

The Letter

No. 124 • JANUARY 2023



Asmae Association
**Sœur
Emmanuelle**

**CAP JEUNESSE:
PORTRAITS OF OUR BENEFICIARIES
PROTECTING CAIRO'S
CHILD RAG PICKERS**



EDITORIAL

In Beirut: Jihan, a 14-year-old Syrian refugee, has found hope.



Jihan shouldn't be married, yet she is, she shouldn't have to mourn a first child, yet she is, she shouldn't have to be a refugee in a country that isn't her own due to war, yet she is; and all of this contravenes Jihan's fundamental rights enshrined in the International Convention on the Rights of the Child. And yet, just look at her eager,

bright-eyed face, her positive energy, her keenness to learn new skills...and to open her own restaurant!

Blackboard

Need we be reminded that Lebanese people are dying in the Mediterranean in makeshift boats, but why? The figures speak for themselves: 2.2 million Lebanese people have fallen into poverty and the country has 1 million Syrian refugees.

In addition to the political, economic and social crisis, there is growing tension between the host community and the Syrian refugees who are financially supported by the United Nations. Finally, the explosions at the port have left significant scars. Although the port districts have been rebuilt almost entirely, many young people suffer from post-traumatic stress disorders. We are helping them rebuild themselves through one of our projects.

Hope is allowed

Our activities in Lebanon have never been stronger, our team more competent and our projects more impactful. Beirut, Saïda, Tripoli, Chouf, Bekaa Valley, we cover a large territory and themes ranging from child protection to the socio-economic integration of young people, an area in which our Lebanon team has made particular advances, as you can read on page 3.

Our action and your solidarity must not be short-term

Let's go back to Jihan. I had the chance to meet her whilst reporting with Radio France and Ouest France at the end of the year. Our objective with the journalists was to highlight Asmae's activities in a Lebanon in crisis; we returned with the desire to pay tribute to the fighting spirit and strength of the young people already contributing to the coming of better days in this wonderful country.

On behalf of our young beneficiaries, our partners and our Asmae teams in Lebanon, I wish you a very happy new year 2023 and thank you so much for your solidarity and support.

Adrien Sallez

Director General



Soeur Emmanuelle

**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 firmly in mind.
- **To strengthen the capacity of local stakeholders** working in the field of child development, improving synergies between them and maximising their social impact.
- **To champion children's causes** by raising awareness and speaking out.
- **To experiment, to expand and to share information.**

ASMAE IN FIGURES

- **32,000 beneficiaries** (children and families) through **21 projects** in **6 countries**
- **24,000 donors**
- **34 partner** associations
- **110 professionals** worldwide
- **30 volunteers**

Quarterly newsletter published by Asmae – Association Soeur Emmanuelle; Siret (company registration number): 347 403 156 000 40; APE (business activity code): 8899B; Address: Immeuble le Méliès, 259 – 261 rue de Paris, 93100 Montreuil; Tel: +33 (0)1 70 32 02 50; Fax: +33 (0)1 55 86 32 81; Website: www.asmae.fr; Email: infos@asmae.fr; Chair of the association and Editor: Catherine Larrieu; Editorial board: Adrien Sallez, Camille Biojoux, Lizanne Danan, Edith Laville; Bineta Mané; Photos: © Asmae, Linus Escandor II, Florence Gillard; Layout: Stéphanie Poche; Printing: Imprimerie Vincent, January 2023; Copyright: September 2022, ISSN 12542865



10-31-1087 / Certifié PEFC

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AT THE HEART OF THE ACTION

THE “YALLA FOR EMPLOYMENT AND PROTECTION” PROJECT GIVES YOUNG PEOPLE CONFIDENCE AND HOPE

After the explosions at the Port of Beirut, the YEP project was designed to socially and economically integrate very vulnerable young people in record time. 270 young Syrian and Lebanese refugees impacted by the explosion and the economic crisis are benefiting from this project, which promotes living together in a country where community tensions are on the rise.

An efficient pathway for young people

The project started with a market study, which identified shortage occupations accessible to unskilled young people. Alongside putting together training courses, our operational partner worked hard to identify the most vulnerable young people in the area affected by the explosions, on the basis of objective social criteria. Designed to be as efficient as possible, the young person's course includes 3 to 4 key stages that different classes will follow:

- 1/ a short and practical skills-based training course in a trade chosen by each young person,
- 2/ the purchase of a professional kit allowing them to start a business with professional equipment and the acquisition of raw materials, for example for catering and sewing,
- 3/ for those who wish to open a micro-company, training in marketing to promote their business, particularly on social networks, and for those who prefer salaried work, support in finding a job until one is found.

4/ an additional entrepreneurship grant for the most successful projects.

Given the extremely low level of resources of young people and their families, the courses are weighted towards trades that can be carried out at home. This strategy helps to avoid the costs of transport and having to rent professional premises, thereby encouraging the profitability of start-ups.

New hope

Leila's dream is to open her own restaurant. As a 14-year-old Syrian refugee, already married (there is no legal age for marriage in Lebanon), for her, the project led by Asmae and its partner is a unique opportunity to integrate into social and professional life. She has been training in baking for 4 months, 3 to 4 hours a day, twice a week.

“I am Syrian, I live in Lebanon. I heard about the project through Instagram and Facebook. Thanks to this project, I have the chance to achieve my dream and to work. I am learning cooking and baking and, because of the training, I am more fulfilled and convinced that one day I will be able to open my own restaurant online.”

Leila, 14

For Lamia, 20, also a Syrian refugee who left school in Year 4 because of the war, the project gives her hope and simply makes her happy. Once she has completed her training in sewing, her dream is to inspire other women to work so that they can become independent and not live under the heel of their family and the patriarchal systems that are so strongly rooted in her community.

In addition to promoting professional integration, the project allows young people from different communities to meet and develop their life skills such as self-expression and their self-confidence. Discussion groups make it possible to address subjects such as male/female relations, the violence and abuse that young people may be victims of and so on – all factors essential to building social cohesion, undermined by the succession of crises that the country has experienced since the start of the war in Syria.

Portrait of Feryal Moghrabi, Programmes Director at the Farah Social Foundation – partner organisation of the project

I am the director of Farah Social Foundation, my role within the foundation is to coordinate all the ongoing projects, the teams and to design new projects to meet burgeoning needs. Farah Social Foundation works in five sectors: humanitarian aid, health, agriculture, vocational education and support for women and young people. With the support of Asmae, we launched the “YEP” project, which has been hugely successful, beyond what we had expected. After this training, they will be given financial aid so that they can start their own business. Through the project, 20 girls and 20 boys will receive training in catering and sewing, areas which are particularly necessary in view of the crisis that the country is going through.

This project is run with the support of: AFD, Fondation de France and the Mazars Foundation .



Beneficiaries of the YEP project with Adrien Sallez



SPECIAL REPORT CAP JEUNESSE

Beneficiary of the project in Madagascar.

A POSITIVE INITIAL ASSESSMENT

In 2021, Asmae launched the “Cap Jeunesse” programme, across the five countries in which it operates. The program seeks to promote the rights to education, protection and empowerment of over 8,000 young people. It also aims to consolidate youth protection frameworks, inform young people of their rights and encourage them to engage in programme activities.

Improving the quality of education and the employability of young people

Asmae has chosen to focus the program on quality of education, with the aim of reducing school drop-outs and facilitating student learning. Over the first 18 months, 258 teachers, trainers and educators took part in Asmae training courses on inclusive, compassionate and gender-sensitive teaching methods. Evidence shows that 100% of professionals trained in Burkina Faso now adopt a motivating and caring approach to their teaching. A teacher in Burkina Faso explains, “we have learned, through the support of Asmae, to no longer expel or penalise unruly students. We talk to the student and the child eventually stops what they have been doing.”

In Madagascar and Lebanon, socio-professional support has benefited 264 young people. A micro-business management module has been tested in Madagascar. Activities related to social and professional integration include refresher courses, literacy, life-skills building and individualised psychosocial support. This helps to build a set of skills in young people. A young Malagasy says “before I was never on time for appointments, now I respect appointment times better”.

Helping young people assert their right to protection

Several methods have been adapted to improve the quality of work delivered by educators who provide psychosocial support. In Burkina Faso, a map has been developed, which identifies all the social and educational support services. This makes it easier for young people in worrying situations to be identified, given individualised support and referred to the

competent services when necessary. In addition, 7,600 people, including adolescents, parents and community members, were also involved in awareness-raising activities in Burkina Faso, Madagascar, Egypt and the Philippines. Topics have ranged from early marriage to civic engagement. An audiovisual communication campaign was created in Burkina Faso containing five scripts written by young people. The messages communicated had a noticeable effect on the behaviour and mentality of parents: “I noticed that after watching some of the clips, my parents changed their attitude towards me. They listen to me now and I can discuss subjects with them that were taboo before.” says an adolescent on the programme.

Empowering young people and partners in action

Across all the countries, 319 young people received training on how to lead initiatives in their community. In Burkina Faso, 6 “teen clubs” with 189 students were formed and subsequently carried out awareness-raising activities with their peers. The clubs acknowledge the realities of adolescents, especially when it comes to gender. 96 awareness-raising and discussion sessions were held on the topics of early and unwanted pregnancies, sexual and reproductive health, drug use, violence in schools, good citizenship and discipline. Eight partners were also supported through improving their management and governance capabilities.

PORTRAITS BENEFICIARIES AND STAKEHOLDERS IN THE CAP JEUNESSE PROJECT



“I lead awareness-raising activities on the prevention of teenage pregnancies and take part in after-school tutoring. Thanks to the lessons, I am making progress in my studies and my parents are proud of me. I am less stressed and friendlier with others. In the future, I would like to become a development worker with the same goals: academic success, protection and education of young people.”

Aimé, 20 - Burkina Faso.

“I am a member of the school teen club and I take part in awareness-raising activities on the harmful effects of consuming addictive substances in teenagers, and the dangers of the misuse of technologies. The “Cap Jeunesse” project has given me confidence in myself and in sharing my ideas with my classmates and my parents without making them feel uncomfortable. In a few years’ time I will be at university, and my dream is to do well in my studies so I can support my family.”

Carine, 16 - Burkina Faso.



“I joined the vocational pre-training program. I enjoyed interesting activities such as workshops on citizenship, gender and visits to companies. I also gained some work experience through a job placement in logistical support within Asmae Madagascar. I became more open-minded and responsible. It helped me to set myself a clearer objective. I have noticed a positive change in terms of communication and mutual respect between my family members. I join in and get more involved in the community by giving advice to other young people in my district. In the future, I want to become an educator to help young people.”

Dama - Madagascar.

“I am taking a vocational training course in “fashion creation” for women as well as awareness-raising and psychosocial sessions. I can interact better in large groups now and have started to make friends, where I didn't have any before. Thanks to the activities, I have started to communicate more positively with my family by speaking calmly. Before, I used to force my views, now I ask my community for advice without being shy and without being afraid. I see a bright future ahead, where I can develop the skills I learned during the vocational course and turn them into a career. I picture myself opening my own fashion design studio in Lebanon and going to Germany to set up a beauty salon. I mention Germany, because I have family there.”

Rima - 15, Lebanon



This project is run with the support of the AFD, Thousand and One Meals, Sancta Devota Foundation, Valoris Foundation, A.L.P., the Air France Foundation and the Sawiris Foundation.

FOCUS ON

ESPACE PETITS PAS: STRENGTHENING THE BONDS OF PARENTS & CHILDREN LIVING IN POOR CONDITIONS

Espace Petits Pas is a child & parent welcome group that is free of charge and does not require registration, for young children accompanied by their parents or a responsible adult. It is a space suitable for children up to 6 years old, where they can enjoy time for free play and discovery alongside their parents and other children. It is a novel place for listening, talking and parenting support that promotes community access for vulnerable children. Meeting with Christelle Adragna, head of the project.

What sort of activities do you put on as part of the “Espace Petits Pas” project?

Christelle Adragna: “Espace Petits Pas” is a mobile parenting support group, which travels to various organisations within the Seine-Saint-Denis department who we are working with, for families living in very difficult conditions in places such as social housing, hospitals and day centres, homeless shelters and so on, with children aged between 0-6 years old. The Child & Parent Welcome Group (LAEP), “Espace Petits Pas”, sets itself up in a space at the various establishments on fixed days to ensure continuity of the welcome group and its presence for families. Families can use the playgroup throughout the day during the set times in the morning and/or afternoon and are free to move around freely whilst they are there. They are also assured that entry to the play area is unconditional, free and anonymous. Partner sites transform a common room on their premises into an “LAEP” Child & Parent Welcome Group play room to welcome families staying in the housing facility. The objective is to provide a play area and conversation space tailored to the needs and development of young children.

What new activities have been set-up in 2022?

CA: We have been building and experimenting with additional activities since the start of the 2022 school year with the aim of diversifying the parenting support we offer and providing more resource centres to families, under the “going to them” principle.

What developments are in the pipeline?

CA: Looking ahead, we will really be focussing on establishing the long-term prospects and development of the mobile “Espace Petits Pas” project. In terms of geographical coverage, the objective is to roll out the project in other towns in Seine-Saint-Denis. Alongside this, we will be working to set up “Espace

Petits Pas” in parts of the Île-de-France region suffering from similar issues. Currently, the Seine-et-Marne department caters for sheltered families with children under 6 years old. Social accommodation is often located in isolated environments and where the community fabric is weak. Our parenting support efforts would help to negate the issue of social isolation caused by the location of housing facilities. Ultimately, we want to reach out to local partners to achieve better visibility of the “LAEP” Child & Parent Welcome Group and become known as a key player in prevention when it comes to parenting and parent-child bonding issues.



Meeting between Cécile Tagliana, Juliette Fouché and Christelle Adragna

ZOOM SUR VISIT FROM THE COMMISSIONER FOR THE FIGHT AGAINST POVERTY IN ÎLE-DE-FRANCE

The team had the pleasure of welcoming Mrs. Cécile Tagliana, Commissioner for the fight against poverty in Île-de-France, to our “Espace Petits Pas” project.

Asmae is ready to share with public and non-profit organisations its experience in parenting support, which is fully in line with the Government's Anti-Poverty Plan and the measures around the “first 1000 days of the child”.

Asmae thanks its financial partners: CAF, the Île de France Region, the ARS, the Fondation de France and the Samu social.

EGYPT: CHILD PROTECTION, A MAJOR ISSUE IN CAIRO’S RAG PICKING DISTRICTS

In 2015, a study showed that 84% of children aged 2 - 14 are exposed to physical and psychological violence in the governorates of Cairo, Alexandria and Aswan. Corporal punishment in schools is widely used even though it is officially prohibited. Child labour, female genital mutilation, early marriage and pregnancy also remain significant issues in Egypt. In 2022, Asmae extended its areas of intervention into three informal settlements in Cairo: Manshiet Nasr, Ezbet el Nakhl and El Marg, among the ragpicking districts where Sister Emmanuelle began her mission. This project is part of the multi-country program, “Protect Children Affected by Conflict or Exclusion” (PEACE).*



Children involved in the project

Improving protection services for 1,200 marginalised children

The ragpickers' settlements are mainly home to people from Upper Egypt who migrated to Cairo in the 1960s for economic reasons. These populations live in very poor conditions and children are exposed to various forms of violence that are jeopardising their future. The aim of the project, which will run over 3 years, is to improve protection services for 1,200 marginalised children and young people aged 6 - 17 and to support 600 parents. It involves reinforcing children's rights by positioning the children involved in the project as agents of change. In so doing, the children will be able to give voice to their problems and help promote the respect of child protection legislation amongst their communities thanks to a better knowledge of their rights. Communities, teachers and parents will be made aware of their role in protecting children through awareness-raising programmes. Teachers will be trained in positive discipline, prohibiting corporal punishment in schools. The

aim is also to enable teachers and social workers to be able to identify and report a risk or violation of child protection and to provide first aid and psychosocial support to young victims of abuse or exploitation. The project also intends to run activities in schools. Our local partners will also network with government authorities and civil society organisations to share best practices in child protection.

Training on children's rights and child protection policy

To ensure the quality of implementation of the project, it was essential to start by improving the skills of the project partners in various key subjects. In July, partners were trained in children's rights and the forms of abuse they may be victims of. They also took part in training on child safeguarding and protection policy so that they would be able to draft their own charter. 70% of people trained said that the skills and knowledge provided were of great interest. Training sessions take into account the gender inequalities faced by children, especially girls, who are more affected by sexual abuse and sometimes forced into early marriage. During the various training sessions, partners were made aware of the importance of child participation: including them in all stages in order to help them better.

Asmae thanks its partners: Technip Energies endowment fund, Sister Emmanuelle Belgium.

*Unicef

LOOKING BACK: SISTER EMMANUELLE RAG PICKING WITH THE RAG PICKERS

In 1971, compelled by the living conditions of inhabitants of Cairo's slums, more commonly known as ragpickers, Sister Emmanuelle, who was 63, chose to go and live with them. It was a decision that would inspire her to action. She fought against violence against women and launched numerous health, education and social protection projects to improve the living conditions of the very poorest people. After taking care of the ragpickers of Ezbet-El-Nakhl, Sister Emmanuelle continued her aid mission with the ragpickers of Mokattam. She helped poor families and enabled them to build shelters away from the waste-sorting zones. Sister Emmanuelle managed to connect water and electricity to the slum and built many houses and a composting plant. In 1991 she was given Egyptian nationality in recognition of all her work in Egypt with the ragpickers.



Faustine Bollaert
& Adrien Sallez

FAUSTINE BOLLAERT WORKING FOR CHILDREN WITH THE PRIX CLARINS POUR L'ENFANCE PROJECT

Clarins has been supporting Asmae for 22 years and its child-focussed activities. In 2022, on top of recurring annual donations, Clarins also gave support to Asmae for its emergency project in Madagascar following the floods in the Antananarivo region in early 2022.

Since 2015, Clarins has marketed a limited-edition product every year to raise funds for associations supported under the Prix Clarins pour l'Enfance project. The Prix Clarins pour l'Enfance is a child-focussed initiative which provides funding and action to support 14 charities, including Asmae, each year. In September 2022, Clarins launched a Moisture-Rich Body

Lotion, to support Prix Clarins pour l'Enfance charities. Out of solidarity with children in difficulty and in support of Asmae, Faustine Bollaert, a talented journalist, wore the limited edition of this product.

For every Moisture-Rich Body Lotion purchased, Clarins has pledged to give 2 euros to its 14 partner associations, on top of which an additional 1 euro will be donated by Nocibé for every product sold in its retail stores.

LIFE INSURANCE LEGACIES & DONATIONS: PASSING ON THE VALUES OF SISTER EMMANUELLE

Passing on your legacy is often the result of a long process during which you ask yourself many questions. But whilst this process is, above all, an intimate and personal one, planning your estate is definitely the best way to reconcile obligations and personal wishes. Bequeathing all or part of your legacy to Asmae means ensuring that the commitment to solidarity continues even after death and allows our association to continue the fight of Sister Emmanuelle, who devoted all her energy and time to the cause of vulnerable children.

Thanks to our donors and testators, we support around twenty projects each year that benefit more than 30,000 children and families in 6 countries, including France. It is an immense task that Sister Emmanuelle bequeathed to us and that we carry out tirelessly thanks to our dedicated volunteers and our employees. Passing on one's heritage is an act of great generosity and great trust. It is also the culmination of an intimate and personal journey that takes time.

"I'm single. I have an adopted son, but he does not want to inherit all my assets. (...)

Children's causes are close to my heart. Paul – the boy I adopted – managed to come out of the other side after a childhood marked by violence. (...)

Choosing Asmae is also down to the figurehead of Sister Emmanuelle. (...)

It makes me happy to think that, thanks to my bequest, a dozen children will be able to make it through.

This gives me deep joy."

Leïla, 77



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.



asmae.fr



Immeuble Le Méliès - 259261, rue de Paris
93100 Montreuil - Tel.: +33 (0)1 70 32 02 50
Email: infos@asmae.fr