

BEIRUT MARATHON ASSOCIATION

GCNL
April 2021



A WORD FROM THE PRESIDENT

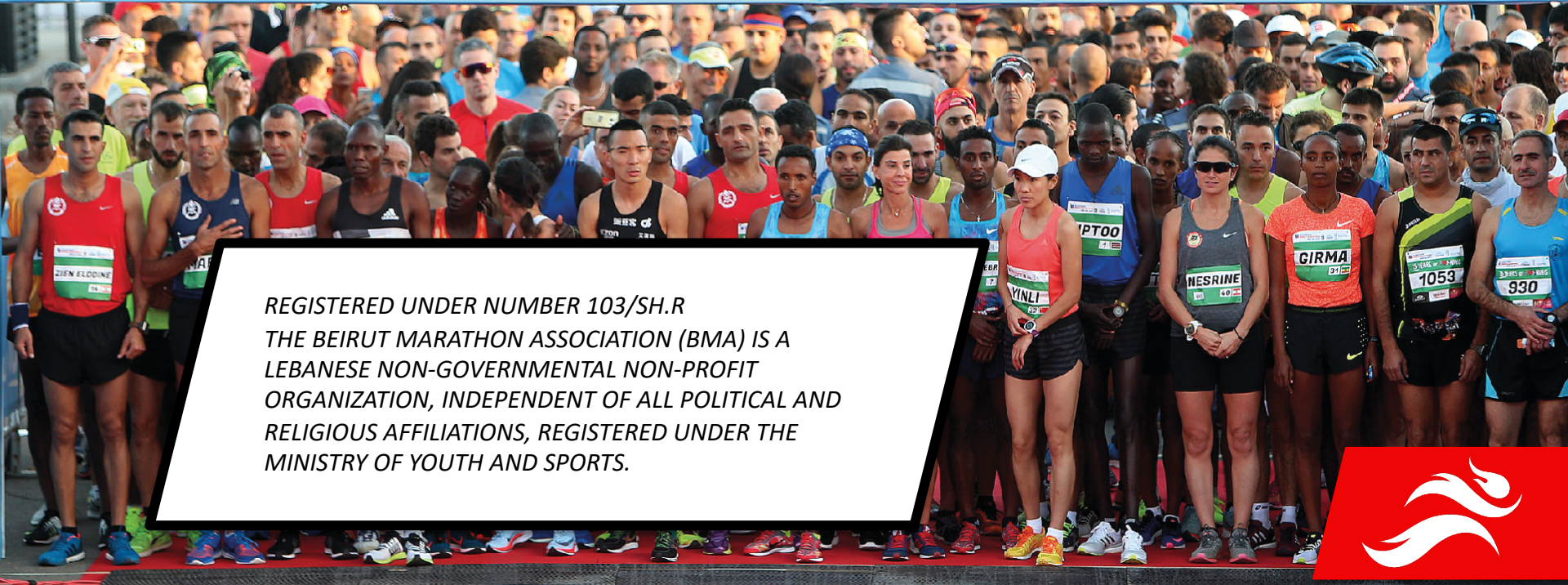
When we first joined the Global Compact Network, we were seeking to become more consciously responsible towards both a local market and a global one. Creating a positive impact on our stakeholders is our motto, committing to become better citizens is our objective, and creating inclusive events is one of our principles. However, joining a like-minded network generates a sense of universal alignment across common values that can be spread and in which we can be actively involved. We look at our partaking as a valuable way to become better citizens of the world, and our implementation plan will succeed in doing so on an internal and external front.

We are learning from the best practices around us, and we look forward to having tangible measured results supporting this positive global oriented engagement.

MAY EL KHALIL

WHO WE ARE

2017 START



REGISTERED UNDER NUMBER 103/SH.R
THE BEIRUT MARATHON ASSOCIATION (BMA) IS A
LEBANESE NON-GOVERNMENTAL NON-PROFIT
ORGANIZATION, INDEPENDENT OF ALL POLITICAL AND
RELIGIOUS AFFILIATIONS, REGISTERED UNDER THE
MINISTRY OF YOUTH AND SPORTS.





CORE PURPOSE

TO MOVE & UNITE
LEBANESE PEOPLE
THROUGH RUNNING

STRATEGIC GOALS

1

*TO CREATE A WHOLE **NEW GENERATION**
OF LONG DISTANCE RUNNERS,
& PARA-ATHLETES IN LEBANON*

2

*TO BECOME THE LARGEST
FUNDRAISING & AWARENESS PLATFORM
FOR NGOS IN LEBANON*

3

*TO ENCOURAGE & PROMOTE
HEALTHY LIVING & WELLNESS
THROUGH RUNNING*

4

*TO PUT **LEBANON ON THE INTERNATIONAL MAP**
BY ATTRACTING RUNNING ENTHUSIASTS WORLDWIDE,
AND BY INVOLVING THE LEBANESE DIASPORA*



OUR CORE VALUES



PROGRESS

WE WILL CONSTANTLY & ACTIVELY
SEEK IMPROVEMENT



POSITIVITY

POSITIVITY IS WHAT WE WAKE UP
FOR IN THE MORNING



PREPAREDNESS

ALWAYS COME
PREPARED!



FAIR-PLAY

THE GAME IS NOT WORTH PLAYING
IF IT'S NOT PLAYED FAIR



PEOPLE-DRIVEN

BY THE PEOPLE
AND FOR THE PEOPLE





RATIONALE

With a background of severe economic hardship, and unprecedented loss in the value of the local currency, spiking unemployment and a degradation of public services, all of which exacerbated by the impact of the Covid-19 pandemic and topped by the 4th of August devastating blast, the Beirut Marathon had to find a new way to continue its mission.

Whereas we were all about mass participation events and programs, we reviewed our business model to cater for the immediate needs without losing our focus on health and wellbeing, gender equality, and mostly on how to bridge through partnerships to achieve that purpose and leverage impact within the application of the 10 principles.



SDG #3: HEALTH & WELLBEING

*How can we support during crisis and pandemic
mental and physical health*

SDG #5: GENDER EQUALITY

How can we support and empower women during these difficult times

SDG #17: PARTNERSHIP

*How can we leverage with other entities and collaborate to create
more impact*



ACTIONS AND MEASUREMENT OF OUTCOMES

ACTION	OBJECTIVE	SDG	KPI	MOS
NEIGHBORHOOD RUNS APRIL 2020 <i>(FREE OF CHARGE)</i>	CREATE PHYSICAL ACTIVITY WITHIN THE PANDEMIC WITH TIPS ON HOW TO MAINTAIN PHYSICAL AND MENTAL HEALTH IN SMALL GROUPS WITHIN THE NEIGHBORHOOD	3	# OF PARTICIPANTS	341
			# OF REGIONS COVERED	23
EMBRACE BEIRUT VIRTUAL RUN OCTOBER 2020	ORGANIZE A GLOBAL VIRTUAL RUN TO SUPPORT VICTIMS OF THE 4TH OF AUGUST BLAST. ALL PROCEEDS TO BE GIVEN TO THE LEBANESE RED CROSS	3 17	# OF PARTICIPANTS	800
			# OF FAMILIES SUPPORTED	1000
			# OF COUNTRIES PARTICIPATING	14
BEIRUT INTERNATIONAL MARATHON COMMEMORATION WITH THE THEME PEACE LOVE RUN NOVEMBER 2020	MAINTAIN PHYSICAL ACTIVITY AGAINST ALL ODDS. ORGANIZE THE FIRST COVID FREE RACE WITH STRICT GUIDELINES. MEDALS WERE MADE OUT OF SHATTERED UPCYCLED GLASS. ALL PROCEEDS IN FAVOR OF OFFRE-JOIE AGAINST POVERTY	1 3 12 17	# OF PARTICIPANTS	500
			# OF FAMILIES SUPPORTED	500
			# OF MEDALS UPCYCLED	500
CHRISTMAS RUN DECEMBER 2020	KEEP THE SPIRIT AND MENTAL HEALTH BY RUNNING TO DONATE TO SESOBEL (MENTALLY CHALLENGED CHILDREN) FOR CHRISTMAS	3 10 17	# OF PARTICIPANTS	300
			# OF CHILDREN SUPPORTED	300
510 RUNNING PROGRAM APRIL 2021 <i>(FREE OF CHARGE)</i>	A TRAINING RUNNING PROGRAM TO EMPOWER LADIES AND LET THEM CHALLENGE THEMSELVES AND IN SUPPORT OF I STAND FOR WOMEN (AN NGO EMPOWERING LADY ENTREPRENEURS)	3 5 17	# OF REGIONS	12
			# OF LADY PARTICIPANTS	502
			% OF RETENTION	80%

THANK YOU