



International Links and Services for  
Local Economic Development Agencies

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**South Lebanon LEDA**  
**(The economic development agency of the South and Nebatieh  
provinces – Lebanon)**



## GENERAL INFORMATION

**Establishment:** 2011

**Territory:** The LEDA covers the South Lebanon region (South and Nabatieh provinces) whose extension is 25% of Lebanon, and a population of 700,000 inhabitants, the 17.5% of the total population in Lebanon. The territory consists of a natural ecosystem, rich of forests, rivers (Litani river which is considered the largest and most important river in Lebanon), beautiful beaches (mainly Naqoura), marine protected areas (Tyre), historical, archaeological, and cultural heritage.

**Members:** 13 founders from public and private sectors. Public Sector: Chamber of commerce, industry and agriculture in Sidon, Tyre Union of Municipalities of Tyre and Caza; Jabal Amel Union of Municipalities / Marjyoun Caza, Al Arqoub Union of Municipalities / Hassbaya Caza, Jabal EL Rihan Union of Municipalities/Jezzin Caza; Private Sector: Beekeepers cooperative in Jabal Amel, Citrus, banana, and tropical fruits' growers cooperative, Syndicate of livestock and poultry husbandry, Labor federation for syndicates in south Lebanon, Union of regional cooperatives in south Lebanon and Nabatieh (AL Ared), Jihad AL Binaa Development association, Der Qanoun Rs El Ain Agricultural Cooperative, Syndicate of fishermen in the south.

### Objectives

General Objective: Facilitate a sustainable long term harmonic and balanced development of the south region, with carefully planned strategies able to activate public-private partnerships, valorising human, social, economical and environmental resources, and finally improving the population living conditions, providing job opportunities and pursuing social equity and environmental protection.

#### Specific Objectives:

- To achieve sustainable competitiveness
- To improve local capacities and potential
- To improve human resources capabilities
- To support economic activities and job opportunities
- To promote the economy of the region





## IMPACTS

### *Economic Impact*

During the last 2 years, the LEDA has created more than 50 jobs, supported more than 10 SMEs (providing direct technical assistance), created 2 value chains (traditional agro-food industry and handicrafts) and facilitated 16 business loans.

The LEDA is promoting the investment in agriculture and farming projects with no (or little) impact on the environment; the prioritized products are: strawberries, mushrooms, endive, cherry tomatoes, dairy processing, aqua culture, and asparagus.

Recently, it has registered a brand name for the women cooperatives' products named "HILLS", in collaboration with the ministry of Economics and Trading, with the aim of improving internal and external marketing.

In addition, the LEDA has organized and participated in many marketing exhibitions, facilitating marketing services and opportunities for women cooperatives, and increasing their income.

### *Strategic Impact:*

The LEDA is a territorial leader structure for coordinating and leading strategic plans at the municipal and regional level, executing them partially or totally, and facilitating the coordination of the various actions and projects. The LEDA has supported and collaborated in the development of South Lebanon Strategic Plan together with the ministry of agriculture.

### *Environmental Impact:*

The LEDA has improved the cultivation of vegetables, olives, fruits, and milk; it has supported the reforestation process, improving the green areas, and promoting the solid waste recycling and composting processes.

### *Financial Impact*

When possible, the LEDA facilitates access to finance for entrepreneurs in difficulty, utilising the available national and international SME finance programs. This has happened in 16 cases, during the last 2 years.

### *Social Impact:*

The LEDA has supported the institutionalization and community integration of 22 women cooperatives from different regions in South Lebanon, providing them professional skills in agro-food industry and handicrafts, quality control, international standards, supporting the marketing strategy, and generating incomes.

It has trained 150 people (120 of them women) providing them professional skills (job market analysing, business plan preparation, business management, quality control, etc.).

### *National Impact*

The LEDA has established partnerships with the national Government, the Ministry of Agriculture and the Chamber of Commerce; in this way, it is influencing their plans for the South Lebanon.

The LEDA is part of the national agriculture strategy along with the Ministry of Agriculture in Lebanon.

### *Institutional Impact*

The LEDA has contributed to realise and manage (with the support of UNDP) the quality control and packaging centre (QCPC), which is collecting the cooperatives products, taking samples, analysing and testing the samples in LARI (Lebanese Agriculture Research Institute) for quality certificate, packaging, labelling (HILLS brand name) and marketing the products of the women cooperatives.



## OTHER

### *Projects*

During the last 4 years, with the support of UNDP and the participation of women cooperatives, the LEDA has been supporting the establishment of the Centre for agro-food and handicraft products providing quality controls, packaging and marketing services.

### *Networking*

The LEDA is part of the local economic network in South Lebanon and of the International Network ILS LEDA.



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