Eedama's Learning & Advisory Portfolio

Training for Sustainability, Skills, and Impact

October 2025

eedama

Realize. Rethink. React.

10 YEARS OF IMPACT

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INTRODUCTION

Understand in order to be able to act: 10 years after the 1st activity delivered in a summer camp, Eedama became now a solid socially driven and impactful small enterprise delivering programs in 3 countries, hosting people from all over the world, with this idea: We need to act, and for this we need to understand. So we want to bring as much scientifically backed information as possible to develop in each of us critical thinking, and support people in deducing their own assessment of the situation, and further than this: their own plan of action.

This catalogue gathers all training sessions and content offered to adults, from pure technical information to business and personal development, with a focus on positive impact.

All training content is new and owned by Eedama. It is all designed for positive impact.

Eedama works in the UAE, Lebanon and France, and can offer these training and coaching sessions in the region. All of them are available in English, many of them in Arabic and French. Part of the work can be done online.

OUR CORE TRAINING AREAS :

- Entrepreneurship with Impact
- Specialized Training Topics and Soft Skills
- Technical Training Topics in Sustainability
- Tailored Training Content Development, Assessments
- Career Advising / Integration to the World of Work
- Coaching and Advisory

ENTREPRENEURSHIP WITH IMPACT

IDEATION AND DESIGN THINKING

From an idea to a concrete project. Participants will learn to make their intuitions concrete. They first have to clarify their intuition and understand if they correspond to a need in society.They then need to frame it through several iterations, making it a concrete service, good or activity.Finally, they will have to build a very preliminary prototype, to understand if what they are planning has a chance to become reality.

Duration: This training is a preparation for developing a business model and can take 1 to 3 days.

Alternative for a 2h workshop:

From an idea to a concrete project. Participants will learn to make their intuitions concrete through a design thinking approach: they will discover design thinking through a participatory workshop and pick a challenge to solve together through several steps:

- They first have to clarify their intuition and understand if they correspond to a need in society.
- They then need to frame it through several iterations, making it a concrete services, good or activity.
- Finally they will have to imagine and sketch a very preliminary prototype, allowing their colleagues to challenge them, to understand if what they are planning has a chance to become reality.

◉ Experts: Ounsi El Daif, Moustafa Fahs (Alternative Tour Beirut)

TEAM ALIGNMENT & COLLECTIVE DESIGN

From reflection to shared purpose: Participants will align on where they stand and what they want to build together.

The workshop begins with a personal reflection journey to help each participant map key moments, challenges, and turning points in their path so far. Together, the group defines a shared goal or project they want to move forward with. Each person then contributes their insights to a structured, step-by-step design process, helping the team clarify its needs, resources, limitations, and next steps.

The session ends with a collective harvest of ideas and a stronger sense of purpose, direction, and connection.

Methods & Tools: Based on the *River of Life* reflection process and the *Design Web* from Cultural Emergence.

Duration: 4 hours
◉Experts: Karim Malak, Jad Awada

STRATEGY AND BUSINESS MODEL

From a prototype of product service to a realistic company, community project or NGO.

Eedama developed, thanks to the combined academic and field experience of its staff, advisors and founders, and hands-on methodology to develop a business model that can be both for or not-for-profit, and that will always put a positive impact first.

Participants will first express what are their motives, what is their inner driver, and how they want to contribute to a better society, planet, environment… While ensuring a decent living for themselves and their partners and collaborators. They will deduce their higher purpose or mission, and draw step by step the ideal business to serve this mission.

Potential founders will then write the strategy that will allow them to reach their goals. They will start to build an organizational model and a business model. There are as many business models as ideas, and therefore Eedama offers a very flexible training program.

Duration: 2 - 5 days.

- Experts: Ounsi El Daif, Nadia Moukaddem, Moustafa Fahs

FINANCIAL MANAGEMENT

INTRODUCTION TO FINANCIAL MANAGEMENT:

Adapted mainly for entrepreneurs and executives with no background in financial knowledge (typically organizations in their early phases). The sessions are designed based on the participants' profiles, experience and taking into consideration the environment and the industry they are or plan to operate in.

This training introduces basic topics from the start, taking into consideration the needs of the participants.

We will start by differentiating the different components of financial management from financial and managerial accounting to costing and pricing and finally cash flow management, financial projections and budgeting.

They will learn how the 3 main financial statements are built and what makes them useful. We will look at how these statements can be designed to suit different audiences like investors, lenders, internal management and others.

Small interactive questions and quick computation exercises are included to ensure proper understanding of the concepts.

Duration: 90 minutes

- Experts: Jad Awada

FINANCIAL MANAGEMENT FOR GROWTH

Adapted mainly for entrepreneurs and executives with some experience but not necessarily experts in financial management (typically organizations still in their growth stages). The sessions are designed based on the participants' profiles, experience and taking into consideration the environment and the industry they are or plan to operate in.

This training takes into consideration the needs of the participants more directly and requires a basic needs assessment.

We discuss the importance of having proper financial accounting tools and procedures to ensure proper tracking. They will learn the major components needed to build the financial cycle within their business and what controls are needed to ensure accurate reporting of their finances.

In the final section of the training, we dive into different financial management methods, while incorporating concepts of sustainability, eco and social costs. This can include pricing, cost allocation, cash flow management, different ratios and margins to keep an eye on.

We make sure to provide participants with a list of tools they can use to easily keep track of their finances, as well as issuing reports and looking at their figures in a user-friendly manner.

Duration: 2 x 90 minutes sessions

- Experts: Jad Awada

ADVANCED FINANCIAL MANAGEMENT (INDUSTRY-SPECIFIC OR WITHIN ONE ORGANIZATION)

Adapted mainly for entrepreneurs and executives within a team or in collaboration and would want to receive a tailored training on financial management (typically well-developed organizations). The sessions are designed based on the participants' profiles, experience and taking into consideration the environment and the industry they are or plan to operate in.

This training takes into consideration the needs of the organization or coalition of organizations and requires a more developed needs assessment. In this consultancy-like training, we ensure that teams are going through a smooth flow of surfacing their objectives and goals while highlighting their needs, offers and weaknesses in their procedures and financial cycle.

The second step is to ensure that a collaborative process is led on problem solving around their financial cycle. This will help us create a list of actions that the team will follow up on through the rest of the session as well as after the session if needed.

Duration: Up to 2 days

- Experts: Jad Awada

BUSINESS PLANNING AND FINANCIAL FORECASTING

Whether the business model relies on sales, donations, subsidies or all of the above, money management and planning is extremely important. It allows to ensure a viable and sustainable organization, while fairly distributing the income to all stakeholders.

Participants will learn to transform their business model into a financial forecast, that will include forecasting all types of cost, and a deep thinking on how to fairly distribute budgets. Both technical and ethical aspects are discussed.

Duration: 1-3 days

◉ Experts: Jad Awada, Nadia Moukaddem, Ounsi El Daif

FUNDING: FROM INVESTMENT TO GRANTS AND DONORS

How to fund a project? We first discuss the various funding types (time investment from the founders, donations, investments, grants, and others depending on the participants) then we clarify the difference between them.

Participants do a role play where they have to think, based on their financial projections, what they need in terms to start their venture: time, tools, money… and what kind of funding or help they need. They then list what are the possible sources of help: From themselves to international organizations. They leave this training with a to-do list and a list of contacts to reach out to.

Duration: 1 session of 2h or 2 sessions of 1h30

◉ Experts: Nadia Moukaddem, Ounsi El Daif

MARKETING, SALES AND COMMUNICATION

The training would aim to provide participants with a comprehensive understanding of marketing, sales, and communication techniques and provide them with the skills, tools, and knowledge they need to communicate and promote their organizations effectively.

Training content would consist of:

Branding: Understanding the concept of branding and how to develop a strong brand identity for your organization.

Marketing strategies: Overview of different marketing strategies, such as digital marketing, content marketing, and offline marketing and identifying which channel will best serve your organization

Communication skills: Developing effective communication skills to better communicate with customers and stakeholders

Measuring success: Understanding the metrics used to measure marketing and sales success, and how to use data to make informed decisions.

Duration: 2 to 4 sessions

◉ Experts: Leen Akkad, Manal Farhat

HUMAN RESOURCES MANAGEMENT

Founders of small organizations are often overwhelmed with work and forget that their team is not necessarily at their level. How to manage a small team in this situation? This training is mostly based on a rich experience of founding and managing small organizations, as well as advising founders, managers and active people.

The topics vary from stress management to tips for engaging a team and creating an ownership feeling in everyone. The positive impact that social businesses and NGOs are trying to have should also be reflected internally.

Duration: 2 sessions of 1h30

◉ Experts: Ounsi El Daif, Huda Masalmeh

SEED: EXPLORING TEAM CULTURE

A short and immersive experience to surface insights, strengthen connection, and reflect on team dynamics.

Through guided individual and group reflection, participants explore the visible and invisible elements shaping their team culture. They engage in open conversations, creative activities, and storytelling to express what helps and what limits collaboration and trust. The workshop creates a safe space for teams to slow down, connect, and plant seeds for a healthier and more intentional way of working together.

Methods & Tools: Inspired by Cultural Emergence principles and practices, including reflective prompts and collaborative and playful group exercises.

Duration: 2–3 hours
◉ Experts: Karim Malak

PUBLIC SPEAKING AND PITCHING

One has an idea, finds an interest for it, has a strategy, a plan, a financially sound budget, and even knows what they need and when in terms of funding and help. Now what? The project needs to be pitched, to broad audiences, to authorities, to donors. We will work with the

participants on two aspects: Their public speaking skills and self-confidence, as well as the development of the right pitch and pitch content.

We will develop with the participants the right pitch, with the right tools: We are not obsessed with PowerPoint, and we do not believe in one-size-fits-all.

Duration: 3 sessions of 1h30. The 2nd session is mostly a feedback session and the 3rd one a pitching session.

◉ Experts: Ounsi El Daif

LEGAL ENVIRONMENT IN LEBANON

Eedama's lawyer developed, with the help of the group's expert content developer's, a manual for MSMEs and NGOs to help them in their registration process, and navigate them through corporate, labor and NGO laws. Eedama offers a 3 to 6 hour-session accompanied by a didactic manual. This manual will include all the needed contacts and addresses with the procedure, formal and informal (who to ask first etc.…) to follow. Beneficiaries will benefit from the expertise of a lawyer and a social enterprise and NGO founder. The lawyer of course plays the main role here.

Duration: 1 session of 3h

◉ Experts: Ziad Daher

SPECIALIZED TRAINING TOPICS AND SOFT SKILLS

PROJECT MANAGEMENT (INCLUDING FUNDED PROJECTS)

All the steps of the life of a project focusing on impact are discussed: the initiation, concept and design, kickoff, delivering the project, monitoring its impact and evaluating it.

Duration: This training can be an introduction of 2 sessions or a tailored training of more.

◉ Experts: Ounsi El Daif, Elie Kareh, Zeina Fahed, Huda Masalmeh

MONITORING, EVALUATION, ACCOUNTABILITY, LEARNING (MEAL)

The objective of the training is to introduce participants to the concepts and practices of monitoring, evaluation, accountability, and learning. It will enable participants to design and implement the needed and adequate tools that promote, both, the organization and projects' effectiveness. The session will focus on the methodologies and tools for conducting impact assessment and impact evaluation, as well as MEAL at the organizational level. The session will also cover aspects related to projects' M&E and reporting to funders/partners.

Duration: 2 hours

◉ Experts: Zeina Fahed, Toka Ahmed

MANAGEMENT IN TIMES OF CRISIS FOR STARTUPS, SMES AND CIVIL SOCIETY ORGANIZATIONS

The objective of this training is to provide entrepreneurs, CSO and business leaders on a national scale with the needed understanding of the crisis mechanism, and the required tools and frameworks to understand the impact of the numerous ongoing crises in Lebanon and the world (economic crisis, currency devaluation and hyperinflation, Covid-19, the port explosion, the Ukraine war impact, global inflation) on their business, and to help them develop adequate mitigation plans to navigate the repercussions of the current crises and ensure sustained operations. Main topics touched upon:

- Crisis identification, contextualization and assessment
- Leadership in times of crisis (“the self”)
- Managing an organization (“the organization”)
- Exploring the business opportunity within the current set of crises (the “business model”)
- Cash flow management (“the business plan”)
- Exploring funding opportunities
- Marketing and communication in times of crisis

Duration: 4 sessions of 2h

◉ Experts: Ounsi El Daif, Nadia Moukaddem, Jad Awada, Leen Akkad

IMPACT UNDERSTANDING AND MEASUREMENT

Startups and civil society organisations are known to be essential drivers of progress and innovation in our societies. Founders have become the driving forces of changes, disrupting markets and industries with new technologies, business models, and ideas. But what is the real impact on their environment? This workshop invites participants, from CSOs to Startups and SMEs, to assess their own impact on society and environment using a system-thinking approach:

- Helping participants understand the concept of impact and impact evaluation.
- Getting participants to look at their business with a holistic and circular approach beyond profit.
- Providing participants with the necessary tools to evaluate the impact of their own business on their environment and assess the impact of their business.

Duration: 2 sessions of 1h30

◉ Experts: Ounsi El Daif

SUSTAINABILITY AND INNOVATION. THE SHARING ECONOMY

This session explores the intersection of business, sustainability, and innovation, highlighting how new models—like the sharing economy—are driving change. Participants will examine evolving consumer behaviors, circular practices, and real-world examples through case studies like car-sharing, home-sharing, and product reuse, while discussing the environmental and social impacts of collaborative consumption, with a specific focus on the issue of rare earths.

Duration: 1 session of 1h30

◉ Experts: Ounsi El Daif, Walaa Hirzallah

EVENT PLANNING AND MANAGEMENT

This two-part course provides a practical overview of managing edutainment-focused events. It covers key aspects such as space planning, event logistics, team coordination, and client communication.

Participants will explore common tools and processes used in organizing educational and corporate events, along with examples and short interactive activities. The aim is to build a basic understanding of how to handle real-world challenges in event delivery across various settings.

EDUTAINMENT EVENT MANAGEMENT 101 – SPACE & SECTORS (SESSION 1)

Edutainment Event Management 101 – Clients & Team (Session 2)

Course outline includes:

1. Introduction to Edutainment
2. Event Planning
3 Dos and Don'ts of Event Management
4.Coordination with External Sites
5.Space Management & Utilization
6.Team & Freelancer Management
7.Client Management & Communication

Duration: 3 hours (2 sessions of 1.5 hours each)

◉ Experts: Huda Masalmeh

FACILITATION USING A PARTICIPATIVE APPROACH (FOR YOUTH)

The training will explore steps for planning activities for kids and youth, providing an emotionally safe environment, providing an intellectually stimulating environment, using project based learning, and optimizing group work.

Each of the above mentioned ideas will be explored using popular education methods such as Theater of the Oppressed and drawing followed by reflections. This will teach the instructors through experience how to apply these methods themselves.

Duration: 2 sessions 2 or 3 hours each, or 1 session 5 hours long

◉ Experts: Corinne Jabbour

INTRODUCTION TO FACILITATION TRAINING / FACILITATION FUNDAMENTALS

Facilitators play a vital role in shaping learning experiences that are not only informative but also engaging, inclusive, and impactful. Whether delivering a workshop, leading a group activity, or managing participants in dynamic settings, effective facilitation requires preparation, flexibility, and strong communication.

This **introductory program** is designed to build the essential skills and mindset of a confident facilitator. Across two interactive sessions, participants will explore the foundations of facilitation, practice delivery techniques, and apply practical tools for managing diverse groups. They will also reflect on professional conduct, real-time problem-solving, and common do's and don'ts when working with different audiences.

Course Outline:

1. Foundations of Facilitation
2. Preparation & Professionalism
3. Delivery Techniques
4. Do's & Don'ts in the Field
5. Evaluation & Growth

Participants will:

- Build confidence in preparation, professionalism, and delivery.
- Practice techniques to engage participants and manage group dynamics.
- Apply do's and don'ts to real-world facilitation.
- Reflect on personal growth and evaluation strategies.

Outcome: Participants will be equipped to confidently lead workshops and group sessions in any context, ensuring smooth, inclusive, and engaging learning experiences.

Duration: Duration: 2 sessions of 3 hours

◉ Experts: Huda Masalmeh, Walaa Hirzallahi

TECHNICAL TRAINING TOPICS IN SUSTAINABILITY

THE DRIVE FOR SUSTAINABLE DEVELOPMENT: THE ENVIRONMENTAL CRISIS

The environmental crisis is made of a multiplicity of ingredients that will make us freeze if we focus on each of them. We offer a holistic view of the global environment and a system thinking approach forming connections between all its various elements.

Duration: 1 or 2 sessions of 90 min

- Experts:: Ounsi El Daif, Huda Masalmeh, Walaa Hirzallah

LEED GREEN ASSOCIATE (GA) TRAINING

This course offers a comprehensive foundation for individuals preparing to become LEED Green Associates under the LEED v4 rating system. Designed to align with the official exam structure, the training covers both the Knowledge and Task domains required to understand and apply green building principles.

Participants will be guided through key sustainability concepts including site selection, water and energy efficiency, materials, indoor environmental quality, and innovation in design. The course includes interactive sessions, quizzes, study materials, and exam preparation tools to ensure readiness for certification.

In addition to technical content, the training outlines the LEED certification process, professional benefits of accreditation, and guidance on registering and scheduling the exam through USGBC and Prometric.

This program supports professionals seeking to demonstrate their expertise in sustainable design and to contribute meaningfully to the green building movement.

Duration: 18 hours

- Experts: Huda Masalmeh, Baseema Nizar, Mawada Al Ismaili, Toka Ahmed

SOLAR ENERGY: TECHNOLOGIES, MARKETS, POLICIES

After a general introduction about energy and renewable energy sources in general, participants will discuss the actual need for renewable resources, or for any change in the energy landscape.

They will then discover the main existing solar Technologies, and do simple calculations allowing them to deduce efficiencies, pricing and productivity of systems.

The present state of global Markets and prices will be discussed, as well as the general trends in Public policies and financing.

Duration: 3h. Can be tailor made to 3 sessions of 3h with a focus on one specific country.

- Experts: Ounsi El Daif

E-WASTE AND RARE EARTHS: UNDERSTANDING THE HIDDEN COSTS OF ELECTRONICS

This session explores the environmental, human, and economic impacts of electronics, with a focus on e-waste and rare earth metals. It addresses issues like resource extraction, energy use, and planned obsolescence, while also examining possible solutions such as circular practices and sustainable alternatives. The session highlights how the mining and processing of rare earth elements—crucial to modern devices—pose significant environmental and social challenges, often overlooked in discussions around sustainability.

Duration: Up to 2 hours

- Experts: Walaa Hirzallah, Ounsi El Daif

WASTE SORTING: KNOW YOUR WASTE, SHAPE YOUR IMPACT

This session introduces participants to different types of waste—organic, recyclable, hazardous, and general, and how to properly sort them. It explores key recyclable categories such as paper, plastic, metal, glass, and e-waste. Participants will learn about the environmental and social consequences of improper disposal, including how contaminants in waste can disrupt recycling systems and pollute land and water. The session also highlights what happens to waste after disposal and emphasizes the benefits of sorting—conserving resources, reducing pollution, and cutting down waste at the source.

Duration: up to 2 hours

- Experts: Rebecca Lockwood, Walaa Hirzallah

Full-Day Course

This one-day course introduces participants to key concepts in architecture and urban planning through sustainability.

The course includes a mix of short lectures, interactive discussions, and hands-on activities such as sketching, conceptual design, and small-scale model making. Topics covered include walkability, street design, landscape integration, low-impact construction materials like rammed earth, and the idea of the 15-minute city.

Participants will explore how urban design choices impact people's lives and the environment, while gaining a basic understanding of architectural thinking and spatial organization.

No prior experience in design or architecture is required.

Duration: 8 hours

◉ Experts: Mawada Al Ismaili, Huda Masalmeh, Baseema Nizar, Toka Ahmed

3-Day Course

This three-day course offers a more technical and comprehensive introduction to sustainable architecture and urban planning. It is intended for participants who have a background in architecture, urban design, or a related field, and who are looking to deepen their understanding of sustainable design practices.

The course is structured around a blend of theoretical modules and applied design exercises. Participants will explore street and city-scale planning, spatial circulation, sustainable building techniques such as rammed earth, landscape integration, and conceptual thinking for architectural projects. Through guided sketching, site analysis, and model making, learners will develop both analytical and creative design skills.

Sessions are designed to bridge current professional practice with global sustainability goals, encouraging participants to rethink the role of design in shaping climate-resilient, socially inclusive urban environments.

Participants profile: A background in architecture, planning, or a related field is preferred.

Duration: 18 hours (3 days) – 6 hours per session

◉ Experts **:** Mawada Al Ismaili

TAILORED TRAINING CONTENT DEVELOPMENT, ASSESSMENTS

NEEDS ASSESSMENTS FOR ORGANISATIONS

Eedama developed tailored needs assessments for startups, SMEs, Civil society organisations and business support organisations. Specific needs assessment methodologies can be developed depending on a specific context.

◉ Experts**:** Ounsi El Daif, Zeina Fahed, Karim Malak, Jad Awada

CURRICULUM WRITING

Eedama develops curricula based on requests and trains the staff that will use them. The topics have to be related to any of the topics tackled in this catalogue: from green business to architecture, from composting for kids to urban planning.

◉ Experts**:** The expert involved will depend on the curriculum required.

TRAINING OF TRAINERS - FACILITATION & SUSTAINABILITY FOCUS

This interactive Train-the-Trainer program equips educators, facilitators, and leaders with the skills, mindset, and content to deliver engaging and impactful learning experiences. It combines the foundations of facilitation with sustainability-focused strategies to inspire purpose and multiply impact.

- Build essential facilitation skills: preparation, delivery, professionalism, and adaptability.
- Practice icebreakers, engagement tools, and effective communication techniques.
- Explore sustainability concepts and youth empowerment approaches.
- Co-create lesson plans and hands-on sustainability activities.
- Join coaching circles to reflect, troubleshoot, and share best practices.
- In depth topic focus on: Renewable Energy, Waste, Water, Circular Economy, ESD
-

By the end, participants will be equipped to confidently lead sessions, manage diverse groups, and train others to inspire a more just, green, and sustainable future.

Duration: Over 20 hours (5 × 4-hour sessions)

◉ Experts: Huda Masalmeh, Walaa Hirzallah, Mawada Al Ismaili

CAREER ADVISING / INTEGRATION TO THE WORLD OF WORK

The Career Success Program is designed to equip young professionals with the skills, mindset, and exposure needed to navigate their future academic and professional journeys with confidence. It focuses on bridging the gap between education and real-world experience by building interpersonal and career-readiness skills often underrepresented in traditional curricula.

Through a mix of interactive sessions, role-play, peer feedback, and guided self-discovery, students explore current and emerging career sectors, learn how to craft resumes and pitches, simulate job interviews, and understand the value of networking and initiative. The program also integrates discussions around sustainability, technology, and entrepreneurship to help students align their interests with meaningful career paths.

By the end of the program, students will have a better understanding of their strengths, how to identify opportunities, and how to present themselves in academic, professional, and entrepreneurial settings. The course aims to foster confidence, adaptability, and a proactive approach to future planning.

Course outline:

1. Self-Discovery & Career Exploration
2. Understanding the Global Landscape & Future Jobs
3. Resume Writing & Personal Branding
4. Job & Internship Search Strategies
5. Interview Skills & Professional Communication
6. Entrepreneurship Role-Play: Create Your Own Job
7. Elevator Pitch & Self-Promotion Techniques
8. Networking & Professional Growth

Duration: 8 to 24 hours

◉ Experts: Afrah Mir, Ounsi El Daif, Walaa Hirzallah, Huda Masalmeh

COACHING AND ADVISORY

FOR ORGANISATIONS (CIVIL SOCIETY, SMALL ENTERPRISES AND STARTUPS)

Eedama's team offers experience based coaching, having founded, cofounded or being part of the board of several not-for-profit organisations, small enterprises and community projects (the main ones are: Eedama Advisors, Jibal NGO, Alternative Tour Beirut, Whitelogs SARL, The Centre for Social Sciences Research and Action, Blue Ocean Tourism, L'Heliopole ASBL). The team also coached hundreds of small organisations (see our portfolio and testimonies on our website and social mediaà).

Civil Society Organisations:

- Experts: Ounsi El Daif, Zeina Fahed, Jad Awada, Nadia Moukaddem, Ziad Daher

Micro and Small (MSME) Enterprises: Sustainable Business

- Experts: Ounsi El Daif, Nadia Moukaddem, Jad Awada, Elie Kareh, Ziad Daher, Moustafa Fahs

Startup: Impact Entrepreneurship Coaching

- Experts: Ounsi El Daif, Nadia Moukaddem, Jad Awada, Ziad Daher, Moustafa Fahs

FOR INDIVIDUALS: CAREER AND IDEATION

We offer individual coaching using the content of the course developed about career advising and integration to the (ever changing) world of work. We focus on careers, jobs and occupations that are useful to the humankind's future, hence using innovation for sustainability and the sustainable development goals in general.

Ideation: from idea to action. Again here we offer individual coaching based on the training program developed by our staff in relation to ideation.

- Experts:: Ounsi El Daif, Moustafa Fahs

MAIN PROJECTS DELIVERED

NUMBERS

3,510 Adults Trained

Our Impact in Numbers;
Over the years, Eedama has worked with people across the UAE and Lebanon, reaching and training more than **3,500 adults**. Each number is an example of a teacher gaining new tools, a professional refining their skills, or a community member discovering fresh ways to create impact. Our workshops and advisory programs bring together diverse backgrounds but share a common purpose: turning knowledge into practice and building a culture of sustainability and growth that lasts.

HIGHLIGHTED PROJECTS

1. Masdar City - Emirates College for Advanced Education

Training of Trainers

UAE, April 2025

We trained 6 teachers in Masdar City through a **Train-the-Trainer program**, equipping them to independently deliver sustainability tours and workshops. To support this, we developed a comprehensive manual and educational toolkit with tour routes, interactive checklists, student handbooks, and step-by-step guides. Covering renewable energy, water conservation, waste management, and sustainable transport, the resource enables teachers to confidently lead high-quality learning experiences. This approach has already facilitated hundreds of student visits, inspiring the next generation to see Masdar City as a living example of sustainable urban development.

2. Department of Culture and Tourism

Business & Sustainability: A Systems Thinking Seminar

UAE, June 2023

We hosted 25 Graduate Program Managers from the Department of Culture and Tourism in Abu Dhabi for a dynamic seminar on **Business & Sustainability through Systems Thinking**. The training invited participants to explore sustainability not just as an environmental concern, but as a driver of business innovation and strategic

impact. Through interactive discussions, group exercises, and hands-on activities, participants tackled real-world challenges, designed business solutions, and mapped how their work aligns with the United Nations Sustainable Development Goals (SDGs). The program also emphasized the human side of sustainability, strengthening soft skills such as communication, collaboration, and trust. Participants took part in creative challenges like a race-to-water-security simulation, a sustainability-themed bingo game, and trust-building exercises. They also worked with their hands in a rammed earth workshop, discovering sustainable construction techniques while reflecting on how local solutions can connect to global issues. Altogether, the seminar encouraged systems-oriented thinking, equipping teams to better align their company's sustainability pillars with meaningful impact.

3. Open to Public

Public Agroecology Training

Lebanon Jan 2022

We welcomed 24 participants to an engaging, beginner-friendly **agroecology** training led by Eedama. Over the course of the program, participants explored how to start their own organic and regenerative farms, gaining hands-on insights into sustainable food production. The training went beyond just farming techniques—it highlighted how growing healthy food can also heal the soil, conserve precious resources, and strengthen our resilience in the face of environmental challenges. At its heart, the project aimed to reconnect people with nature and inspire a shift toward more sustainable ways of living.

4. Lebanese League for Women in Business (LLWB)

Women Led Startup Training and Training of Trainers

Lebanon April- November 2020

Eedama developed a 30-day entrepreneurship training program (30 days of content developed) and delivered 2 pilot trainings of 18 days each to 50 women entrepreneurs in Bekaa and North Lebanon (face to face). The training program included the whole small social business founding and operations cycle: Ideation, Strategy, Business mode, Business plan, Operations, Financial management and accounting, Marketing and branding, Legal environment, Pitching and communicating to the outside world. The training was followed by coaching sessions for all start-ups. It was then transmitted to LLWB's business coaches through a 2-day transmission session and a 1-year hotline system.

5. MAF Leisure and Entertainment

Training of Trainers

UAE October 2020

We trained 10 teachers from Majid Al Futtaim through a **Train-the-Trainer program** designed to equip them to lead environmental workshops for children aged 3–8. Over five days, participants explored key themes including the environmental crisis, solar energy, water, composting, and the 3Rs. The program blended pedagogy with practice, providing instructor manuals, interactive presentations, and hands-on activities to ensure engaging and consistent delivery across age groups.

6. Youth Vision

Sustainability and Business Program

UAE July 2017

Over three days, we worked with 15 Omani **youth** to build a global **vision** of the environmental crisis and its local connections. Participants explored how everyday actions contribute to global challenges, while also examining sustainability opportunities in the Gulf Region. They learned about the role of solar energy in balancing costs and resources, discovered how businesses can be both profitable and responsible, and gained insights into the evolving legal landscape of sustainability.

Ounsi El Daif

Ounsi is the CEO of Eedama and a Physicist with a PhD in light-matter interaction from EPFL Lausanne. He has led solar photovoltaic research at IMEC Belgium and Qatar Foundation, and lectures at Paris-Sorbonne University Abu Dhabi and the American University of Beirut. With over 30 scientific publications, he specializes in renewable energy, sustainability innovation, and entrepreneurship. He also co-founded Jibal NGO and supports green startups and social enterprises across the MENA region.

Moustafa Fahs

Moustafa is the Founder and General Manager of Alternative Tour Beirut and a PMP-certified Project Management Specialist. He brings expertise in organizational culture, creativity management, and operational strategy across both public and private sectors. Currently, he is contributing to the One Planet Sovereign Wealth Funds Initiative by establishing its operational processes. Since 2018, he has collaborated with Eedama on responsible tourism projects in Lebanon and delivered workshops on ideation and idea validation for startups.

Jad Awada

Jad is Eedama's Finance Manager with expertise in economics, auditing, and sustainable finance. He began his career as a financial auditor at Deloitte & Touche and later became Finance Manager of Blue Ocean Creations. Since joining Eedama in 2021, he has focused on circular economy and sustainability, supporting social enterprises in business development and financial management.

Leen Akkad

Leen is an E-commerce and Digital Marketing Specialist with a degree in Business Administration from AUB. She has managed e-commerce at Creative Space Beirut and later served as Marketing and Admin Manager at Roni Helou. In addition to freelancing as a Web Designer and Social Media Strategist, she trains regional SMEs on digitizing their businesses. Passionate about sustainability and social impact, she helps enterprises grow their online presence with purpose.

Ziad Daher

Ziad is a corporate lawyer and founder of Ziad Daher Law Office, with over 20 years of experience advising NGOs, SMEs, and corporations. He holds degrees in Law from Université La Sagesse and the Lebanese University, and a Master's in Business Management from Université Lyon 3, France. Formerly at Chammas & Chammas, he now specializes in business setup and contractual law. As Eedama's lawyer in Lebanon, and legal advisor to Jibal NGO and Alternative Tour Beirut, he is dedicated to making entrepreneurship accessible and sustainable.

Elie Kareh

Elie is a Sustainability Consultant and Trainer with expertise in architecture, engineering, finance, and project management. He has led major public and private projects in Saudi Arabia and Lebanon, embedding sustainable strategies into design and development. His work bridges technical, financial, and social dimensions of projects, with a focus on resilience, community impact, and holistic planning.

Corinne Jabbour

Corinne is a Sustainability Trainer and Permaculture Consultant with a background in biology and education. She holds a Permaculture Designer Certification and advanced training in agroforestry and syntropy. Since 2019, she has collaborated with Eedama on education and permaculture projects, while also contributing to Jibal NGO and the international design collective "The Kaki Crew." Her expertise lies in permaculture design, sustainability education, and curriculum development.

Huda Masalmeh

Huda is Eedama's UAE Manager and Partner, with an MSc in Sustainable Architecture and a LEED Accredited Professional credential. She specializes in sustainable design, urban conservation, and education for sustainable development. At Eedama, she manages operations, client partnerships, and large-scale sustainability initiatives with leading organizations including AlDAR, Masdar, and ADNOC. She has delivered over 20,000 student workshops in the UAE and is a regular speaker at international sustainability conferences.

Walaa Hirzallah

Walaa is a Senior Sustainability Consultant with a background in Chemical and Environmental Engineering. She combines technical expertise with strong community engagement, designing workshops that make complex sustainability topics accessible. Her experience spans environmental education, awareness programs, and training for diverse audiences. Known for her inclusive approach, she aims to inspire meaningful action toward sustainability.

Mawada AL Ismaili

Mawada is a Sustainability Consultant at Eedama, specializing in urban planning, sustainable architecture, and climate-responsive design. She holds a Master's degree in Urban Engineering from Osaka University and has received an international research award at the Asian Pacific Planning Society Conference in Japan. At Eedama, she develops and delivers workshops on architecture and urban sustainability, while also coordinating programs in Abu Dhabi and supporting visual design.

Zeina Fahed

Zeina is a Sustainability and Social Impact Consultant with over a decade of experience spanning environmental justice, humanitarian assistance, and public health. She specializes in project management, research, and training, and has co-authored several publications. Currently pursuing a Master's in Sustainability and Circular Bioeconomy, she contributes to Eedama as a trainer, coach, and project coordinator, while also serving as project manager at Jibal NGO.

Baseema Nizar

Baseema is an Architect specialized in Sustainable Architecture with a Master's degree from Abu Dhabi University. She is a LEED Green Associate and is currently pursuing her Pearl Qualified Professional license for Estidama. Since 2017, she has collaborated with Eedama as an expert in building sustainability, providing both technical and community-focused insights. With experience across diverse projects, she combines analytical skills with a passion for arts, design, and social awareness to deliver holistic sustainability solutions.

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