

BEIRUT MARATHON ASSOCIATION

COE
April 2023



A WORD FROM THE PRESIDENT

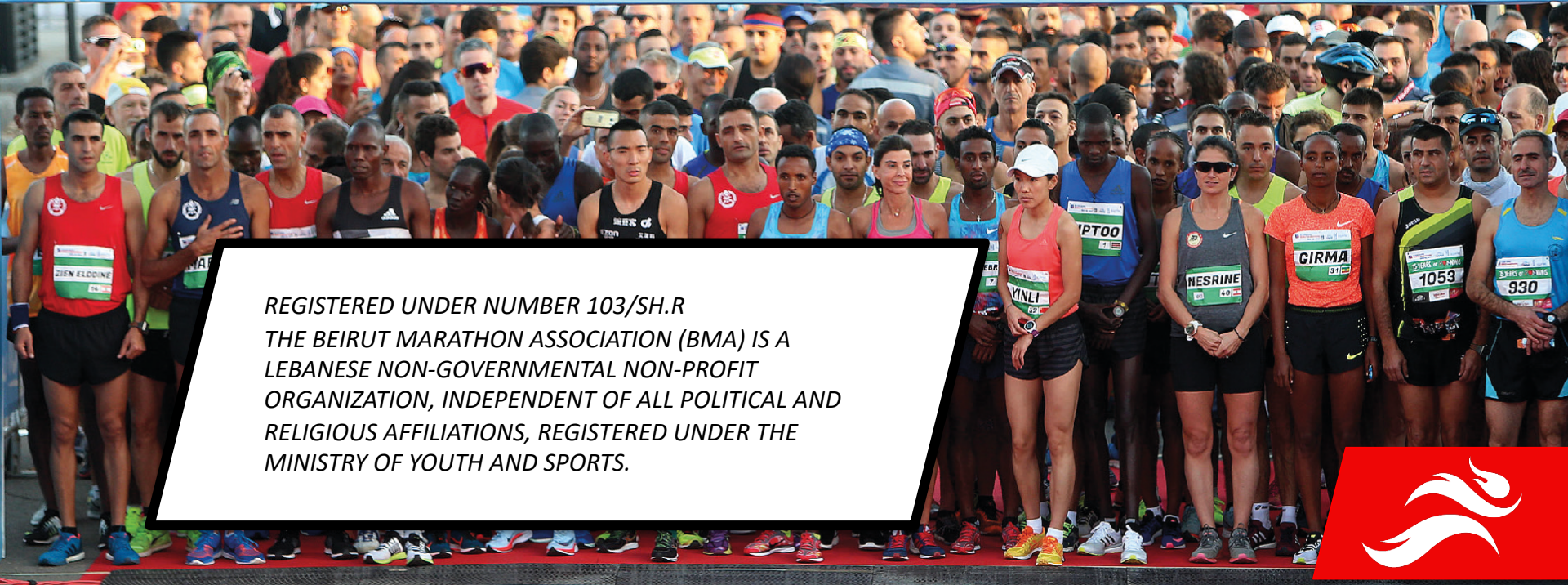
When we first joined the Global Compact Network, we were seeking to become more consciously responsible towards both a local market and a global one. Creating a positive impact on our stakeholders is our motto, committing to become better citizens is our objective, and creating inclusive events is one 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
542 RUNNING PROGRAMME JUNE 2022 TILL NOVEMBER 2022 <i>(FREE OF CHARGE)</i>	A TRAINING PROGRAMME FOR FIRST TIME MARATHON RUNNERS THAT WENT BEYOND THE LEBANESE BORDERS ACROSS THE GLOBE	3	# OF PARTICIPANTS	850
			# OF REGIONS COVERED	40
ABILITY PROGRAMME JULY 2022 TILL NOVEMBER 2022	TRAINING PROGRAMME FOR PEOPLE WITH DISABILITY TO PARTAKE IN THE NOVEMBER BEIRUT MARATHON SUPPORTED BY ICRC	3 10 17	# OF PARTICIPANTS	26
			NUMBER OF TOTAL PODIUMS	6
BEIRUT INTERNATIONAL MARATHON NOVEMBER 2022	MAINTAIN PHYSICAL ACTIVITY AGAINST ALL ODDS. SUPPORTING MORE THAN 30 NGOS RAISE FUNDS THROUGH REGISTRATION	1 3 12 17	# OF PARTICIPANTS	5000
			# OF NGOS SUPPORTED	30
			# OF BOTTLES RECYCLED	10000
CHRISTMAS RUN DECEMBER 2022	KEEP THE SPIRIT AND MENTAL HEALTH BY RUNNING TO DONATE TO THR RED CROSS FOR CHRISTMAS	3 10 17	# OF PARTICIPANTS	900
			# OF FUNDS RAISED	20K
510 RUNNING PROGRAM FEBRAURY- March 2022 <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	400
			% OF RETENTION	80%

THANK YOU