



**Brigadier General Ziad Nasr**  
**Lebanon Mine Action Center**  
**February 2018**  
**NDM-UN**  
**Geneva**

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Celebrating  
Successful  
Years

For a Safer LEBANON

# LMAC and BLOM BANK A Fruitful Cooperation



LMAP

# Private Sector In Lebanon

- Lebanon was historically a center for finance, commerce, and tourism.
  - The private sector greatly contributed to the country's growth and recovery after the repeated wars.
  - Despite the political turmoil and the economic crisis, the private sector stabilized the economy and protected Lebanon from falling into a recession.
  - One of the few sectors that withstood crisis over the years is the solid banking sector
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# Private sector coalition

- LMAC will present mission, achievements, plans and needs;
  - Private sector will have the choice of providing financial, technical or in kind support aligned with national strategy;
  - Initiative proposed by a regional private sector company CEO
  - Launching of coalition in Spring 2018
  - Several major private sector companies will attend;
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# **Regional Humanitarian Demining School of Lebanon**

- Established in Hamana with the support of the EU and French government
  - Expansion to be funded by a private sector company CEO
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# School capacities

The school is equipped and can accommodate 20 students:

- 2 classrooms.
- 2 training fields.
- 10 single rooms
- 16 double rooms.

The private sector will contribute to furnishing the second half of the school enabling it to accommodate 40 Students

- 5 single rooms
- 8 double rooms.



# Private Sector Support to MRE, MVA



## The Concept

The Lebanese private sector is doing its part in this important effort. On May 20, 2010 BLOM Bank launched its BLOM Master Card Giving affinity credit card under the slogan: “Shop till you drop the number of mines in Lebanon.”



The card, first of its kind in the world is offered either as a Gold MasterCard® or titanium MasterCard™ card.



By using this card, it combines the advantages of a credit card and contributes financially to LMAC. When performing purchases with this card, Cardholders, proud in contributing to a noble cause and while benefiting from a flexible payment solution and numerous advantages through the project rewards program:

- 1- Contribute to the demining expenses of the remaining mines.
- 2- Raise public awareness about the danger of mines.
- 3- Assist those who were injured from a landmine, and the families of landmine victims.



## The Achievements- Clearance

Year after year mines were able to be removed from Lebanon.

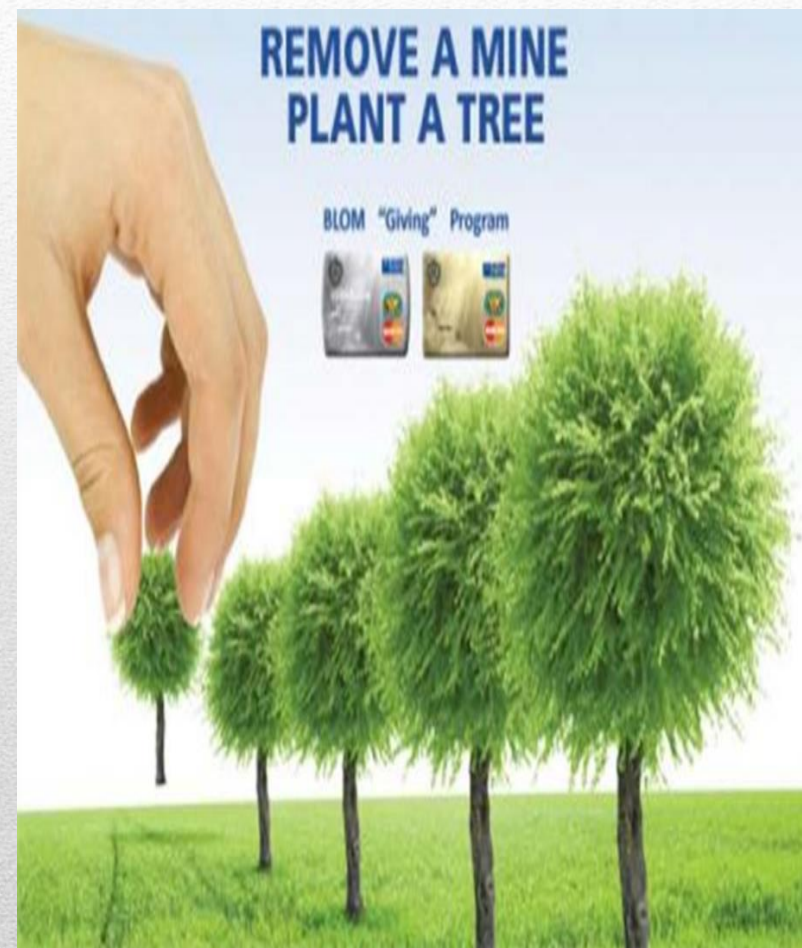
the collaboration takes on a new environmental mission which is planting trees in all demined areas of Lebanon.

LMAC and BLOM BANK organized an event in one of the demined lands in Houla (South of Lebanon) to announce the results, and planted 400 olive trees in the land.

Another trip took place in Souk El Ghareb (Mount Lebanon region) that was demined thanks to the BLOM MasterCard Giving cardholders.

500 pine trees & 100 new olive trees planted.  
In this period LMAC and BLOM BANK through the Giving Program took on a new mission:

**REMOVE A MINE, PLANT A TREE**



## The Achievements- Clearance



## The Achievements- Clearance

LMAC and BLOM BANK start the work in Tannourine forest, to preserve the beauty of this touristic area and eradicate any unforeseen danger.



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# The Achievements- Clearance



## The Achievements - MRE

As part of the mine awareness initiative, the Lebanon Mine Action Center (LMAC) worked in collaboration with BLOM bank for a three day campaign at Beirut City Center Mall for the purpose to increase awareness and boost Giving Card acquisition & usage.

The event included several mine awareness sessions, a projection of a documentary about mines and an exhibition where a variety of mines were displayed. Promotional materials targeting the youth and the community were distributed.



## The Achievements - MRE



## The Achievements - MRE



## The Achievements - MRE





## The Achievements - MVA

In 2017, The LMAC/BLOM latest event was organized on October targeting the mine victims, 5000 us dollars were distributed to 5 victims for income generation project. The event created an opportunity for mine victims allowing them accessing financial support for income generation projects and hence becoming more and more self-dependent.



## The Achievements - MVA



# Institutional support and capacity building

## American University of Beirut

- ▶ The top University in Lebanon and one of the best in the region
- ▶ Capacity assessment of the LMAC Center
- ▶ February: Finalization of LMAC capacity assessment
- ▶ Provision of institutional support and capacity building for next coming 3 years



## The BLOM BANK Contribution

YEAR	INTERNATIONAL COMMUNITY (USD)	BLOM BANK (USD)
2011	12,131,079.07	209,315.31
2012	11,991,376.95	251,101.71
2013	10,697,900.00	176,291.82
2014	13,031,502.96	223,352.39
2015	13,3180,41.00	207,113.86
2016	10,457,848.00	162,448.01

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# THE CARD THAT SAVES LIVES



TO BE CONTINUED .....