

PROGRAM & CATALOG
SEAL GALA 2016



SEAL (Social and Economic Action for Lebanon) is a 501 c (3) non-profit, non-political organization dedicated to unlocking sustainable economic opportunities for under-served Lebanese communities in Lebanon. We invest in people, irrespective of their background, religion or political affiliation.

SEAL was founded in 1997 in New York City by a group of Lebanese-Americans wanting to take action against the severe social and economic problems facing post-war Lebanon. Our funding is primarily thanks to the generosity of Lebanese-Americans and friends of Lebanon in the United States.

EVENING PROGRAM

Master of Ceremony **Richard Roth**
Journalist and CNN Host

7pm **Cocktails**

8pm **Dinner**



Welcoming note **George Bitar**
SEAL President

Film presentation **“Work and Dignity”**



Introductory remarks **Victoria Lupton**
SEAL Executive Director

A word from **Kamal Mouzawak**
and auction



Entertainment **Music by Gigi**



A word from **Rabih Kayrouz**
and auction

SEAL Award presentation

Fundraising for Projects

11pm **DJ Maysam**

PROJECTS 2016

We are raising funds tonight to complete the following four projects:

I. Equipment for Beekeeping in Akkar el Attiq, North Lebanon

Focus Area:

Agribusiness

Budget: \$17,550

Beneficiaries: 45

cooperative members
+ their families

The benefits to honey-making in Lebanon are at least threefold: economic, environmental and health-related. 45 cooperative members will each receive 2 metal cages, each of which includes 10 frames of bees. The lifespan of each cage is up to 15 years and each cage produces up to 10 kg of honey per season.



II. Refrigerated truck for Three Chefs Cooperative in Sultan Yacoub, West Bekaa

Focus Area:

Agribusiness

Budget: \$32,000

Beneficiaries: 12

cooperative members
+ their families; over
40 market traders who
work with Three Chefs
products

The Three Chefs cooperative in Sultan Yacoub was founded in 2013 and has become well-known for its ready-made, frozen food, prepared according to traditional techniques (3ajin, raqaqat, etc). The cooperative needs modern machinery in order to expand; SEAL will provide them with a specialized delivery car with a freezer in the back.



III. Equipment for Jezzine Women's Cooperative, South Lebanon

Focus Area: Women

Budget: \$30,000

Beneficiaries: 50

women + their families

Jezzine village is witnessing high levels of emigration due to a depressed economic situation. SEAL's grant will establish a center for women in Jezzine to sell homemade traditional products including labneh, keshek, zaatar, vinegar and pickles. Funding covers the costs of equipment including juicers, sterilizing machine and oven.



IV. Fishing nets in Abdeh & Nakoura, North & South Lebanon

Focus Area:

Agribusiness (Fishing)

Budget: \$41,202

Beneficiaries:

981 fishermen (902 in
Abdeh, 79 in Nakoura)

This project forms part of SEAL's ongoing contribution to providing and distributing fishing nets in Lebanon. Due to a lack of modern nets and methods, fishermen are not able to benefit from industrial fishing. Most fishing nets have an extremely small mesh size, with grave consequences for the marine ecosystem and fish stocks; the illegal use of dynamite is still widespread; and traditional fishermen have no access to institutional credit. SEAL's priority is to support the use of more sustainable fishing gears, reducing the fishing pressure from coastal waters. This initiative will distribute 2 fishing nets per fisherman.



AUCTION

We are indebted to our honored guests and SEAL awardees Rabih Kayrouz and Kamal Mouzawak for their generosity in donating our 4 auction items:



1. Weekend for up to 8 people at Beit Douma, Batroun

Welcome to Beit Douma, your home away from home, where legendary Lebanese hospitality is offered in the comfort of a meticulously restored 19th century Lebanese mountain home.

Surrounded by olive groves and apple orchards, Beit Douma is a stunning red-roofed stone house and offers the classic Lebanese village experience combined with all the comforts of 21st century living. Each en suite guest room has its own mountain view.

Each morning, a traditional breakfast, with produce from Beit Douma's kitchen garden, is served on the terrace or under the shade of the trees. The perfect way to start a new day!

Additional Information

- Valid until December 2017
- 4 bedrooms for 2 nights; each bedroom accommodates up to 2 guests
- Breakfast included
- Estimated value: \$2,000



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2. Catered meal by Tawlet chefs for up to 8 people at your home

Chefs from Tawlet – selected as the 8th best restaurant in the world according to Monocle magazine – will cook a feast of traditional Lebanese cuisine in your own home, telling the story and the traditions of a specific region of Lebanon through food.

With a vision of celebrating both the food and traditions that unite communities and the culture of sustainable agriculture, Tawlet is a social business, where profit is generated to support farmers, cooks and producers.

Additional Information

- Valid until December 2017
- Dinner for up to 8 people in Lebanon (3 courses, without beverages)
- Estimated value: \$1,000



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AUCTION *continued*

3. Cooking class and day trip with Georgina Al Bayeh, Tawlet Chef

"Imagine how 2 villages within 5 kilometers each boast, not 1 or 2, but 12 different kinds of kibbeh!"
Georgina Al Bayeh

Georgina is from a family of olive growers. Every autumn she follows in the footsteps of an 85-year old family tradition of cold pressing olive oil.

Georgina's dishes are testament to her commitment to ethical, local farming. Her most characteristic dishes include mdardra (boiled lentils), wara' 3inab ate3 (stuffed vine leaves) and kebbet laqtine (stuffed burghul and beef patties). Georgina is a regular visiting chef at Tawlet restaurant in Beirut, and has a stand selling local vegetarian delicacies each week at Souk el Tayeb.

Georgina invites you to visit her beautiful house by the river in Kfardlekous, a village in North Lebanon, where you can learn from a tailor-made, full-day cooking class, watch her prepare a feast and sample food from the land, as well as take a tour of the surrounding olive groves.

Additional Information

- Valid until December 2017
- 3-hour cooking class for between 2 to 10 people
- Welcome drink, dinner and olive grove tour included
- Estimated value: \$600



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4. A special 'manteau du soir' – designed exclusively by Rabih Kayrouz

This is a one-off chance to have a special manteau du soir designed exclusively for you by award-winning fashion designer Rabih Kayrouz.

Produced in Rabih Kayrouz's atelier in Paris employing French haute couture expertise, the fabric of the manteau du soir will be hand-woven and embroidered by Lebanese artisans in Lebanon. The silhouette and design will be inspired by the woman who will wear it.

Beyond pragmatism and pleasure, Rabih Kayrouz's work reflects exceptional craftsmanship. He is praised for his architectural cuts and exacting construction, but his approach is far from rational. Emotion is the crux of his ready-to-wear label, which launched in 2009 with the opening of Maison Rabih Kayrouz in Paris. He works instinctively to design garments that embody comfort, confidence and, most importantly, joy.

Additional Information:

- To be produced by December 2017
- Estimated value: Priceless



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SEAL AWARD RECIPIENTS

SEAL's 2016 Gala dinner is in honor of the contribution of two extraordinary individuals to Lebanon in their respective fields: Rabih Kayrouz and Kamal Mouzawak. Their work in Lebanon empowering communities, supporting female artisans and promoting sustainable agriculture is closely aligned with SEAL's areas of focus.



Rabih Kayrouz

Rabih Kayrouz is a Lebanese fashion designer. Having migrated to Paris at the age of 16 to study and then train in the workshops of design houses Dior and Chanel, Kayrouz returned to Beirut in 1995. He quickly developed a reputation for designing evening gowns and wedding dresses.

In 2008, Kayrouz returned to Paris to open his own design house, Maison Rabih Kayrouz. Since 2009, Kayrouz has been a guest designer for the Chambre Syndicale de la Haute Couture, with his seasonal collections included in the bi-annual Paris haute-couture fashion shows. In 2011, Kayrouz was selected by ELLE Magazine as an "Emerging New Talent". In 2012 he began to focus on ready-to-wear, creating a capsule collection for the French mail order brand La Redoute.

Kayrouz co-founded in 2008 a non-profit organisation called STARCH which helps launch emerging Lebanese designers and promote their work, selecting four to six young designers each year.



Red Bull Amaphiko:
Philipp Benedikt

Kamal Mouzawak

The founder of Souk el Tayeb, Lebanon's first farmers market, Kamal Mouzawak is the son of farmers and producers, who grew up in gardens and kitchens, tasting life, food and fruits at their source.

Having majored in graphic design, Kamal followed career paths as a food and travel writer, a macrobiotic cooking teacher, a healthy cooking TV chef – all of which led to closer engagement with achieving social and environmental transformation.

Since its first days in 2004, Souk el Tayeb's vision was to celebrate food and traditions that unite communities, promoting small-scale farmers and the culture of sustainable agriculture. Today, Souk el Tayeb is an institution that includes a weekly farmers' market, regional festivals, education and awareness programs and the latest project of Tawlet, the farmers' kitchen.

SEAL GALA COMMITTEE 2016

Dana Barakat
Nayla Hadchiti
Lara Kairouz
Victoria Lupton
Maya Malek
Adla Massoud
Joumana Tager

SPECIAL THANKS FOR THEIR PRESENCE

H.E. Nawaf Salam

*Ambassador of Lebanon to
the United Nations*

Caroline Ziade

*Deputy Permanent
Representative of Lebanon
to the United Nations*

Honorable Majdi Ramadan

*Consul General of Lebanon
in New York*

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SPECIAL THANKS TO

DLJ Real Estate Capital Partners, LLC
Marwan Hamza Floral Concepts
DJ Mayssam
Maz Zouhairi, CEO of Lalique



LALIQUE

... and to all our volunteers!