

# USPEaK

Universally Specific Purposes of English and Knowledge

ANNUAL  
NEWSLETTER

2022



We are **expanding** to  
respond to **people's**  
**needs** in new **locations**  
and areas of **intervention**

RAWAN YAGHI



WE BELIEVE WE CAN MAKE AN IMPACT



# 7 Years of Making Impact



## Our 2022 Goals

USPEaK has been working through 2022 on including children in its vision and mission, in addition to motivating individuals on active citizenship role in their communities specifically and the Lebanese society in general. Our main goal for this year was to expand across Lebanon through which our central office is now opened in Beirut.



## Our Mission & Vision

USPEaK's mission is to serve better education, raise the level of awareness, provide social protection, promote citizenship, and build democracy foundations and a peaceful country. USPEaK envisions a democratic country where citizens engage in public achievement and raise the cultural, economic and social level of the country.



Rawan Yaghi | USPEaK Founder and Director

The multiple challenges that faced Lebanon affected the economic stability of the country as well as the living conditions of the citizens including education, basic needs and social stability. USPEaK is now targeting larger groups to include women, youth and children. The areas of interventions expanded to include in addition to education, women and youth empowerment, livelihood and entrepreneurship new areas like child protection, countering violent extremism, environment preservation and climate change among others. Our new centers in Beirut and Al Ain in addition to our centers in Baalbeck continue to serve the refugee and host communities. In other regions, USPEaK has improved its partnerships to improve living conditions.

By the end of 2022, USPEaK has partnered with 85 organizations, 14 municipalities and 106 schools across Lebanon. More than 5000 women participated in one year projects that improved their English and Entrepreneurial skills. 435 women are now entrepreneurs who are financially independent. 12,000 children benefited from our projects in child protection, peace building, citizenship, and education programs. Youth are learning skills that help them get higher education and better job opportunities.

Our vision for 2023 as always is a democratic country where all people enjoy equal rights and we believe we can make an impact!

## Staff Infographic



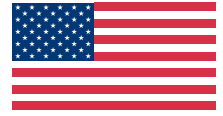
**Staff**



**Contractors**



**Staff**



This program is funded by the Public Affairs Section at the U.S. Embassy in Beirut

## Teaching Women Enhanced English “TWEE”

USPEaK designed an Intermediate English Language curriculum for women on the themes of Women’s Rights, Basic Economics, Countering Violent Extremism, Civic Rights, and Freedom of Speech. This two-year project which is funded by the Public Affairs Section at the U.S. Embassy Beirut targets women all over Lebanon in the age range of 18-45. The project is implemented in all districts and in partnership with 31 organizations and municipalities each year.

In addition to 100 hours of English Language, the women are trained on practical topics like debating, gender equality, entrepreneurship, social political activism, community service and basics of journalism and fact checking with reputed trainers.

USPEaK is promoting stability by discouraging external interference, strengthening government institutions, and supporting an engaged civil society. The organization is also including activities that inform women about the status of violent extremism in the country and give them the understanding of the role of the Lebanese Army in countering violent extremism.

This program is also bridging cultures through online meetings with Embassy Officers who introduced them to American Culture and Values. TWEE is empowering women to improve their socio-economic situation which makes them more independent from political pressure practiced against them.



Year 2021-2022  
**750** women participants

Year 2022-2023  
more than **1500** women participants

TWEE Graduation



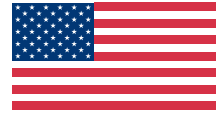
**24 June, 2022** | 750 women graduated from the Teaching Women Enhanced English, in its first cohort, in a big ceremony in the attendance of Ms. Kristina Hayden, the Public Affairs Officer in the U.S. Embassy in Beirut who expressed her love to this program that empowered women all over Lebanon.

Civil Military Corporation



**14 January, 2022** | TWEE program, first cohort students visit to the Civil Military Corporation (CIMIC) in Beirut base and Rayak base.





This program is funded by the Public Affairs Section at the U.S. Embassy in Beirut

## Teaching Women Entrepreneurship “TWE”

Teaching Women Entrepreneurship proved to be a bridging program to overcome the challenges women face; specifically, during this hardship. The country is passing through an unprecedented crisis; Job opportunities decreased significantly in the country and the socio-economic situation deteriorated and affected every family and every child. However, women in this program made it to the end and were empowered to support their families on the level of economy, education and society. Women in TWE increased their opportunities to fight on all levels for their life and their beloved ones. As per the European Union for Women Empowerment report (Women Entrepreneurs in Lebanon: Surviving the crisis amidst the challenges, September 2021), women entrepreneurs are in need of funding opportunities and financing access, enhancing their soft and technical skills to manage their business and legal assistance. This emphasizes the importance of the major goal of TWE program and how it can effectively contribute in empowering women.

USPEaK was able to achieve the ultimate objective of the TWE Program and paved the

way and supported **281** entrepreneurs and **124** future entrepreneurs. **744** women walked the journey regardless the hurdles and got graduated showing determination and ability to make a change on the personal and social levels. **32** women were granted seed money to start or develop their business. **150** were engaged in the Online Store Application and **86** entrepreneurs market their products during the online bazaar. All clusters attended the Leadership workshops of various topics. **22** podcasts were developed with 66 learners and **25** learners were featured on USPEaK’s social media platforms. USPEaK launched the PVE Campaign and held a 3-day conference that addressed women empowerment and PVE.

The Ambassador of the United States to Lebanon, Dorothy Shea, celebrated the success of **744** women in this program in an exhibition for the women entrepreneurs on the margin of a graduation ceremony.

Teaching Women Entrepreneurship was funded by the Public Affairs Section at the U.S. Embassy Beirut.

TWE Graduation



**19 April, 2022** | USPEaK held a graduation ceremony for its students in the Teaching Women Entrepreneurship Program, which included women from all Lebanese regions, and offered their products during the ceremony, with the support of the US Embassy in Beirut and in the presence of the American Ambassador, Dorothy Shea, as a guest of honor.

TWE Graduation



**19 April, 2022** | graduation ceremony for students in the Teaching Women Entrepreneurship Program,





USPEaK is empowering women and girls in this project in the two governorates of Beirut and Baalbeck, through establishing two committees of 42 girls in total. The capacity of committees is built on different topics like: Children’s Rights (including CP and Safeguarding policies), participatory action research (PAR), needs assessment, communication, leadership, sexual reproductive health, public speaking, team building, volunteering and community service, including DEI (Diversity, Equality and Inclusion), advocacy and campaigning. Committees met every week at our premises to discuss research findings and to plan activities accordingly. Through GAL, the participants got over 500 female kits to distribute them to others in different mapped communities accompanied by

the older women in the group. More than 1100 students sat for an awareness session on SRH in 16 schools in Lebanon.

The PAR addressed the topics of safe spaces and violence at schools in Baalbeck and Beirut respectively. A dissemination plan of the findings along with TV Campaign will be followed in 2023. The girls of Baalbeck are also working on a community service of establishing a safe space that can support them on different levels.

An advisory committee of children and youth was formed on the national level with Save the Children organization and it includes two girls from Baalbeck and two girls from Beirut. The girls were elected by other youth and children in their regions.





This program is funded by the Public Affairs Section at the U.S. Embassy in Beirut

## Leaders Academy Program

The Leaders' Academy which is funded by PAS at the U.S. Embassy, Beirut targets 480 youth and women in Baalbeck and Al Ain through English Language, Computer and Programming, and Leadership Workshops. The academy addresses various needs of targeted groups with different levels. They are divided into subgroups and will have a focus area of learning. The subgroups will be as follows:



a. Through the Entrepreneurship for women component, women will have the chance to get seed money for small businesses after learning entrepreneurship from idea generating till marketing.

b. Programming for youth is enhancing the high level computer skills among youth which enables them to have better chances in enrolling at universities and to get better job opportunities.







c. Higher leadership skills for youth is equipping young activists with knowledge and tools that contribute to their leadership presence. The workshops they attend include: human rights, gender equality, PVE, citizen journalism, inclusion, good governance, conflict management and electoral law among others.

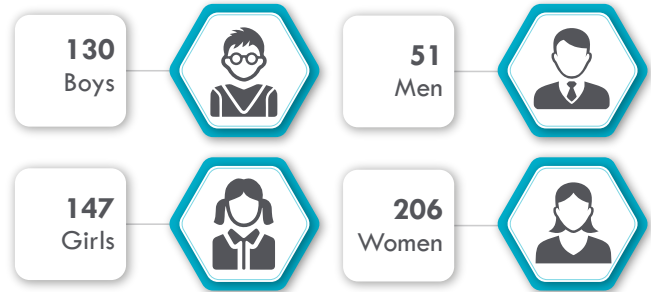
d. Culture and civilization for youth is promoting the history and archaeology of Baalbeck among youth which will revive the real culture and history of Baalbek. They will know more about the history of the governorate and how the public narrative is being distorted. In addition to that, this group is compiling a brochure about Baalbeck governorate history and culture, and will establish with USPEaK a travel agency at the end of the program. The agency will help in the spread of the culture of Baalbek across the country where it has been deliberately ignored.





## Qudwa Initiatives

In partnership with Terre Des Homme- Italy and under UNICEF Child Protection Projects, Qudwa initiatives were implemented in North Baalback through our Jdeidet Al Fakiha Center. The initiatives addressed duty bearers and children to limit actions that exploit children and to create Qudwa examples against bullying, child labor, child marriage and gender based violence through outdoor cinemas, campaigns and round table meetings.





## AL BAWSALA Youth Against Cyber Violence

AL-Bawsala project targets 25 youth in Beirut of different nationalities (Lebanese, Syrians and Palestinians) aged between 18 and 32. The young women and men will be trained on a set of life skills designed for their personal development as well as their communication skills.

- They will become economically empowered through Entrepreneurship Training and will be given all the guidance needed to have a business plan ready to be put into use.
- Mental Health and psychological support will be addressed.
- Youth will work on a Participatory Action Research that addresses the issue of cyber violence in its various forms. The research will be disseminated to duty bearers and a call for change will be made in coordination with policy makers in round table meetings.

- A partnership with Amis Clac Barja was made possible because of Al-Bawsala where 140 young women and men will be trained on entrepreneurship.
- Both groups of Beirut and Barja will participate in Hackathons that bring innovative ideas to address the issue of cyber violence in Lebanon. Youth will later participate in an awareness campaign against cyber violence.
- Through Al- Bawsala Project, USPEaK contributed to two regional researches on situational analysis and gender and power analysis.
- A learning meeting that included all the countries taking part in the Arab Region took place in Jordan and included our team.

Al Bawsala project is implemented by USPEaK in partnership with Save the Children and funded by DANIDA.





## Retention and Inclusion Program

USPEaK was able to help 240 at-risk students in Al Ain and Baalbeck to stay at school with support from TDH- Italy funded by OCHA in a retention and inclusion project. Students learned Arabic, English, French, Mathematics and Science in addition to psycho-social support sessions that helped students.

## Lebanon Eco Movement

At the beginning of October, USPEaK became a member organization in the Lebanon Eco Movement that envisions saving Lebanon's natural and cultural heritage. As a part of the network of LEM, USPEaK will contribute to water quality management, aquifers and river management, wastewater

management, awareness and education. In the first quarter of 2023, an environmental conference will be held by the Eco Movement at USPEaK. This collaboration comes in parallel to our board's 5 year plan of expanding our intervention areas to environment and climate change.

## ABLN Project

In its partnership with Terre Des Homme- Italy and with a fund from UNICEF, USPEaK Community Center in Baalbeck gave 63 out of school children the opportunity to study basic mathematics and Arabic in addition to psycho social support sessions. This project lasted for four months and was able to give out of school children from the most marginalized and vulnerable groups who suffer from multi-deprivations, including child marriage and disabilities a safe space with many activities in parallel.

## Campaigns

### 25 November, 2022 | GBV

The 16 Days of Activism against Gender-Based Violence is an annual campaign that begins on 25 November, the International Day for the Elimination of Violence against Women, and runs through International Human Rights Day on 10 December. Our campaign this year was based on the main theme which was UNITE using the Orange color on our social media pages logos, posters, and videos made by the participants in different programs we are implementing. Our frame was largely used and the campaign included in-person awareness, online sessions and active participation of our staff and beneficiaries on social media.



### March, 2022 | Podcastات رائدات

During the women month, a podcast series that connects women with English language and encourages the entrepreneurial thought inherent in every woman by highlighting and featuring self-realizing women with the support of the Women Entrepreneurship Program (TWE) implemented by USPEaK and funded by the Public Affairs Section at the US Embassy in Beirut.

In each episode, 3 women who participated in the "TWE" program from various Lebanese districts, talked about their experience in this program, and how it changed their lives and encouraged them to start or expand their small businesses so they can be a financial support for their families.



## 8 March, 2022 | IWD

International Women's Day is devoted to celebrate the achievements of women and seeking gender equality. The theme of 2022 **#BreaktheBias** and through our campaign **تاء التأسيس** people called out gender

stereotyping and discrimination against women in which TWE women participated in a poster and in a TV AD that was aired on Lebanese television channels and social media.

Social Media Post



USPEaK

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International Women's Day

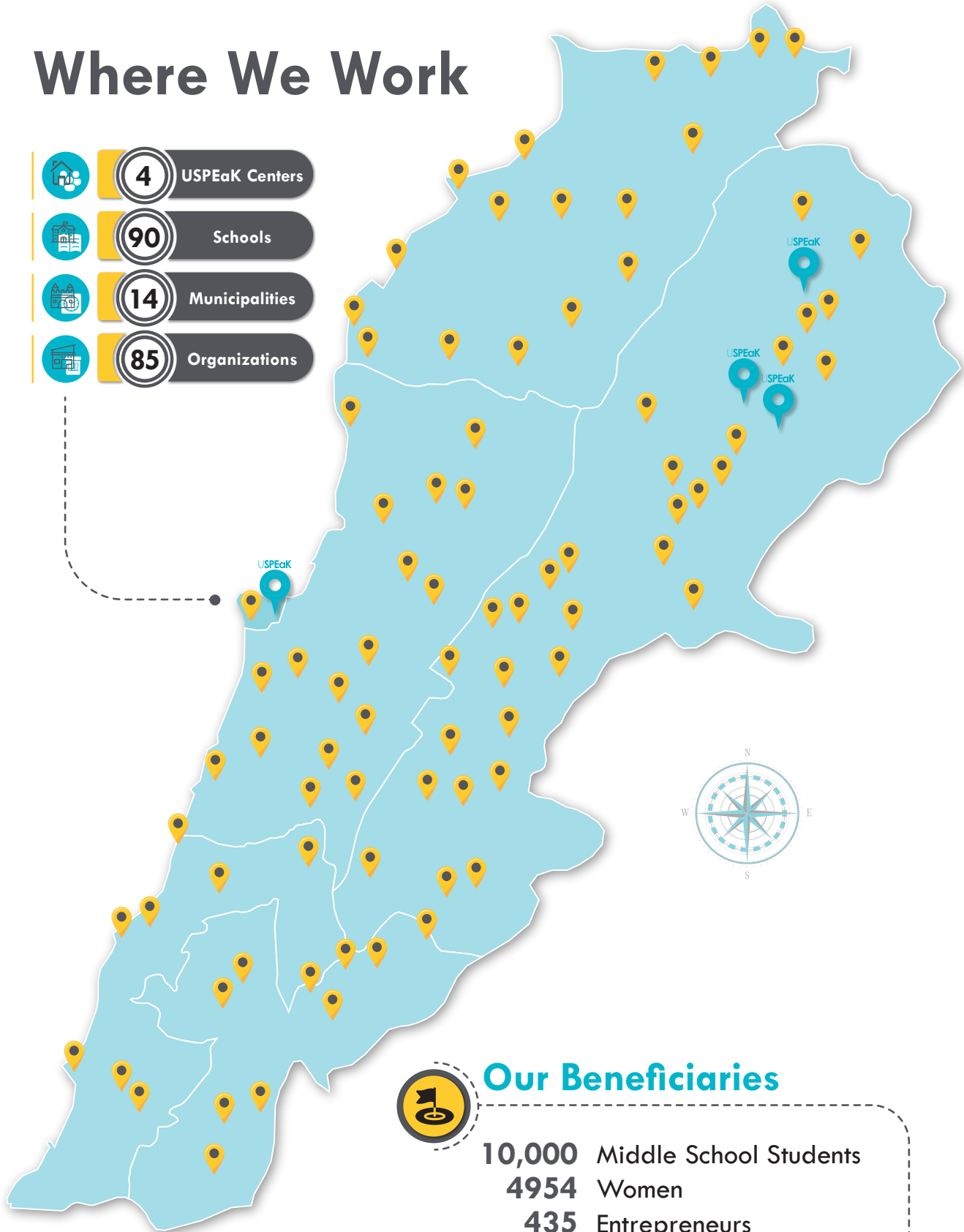
8 March, 2022 | التمكين الاقتصادي للمرأة يحصن الوطن Campaign poster on social media.

# Sectors: Areas on Invention



# Where We Work

-  **4** USPEaK Centers
-  **90** Schools
-  **14** Municipalities
-  **85** Organizations



## Our Beneficiaries

- 10,000** Middle School Students
- 4954** Women
- 435** Entrepreneurs
- 1890** Youth
- 1035** Children