الطريق لمدرسة "جنة الأطفال"، لعبت الجمعية دوراً فعالاً في رفع مستوى نظام التعليم الابتدائي الرسمي من خلال العديد من المبادرات المهمة.

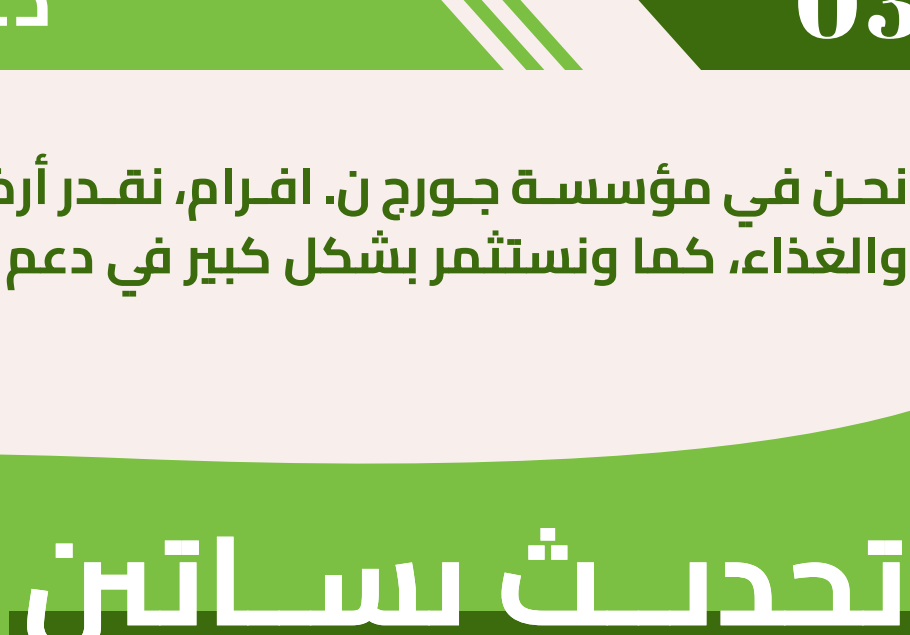


2002 - الحاضر

### برنامج نقل الطلاب

من خلال برنامجنا الطويل الأمد لنقل الطلاب، نقوم بخدمة الطلاب الذين يعيشون في المناطق الريفية والنائية عن طريق توفير وسائل النقل لهم، ان برنامج نقل الطلاب يمكّنهم من الانتقال إلى مدارس التعليم الشقي العالي والجامعات الرسمية كل سنة، والبقاء في بلدانهم.

	820 تلميذا/سنة
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## دعم الزراعة لتحسين سبل العيش

نحن في مؤسسة جورج ن. افرام، نقدر أرضنا التي تعتبر المصدر الرئيسي لسبل العيش والغذاء، كما ونستثمر بشكل كبير في دعم المزارعين وعائلاتهم.

1997 - الحاضر

### تحديث بساتين الفاكهة اللبنانية



كانت البداية مع مهمتنا الرئيسية الطموحة المتمثلة بتحديث بساتين الفاكهة اللبنانية، واستبدال أصناف وأصول الفاكهة القديمة بأصناف وأصول جديدة، وزيادة نشر هذه الممارسة في جميع أنحاء المجتمع الزراعي، وتحسين الجودة والإنتاجية بشكل كبير، من أجل هذه المهمة الهامة، عملنا على تطوير مشتتات الخاص، وقمنا بتطعيم الأصول الجذرية بدقة بأنواع وأصناف مختلفة من الفاكهة قبل توزيعها على المزارعين.

590,000 شجرة موزعة 620,000 أصول جذرية مزروعة

1999 - الحاضر

## خدمات الإرشاد الزراعي

كجزء من خدمات الإرشاد الزراعي الطويلة الأمد الخاصة بنا، قام فريق من المهندسين الزراعيين ذوي الخبرة والمهارات العالية في مؤسسة جورج ن. افرام بتقديم دعم شامل للمزارعين والجهات الفاعلة الرئيسية في المناطق الريفية والمناطق الحضرية لمساعدتهم على أن يصبحوا أكثر اكتفاء ذاتياً. ساهمنا في سلسلة ورش عمل "بذور التغيير" مواضيع قائمة على الطلب، مثل القيمة للأفوكاه والأفوكاه، كما أنهم يتعاملون بفعالية مع التحول التدريجية الخاصة بالمؤسسة التي تهدف للقيام بالتجارة، والابتكار والتطوير وتدريب المزارعين في الموقع.

	350 جلسة تدريب ومحاضرة حقلية
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2009 - الحاضر

### إرشاد

حالياً، تتولى إدارة برنامج زراعي قوي "إرشاد" IRSHAD زيادة الإيرادات من التنمية الزراعية الآمنة والصحية، الذي يتناول الأمن الغذائي والسلامة الغذائية لجميع الجهات الفاعلة في سلسلة القيمة الزراعية، مع التركيز على متطلبات السوق وروابطها.

15 مؤسسة صغيرة ومتوسطة الحجم مؤسستة في 20 تعاونية 82 إشراة تقنية 7500 مزارع

2019 - الحاضر

## بذور التغيير

مع الواقع الجديد الذي يواجهه لبنان، أطلقنا برنامج "بذور التغيير" Seed of Change، وهو مشروع يعالج الأمن الصحي والغذائي للأسر والمجتمعات، إن "بذور التغيير" عبارة عن سلسلة من ورش العمل المصممة لتزويد اللبنانيين في المناطق الحضرية والريفية بالمهارات لمساعدتهم على أن يصبحوا أكثر اكتفاء ذاتياً. ساهمنا في سلسلة ورش عمل "بذور التغيير" مواضيع قائمة على الطلب، مثل سلامة الغذاء ومعالجة الأعذية وحفظها والتسميد والزراعة المنزلية و صنع الصابون وغيرها من الأنشطة المتنوعة، يتم إعداد كل ورشة عمل بدقة وتقديمها من قبل خبر معتمد.

	1015 مشاركا
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2021 - الحاضر

## بساتين - BASATINE

في الآونة الأخيرة، أصبحنا جزءاً من مشروع بساتين (BASATINE)، وهو مشروع يمتد على أربع سنوات ويهدف إلى دعم الزراعة والأمن الغذائي في لبنان، من خلال مساعدة المزارعين والأكثر حاجة في منطقة عكار الأخرى، أدى البرنامج الممتد لعقد من الزمن إلى اتخاذ نفوذهم منظمة كإحدى المبادرات في لبنان ومنظمة ميرسي كور وبيريتيك والمنظمة اللبنانية للدراسات والتدريب والمجموعة.

	2,500 مزارع
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2008 - 2018

## تقوية المجتمعات المحلية

لطالما ركّزت البرامج الاقتصادية الخاصة بمؤسسة جورج ن. افرام على تحفيز النشاط الاقتصادي، سواء للحفاظ على الوظائف أو خلقها، أو تمكين الشباب، أو تحفيز الشراكات التجارية أو مساعدة الشركات على التعافي بعد الأزمة، لقد حققنا ذلك من خلال مبادرات مثل "إنماء" وهو برنامج القروض الصغيرة والشبكة اللبنانية للأعمال، وهي منصة رقمية لبنانية-عالمية للتواصل في جميع أنحاء العالم.

2003 - الحاضر

### الشبكة اللبنانية للأعمال LBN

	12,500 دليل تجاري
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أنشأت مؤسسة جورج ن. افرام الشبكة اللبنانية للأعمال، وهي منصة على الإنترنت مخصصة لتعزيز النمو الاقتصادي في لبنان، كونها الأولى من نوعها، تستهدف الشبكة اللبنانية للأعمال رواد الأعمال والشركات في لبنان، فضلاً عن الشركات والجمعيات وريادة الأعمال المملوكة من أشخاص لبنانيين في جميع أنحاء العالم لتشجيع العلاقات التجارية فيما بينها.



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2020 - 2021

### إنماء INMAA

وفر برنامج إنماء لأصحاب المشاريع الصغيرة إمكانية الحصول على تمويل، فضلاً عن القروض للأفراد بغية تمويل التعليم والاحتياجات الشخصية الأخرى، أدى البرنامج الممتد لعقد من الزمن إلى تحسين حياة مئات اللبنانيين بشكل ملحوظ في جميع أنحاء البلاد وساعدتهم على أن يكونوا مستقلين اقتصادياً.

	970 قرض
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2020 - 2021

### Zammer Jdid

بدأ على انفجار بيروت المفرد في ٤ آب ٢٠٢٠، أطلقت مؤسسة جورج ن. افرام على الفور لمساعدة الشركات الصغيرة والمتوسطة الحجم التي تضررت بشدة وبدا برنامج "Zammer Jdid" لإعادة بناء وترميم الشركات التجارية.

	115 مؤسسة تجارية مهتة تم تمويلها بدعم من المنظمة الدولية غير الحكومية لبنانية (LBNW)
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## شكراً من القلب

لفريق عمل مؤسسة جورج ن. افرام المتحمس والنشط

لقد حققنا هذا الإنجاز بفضلكم!