



ahla fawda
الحلوة الفودا

ANNUAL REPORT

2025



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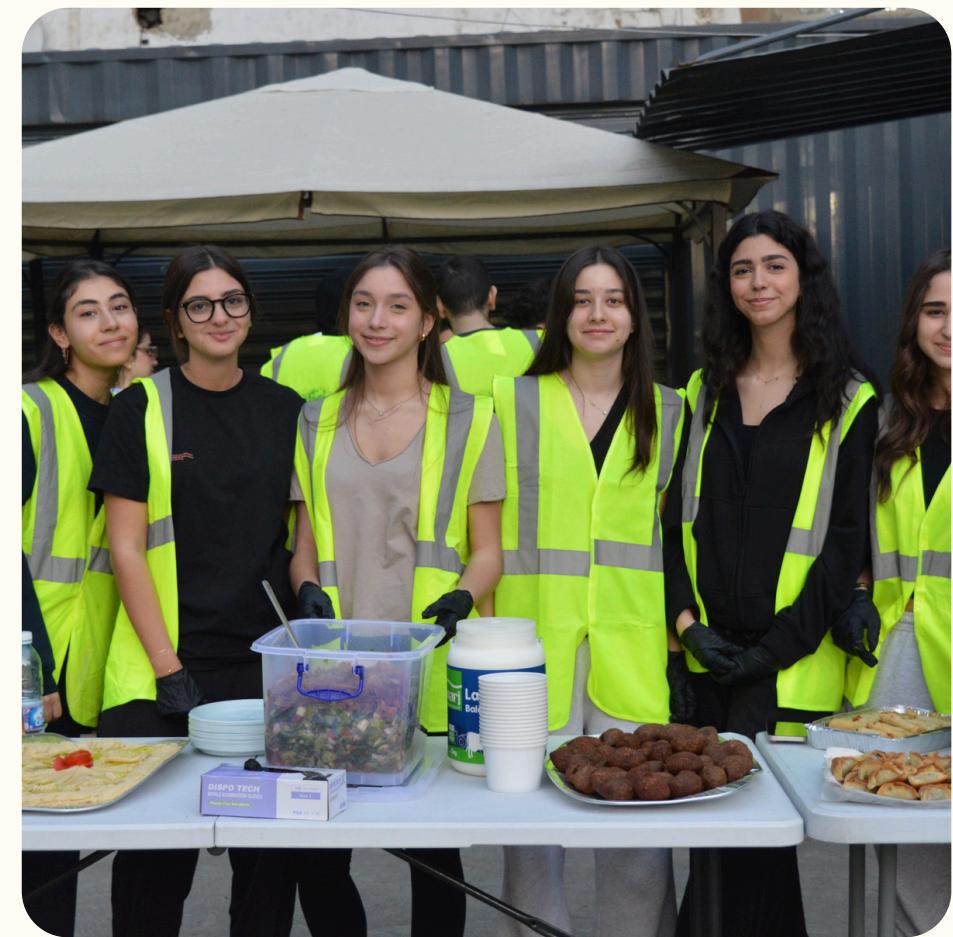
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FOUNDER'S MESSAGE

As we step into 2026, we do so with gratitude, remembrance, and renewed determination. Our hope is for a year guided by humanity, compassion, and peace.

As the founder, I look back with pride and gratitude at a year where years of devotion and commitment were finally recognized for their real impact, supporting families with dignity, empowering youth and women, advancing sustainability, and strengthening culture and community life.

2025 was also a year of transition for Ahla Fawda. We focused on building self-sustainability and strengthening our model to ensure long-term impact and independence. This came to life through key milestones: expanding the Green Heroes Program, launching the EcoLab, growing our sustainable education program, and introducing Mnshu, our production brand that turns years of trial, learning, and creativity into practical, sustainable solutions.

We are deeply grateful to Hadia, Tarek, and the Ghandour family for their trust and belief in our mission. Their generosity and the use of their land to host the EcoHub, along with the dedication of our team, partners, volunteers, and supporters, have made all that we do possible.

Being recognized by the First Lady of Lebanon, followed by international awards, was a meaningful affirmation of hard work, and dedication to Lebanon and its communities.

But the year also carried deep loss. We lost Ireno, a pillar of Ahla Fawda, whose strength, compassion, and commitment shaped our work and touched many lives. Her absence is deeply felt, and her spirit continues to guide us.

Ahla Fawda began with a simple mission: to bring joy to the streets and empower the community. As 2025 closes, we return to this mission by lighting Hamra Street with community members and partners, welcoming 2026 with a message of light, hope, and solidarity, and clear plans to keep that light shining all year.

Thank you for believing in Ahla Fawda and walking this journey with us. Wishing you all a blessed 2026 filled with humanity and peace.

Imane Assaf
Founder & President
Ahla Fawda





**WATCH OUR JOURNEY
OF PROGRESS**



ahla fouda
أهلاً فوداً

ABOUT US

Since 2014, Ahla Fawda has been committed to advancing a more sustainable and inclusive Lebanon. Our vision includes a circular economy that turns waste into resources, thriving communities enriched by culture, and individuals empowered to lead dignified lives.

WHAT WE DO

From distributing essential resources to fostering environmental responsibility, we meet community needs with compassion and action. Our programs promote upcycling, civic engagement, and hands-on learning, empowering individuals to become agents of positive change.

HOW WE WORK

Our community and partners are at the heart of our project. We listen closely to the needs of our beneficiaries, designing tailored solutions that create long-lasting impact.

OUR CORE PRINCIPLES

Transparency



Upholding accountability and ethical conduct in all our operations.

Empowerment



Providing tools and opportunities for active community involvement.

Co-Creation



Designing projects that reflect community aspirations and needs.

Sustainability



Minimizing waste and promoting circular practices.

Engagement



Engaging our beneficiaries as equal partners in designing and implementing

The Heart of Our Mission

OUR PILLARS

Our work at Ahla Fawda is guided by three pillars:



Humanitarian



Arts & Culture

These interconnected pillars guide our efforts to create meaningful and lasting change.

2025 IMPACT IN NUMBERS

HUMANITARIAN

469

Food parcels distributed

17,504

People fed

3,475

Purchases at the Dekkene

4,800 KG

of Clothes distributed

ENVIRONMENTAL

76,725 KG

Recyclables collected

4,9239 KG

From Beneficiaries

71,786 KG

From Green Heroes

1,845

Upcycled Products

ARTS & CULTURE

6

Art installation
& Murals

36

Events organized

1

Festival

9

Workshops

ENGAGEMENT

775

Volunteers

239

Volunteers trained in
upcycling

4

Interns trained

45

Partners

2025 IMPACT AREAS

HUMANITARIAN

AID distribution

EcoHub, Hamra

Tripoli

Nabatieh

Choueifat

Deir Qoubel

Aitat

National relief missions

Nabatiyeh

Regional relief missions

Syria

ENVIRONMENT

Clean-ups

Hamra, Beirut

Upcycling Workshops

EcoHub, Hamra

ARTS & CULTURE

Events

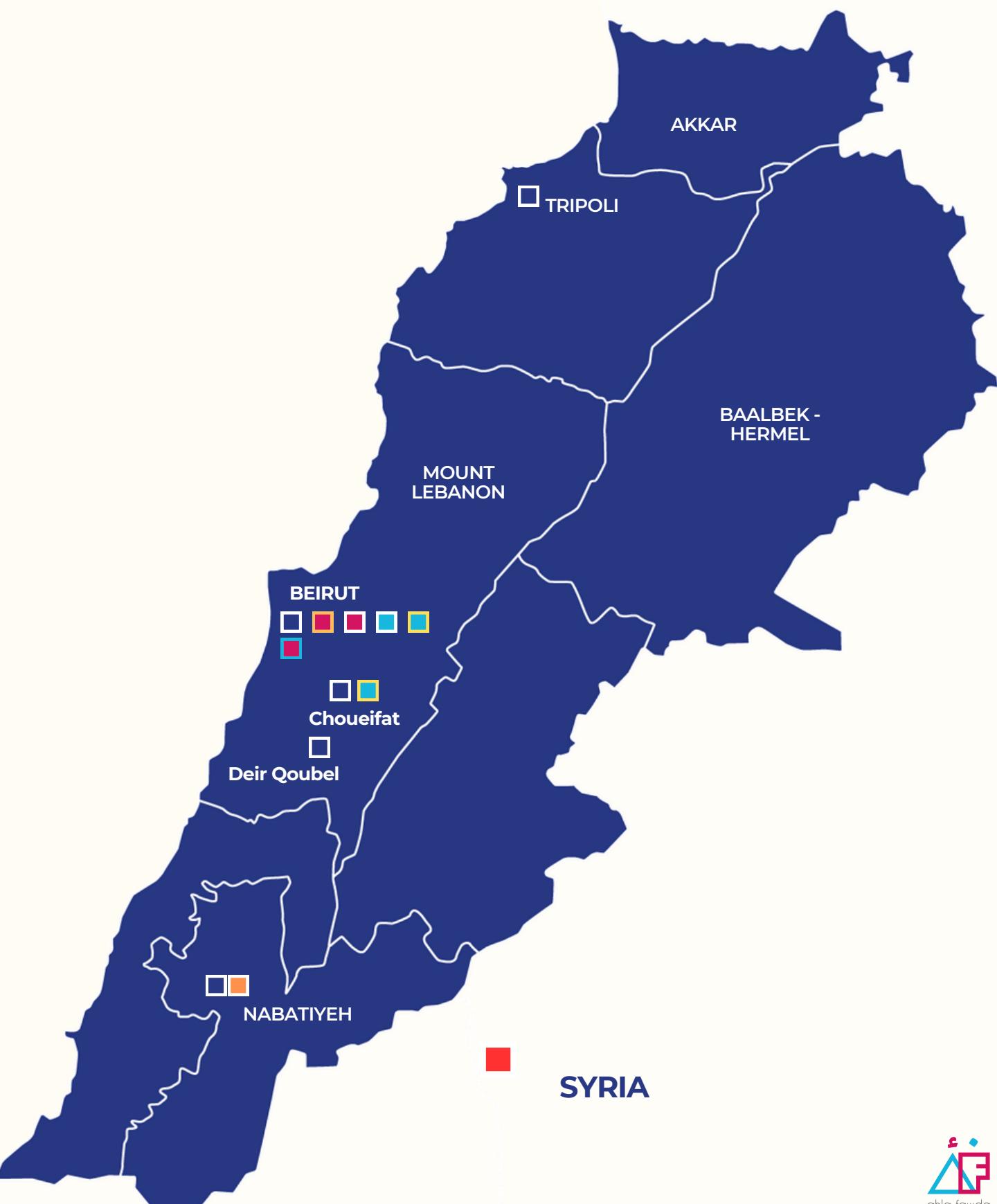
Hamra Street Market, Beirut

Christmas Bazaar, Beirut

Murals

Beirut

Choueifat



Ahla Fawda

or “the beautiful Chaos”

Working together to inspire, aspire & sustain a healthy community in Lebanon



ECOHUB



The EcoHub is our flagship community centre, setting the example for a thriving circular economy.

Every day, community members bring recyclables to the **EcoBank** and exchange them for **Eco-Currency**, which they can use to shop at **Dekkenet Ahla Fawda** for essential food and hygiene items, as well as at **Hamra Bella Boutique** and the **We Deserve Better Foundation Bookstore** for preloved books, clothes, and toys at accessible prices. For our youngest visitors, the **EcoPlay Playground**, built from recycled materials, offers a free, safe, and imaginative space to play.

SDGs TARGETED



Bring your

ECOHUB

2025 marked a major growth moment for us:

The **EcoHub** now includes the **EcoLab**, where discarded wood, glass, and plastic are transformed into new, useful products. We also introduced **Souk el Khlanj** by FabricAid, expanding access to affordable secondhand clothing.

Together, these elements make the EcoHub a functional, community-driven system that links waste reduction with affordable access to everyday needs.

PARTNERS / SPONSORS:

WE
DESERVE
BETTER
FOUNDATION

FABRIC AID[®]

ReFuse
Don't call it waste. Make it valuable.

Tinol

AMERICAN UNIVERSITY OF BEIRUT
THE NEIGHBORHOOD INITIATIVE
الفناز
الفنان

make sense



CATALYTIC ACTION

مؤسسة الأصفة
The Asfari Foundation

Action for Hope
العمل للأمل

CONSULAT
GÉNÉRAL
DE FRANCE
À BEYROUTH
Liberté
Égalité
Fraternité

PROCOL
Lebanon



Purpose Earth



ahla fawda
الحلّة

GREEN HEROES

Green Heroes are schools, businesses, hospitals, restaurants, and individuals who donate recyclables to support Ahla Fawda's Food Security Program, linking recycling with direct support to families in need.

Benefits:

- Redirecting waste from landfills
- Free regular pick-ups
- Stronger CSR commitments

SDGs TARGETED



185

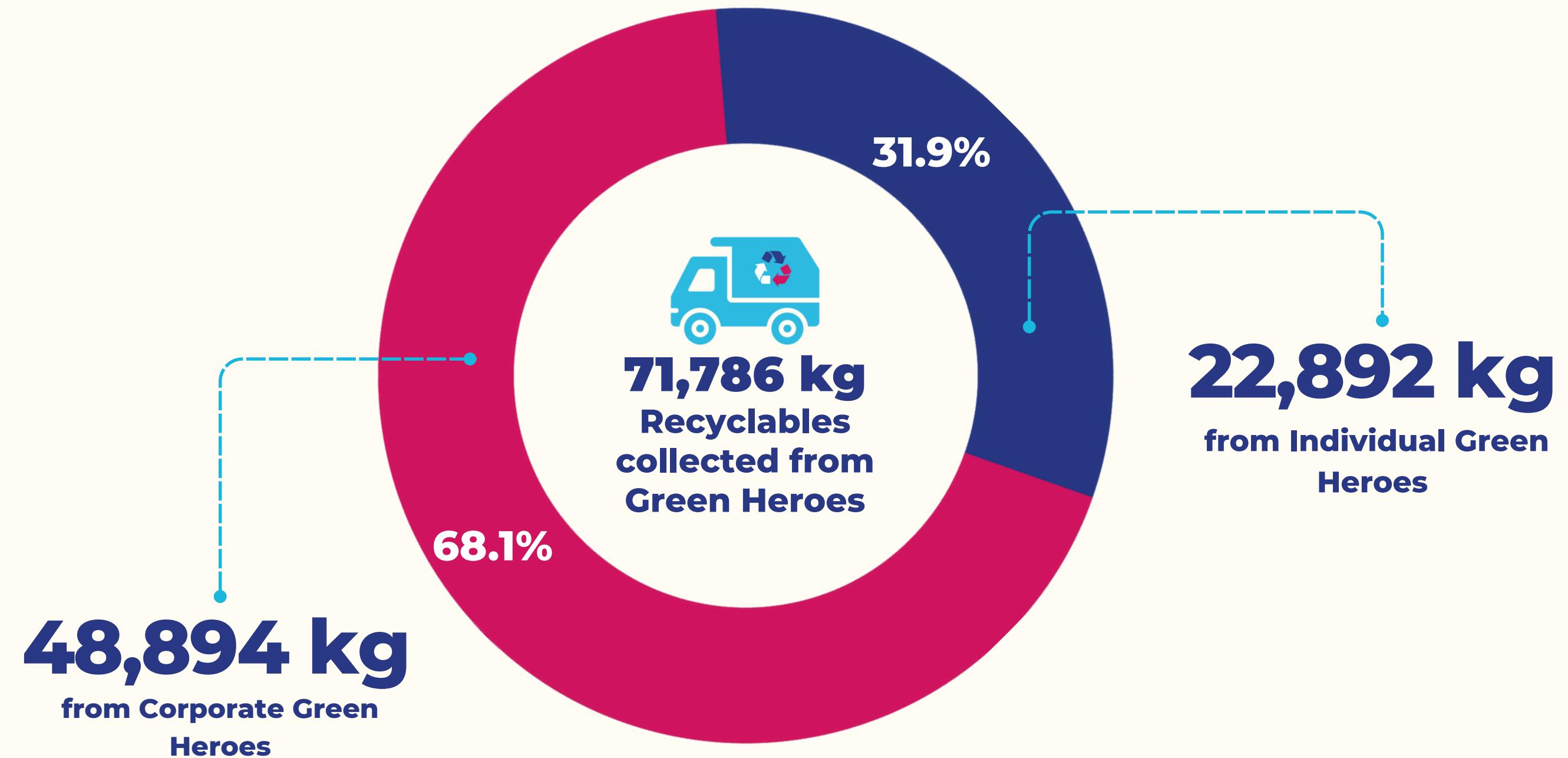
**BUSINESSES AND ENTITIES
INVOLVED IN THE GREEN
HEROES PROGRAM**

**BECOME A GREEN HERO TODAY!
Whatsapp message: 81 687 749**

ENVIRONMENTAL 

HUMANITARIAN 

GREEN HEROES



OUR GREEN HEROES





**We are committed to shaping a future
where compassion, inclusivity, and
sustainability thrive.**

RELIEF MISSIONS

SWEIDA RELIEF MISSION

In response to the recent clashes in Sweida, Syria, Ahla Fawda collaborated with Sadaqa Organization in Lebanon and a local partner in Syria to provide urgent support to affected families. Essential supplies, including diapers and clothing for children and adults, were collected and delivered through Sadaqa Organization to communities in need. This cross-border effort reflects Ahla Fawda's commitment to solidarity and to supporting vulnerable communities beyond borders when needs arise.

NABATIEH RELIEF MISSION

Throughout 2025, Ahla Fawda continued to stand with displaced families in Nabatieh, ensuring that aid reached those most affected by ongoing instability. we distributed 22 food boxes, 20 boxes of clothing (25 kg each), and 40 bags of rice (200 kg in total) across four rounds of support. These distributions primarily reached families displaced from border areas, as well as low-income households impacted by recent attacks. Beyond material assistance, this effort reaffirmed our commitment to dignity, presence, and care for communities forced from their homes.

MNSHU BRAND

MnShu is our handmade, sustainable brand built on purpose and creativity. Introduced online in November 2025, it officially launched in December at the Christmas Bazaar, where visitors discovered and connected with our upcycled products. MnShu is now open for orders and customization.

MISSION

At Mnshu, we are dedicated to addressing the global waste crisis by transforming discarded glass, plastic, and fabric into beautiful, handcrafted products that inspire mindful living. Through innovation, integrity, and eco-conscious practices, we empower communities and deliver sustainable, high-quality gifts that reduce landfill waste while celebrating creativity and purpose.

VISION

We envision a world where waste is transformed into opportunity and sustainability is at the core of everyday life. Mnshu strives to be a global leader in upcycled design and responsible manufacturing, proving that style and sustainability can coexist while making a positive impact on people and the planet.

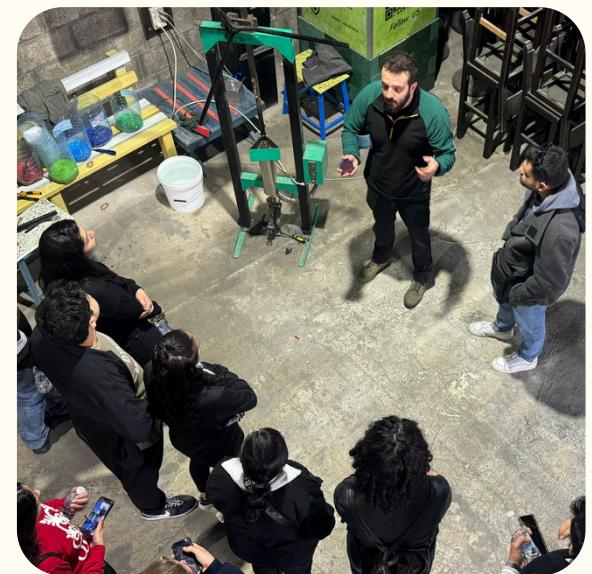


PROGRAMS

GREEN VISION 360° PROGRAM

Launched in January 2025 with support from the Asfari Foundation's Tabadol program and makesense MENA, Green Vision 360 equips young adults (18–24) with practical tools to take real environmental action. Across hands-on workshops, field visits, and expert-led discussions, participants explored sustainability, zero waste, circular economy, and eco-business models. They learned from speakers like John Rbeiz on zero waste practices, Margot from UWYTA on eco-business models, visited The Plastic Lab to see plastic repurposing, and discussed Lebanon's environmental challenges with Paul Abi Rached from Terre Liban.

In its final phase, the program focused on eco-entrepreneurship, enabling participants to develop their own long-term sustainable projects. Green Vision 360 concluded with a graduation full of pride and hope, with 13 participants completing the curriculum and demonstrating strong leadership in waste management, upcycling, and environmental activism. The program showed that when youth receive trust and support, they rise to the challenge, turning ideas into action and building a growing wave of environmental leadership in Lebanon.



PROGRAMS

FEMGENIUS PROGRAM

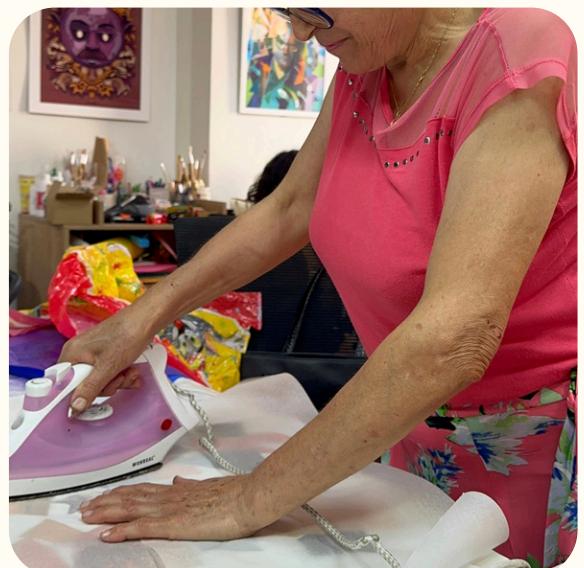
Under the NAJDEH program (funded by AFD), FemGenius empowers women across Lebanon with sustainability skills and economic opportunity. The journey began with a three-day safe space training with Nour BenAicha, strengthening our ability to respond to community needs with care and psychological support.

Fourteen women, aged 24 to 67, took part in an introductory sustainability session with John Rbeiz, covering the basics of recycling, upcycling, and the circular economy. They took part in hands-on upcycling sessions with plastic, fabric, and glass, turning waste into new products. A business introduction course with Reine Metlej gave them tools to start their own ventures and build business models. This part of the program concluded with a graduation event where participants showcased their upcycled products and received certificates.

In the final phase, the women came together to co-create a community art piece reflecting themes of nature, the environment, and women's empowerment. Through brainstorming, shared creative process, and use of sustainable materials, they developed a concept inspired by green landscapes and central female figures—translating shared values into meaningful artwork.



EuroMed Feminist Initiative
المبادرة النسوية الأورومتوسطية
Initiative Féministe EuroMed



URBAN CANVAS

Location: Choueifat

Title: Women Building Peace Amid War

Artist: Marie Alice Berberi

Calligraphy: Yamen Saab

The mural honors the strength and role of women in peacebuilding in Lebanon.

Created with WILPF Lebanon, PeaceWomen Across the Globe, and the Municipality of Choueifat, the artwork calls for inclusion, safe dialogue, and gender-sensitive peace processes.

Our Sponsors:

Tinol



URBAN CANVAS

Location: Kempinski Summerland Beach & Resort

Title: Under the Sea

Artist: Marie Alice Berberi

Faysal Kerdi

Yasmine Al Jandali

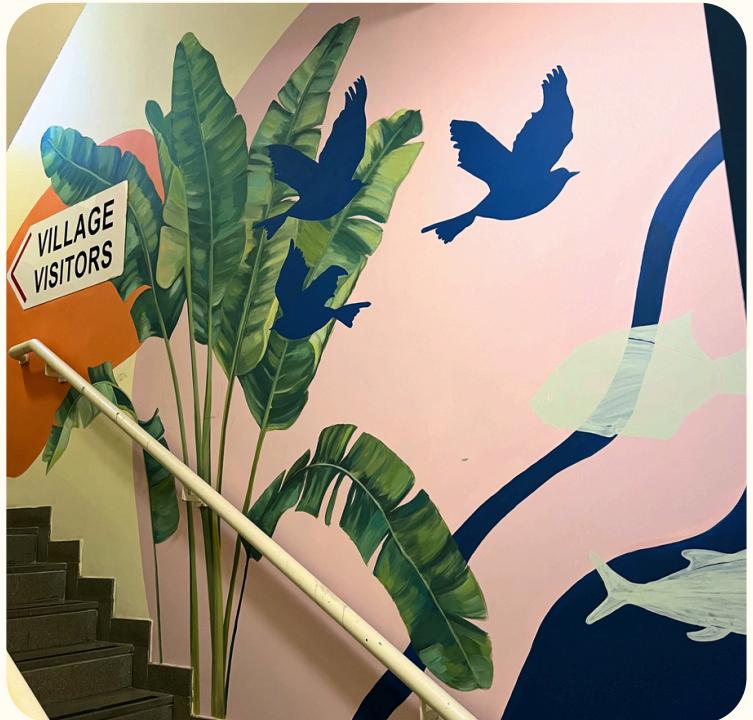
Inspired by the beach and the underwater world around it, this mural was created to bring color, movement, and life to the underground parking and staircase of the resort, turning a functional space into a welcoming part of the overall experience.

Our Sponsors:

Tinol

Kempinski Summerland
Hotel & Resort

BEIRUT

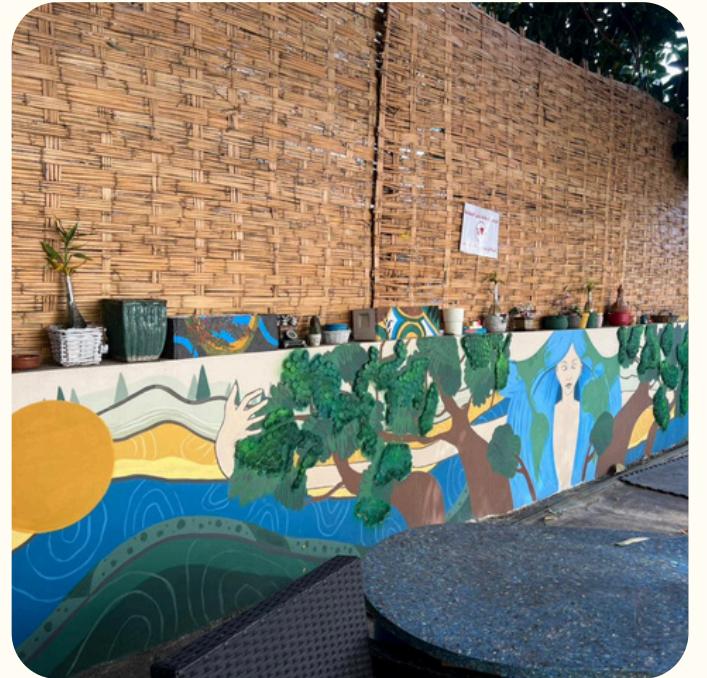


URBAN CANVAS

Location: EcoHub



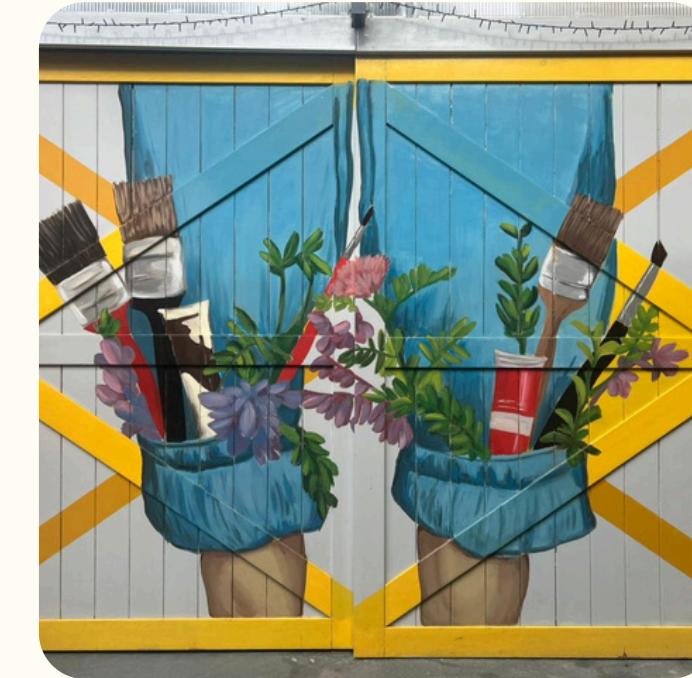
Artist: Faysal Kerdi



Artist: Marie Alice Berberi & FemGenius participants



Artist: Marie Alice Berberi



WORKSHOPS

Sustainability Education Workshops (School & Student Visits)

Multiple schools visited EcoHub for full-day sustainability workshops where students learned about the recycling process, circular economy, and upcycling. Students from **College Protestant Français**, **International College**, **American Community School**, **Lycée Franco-Libanais Verdun**, and **Eastwood College** brought recyclables, sorted materials, and joined workshops on recycling procedures, glass upcycling, and plastic transformation. These activities helped develop a deeper understanding of sustainability and waste management through hands-on experience.

Corporate Sustainability & Green Heroes Workshops

Our corporate sustainability workshops are designed especially for our Green Heroes to experience how their recyclable donations create impact from start to finish. **CMA CGM** and **Crowne Plaza** employees joined us for team-building days at EcoHub, packing food parcels, sorting recyclables, and engaging in upcycling. Through these sessions, participants learned not only how recycling works but also how to transform materials into new products while strengthening teamwork and advancing environmental responsibility.

LOCAL EVENTS

HAMRA NOSTALGIQUE FESTIVAL

On June 22, after three years without festivals in Hamra, we brought the street back to life with **Hamra Nostalgique Festival**, a full-day celebration honoring the history and cultural significance of one of Beirut's most iconic streets.

The festival featured **live performances** by singers, dancers, and performers, alongside cultural shows, theatre acts, parades, and music that reflected both Hamra's past and its present. A dedicated **children's area** offered games and activities, making the event welcoming for families and visitors of all ages. A **market section** brought together vendors and artisans from across Lebanon, selling handmade crafts, food, and local products, and supporting small businesses from different regions.

There was also a **live art show**, with four artists painting a public wall throughout the event. Part of the wall was left open for children and passersby to paint as well, inviting the community to take part in the creative process.

Hamra Nostalgique Festival brought together people of different generations and backgrounds, creating a shared experience and reminding us of Hamra's role as a vibrant cultural and social space.



LOCAL EVENTS

CHILDREN'S DAY AT THE ECOHUB

In collaboration with Step Together, Rotary Club Lebanon & We Deserve Better Foundation

Over 50 children spent the day at the EcoHub playing, painting, and receiving gifts in a fun and creative environment. Through interactive games, they learned about sustainability, waste sorting, and upcycling — turning awareness into action, one activity at a time.



ECOLAB LAUNCH EVENT

We opened our newest creative space, EcoLab, dedicated to hands-on workshops in wood, glass, and plastic upcycling. Designed as a hands-on space for making, learning, and experimenting, the EcoLab turns waste into tools for creativity and learning, marking an important step towards environmental education. It is a place where ideas are tested, skills are shared, and sustainability becomes tangible. The launch brought together supporters and community members to celebrate a space built for long-term learning, collaboration, and action.



LOCAL EVENTS

TOGETHER FOR GAZA'S CHILDREN

The EcoHub opened its doors to children from Gaza receiving medical treatment in Lebanon through the Dr. Ghassan Abu Sittah Fund, creating moments of joy and normalcy in the midst of hardship. Many arrived carrying the marks of their journey, but their laughter, songs, and playful energy quickly filled the space.

The first two events focused on painting, games, and the simple delight of receiving toys and clothes, allowing the children to just be children again, even if only for a few hours. The other two events, held in collaboration with International College's Akle w Basme, centered around shared meals. One of these larger gatherings also included Palestinians from Burj Al Brajneh Camp and Ahla Fawda beneficiaries, serving 77 households in total, and bringing together different families at the EcoHub to share joy and connection.



LOCAL EVENTS

RAMADAN IFTARS

Every Ramadan, Ahla Fawda gathers people around the same table. It is a time to support those facing hardship and to honor those who carry the weight of serving others.

This year, we organized three community iftars, feeding 230 people with support from 47 volunteers and generous donations.

The first iftar, in collaboration with We Deserve Better Foundation, welcomed orphans for a day of shared meals, clothes, and toys. The second brought Ahla Fawda beneficiaries together with International College students, who helped serve food and connect with families. Ramadan ended with a special iftar honoring Beirut's Civil Defense and their families, held with the support of Beirut Scouts groups B1 and B3. B1 helped with preparing, serving, and distributing food, while B3 provided music and entertainment, and children received gifts in appreciation of the Civil Defense's dedication.

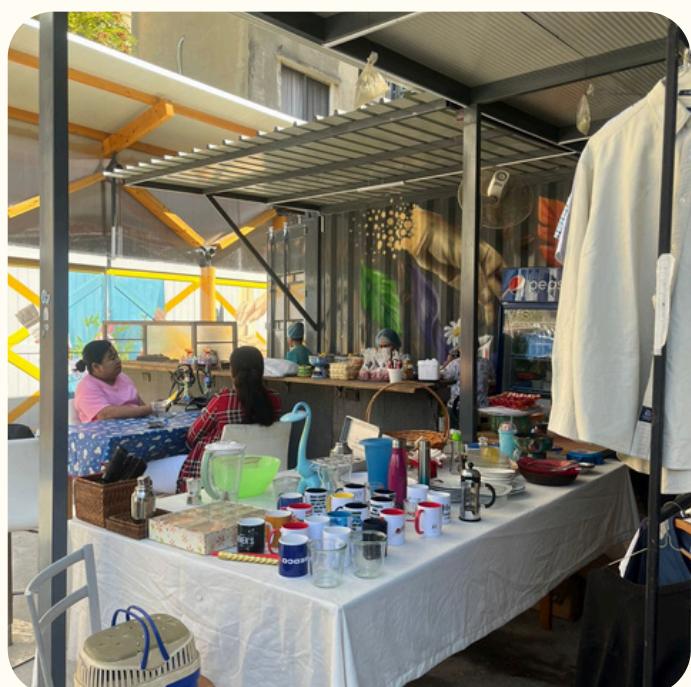


LOCAL EVENTS

ECOHUB MARKETS

EcoHub became a vibrant marketplace throughout the season. We held a two-day Eid al-Adha Market with strong sales leading into the holiday. Our Summer Market continued every other weekend, including Hamra Bella Boutique open every other Sunday with great deals.

We also welcomed a lively Filipino Market with cultural performances and traditional cuisine, attended by the Filipino ambassador and community. Each market transformed the EcoHub into a place of exchange, creativity, and connection.



HAMRA WALKING TOUR

As part of Beirut Art Days, Ahla Fawda led Art and Storytelling Tours in collaboration with Agenda Culturel, exploring Hamra's murals and the stories they carry. The tour concluded at Multaqa Al Safir with "Hamra: The Mirror of Lebanon," using historic newspaper images to show how Hamra reflects Beirut's changing history. Throughout the year, Ahla Fawda also organized art tours for diverse groups making public art accessible to wider audiences.

LOCAL EVENTS

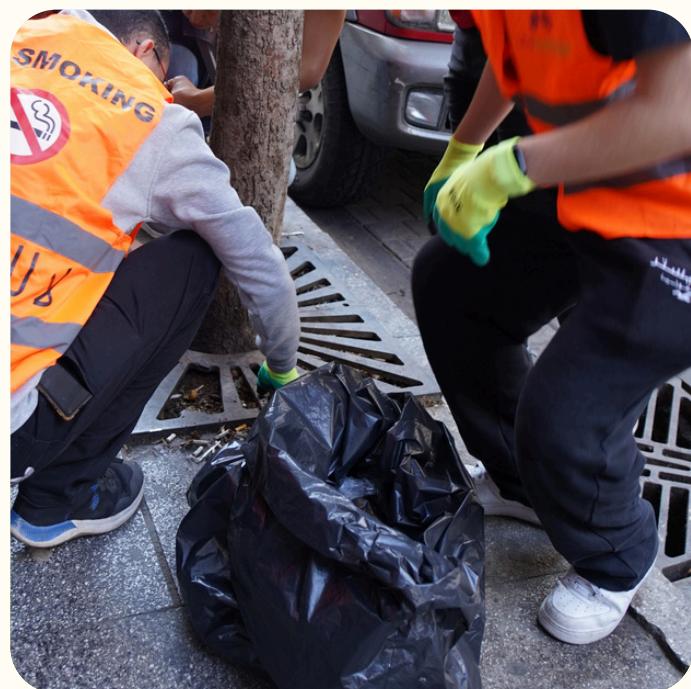
ZEINA'S BIRTHDAY CELEBRATION

We hosted Zeina's birthday at our office, where she and her friends celebrated with music, dancing, and workshops that transformed glass and plastic into new creations, a joyful example of how our spaces bring creativity and sustainability together.



HAMRA STREET CLEAN UP

Along with Greenpeace MENA and Livelunger, we organized two clean-ups along Hamra Street. Volunteers collected trash, recyclables, and cigarette butts separately, and the recyclables were taken to the EcoHub for sorting. Livelunger also spoke to people about the health risks of smoking. The clean-ups removed visible waste from the street, diverted recyclables from landfill, and helped raise awareness about daily habits that affect both health and the environment.



LOCAL EVENTS

CHRISTMAS ON HAMRA STREET

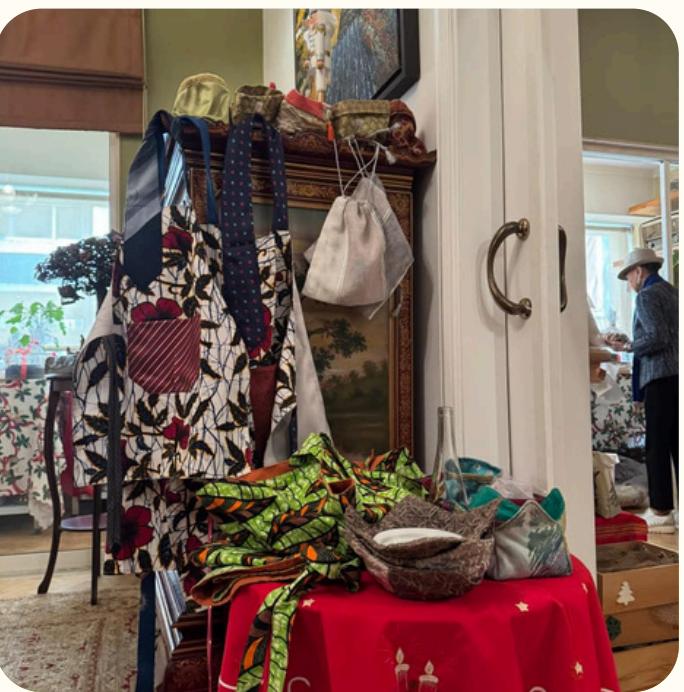
Together with Crowne Plaza Beirut Hotel, Lycée Verdun, and Rotary Club Pax Potentia, we hosted Christmas carols in front of the hotel on Hamra Street. School students sang, while volunteers handed out candy and toys to children and passersby.

It was a simple, heartfelt event that brought joy to the community.



CHRISTMAS BAZAR

We hosted a Christmas Bazaar, featuring our first ever Mnshu market since the official launch. This Bazaar came at the time of giving, in support of multiple associations, including Ahla Fawda, Step Together Association and Sadaqa Association. It was in support of local artisans as well and the funds raised



COLLABORATIONS

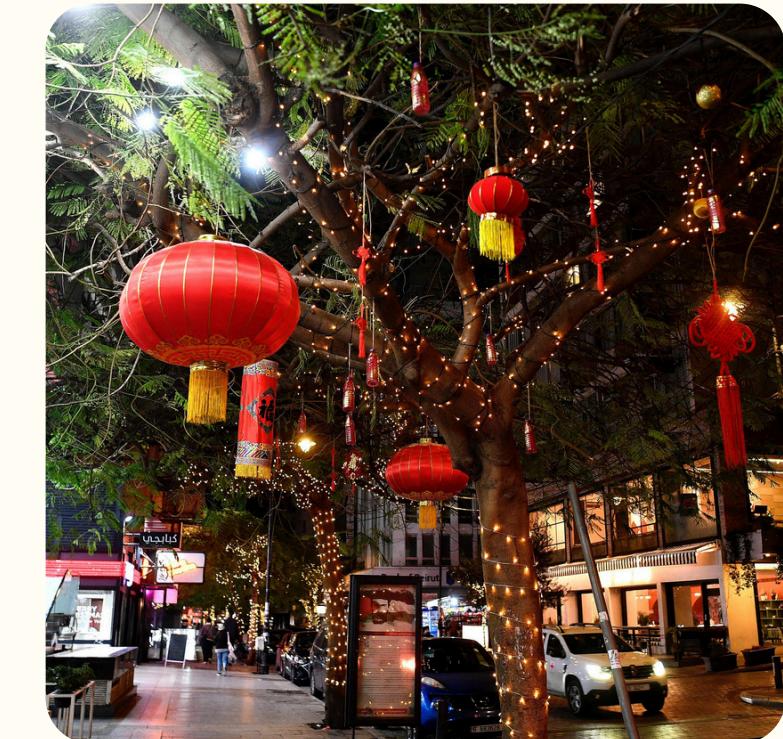
CIVIL DEFENSE SUPPORT

We supported the Beirut Civil Defense in Ashrafieh as they were still recovering from the 2020 explosion. Their main ambulance was damaged and they were left with only one barely functioning vehicle. We repaired the ambulance and provided a new stretcher so they could continue responding to emergencies safely.



Adopt a tree: Lighting Hamra st. trees

In collaboration with the AUB Neighbourhood Initiative, the Hamra Traders Association, the Hamra Street Friends' Committee, Livelunger, and the Lebanese Scouts Association, we helped decorate and light the trees along Hamra Street beginning December, for the holiday season. Businesses were invited to "adopt" a tree by sponsoring its lights and decorations, bringing warmth and color back to the street.



GLOBAL EVENTS

HIKE MACHU PICCHU

To mark her 60th birthday, Ahla Fawda's founder, Imane, took on an eight-day hike to Machu Picchu, reaching over 4,000 meters, as a personal challenge in support of education. The journey was dedicated to raising funds for four university students from Ahla Fawda's volunteer community who lost their USAID scholarships.

These students had supported Ahla Fawda throughout the war, continuing their volunteer work despite displacement and the loss of their homes. For them, losing access to education was one of the hardest blows. The hike was successfully completed, turning a personal milestone into direct support for students determined to continue their studies.

In keeping with a tradition she has upheld for years, Imane chose to mark her birthday by rallying support for a cause larger than herself, reflecting Ahla Fawda's commitment to standing by its community through action.



AWARDS AND RECOGNITION

WHITE PAGE INTERNATIONAL | SAUDI ARABIA & LONDON

This year, Ahla Fawda and its leadership were recognized through several regional and international awards for their work in community impact, innovation, and sustainability. In September, Imane was named among the **Global 200 Women Power Leaders 2025** in Saudi Arabia, a recognition highlighting women contributing to positive change across different sectors. During the same ceremony, the **EcoHub received the Power Brand 2025** title, acknowledging its role in advancing circular economy practices through community-based approaches.

In November, further recognition followed in London with an award for circular economy initiatives, as well as the **Transformational Leader of the Year 2025** distinction. Ahla Fawda was also invited to participate in policy discussions at the UK House of Lord's, providing a platform to share insights from grassroots environmental and community-led work.

We are grateful for these acknowledgments, which reflect not only the organization's efforts, but also the continued support of our partners, volunteers, donors, and the communities we serve.



AWARDS AND RECOGNITION

HEART OF THE NATION: RECOGNITION BY THE FIRST LADY

On International Women's Day 2025, Ahla Fawda was honored through the recognition of its founder, Imane, by the First Lady of Lebanon. The award celebrated women who have made meaningful contributions to their communities, acknowledging impact rooted in consistency, service, and real change. This recognition reflects the leadership and values guiding Ahla Fawda, as well as the organization's growing visibility and credibility at a national level, and serves as an affirmation of our work and a motivation to expand our impact across Lebanon.





“

Ahla Fawda is a mix of everything, they do care a lot and they're making a real change! Thank you for what you do!

Leila , 19 years old
Volunteer, Beirut

**DONATE TO OUR
DISTRIBUTION CENTER**

VOLUNTEERS



775 Volunteers

To every volunteer who gave their time, heart, and effort this year **thank you** for standing with us and with our community.

OUR PARTNERS



OUR PARTNERS & SUPPORTERS



Tinol



COUNTDOWN



ACS BEIRUT

LAU
جامعة الأميركية اللبنانية
Lebanese American University

hope



WE DESERVE BETTER FOUNDATION

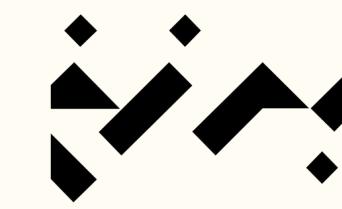
USAID
FROM THE AMERICAN PEOPLE

fhi360

Rotary



CISCO



ECOHUB
A Collaborative Community Center



PROCOL
المكتب الشاركي للبيزدمار
Lebanon

FINE ACTS

Berytech
powering potential

BRITISH COUNCIL

MIQIAS

THE GHASSAN ABU SITTAH CHILDREN'S FUND

KINAMANIA
-STORYTELLING SHOES & CREATIVE WORKSHOPS-

مؤسسة الأصفار
The Asfari Foundation

make sense

Rotary Club Beirut Pax Potentia D2452

AMERICAN UNIVERSITY OF BEIRUT
THE NEIGHBORHOOD INITIATIVE
جامعة بيروت العربية
مبادرة حي بين الجدار وار

TAHADDI
Facing together the challenge of poverty

تحدي

ahla fawda
احلا فواد

MEET THE TEAM



Imane Assaf
Founder and Executive Director



Ziad Daouk
Operations Manager



Wadad Assaf
Programs Manager



Amer Noumeir
Logistics Manager



Sonia Koussan
Dekkene Operator



Rania Soubra
Accounts Officer



Rita Mostafa
Communications Officer



Ziad Assaf
EcoLab Manager

MAKING OUR WORK POSSIBLE



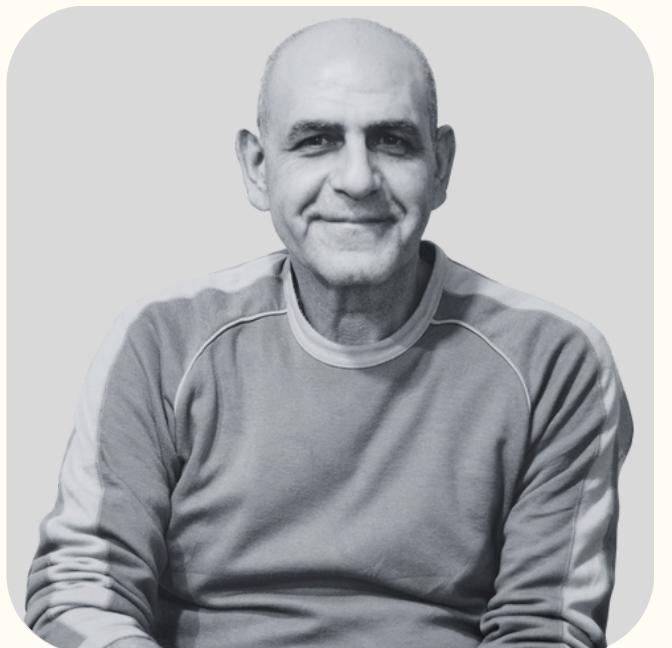
Irene Abdullah
Hamra Bella Boutique Operator



Monique Baud
Hamra Bella Boutique Operator



Gloria Zaidan
Hamra Bella Boutique Operator



Fadi Salaheddine
Concierge



Mohammad Hallak
Glass Upcycling Operator



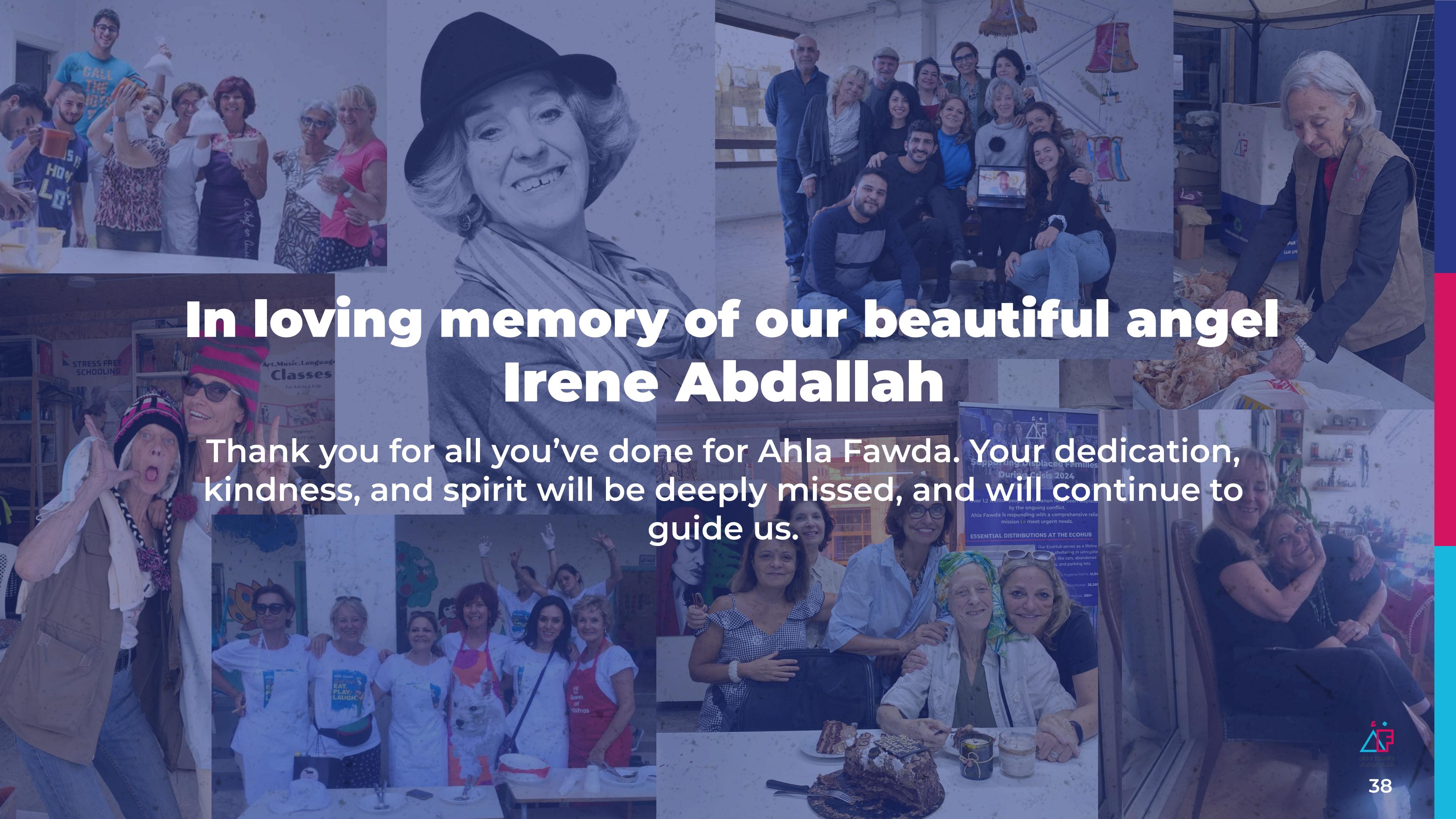
Marie Alice Berberi
Upcycling Artist



Joyce Talhouk
Distribution Officer



Kotaiba Tomani
Driver



In loving memory of our beautiful angel Irene Abdallah

Thank you for all you've done for Ahla Fawda. Your dedication, kindness, and spirit will be deeply missed, and will continue to guide us.

GET INVOLVED

You can donate to support us:

MONETARY



DONATE

PHYSICAL (IN-KIND)

For physical donations please contact us on 01.355.211
or email us at ahlafawda@gmail.com



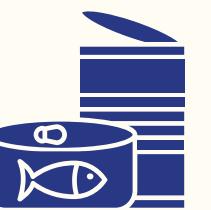
RECYCLABLES



CLOTHES



HYGIENE PRODUCTS



FOOD

Revenue generated from the sale of recyclables
directly goes to our Food Program!

JOIN US



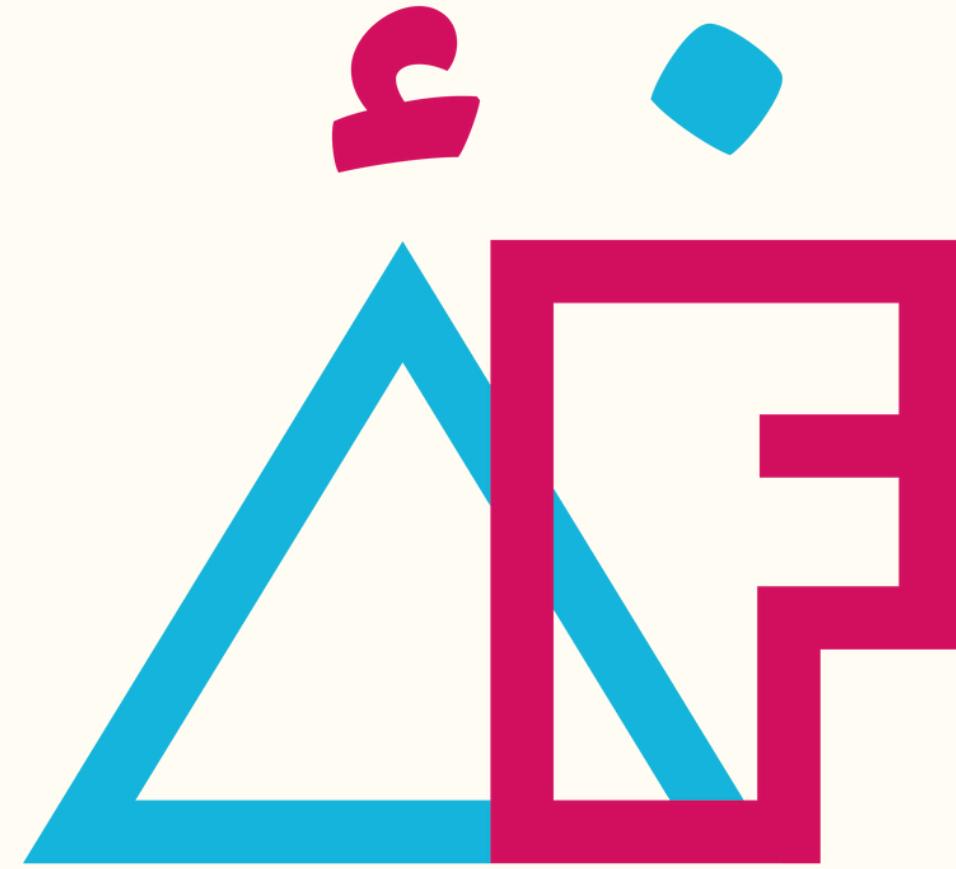
VOLUNTEER WITH US

Are you looking to make a meaningful impact
by dedicating your time to Ahla Fawda? We
invite you to join as a volunteer!



PARTNER WITH US

We are always looking for new ideas and
believe in the strength of partnerships. If
our work resonates with you, feel free to
contact us!



ahla fawda
الحلّة العلّى



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