

A man wearing a light blue t-shirt, dark pants, and a white cap is watering plants in a nursery. He is holding a green hose and spraying water onto a young plant. The nursery is filled with various plants in black pots, and there are several trees in the background. A white cloth is hanging on a line in the distance.

#LOVELOCAL Small & Medium Business Grant

October 2021

donated by
FACEBOOK



WHY SUPPORT SMBs IN LEBANON

The Lebanese financial and economic crisis is likely to rank in the **top 10**, possibly **top three**, most severe crises globally since the mid-20th century

SMBs are the backbone of the economy



95%

of businesses in Lebanon are SMBs



51%

of employment

A healthy SMB sector can

- 01 Provide sustenance to a large proportion of those most vulnerable in society
- 02 Act as the first to respond to essential economic restructuring in a failing economy
- 03 Address essential supply gaps in local markets and energise local production and economic transition
- 04 Foster economic interdependence and joint supply chains, providing opportunity for dialogue

ABOUT THE #LOVELOCAL PROJECT

Facebook donated \$300,000 to LIFE to support the most vulnerable SMBs in Lebanon. LIFE & 3QA worked closely with various partners on the mapping, pre-selection, due diligence and monitoring.

Key Activities

01 Setting criteria for project partner selection and identification of project partners

02 Setting criteria for SMB selection (sector, location, number of employees, annual turnover, etc.)

03 Conducting due diligence on SMBs

04 Disbursement of grants to selected SMBs

05 Monitoring and reporting to project partners and donors

06 Production of final project report and video

22 PROJECT PARTNERS



جمعية التدريج في لبنان
LEBANON REFORESTATION INITIATIVE



BEIT EL BARAKA



تجمع أبناء بعلبك



LEBANESE LEAGUE FOR WOMEN IN BUSINESS



FLAT6LABS



ROLE OF PROJECT PARTNERS

Project partners assisted LIFE & 3QA in the mapping of vulnerable SMBs and the monitoring once grants were disbursed.

How have they identified SMBs?

- Impact on the community
- Vulnerability
- Different regions of Lebanon to ensure diverse and inclusive representation
- SMBs from the productive sector
- Women-led SMBs representation

DIVING INTO THE DATA

1,013

Total Number of SMB Applicants

188

SMBs Shortlisted & Vetted

115

SMBs Selected

SHORTLISTING PROCESS

01 **Geographic Filtration**

Equal distribution of SMBs among the Cazas (80% outside of Beirut, 20% in Beirut)

02 **Sector of Intervention**

Equal distribution of SMBs among the business sectors per area at the Mouhafaza and Caza levels.

03 **Evaluation and assessment of the business needs**

Evaluating the needs requested by the SMB and their relevance to the business and the sector

04 **Relevance and impact on circular economy**

Ensuring SMBs are part of producing sectors with the aim of boosting local production, circular economy and job creation

05 **Number of people affected by the business (direct/indirect)**

Evaluating the number of people impacted directly (i.e. business owners & employees) and indirectly (i.e. suppliers & distributors)

DUE DILIGENCE & VETTING

01 **Due Diligence & Interviews**

Request remaining info from project partners and permission to contact selected SMB owners

02 **Vetting & Evaluation**

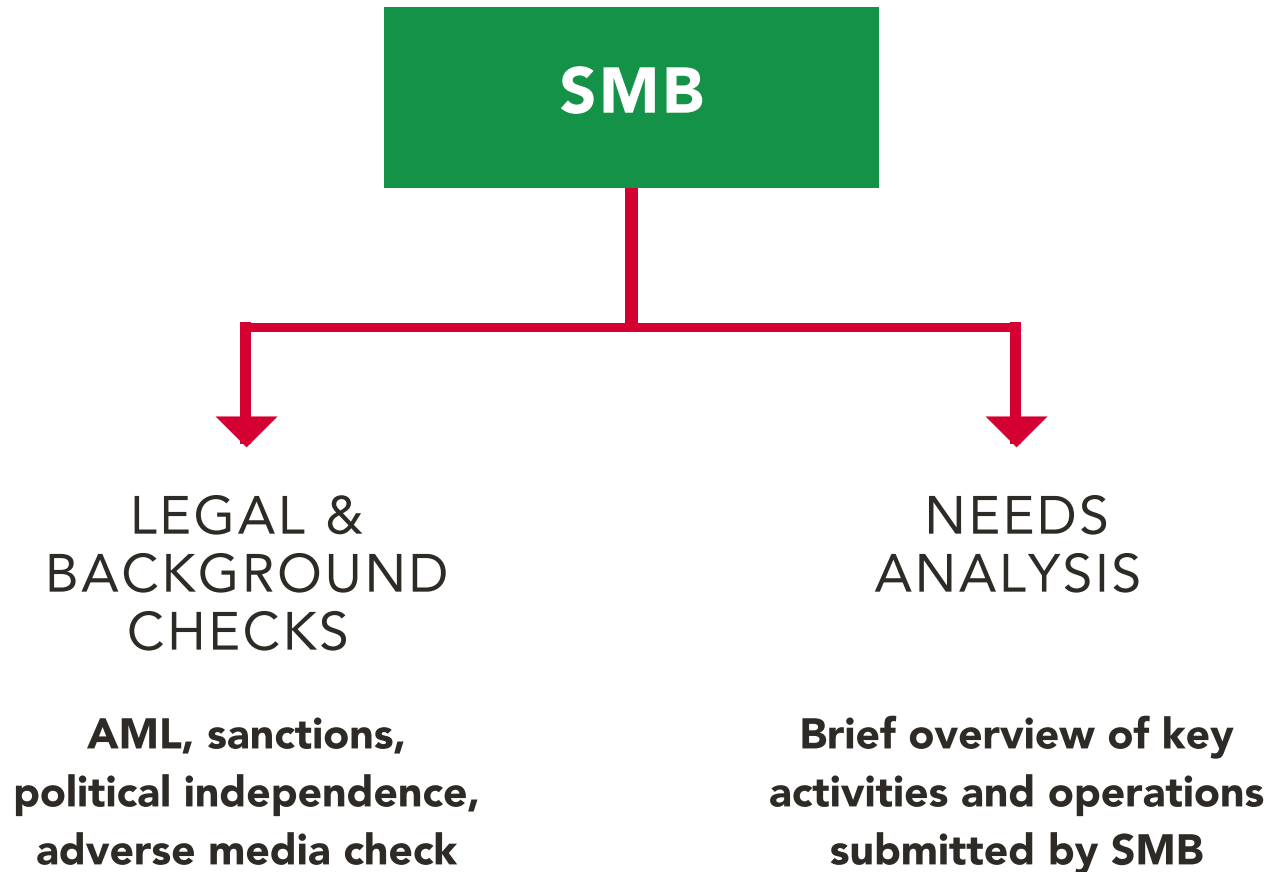
188 SMBs underwent 15-25 minute interviews to vet the business and the needs requested by the owner. In parallel, banks screened the business owners for compliance checks.

03 **Final selection based on a consolidated list of vetted SMBs**

Evaluating the needs requested by the SMB with relevance to the business and the sector

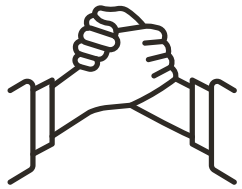
04 **Disbursement, Monitoring & Evaluation**

TWO-FOLD ASSESSMENT



DESCRIPTION OF NEEDS

During the Due Diligence process, each SMB submitted a clear description of their business needs.



Business Support

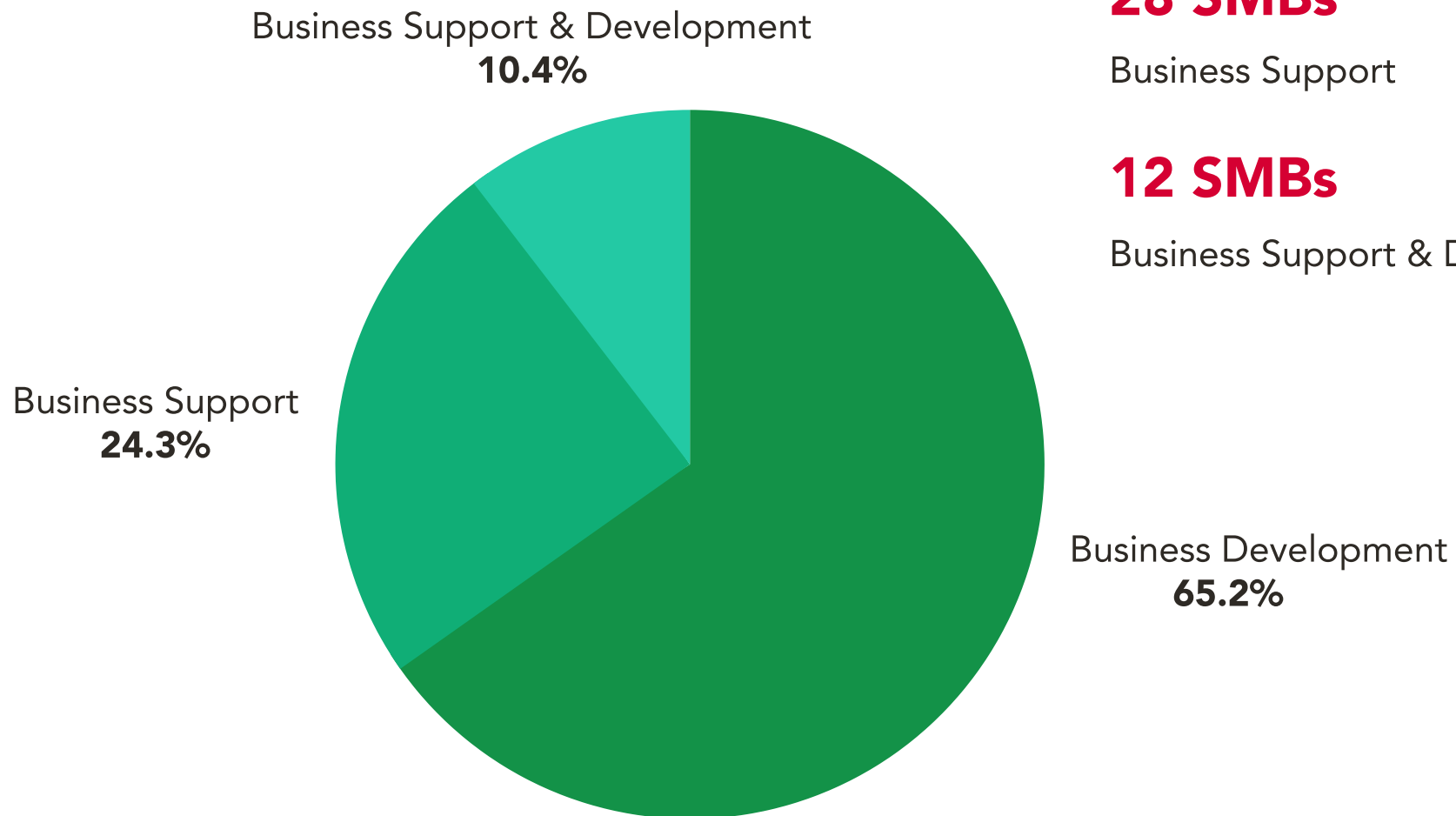
Supporting SMBs with expenses related to marketing, overhead, rent, raw materials and other utilities.



Business Development

Enabling SMBs to increase their production and diversify their range of services/products, such as buying new tools & equipment.

DESCRIPTION OF NEEDS



75 SMBs

Business Development

28 SMBs

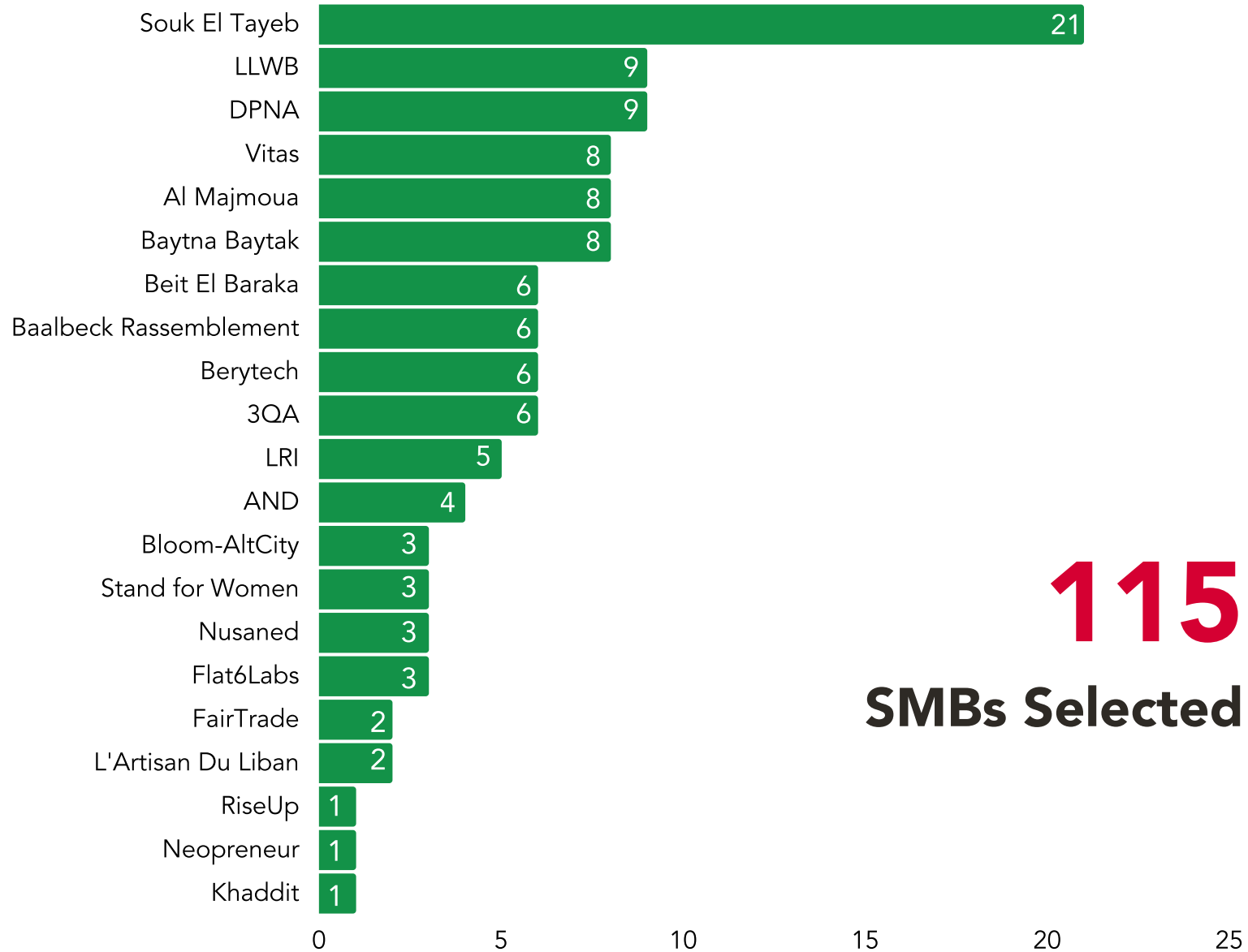
Business Support

12 SMBs

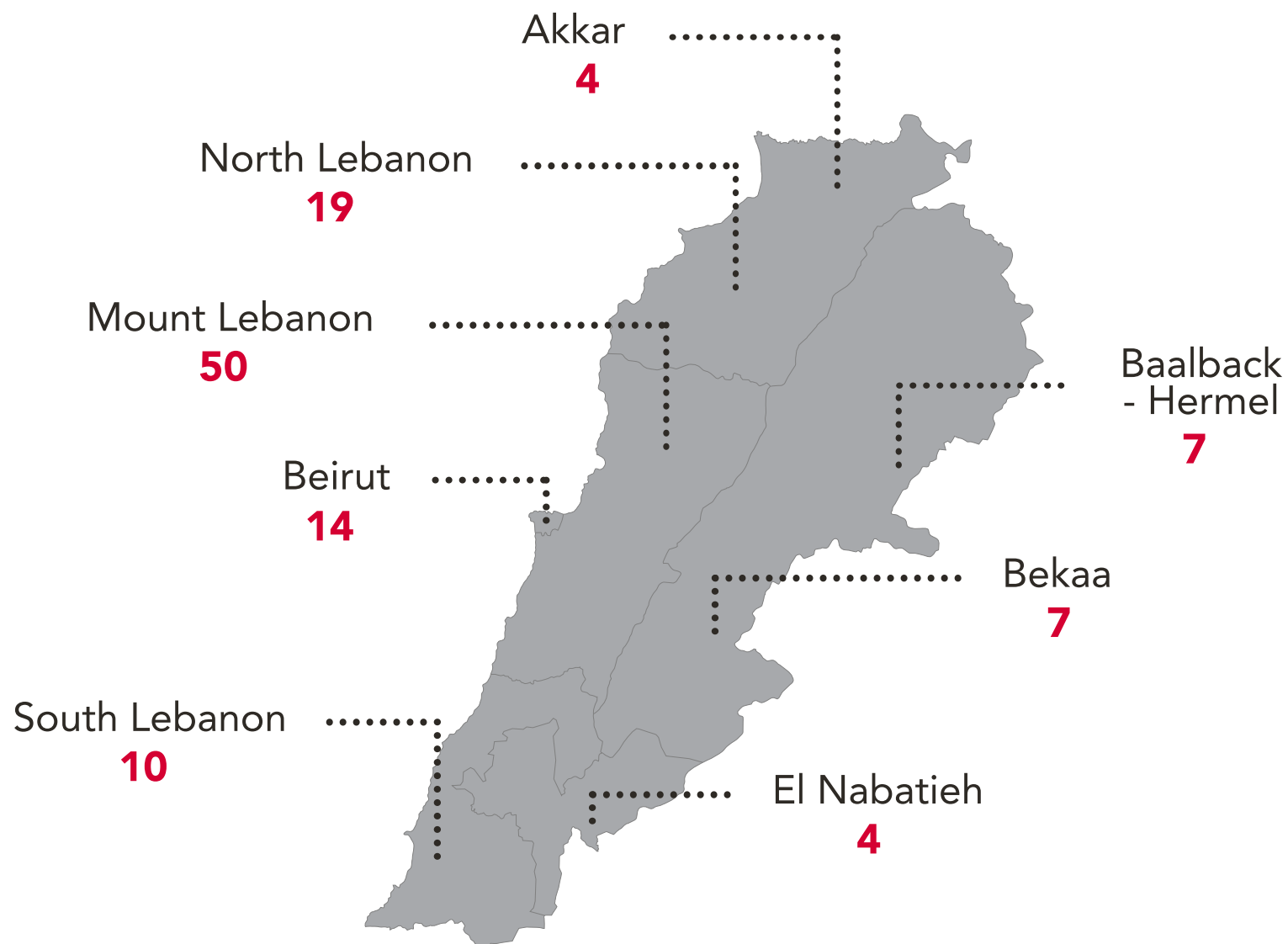
Business Support & Development

Business Development
65.2%

TOTAL SMBs PER PARTNER



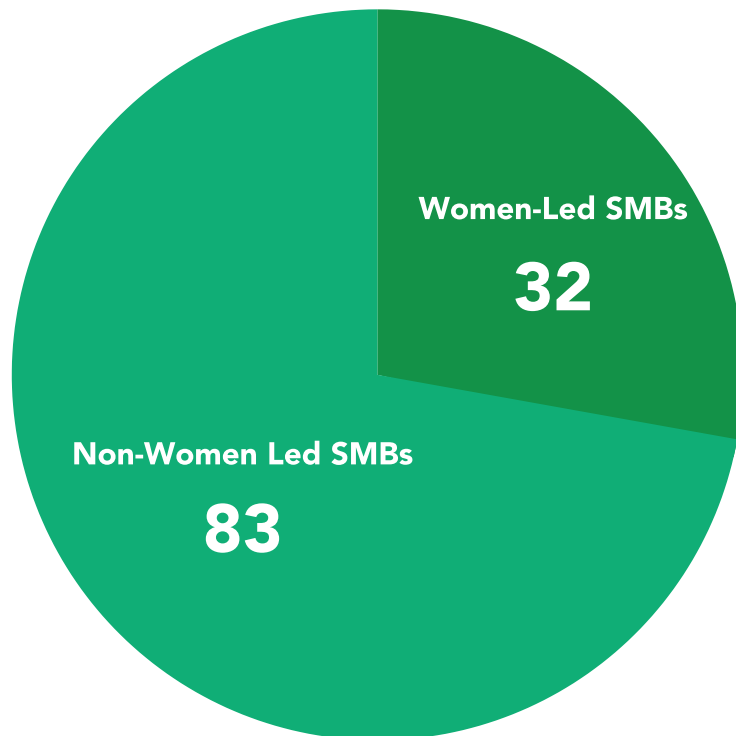
REPARTITION OF SELECTED SMBs



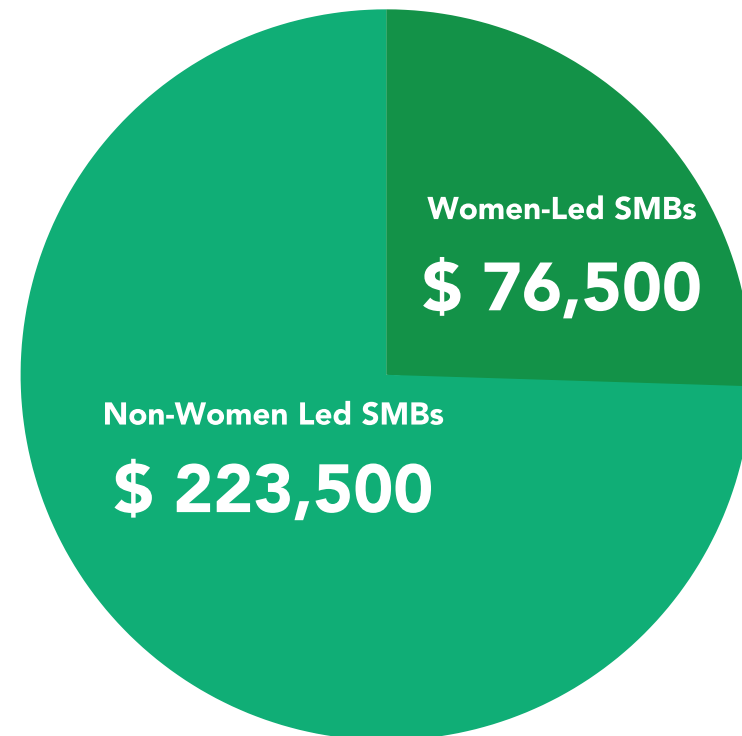
SUPPORTING WOMEN-LED BUSINESSES

38% of supported SMBs are women-led, while only **9.9%** of SMBs in Lebanon are co-owned by women.

Number of women-led SMBs supported



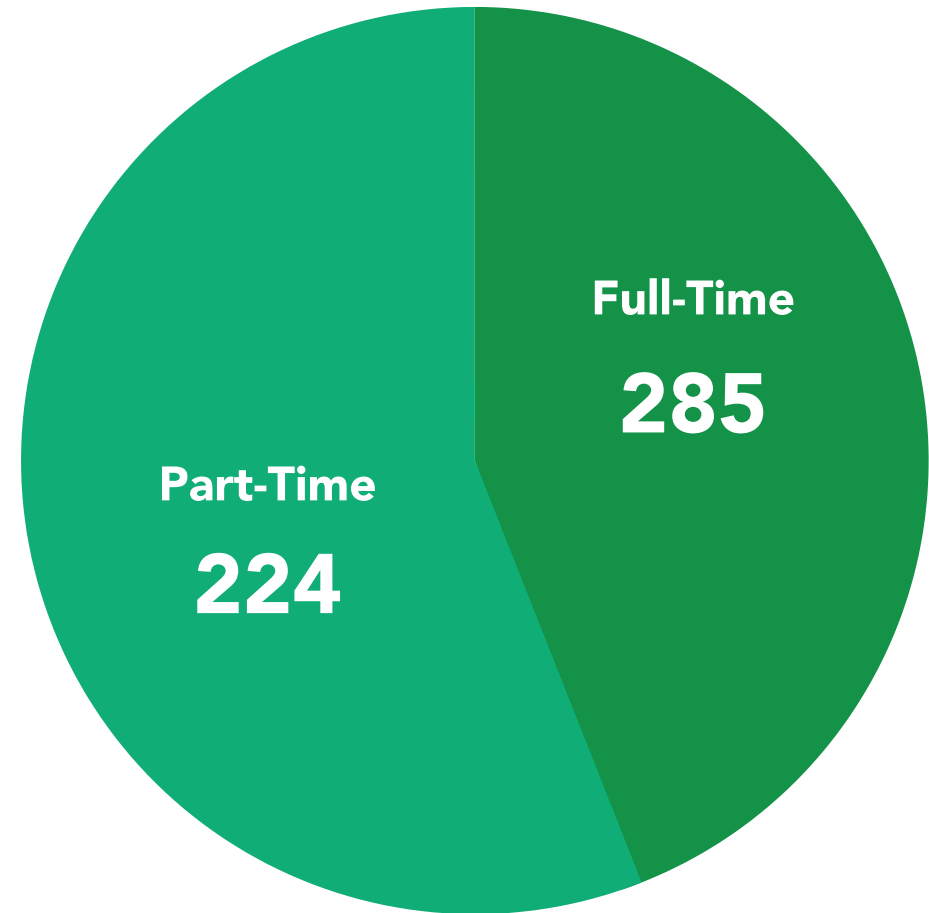
Funds allocated to women-led SMBs



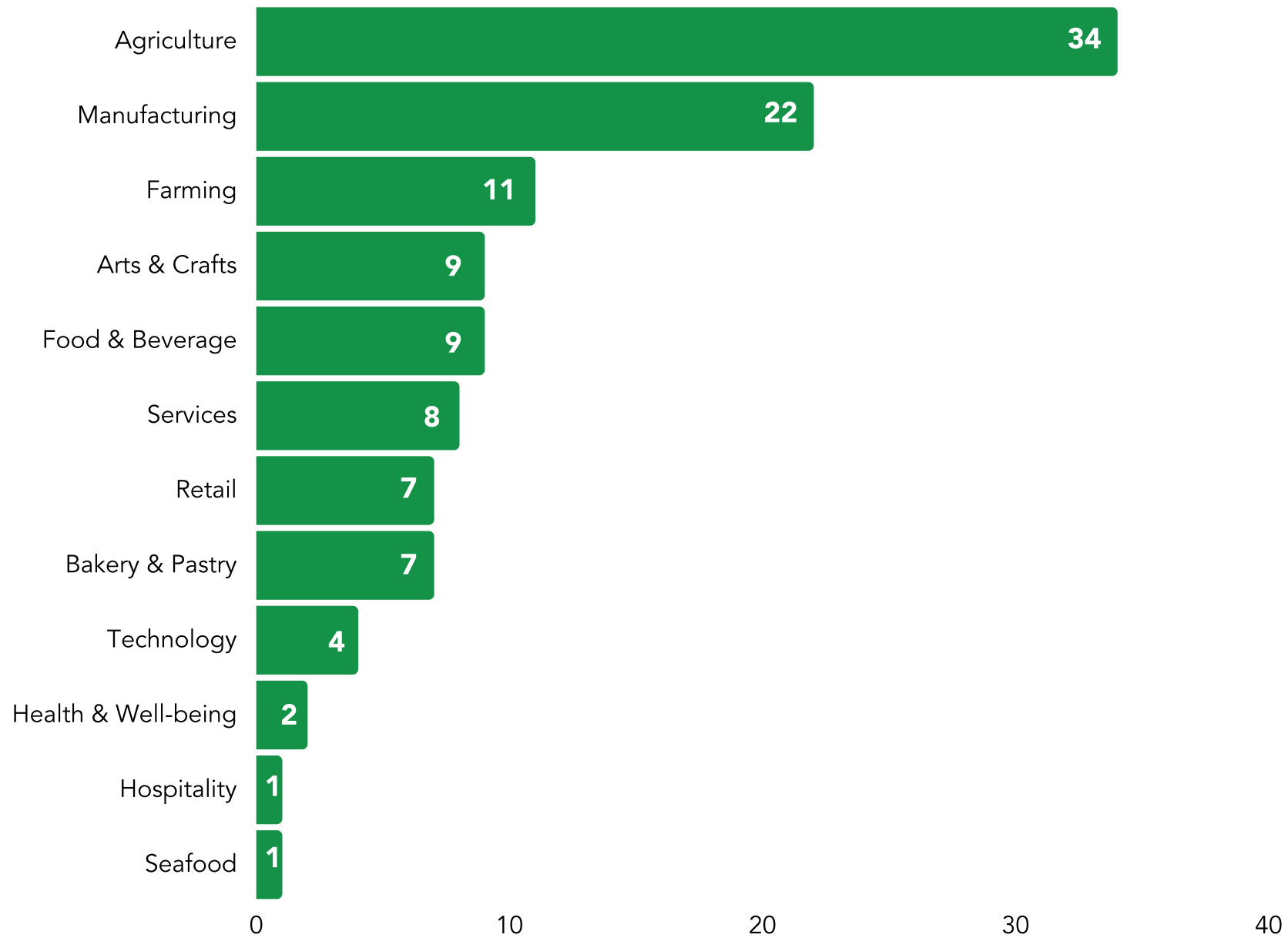
JOBS IMPACTED

515

Jobs Impacted



NUMBER OF SMBs PER SECTOR



TOTAL ALLOCATION BY SECTOR



\$85,500

Agriculture



\$60,000

Manufacturing



\$30,000

Farming



\$24,000

Services



\$22,500

Food & Beverage



\$22,500

Arts & Craft



\$19,500

Retail



\$16,500

Bakery & Pastry



\$10,500

Technology



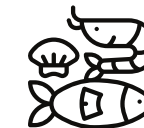
\$3,000

Health & Well-being



\$3,000

Hospitality



\$3,000

Seafood

39 SUB-SECTORS COVERED

Mouneh, Dried Fruits, Wild Herbs, Tea **Snail Farming** **Soap Making**
Vegetables & Fruits Farm **Organic Farm** **Food Transformation**
Crafting **Online Platform** **Public Transportation** **Butcher**
Poultry Farm **Alcohol Production** **Handmade Luxury Cross Stitch**
Jewelry **Toys & Gadgets** **Antique & Crafts** **Eco-Tourism** **Grocery Shop**
Chemical Products **Cattle Farm** **Apiculture** **Engineering Solutions**
Repair Shop **Embroidery & Sewing** **Food & Beverage** **Bicycle Shop**
Physiotherapy **Educational Platforms** **Bakery & Pastry** **Poultry**
Design, Engineering & Architecture **Tailor** **Audiology** **Pet Store**
Fishing **Exotic Agriculture** **Local Retail** **Recycling** **Furniture**



DISBURSEMENT, MONITORING & EVALUATION

Disbursement

Chosen SMBs receive a grant amount of either \$1,500 or \$3,000

Funds disbursed through project partners or directly to the businesses

Monitoring & Evaluation

Collection of bank receipts from project partners when grant is withdrawn

Collection of receipts from SMBs once funds are received

Collection of invoices and justifying documents

Visiting SMBs to collect testimonials, pictures and videos

TESTIMONIALS

“

This grant was crucial for our business as it helped us gain momentum and confidence to shoot for our goals. Here we are, a few months later, **exceeding our own expectations**. This grant was a needed boost, which the GMR team (currently 11 members and expected to grow to 14 by the end of October) are deeply thankful for.

- Green Mount Recycling

”

“

The support was essential in allowing us to start our scale up. We spent the funds on manufacturing new moulds for our production, as well as investing in the optimisation of our manufacturing process. Most importantly, it offered much-needed **peace of mind** in the face of all of the external problems.

- Buildits

”

“

The grant was very important for the sustainability and consistency of our business, saving us from major trouble due to the financial crisis. We were able to **preserve the employment of women** working in our kitchen, and create new job opportunities for several others in our village.

- Good Thymes

”





<https://www.lifelebanon.com>



@lifelebanonuk



info@lifelebanon.com



<https://www.3qa.co>



@3QAhub



info@3qa.co