

The letter

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Asmae Association
Sœur
Emmanuelle



SPECIAL REPORT: CAP JEUNESSE

YALLA TOUR
LEBANON:
AFTER THE EXPLOSION



EDITORIAL

“ARE YOU UP FOR IT?”



You must, at some point in your life, have been challenged in this way by a youngster with a mischievous smile. I hope you said “Yes!”, with the same enthusiasm as Sister Emmanuelle would have done, always ready to rise to a new challenge.

So, Asmae... launching a huge programme to support the integration of 8,000 young people in 5 countries over 3 years: Are you up for it? We are rising to the challenge with a multinational programme called **Cap Jeunesse! Giving young people the key to the future.** As Christian Blanchard, International programme director, explains on pages 4 and 5: “Rapid population growth, difficulties in accessing employment, particularly those linked to leaving the school system early, poor application of legal and regulatory frameworks, and the resulting phenomena (development of the informal economy, migration, identity politics) make supporting young people a major challenge for social cohesion”.

You can also find out about our work in the field in Lebanon, in the Beirut port area devastated by the explosions on 4 August 2020. Reading the account from Iman, a psychologist involved in the post-emergency work carried out by our partner Naba’a, will give you an insight into the profound impact the tragedy had on children and their families. But most importantly, you will see that the reconstruction work has begun, thanks in particular to art therapy, “which helps children to work through their trauma by trying to see things positively”.

In France, almost 25,000 children have already signed up to our “À l’école des droits de l’enfant” (children’s rights school) digital platform. In class or at home, they now have a fun way to learn how to become young ambassadors for children’s rights and work to reduce inequality.

Finally, we hope you like the new look of your newsletter, which has been redesigned to better highlight our work and its impact, and to focus on reports from the field.

As Sister Emmanuelle would say, on behalf of all our teams, volunteers, professionals, employees and partners, I would like to say **a huge thank you for what you have done** and what I know you will continue to do for our thousands of children in difficulty around the world.

Adrien Sallez,
Director General



Sister Emmanuelle in the shanty town in Egypt in 1998.

**For 40 years,
Asmae has been continuing the work of its
founder,
following her principles.**

OUR VISION

“A fair world where children are guaranteed the opportunity to live and grow up in dignity within their families and their environments to become free men and women who can contribute to society.”

OUR MISSIONS

- **To promote child development** through a global approach. To achieve this, Asmae also works to **support families**, with their environments in mind.
- **To increase the capabilities of local stakeholders** in the area of child development, to improve the synergy between them and to maximise their social impact.
- **To champion children’s causes** by raising awareness and speaking out.
- **To experiment, to expand and to disseminate.**

ASMAE IN FIGURES

- **51,500 beneficiaries** (children and families) through **30 projects** in **6 countries of intervention**
- **22,000 donors**
- **39 partner** associations
- **108 professionals** worldwide
- **40 volunteers**

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AT THE HEART OF THE ACTION **LEBANON**

AFTER THE EXPLOSION: IMMERSION IN THE FIELD IN BEIRUT



Following the Beirut port explosion on 4 August 2020, Asmae’s team in Lebanon sprang into action to respond to the needs of the population of the devastated areas. 183 education facilities were damaged or destroyed in the tragedy, affecting more than 77,000 children and young people. In addition, 100,000 children were directly affected by the explosion, and half of them are showing signs of trauma. In the field, in collaboration with its local partner Naba’a, Asmae has identified the most urgent initial needs in terms of psychosocial support. More than 200 families have been supported and 180 children cared for.

The importance of rebuilding together

Within the community, Iman, a qualified psychologist working for Naba’a, has observed fear, stress and anxiety about the future, which have set in since the Beirut port explosion. With Lebanon already facing economic, financial and political instability, this event only increased the feeling of insecurity among adults.

**“We can help communities
to rebuild themselves.”**

While children are not fully aware of all these crises, there is definitely fear, and activities to help reduce their anxiety are vital for their mental health and psychological well-being. Iman says: “Even if we can’t fix the material damage and the ruins, we can help communities to rebuild themselves.” The teams from Asmae and Naba’a organise activities to help the young beneficiaries of the project to develop coping mechanisms and resilience, and to stay away from the television and mobile phones, which increase isolation and stress. Positive parenting sessions and emotional support groups are in place to provide parents with techniques for communicating with their children, interacting peacefully and gaining a better understanding of their child’s personality by playing and spending time together.

Activities for a lasting psychological recovery

Every day, there are yoga classes, art therapy sessions and emotional support groups to help these communities rebuild themselves.

**“With art therapy, children work through
their trauma by trying to see things
positively”**

Iman, who is involved in these activities on a daily basis, attests to their importance: “Yoga helps to release stress and excess energy, particularly among children. It’s also a peaceful way to deal with their negative emotions. With art therapy, children work through their trauma by trying to see things positively.” Psychological first aid support is also in place, and includes group or individual consultations with psychologists. Recovering psychologically from this type of trauma involves a long-term effort, so Asmae’s teams in Lebanon will work alongside the community for as long as necessary and possible, because we cannot continue without funding.

Asmae would like to thank its financial partners on this project: the Mustela Foundation and the Fondation Sancta Devota.

KEY FIGURES

183 education facilities were damaged or destroyed by the explosions, affecting more than 77,000 children and young people.

100,000 children were directly affected by the Beirut port explosion in Lebanon*.

50% of children affected by the explosions are showing signs of trauma*.

* UNICEF, 2020



ASMAE LAUNCHES “CAP JEUNESSE”: A PROGRAMME TO HELP YOUNG PEOPLE BUILD THEIR FUTURE

Young people are the future and the focal point for new challenges. Currently, 1/4 of the global population is under the age of 24, but 90% of 10–24-year-olds live in developing countries. Of those, 630 million 15–24-year-olds are unemployed* and have no training or education, resulting in vulnerability, instability and high levels of inequality. This situation is intensified in the case of people with disabilities or refugee status, and for girls; 132 million girls around the world are not in education** because of their sex.

Asmae’s 5 countries of intervention overseas have low human development indices (HDI); young people’s vulnerability persists generation after generation, which jeopardises social cohesion and compromises the socio-economic development of their countries. To help break this repetitive cycle of instability, Asmae is tackling the issues through “Cap jeunesse”, a major new programme that will run over the next 3 years.

* (sources: ILO, Global Employment Trends, 2014; Cf. études de Plan International; Rapport Plaidoyer Coordination Sud mai 2020 [[International studies; Coordination Sud advocacy report May 2020]] ** UNICEF, 2016

PROJECTS BY COUNTRY

Burkina Faso: Developing and motivating adolescents for academic success

Madagascar: Promoting social and professional integration of vulnerable young people in Antananarivo

Lebanon: Promoting socio-professional integration and civic engagement among young people

Egypt: Developing participation among young people, inclusion and protection with a focus on young people with disabilities

Philippines: Combating gender-based violence towards young people, developing the power to act within communities

WHEN?

January 2021 to December 2023

WHO IS IT FOR?

8,150 young people aged between 10 and 22: 4,150 girls and 4,000 boys

And the decision-making adults around them:

- Parents and extended families
- Communities in which the associations work
- Professionals from partner organisations that offer services for young people and families
- Public entities that will be involved in the implementation of the programme

44,410 indirect beneficiaries in 5 countries:

Brothers, sisters and parents of direct beneficiaries, volunteers, participants at awareness-raising sessions, institutional representatives.

WHO ARE WE WORKING WITH?

97 entities involved:

- 10 partners
- 18 schools and training centres
- 57 civil society organisations
- 6 parents’ associations
- 6 clubs for adolescents

WHAT ARE THE OBJECTIVES?

Education & Training:

- Improve the existing support systems for young people who do not have a stable school career and/or who are socio-economically vulnerable.
- Facilitate access to quality formal and informal education for younger children.
- Facilitate access to suitable vocational training for older children to encourage their economic and social integration.



Social and legal protection:

- Strengthen young people’s social skills: restore confidence, raise awareness of their speech.
- Improve the existing systems for prevention, awareness-raising and protection.
- Improve the systems for taking care of young victims of violence.
- Particular focus on combating gender-based violence (sexual and reproductive health).

The ambition is for young people to become engaged, creative and motivated citizens who are involved in improving their own living conditions.

INTERVIEW CHRISTIAN BLANCHARD, Programme director at Asmae

► In what way is youth a major challenge in our countries of intervention?

Sister Emmanuelle said that “youth is incredible when it is motivated”.

But the current situation in our countries of intervention is not conducive to young people’s personal or professional development. Globally, 1 in 5 young people are not in school, work or training, resulting in vulnerability, instability and extreme levels of inequality. In 2018, figures supplied by UNICEF indicated that young people represented around 16% of the global population, with the figure rising to up to 24% in the countries involved in the programme.

Current and future rapid population growth, difficulties in accessing employment, particularly those linked to leaving the school system early, poor application of legal and regulatory frameworks, and the resulting phenomena (development of the informal economy, migration, identity politics) make supporting young people a major challenge for social cohesion.

► What is different about the Cap Jeunesse programme compared to Asmae’s usual projects?

In view of the facts established regarding young people, Asmae and its partners decided to focus the programme on the following 3 areas in order to promote young people’s rights to education, protection and autonomy. The first aim is to improve their access to schooling and appropriate vocational training, with high-quality support throughout their education. The second is to define a framework to protect against violence, and particularly gender-based violence. Finally, the third aim is to strengthen their power to act and their engagement as agents of change. The programme will have more than 52,000 direct and indirect beneficiaries. It will allow us to work on a large scale to support the socio-economic integration of young people, establish best practices and ensure the best positioning for Asmae and its partners in the area of youth.

Up to 60% of the project funding comes from the French Development Agency. The project is also supported financially by Asmae’s partner companies and foundations, as well as our donors’ generosity.

FOCUS ON

FRANCE: A SECOND "YALLA TOUR" AND A NEW DIGITAL PLATFORM TO MARK THE INTERNATIONAL DAY OF CHILDREN'S RIGHTS

The international day of children's rights took place in November. To mark the occasion, and for the second "Yalla Tour", the project team travelled around 5 regions of France over 1 month to raise awareness of children's rights among pupils from nursery to high school. At the same time, Asmae launched its first online training tool aimed at children. We look back on these two high points with Asma Kafi, project officer on the "Yalla! For Children's Rights" project.

The health crisis made 2020 an unprecedented year. How did it affect your activities?

Asma Kafi: The pandemic led to **an increase in domestic violence, particularly during lockdown**. Children who are aware of their rights are in a better position to assert them and to report dangerous situations. It was therefore vital for us to continue our activities when possible. We started work again as soon as educational institutions reopened, adhering to preventive measures and social distancing rules, of course. Some educational games also had to be adapted. To mark the international day of children's rights in November, we organised the second "Yalla Tour". We travelled around the regions of Brittany, Grand Est, Hauts-de-France, Rhône-Alpes and Ile-de-France to meet almost 1,600 pupils from nursery to high school and raise awareness. Our work caught the attention of several media outlets, which covered the event (France 3 Alsace, France 3 Lorraine, Le Parisien, RCF etc.).

The "À l'école des droits de l'enfant" (children's rights school) platform was launched in November.

How is it useful?

AK: As a continuation of the project, we **created a free digital education platform for children between the ages of 8 and 12**. We have a set of ready-to-use, scalable and interactive teaching tools based on the same teaching methods as the original programme. Children can learn by having fun with videos, games, quizzes and challenges to complete. There is also a surprise hidden in the lessons: our project's sponsor, Joan Faggianelli, the famous presenter from the Gulli kids' TV channel, presents the educational videos. The platform can be used in class by teachers or at home. **It has already been a great success, with almost 25,000 children signed up.**

What would you like next for the project?

AK: We'd like as many classes as possible in France to address the issue of children's rights with our online programme or our sessions. Knowledge is a great driver of action. The objective is **to develop pupils' critical thinking and ensure that they become future ambassadors and champions of these rights**. As long as there are children in the world who are deprived of their basic rights, to education and protection, we will not give up the fight!

Find us at <https://yallapourmesdroits.fr/> and on Instagram [@yalla.pourmesdroits](https://www.instagram.com/yalla.pourmesdroits)

Asmae would like to thank its long-standing partners SC Johnson, the We Act For Kids fund, Okaidi and Google, which support the work of the "Yalla! For Children's Rights" project.



Asma Kafi during filming of the educational videos for the "À l'école des droits de l'enfant" (children's rights school) platform

A CLOSER LOOK AT

TEACHING TOOL: CHILDREN'S RIGHTS ESCAPE GAME

The escape game for children between the ages of 9 and 11 is used in class and gives young investigators an opportunity to find out about their rights. We explain to the children that Nathan has disappeared while working on a presentation about children's rights. He has left a message: "You need to help each child find his or her country and explore the world." The children have to search, think, solve puzzles, open padlocks using codes and find hidden messages. At the end, there is time for them to talk about what they can do in their own daily lives to help others: giving toys and clothes they have grown out of to those less fortunate, helping elderly people to carry their shopping, giving a homeless person a snack or some change etc.

EGYPT: PROMOTING PSYCHOSOCIAL WELL-BEING AMONG CHILDREN AND YOUNG PEOPLE WITH DISABILITIES IN CAIRO

Parents and carers of children and young people with disabilities are currently facing major challenges as a result of the COVID-19 pandemic. While social distancing and preventive measures are recommended, this situation can cause even more stress and uncertainty. To minimise the impact this has, Asmae has launched a project in Cairo to provide psychological support to young people and their families affected by the COVID-19 crisis, to help them deal with it more effectively. It was set up for 146 beneficiaries: 71 children and young people with disabilities, 57 parents and 18 educators. Basmat Amal, an Egyptian association, is our local partner on this project.

Improving children's skills and well-being through activity and dialogue

The aim of this project is to set up activities to promote well-being and resilience among children with disabilities and develop their capacity to deal with emotional and social challenges during periods of isolation. These children need psychomotor activities to improve their academic, cognitive and behavioural skills. Tools have been purchased for these activities (origami, mosaic, clay modelling). Numerous psychological support sessions and sessions to promote emotional intelligence (stress management, self-perception, self-expression) for both children and adults have also been set up.

Supporting and advising parents of young people with disabilities

The programme also includes psychological support and advice sessions for parents of children with disabilities who have talked about the difficulties they are currently facing in bringing up their children. Eight sessions were set up for 57 parents, focusing on children's psychological needs and the negative impact of violence, including sexist and social violence.

Supporting and training project teams in difficult working conditions

Finally, Basmat Amal's staff are provided with psychosocial support as part of the project to facilitate their activities with the beneficiaries. Capacity-building sessions for educators have proved to be beneficial; educators feel heard, supported and ready to provide a better service to the children and parents benefiting from the project.

Asmae would like to thank its partner the Fondation de France, which is funding this project in full.



A young person with disabilities benefits from vocational training delivered by Basmat Amal

FRANCE: A CAMPAIGN TO RAISE PUBLIC AWARENESS OF THE SCALE OF THE PHENOMENON OF STREET CHILDREN.

Asmae launched a campaign at the end of 2020 to raise public awareness and provide lasting, concrete solutions to the issue of children living on the street.

The objective was to reaffirm loudly and clearly that Sister Emmanuelle's spirit, and her fight, live on today more than ever through the association's work in the field, in France and overseas. The series of visuals, created by the Les Présidents agency, adopt our founder's freedom of tone and interrogatory nature.





Anne-Cécile Barbier

2 QUESTIONS FOR ANNE-CÉCILE BARBIER

SECRETARY GENERAL AND HEAD OF CSR AND ENGAGEMENT AT THE ALSTOM FOUNDATION



What are the Alstom Foundation's missions?

The Alstom Foundation is the concrete expression of Alstom's civic engagement and a way of contributing to the development of communities in need. Since 2007, the Foundation has been working with non-governmental and not-for-profit organisations around the world, and funding philanthropic projects proposed or supported by Alstom employees working with these organisations and local partners. The aim of these initiatives is to improve the living conditions of communities near Alstom sites (factories, offices or projects), based on 4 specific focus areas: economic and social development focusing on vulnerable children and employability of women and disadvantaged young people, protecting the environment, access to mobility, and finally access to water and energy.

You have been supporting Asmae's work in the Philippines with street children for 2 years. How does this partnership fit in with the Alstom Foundation's position?

The Alstom Foundation's Board of Directors selected Asmae's project working with local authorities in Manila to build capacity to support and protect street children and their families at the end of 2019. The main aim of the project is to change the living conditions of people living on the street and help them to reintegrate into society, based on an approach of local partnerships and engagement with public and private stakeholders. Many activities have been organised as part of this to provide training for the professionals working with these children, offer alternative education, create a social structure to allow everyone involved to work together, and run awareness campaigns on children's rights. The Foundation believes that these initiatives to protect and support vulnerable children play a key role, and in that respect, Asmae's project aligns perfectly with our development mission.

BEQUESTS, GIFTS, LIFE INSURANCE



Catherine Alvarez

Catherine Alvarez was Director General of Asmae from 1991 to 2020. She is now a member of the Board of Directors and continues to act as our spokeswoman for bequests, gifts and life insurance. Working alongside Sister Emmanuelle for 17 years, she dedicated all her time and energy to our founder's fight and to children's causes.

Here, she answers our questions about life insurance.

What is life insurance?

Life insurance is a contract under which the insurer undertakes to pay an annuity or fund to the insured party or the insured party's beneficiaries, in exchange for the payment of premiums. It can be used as a medium- or long-term savings product.

What are the tax benefits?

It is a risk-free product with a low tax rate. With regard to Asmae, its status as an association recognised to be of public interest means that it can receive funds bequeathed to it completely tax-free.

How is it valuable to Asmae in the long term?

It is a valuable aid, going towards our work in the field in France and overseas. By passing the fund on to Asmae, you will help us to continue the work begun by Sister Emmanuelle and set up new programmes to support the most vulnerable children in the world.

Contact our bequests, gifts and life insurance spokeswoman:

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Asmae Association
Sœur Emmanuelle

Asmae is an association formed under the French law of 1901. Recognised to be of public interest and authorised to receive bequests, donations and gifts.



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