



WP3.1.1

Methodology





Methodology to set the YEP MED dual training program within Beirut Port Community

By Chamber of Commerce, Industry and Agriculture of Beirut & Mount Lebanon

The Methodology used in putting in place the YEP Med dual training program within Beirut Port community consisted of a combination of various research tools developed over four axes:

Mapping the YEP MED key stakeholders; identifying Professional profiles and the SMEs offer for Apprenticeship; Identifying the targeted youth and women and Design of new curricula materials

The first axe of work started firstly through mapping the key stakeholders in port community. The following activities took place in order to set the framework of collaboration to achieve the objectives of YEP MED.

1. **Mapping the YEP MED key stakeholders** in order to meet with the key objectives of the WP3, mainly through working on 4 axes:
 1. Identification of the key entities that would represent an added value in terms of review, advise, guidance, expertise and endorsement in the port logistics sector challenges and needs in the actual and future terms
 - a. The YEP MED team visited the port authority of Beirut represented by the Director General Mr. Bassem Kayssi who showed full support to the YEP MED objectives and willingness to promote and sign a MoU between Chamber and Port for this collaboration.
 - b. Visit to the Beirut Terminal Container and meeting with the Chairman Mr. Ziad Kenaan and his team. The long day of presentation along with a visit to the yard, facilities enlightened further the profiles working on this terminal. Attached is the article about this visit published in the chamber newsletter ECONews and the website and social media of the Chamber along with some photos.



- c. Visit to the International Navigation Chamber where we met with Chairman Elie Zakhour who showed full support to the project.
- d. Meeting with the president of the Lebanese Forwarders Syndicate Mr. Amer Kayssi who endorsed the planned activities and demonstrated the willingness to support.
- e. Identification of the largest logistic Lebanese companies that would take part and uphold the yep med project through apprenticeship agreements and focal groups.
- f. Due to the increasing outspread of Covid 19 and the continuous lockdown and curfew, we opted for the zoom meeting with the key shipping lines Lebanese companies among which :GEZARI group represented by Mrs. Maha Bawarchi who showed interest in the training and apprenticeship program. The activities of the sector have been slow down after Beirut Blast and the destruction of their offices along with the Covid 19 impact and lockdown. Mrs. Bawarchi introduced to us the WISTA association, an international organization that gathers the female top executives working in the maritime industry. Bawarchi represents Lebanon Chapter and we will create some synergy with this association and the YEP MED activities targeting female young women.
- g. MERSC, MSC will be approached....
- h. Identification of the TVET and academic logistic providers in the local market for the adaptation of training courses
- i. Meeting with the head of TVET program in the DG of TVET education Mr. Oussama Ghneim who shared with us a previous short study about the skills forecast in the logistics sector realized in year 2015. Mr. Ghneim will be a key expert in implementing the training courses and design/adaptation of curricula.
- j. Meeting with the Vice President of American University of Technology, Mr. Marcel Hneine, the only academic body that delivers a BBA in Logistics and Transport. Mr. Hneine showed interest in collaboration through the Trainees of AUT, the database of students and the promotion of yep med upcoming trainings and activities.
- k. Identification of the NGOs and TVET schools to get advantage of the NEETS and potential youth who would be interested to join the training and apprenticeship programs.



- I. Meeting with the Board Member of orphanat DAR AYTAM Mrs. Sawsan Wazan who provided the Chamber with comprehensive list of graduates students from different Lebanese regions who will be contacted soon.
- m. Other NGOs will be contacted to share their DB of NEETS

2. Identification of Professional profiles and the SMEs offer for Apprenticeship

The Chamber used the Survey Monkey as a research tool to collect data about the skills gap and profiles needed along with identification of concerned SMEs willing to host apprentices in their companies:

- a. Adaptation of the questionnaire model drafted by the leader of the WP3 IMMF to the Lebanese context and needs after wide consultation of many stakeholders.
- b. Converting the questionnaire into electronic survey "SurveyMonkey"
- c. Translation the questionnaire to the Arabic
- d. Dissemination through direct email to the 200 logistic member companies registered at the Chamber
- e. Dissemination to the Syndicates, BTC, and logistics , Forwarders, shipping, navigation association
- f. Posting in the website, chamber e-newsletter econews, and social media
- g. Reminders and direct phone calls by the Chamber call center to collect feedback
- h. Closing the survey
- i. Preparation of the analytical report: key findings
- j. Invitation to a zoom conference with the key stakeholders and of Beirut port community to discuss the findings and endorse results
- k. Preparing a final report that includes information about Beirut port community, socio economic context in Lebanon after Beirut Blast, the logistics sector and the survey analytical results.
- l. Annex excel table showing the no. of active companies in international trade and logistics and the respondents detailed info.



3. Identifying the targeted trainees: young men and women

Since there is no offer in Lebanese TVET schools that covers port logistics, the Chamber followed the below actions to reach out to youth:

- a) Direct contact with TVET schools, NGOs , universities to disseminate the proposed trainings
- b) Post an Online Registration form to attract the interested young men and women from all Lebanese regions. This form was promoted in all communication platforms of the Chamber: website, social media, newsletter, SMS, etc.
- c) Send an online IQ and English quiz to registrants in order to select the best profiles
- d) Selection of successful applicants
- e) Confirmation of registration and upload of personal documents: ID, Certificates
- f) Confirm the availability to attend on the mentioned dates
- g) Develop an extensive excel sheet showing registrants, documents, etc.

4. Designing new curricula materials

The Chamber assigned an international expert who owns experience in EU projects and in port community and training offer. The following activities started on parallel:

- a) Meetings with universities and trainers to check experience, scope of expertise and matching courses to: design curricula and to deliver trainings
- b) Set the agenda of the first 5 days training program TV1 OV1 based on the results of the survey
- c) Meetings with key guest to intervene in the sessions
- d) Preparing quizzes to assess implication of trainees
- e) Preparing visit to port facilities as 1 day field visit
- f) Preparing classes logistics: Google class designed by the LB.





Study on Socio Economic Situation in LEBANON AND Port of Beirut COMMUNITY

Introduction

On August 4, 2020, a massive explosion in the PoB devastated the city, killing at least 200 people, wounding thousands, and displacing around 300,000. In the immediate aftermath of the blast, the World Bank, in cooperation with the United Nations (UN), the European Union (EU) and other partners, launched a Rapid Damage and Needs Assessment (RDNA) to estimate the impact of the disaster on the population, physical assets, infrastructure, and service delivery in Beirut. The explosion caused between US\$3.8 and US\$4.6 billion in damage to physical assets, with damages to the PoB amounting to around US\$350 million. The blast also resulted in losses, including changes in economic flows, estimated to be in the range of US\$2.9 to US\$3.5 billion.

2. Prior to the explosion, Lebanon had already been facing multiple crises. These included: (i) spillovers from the conflict in Syria, which led Lebanon to host the largest per capita refugee population in the world; (ii) a financial and economic crisis that induced systemic macro-financial failures, such as impairments of the banking sector, risks to deposits, an exchange rate collapse, a default on sovereign debt, triple digit inflation rates, and severe economic contraction; and (iii) impacts from the COVID-19 pandemic. The impacts of these crises are reversing hard-won development gains. Poverty in Lebanon is likely to continue to worsen, surpassing half of the population by 2021.³

3. These issues added to the country's long-term structural vulnerabilities



which include low-grade infrastructure, weak public financial management, large macroeconomic imbalances, and deteriorating social indicators. These vulnerabilities are taking place alongside high levels of corruption and weak governance. Internationally, Lebanon has been sub-optimally integrated into the global economy and global value chains, and the sizable and persistent migration of its highly educated human resources to foreign labor markets has further contributed to poor productivity. 4. Lebanon’s worsening conditions have been accompanied by increased political turmoil. Trust in government and in public institutions has reached an all-time low. Major protests erupted in October 2019 due to people’s growing frustration with corruption and mismanagement. The population has since been more vocal about the government’s lack of transparency, and trust in public expenditure in most sectors has fallen. In addition, while the population of Lebanon usually shows more trust in the private sector, a movement against the full privatization of public assets has been initiated, due to lack of public trust in the procurement process and the long-term impact on state revenues of such operations.

Port of Beirut governance

The Port of Beirut is Lebanon's main seaport, and it is one of the busiest ports in the eastern Mediterranean region. The maritime logistics sector is one of the main conduits of international trade and a major pillar of the Lebanese industrial sector. This sector is also a catalyst of economic activity and growth and contributes extensively to job creation in the country

Since 1990, PoB has been a national public property managed by a temporary administrative committee, the “Temporary Committee for Management and



Investment of the Port of Beirut". The Temporary Committee is responsible for spending its revenues, specifying the works needed, and awarding corresponding contracts.

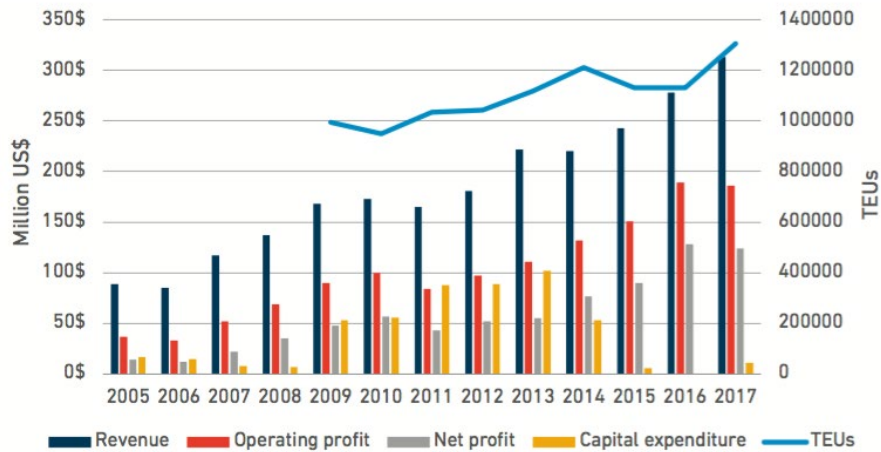
The Lebanese authorities have subcontracted container terminal operations at the PoB to the Beirut Container Terminal Consortium (BCTC). BCTC is a joint venture between Lebanon's International Port Management Beirut SAL, the United Kingdom's Portia Peel Ports Limited, and the United States' Logistics and Port Management Americas LLC

Attractiveness of the PoB

Two of the world's largest container shipping companies (Switzerland's Mediterranean Shipping Company, or MSC, and France's Compagnie Maritime d'Affretement - Compagnie Generale Maritime or CMA-CGM) have selected the Port of Beirut as their transshipment hub. CMA-CGM established a regional headquarters building near the Port of Beirut.

In 2018, Lebanon ranked 37th out of 178 countries on the UNCTAD Liner Shipping Connectivity Index, with a score of 47.2 points. Regionally, Lebanon ranks in 6th position, right after Oman and Saudi Arabia, but ahead of Qatar and Bahrain. This indicates that the container terminal at the Port of Beirut is among the best performing terminals globally and in the region.

Figure 1: Key financial indicators of PoB

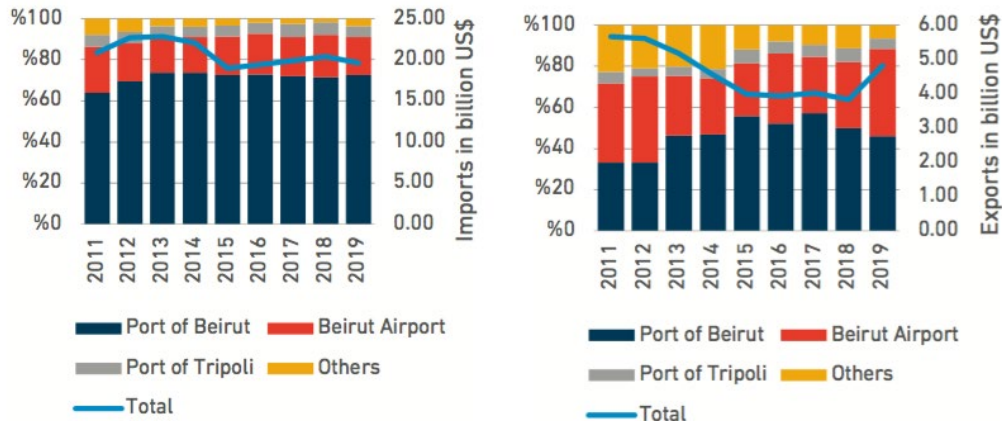
TEU: Twenty-foot Equivalent Units

Source: Lebanese Customs and World Bank

1. PoB trade activity

The PoB is the main gateway for Lebanon’s foreign trade, particularly for imports, and has played an important role regionally. As illustrated in figure 2, it handles 78 percent of the country’s total imports and 48 percent of the Lebanese exports in tonnage (according to 2019 figures), and very close proportions in value; respectively 73 percent and 46 percent.

Figure 2: Lebanese Imports and exports in billion \$



Source: Lebanese Customs and World Bank

Main clusters and business communities in the PoB

The maritime logistics sector includes a number of sub-sectors and services such as: transportation, customs clearance, storage, handling, insurance, packaging, stocks and inventory management, customer relations management and customer specific services.

Impact of the blast on the PoB

On the 4th of August 2020, two explosions hit the port of Beirut, sending shockwaves throughout the city after 2,750 tons of ammonium nitrate stored in a warehouse caught fire. The blast caused multiple casualties and widespread damage with over 200 deaths and more than 6,500 injuries and left up to 300,000 people homeless. The powerful shockwave destroyed nearby buildings, and caused extensive material damage in not only in the port area but also in the entire city of Beirut.



The explosion came at a time when Lebanon was undergoing a severe financial crisis, not to mention the impact of the coronavirus pandemic. All these factors have put increasing pressure on the PoB and have undermined its role in the regional and international scenes.