



October 2022

## MISSION Statement

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Our mission is to **revive our beloved city Beirut** and to bring hope back to its people, who were the most affected by the blast and recent economic crisis, aiming for **economic renewal and recovery in Beirut.**

Beirut is the **beating heart** of the country and when life is brought back to Beirut this will have an effect on **the country-wide revival.**



Rebirth Beirut is apolitical, non-confessional and completely independent

# OUR ONGOING PROJECTS

# 1. The Beirut Traffic Lights Project



Restoring and equipping the traffic lights of Beirut with solar power

# 13 traffic light intersections finalized

**Burj El Ghazal  
Intersection**  
Sponsored by ACD



**Sofit  
Intersection**  
Sponsored by PNO



**Saint Nicolas  
Intersection**  
Sponsored by Fidelity



**Tabaris**

Anonymous sponsor



**Sassine Square**  
Sponsored by  
The Cook & Barrel



**Adib Ishaq**  
Sponsored by Rotary  
Club Beirut Cedreux



**Bechara el  
Khoury**  
Sponsored by AAM



**Saifi (Paul)**  
Sponsored by AAM



**Sodeco  
(Damascus Road)**  
Sponsored by AAM



**Sodeco  
(Petro Trad)**  
Sponsored by AAM



**Charles Malek  
(Cedrus)**  
Sponsored by AAM



**Charles Malek  
(Sagesse)**  
Sponsored by AAM



**Mar Mitr  
(Spinneys)**  
Sponsored by AAM



# Aiming to rehabilitate 20 traffic light intersections, out of 110 in total

No. of Intersections in Beirut

EXECUTED

13

REMAINING

97

Phase 1

20 traffic light intersections

Total cost:

US\$ 191,000

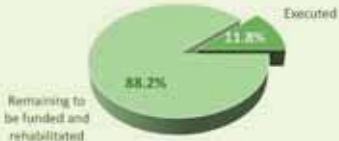
Remaining funds needed:

US\$ 67,000

110

Average cost US\$ 9,550 / traffic light intersection including inverters, batteries, solar panels, annual maintenance fees for 1<sup>st</sup> year and spare parts

Beirut Traffic Lights Project



## 2. "Let's Light Up Our Community" Initiative



"A spark in the dark"

"صوتي بشارك"

An initiative in cooperation  
with the local community to  
light the streetlights of the city  
in collaboration with MEDCO



# Initiative launched in May 2022

## Re-lighting Gouraud, Pasteur and Mar Mikhael





# 34 streets lit in record time changing Beirut's night scene



Monot



Koraytem



Rick Region



Furn el Hayek Region



Gouraud, Mar Mikhael & Pasteur



Sassine Region



Rue du Liban

# 3 avenues, 2 squares and 2 stairs also lit

## AVENUES



## SQUARES



## STAIRS



# Aiming to relight 200 streets and 10 avenues, out of the 1,350 streets and 20 avenues

No. of Streets & Avenues in Beirut



Average cost US\$ 1,000/ small street  
and US\$ 2,000 / medium street

Average cost US\$ 3,000/ avenue lit

"Let's Light Up Our Community" Initiative



### 3. Shielding Road Potholes Campaign



"Shielding Road Potholes"

"زفت جورّة"

Campaign to rehabilitate the  
potholes of the streets of Beirut

## Shielded 1,000 Beirut potholes



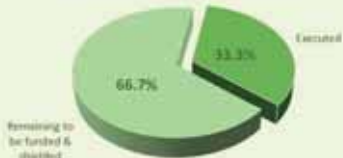
## Aiming to asphalt 3,000 road potholes

No. of Potholes



Average cost US\$ 15 / pothole

"Shielding Road Potholes" Campaign



## 4. Manholes & Drain Covers Rehabilitation Initiative



## Aiming to rehabilitate 100 manholes

No. of Manholes



Average cost US\$ 250 / manhole

Manholes & Drain Covers Rehabilitation





# CULTURAL SPACE & EVENTS

# Rehabilitated offices housed in 150 year old building turned into a cultural space

BEFORE



AFTER



# Rebirth Beirut: a beacon of culture in the city



# Bringing life back to the historic St. Nicolas stairs on World Music Day



Let the music light up Beirut  
**Adonis** Live in Concert on 29 December 2022

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Adonis

ADONIS

LIVE AT FORUM DE BEYROUTH

**29 DECEMBER 2022**

doors open at 8:00 pm

Qatar Airways

Red Bull

BULICET

PROCEEDS WILL BE DONATED TO

REBIRTH BEIRUT

TO LIGHT UP THE CITY'S STREETS

The poster features four men, the members of the band Adonis, against a dark blue background with bokeh light effects. The text is in white and yellow. Logos for sponsors and the charity are at the bottom.

# IMPACT ON LOCAL COMMUNITIES

# Significant **impact** on local commercial & residential communities

## Employment

The projects undertaken by Rebirth Beirut have and will continue to have an impact on **indirect employment** through projects being outsourced to small contractors.

## Increased Sense of Security & Road Safety

"Let's Light up our Community" Campaign gives an increased **sense of security for people circulating in the city streets at night**. The rehabilitation of the traffic lights and the potholes campaign create **safer roads for pedestrians and vehicles alike**.

## Economic Stimulation

The projects have proven that the return of lit streets means that small stores can stay open longer, restaurants do better business, and touristic hot spots are brought back to life. There is an **improvement of economic life when there is light**.

## Community Engagement & Sense of Solidarity

The projects activated the **power of solidarity**; the community and private sector feel like real partners in the improvement of living standards and in rebuilding sustainable economic activity.

## Environmental Impact

The "Beirut Traffic Lights Project" is restoring traffic lights equipped with **solar power**.

## Reviving the Creative & Cultural Scene

After hosting a series of art exhibitions, Rebirth Beirut headquarters has become a **reference in the Beirut cultural scene**.

# Generated positive news coverage





# HOW IT ALL STARTED

## Born as an immediate response to help citizens affected by blast

Rebirth Beirut was established on September 21, 2020 in response to the tragic blast that struck the city of Beirut on August 4, 2020.

More than 200 people lost their lives, thousands were injured and hundreds of thousands were left homeless, with massive damage to businesses and shops.

The level of destruction and suffering experienced in Beirut due to the blast was apocalyptic, coupled with the financial crisis and COVID-19 pandemic. This led to a major flight of skilled youth looking for opportunities abroad.



# Initial projects aimed at addressing problems post-blast



## Blast Relief

### Home & Infrastructure Rehabilitation

- Covering the window frames and facades of houses with plastic sheets to the areas that were most affected by the blast.



## Food & Medical Support

- Supplying food boxes and baby milk
- Providing medication, Covid 19 vaccines, supporting local nursing staff & implementing medical initiatives
- Providing mental health support to people and families in need of psychological assistance



## Other Initiatives

- Free eye exams and glasses
- Eye operations for an overwhelming situation after the Beirut blast injury



## Social & Cultural Activities

- Christmas Concert St. Nicolas Stars
- Sports Camp for Children in cooperation with Beirut Football Association (BFA)
- Remembrance Beirut 4th of August 2021

# WHO ARE WE

## Our lean team

**Gabriel Fernaine**  
Founder & President



- Over 20 years of experience in retail, private and corporate finance
- Member of Lebanese Businessmen Association (FBCI)
- Former member of Municipality of Beirut (2016-2020), worked on the twinning between the cities of Beirut and Paris, Marseille & Montreal
- Former President of the Racing Football Club (2019-2020), an X5 year old club in the Lebanese football league

**Melanie Mansour**  
Office Manager



- Language mentor in the Foreign Language Group (FLG) program organized and launched by The United Nations High Commissioner for Refugees (UNHCR), together with its education partners and the American Lebanese Language Centre (2020)
- Internship in a law office (2020-2021)
- Passionate about the Human Rights field
- Master's and Bachelor Graduate in Law

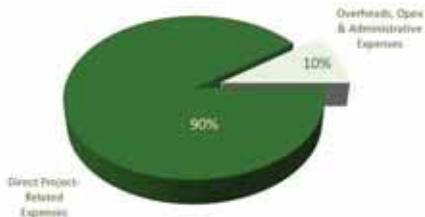
**Samar Hawa**  
Project & Development Advisor



- Senior Advisor at Berytecs Fund Management
- Startup mentor (knowledge economy)
- Former investment banker with experience in private equity, corporate finance and M&A
- Contributed to publications in economic research
- Member of Fashion for a Cause, a non-profit association in support of the Lebanese Red Cross

## Lean team, maximum funds allocated to projects affecting people's lives positively

Estimated Budget



- ✎ Overheads, Opex & administrative expenses do not exceed 10% of the total budget
- ✎ Lean operations strategy
- ✎ Accounts audited by BECA Hatem
- ✎ Full transparency to our donors and stakeholders

## Making our mark in a short period

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# HOW YOU CAN HELP



## How Can YOU Help

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### Fund a Specific Project

- ✦ Adopt any of our ongoing or planned project(s)
- ✦ Adopt a street or a traffic light or a group of potholes

### Sponsor an Event

- ✦ Sponsor any of our ongoing or planned event(s) such as our exhibitions, concerts, World Music Day and Adonis Live in Concert on 29 December 2022

### General Donation

- ✦ Any amount to our noble cause is highly appreciated



EACH ONE OF US  
CAN MAKE A DIFFERENCE  
**TOGETHER WE MAKE A CHANGE**

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[info@rebirthbeirut.org](mailto:info@rebirthbeirut.org)

Gouraud Street, Gemmayze  
Beirut, Lebanon

Registration number 16705 at Ministry of Interior  
External Auditors: BECA Hatem

#### BANK ACCOUNT DETAILS

Account Name: Rebirth Beirut  
Bank Name: Byblos Bank S.A.L.  
Beirut, Lebanon

IBAN USD:  
LB940039000000000000679327003

IBAN Euro:  
LB400039000000000000679327005

SWIFT Code: BYBALBXX  
BEIRUT-LEBANON

**Thank You for Your Support**