



L'Artisan du Liban  
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## **ADL**

### **COMMUNICATION ON PROGRESS REPORT**

**June 2019 To December 2020**

ADL has been working along the handicraft supply chain for 42 years. In 1979, ADL has been established as an SARL by Mouvement Social. MSL visionary initiative helped the first social enterprise in Lebanon to see the light. From the establishment day, we witnessed wars, explosions and crisis, and we were able to sustain revenues generation to hundreds of artisans, micro and small enterprises and production units owned by NGO all over Lebanon.

ADL business model has always been at the service of the social mission, enabling artisans, mainly women, from vulnerable communities to participate in the handicraft value chain, while perpetuating and preserving our cultural heritage with the quality it deserves. ADL design and production activities evolve in synergy with ADL clients and with international markets. This dynamic drove us to always innovate and develop new products, with local designers and talented people, working hand in hand with craftsmen and women.

Also, through ADL history we have successfully partnered with international organizations, NGOs, municipalities, Chamber of Commerce at the national and at the international levels. These collaborations were especially helpful in time of crisis.

All profits used to go to Mouvement Social to implement sustainable development projects. In the last 10 years, ADL has a deficit covered by Mouvement Social, in order to support the social enterprise in its social impact.

Global Development goals guide ADL work and activities. Below, we tackle each relevant goals with ADL efforts. Obviously, all points are strongly intertwined, but the SDG are used as a framework to assess our impact.

## Development Goal

## L'artisan du Liban (ADL) involvement



-To generate income and alleviate poverty in remote and unprivileged areas through training and supporting artisans in their handicrafts work.

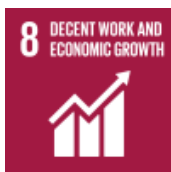
During 2018-2019, L'artisan du Liban has been able to provide revenues to 300 people in need through production orders, for an annual amount of \$410,00. Thus, the generated revenues through the work of ADL allowed 300 people to escape the extreme poverty threshold. In 2020, ADL was able to provide orders and pay wages to artisans for 642,394,700 LBP, despite the COVID-19 crisis, the economic crisis and the Port explosion tragedy.



Empowering women and skill building in both technical and business areas are at the heart of ADL mission.

We support small groups of women to organise themselves and to become economically active, in friendly environments. We provide them with raw material, equipment and machines, free of charge, as long as they work and produce sellable items.

ADL 2 top managers are women. The employees' gender is 16 women and 5 men. Craftsmen represent 35% while crafts women are a majority of 65% of ADL workforce.



### Decent Work:

-All ADL employees are registered in the National Social Security Fund. They are paid at least 20% more than the minimum wage.

-The culture and the values of the company create a safe, friendly and supportive environment. We have zero tolerance to sexual harassment, violence and to any kind of discrimination, especially sectarianism.

### Economic Growth:

-ADL sets an example as a social enterprise established and owned by an NGO which has proven to be economically sustainable for 42 years.

-Also, ADL works with 160 micro and small enterprises, reaching a total number of 750 enterprise owners and workers; they were able to sustain during the Lebanese crisis and civil war through this opportunity. The innovation introduced by ADL in the designs and the techniques allowed them to evolve and meet customers' needs. In 2020, despite all the crisis, we continued to provide to more than 500 craftsmen and women, whether individually, or through their MSMEs

-Local and young designers have the opportunity to sell in ADL shops; we encourage them to innovate and modernise Lebanese handicrafts while keeping the cultural identity of the products. L'artisan du Liban always had and still have the goal of encouraging and supporting young designers to interact and collaborate with craftsmen and women in the interest of both: the former needs to apply and manufacture their products, and the latter needs to modernize and innovate their traditional products to reach better chances of market penetration.



83% of ADL production is done through people in need of work. ADL works in all Lebanese areas but has a workforce concentration in underprivileged ones: as an example 36% of artisans living in North Lebanon.

ADL has a special work unit in North Lebanon to recruit, train and organize and follow-up the production of craftsmen and women.

Also, other NGOs having production units are encouraged to sell in our boutiques. Through them we reach more than 250 beneficiaries, learning crafts and producing at a small scale.



An average of 50% of product costs goes directly to the workforce. In 2020 it represented 53% of the total company expenditures

Our customers have the opportunity to experience responsible consumption while purchasing ADL products and supporting a social cause.

ADL social impact on both income generation and culture heritage preservation is at the heart of our mission



To achieve ADL goals we partner with other NGOs, INGOs universities, and other stakeholders from the private and public sectors.

In 2018, we were able to produce corporate gifts to banks and companies, and encourage their CSR.

During 2018, we have executed a development and livelihood project with an COSV. We trained 37 women on crafts, from whom 17 are still producing and working with ADL equipment and machineries.

During 2019 and 2020, we have also implemented projects to empower craftsmen and women on the marketing, the organization and design and on the digital aspect of their enterprises. This was done through an ITC-International Trade Center grant funded by the Japanese Government

Finally, we partner with municipalities and local associations to provide working spaces to crafts women groups in rural areas, free of charge.