



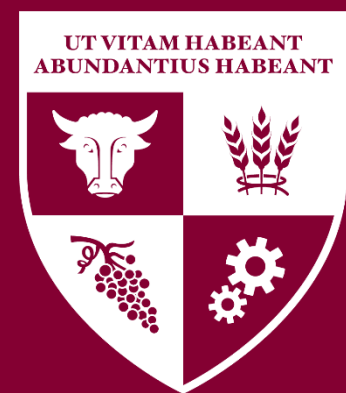
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FACULTY OF AGRICULTURAL  
& FOOD SCIENCES

ENVIRONMENT  
AND SUSTAINABLE  
DEVELOPMENT UNIT





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# ESDU STRATEGY 2025-2030 KEEPERS OF THE LAND

SPEAKER, TITLE

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ESDU - October 17, 2025

| American University of Beirut





## TODAY'S MAIN TOPICS:

**01.**  
Mission &  
Vision

—

**02.**  
Core Values

—

**03.**  
ESDU at  
Work

**04.**  
Cross-Cutting  
Initiatives

—

**05.**  
Sister  
Organizations

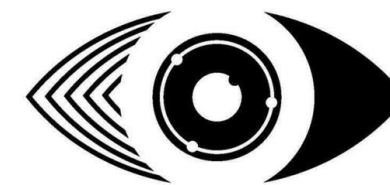
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**06.**  
Strategic Partners



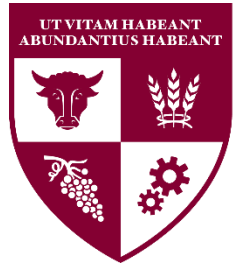
## MISSION

**Harness education, research, and development to advance sustainable and resilient food systems.**



## VISION

**A world where communities and ecosystems thrive together, achieving food security, sustainability, and equity.**



# CORE VALUES

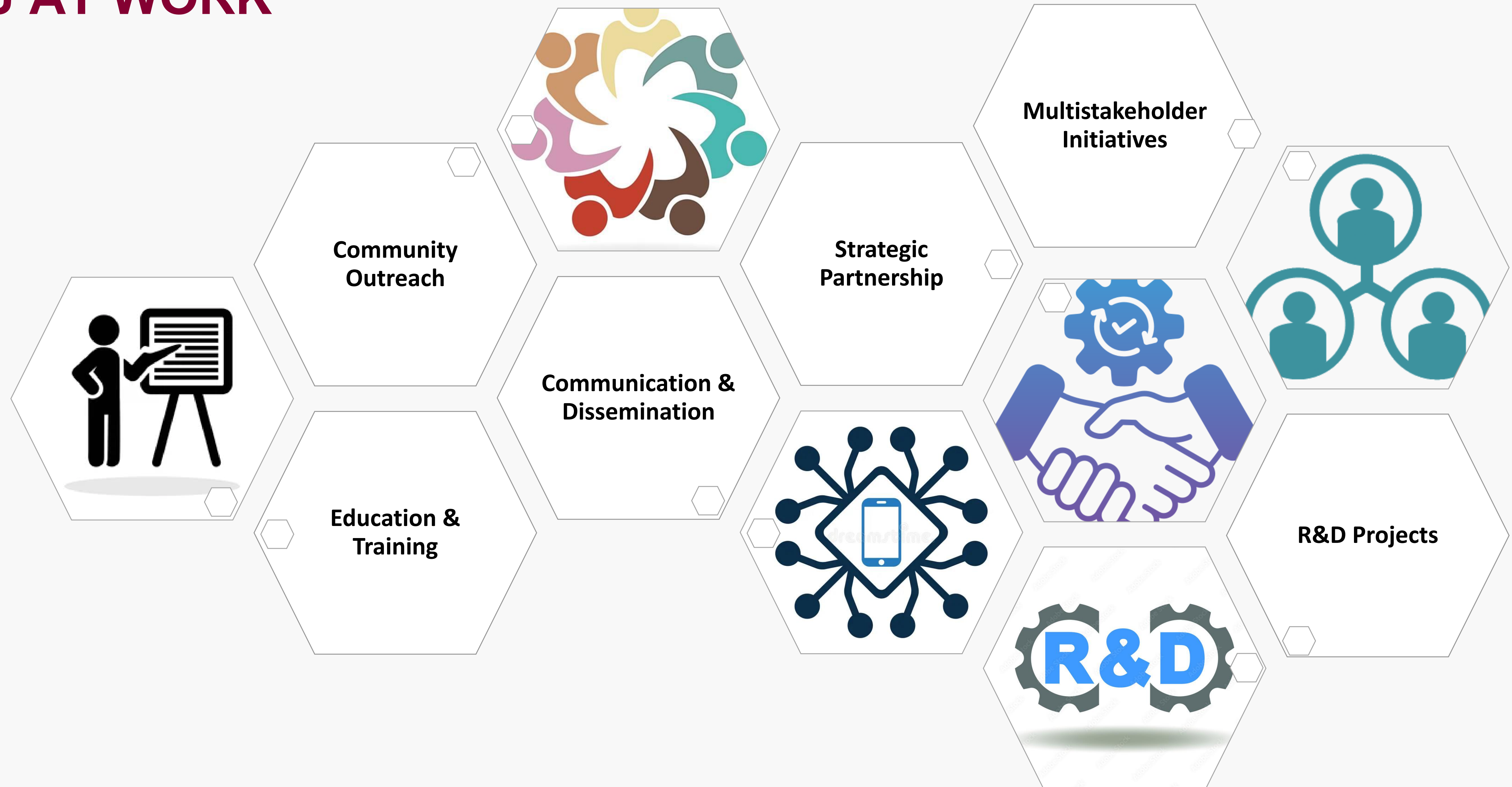
**Keepers of The Land:**  
Stewards of the heritage

**Local Roots, Global Wings:**  
Community centered, global  
player

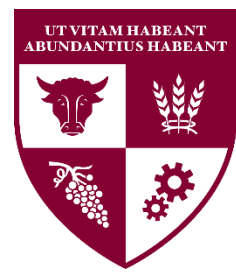
**Exploring Solutions Defying  
Uncertainties:**  
Innovation for Sustainable  
futures.



# ESDU AT WORK







# Strategic Goals Overview (2025–2030)

**Sustainable ESDU**

Advance sustainability

**Innovative ESDU**

Climate action through  
research and  
development

**Engaged ESDU**

Community  
engagement and  
partnerships

**Smart ESDU**

Digital age for green  
transition

**Bright ESDU**

Education for  
sustainable food  
systems



# GOAL 1 - Innovative ESDU

## *Objectives & Targets*



### Research Projects

- Circular Economy – AI and digitalization– Design for Sustainability – Food Systems transformation – Heritage for the future

### Publications & Outputs

- Conferences – Books – Peer- reviewed Papers

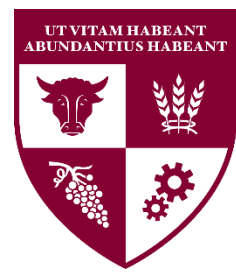
### Development Projects

- Livelihoods – Adapted Technologies – Living labs – Design for impact

### Policy Engagement

- Public Advisory – Consultancy – Policy Recommendations





## GOAL 3- Bright ESDU



Higher  
Education

### Target:

- Increase online access to higher education
- Increase student recruitment
- Increase scholarships



Educational  
Content

### Target:

- CEC courses
- Schoolchildren programs
- Online educational platform (Karianet)



Technical training  
and capacity building

### Target:

- Promote training
- capacity building portfolio of ESDU



## GOAL 3- Engaged ESDU



### Stay Connected

- Clear message with high visibility
- Impactful events
- Harness Media social and classical power



### Urban Oasis

- Community engagement
- Digital technology in action

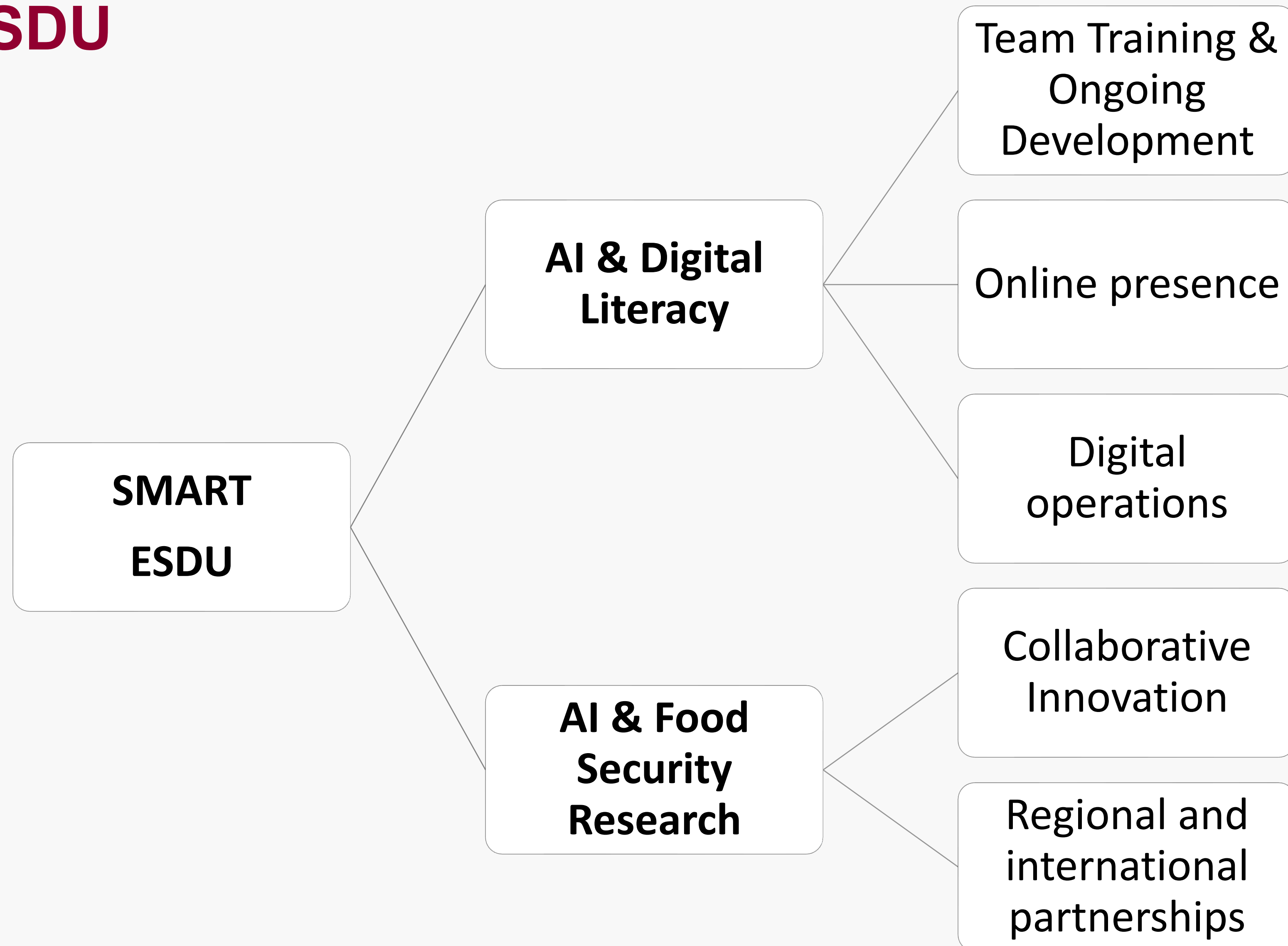


### Better together

- People at the center of action
- Network approach for transformative change
- Strategic institutional and individual partnerships



## GOAL 4 – Smart ESDU





# GOAL 5- Sustainable ESDU

Goal 5

Sustainable  
ESDU

Objectives

Sustainable  
Team

Boost  
institutional  
support

Innovative  
Fundraising

Targets

Team  
Retention

Developmen-  
-t Options

Growth  
Economic

Strengthen AUB  
commitment

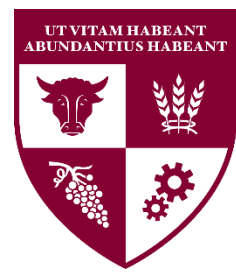
Diversify  
Income  
Streams

Organize  
Fundraising  
Events

Streamline  
activities with  
sister orgs.







# Cross-Cutting Initiatives



**1. DAWWERA**  
Sustainability network



**2. ARDI ARDAK Initiative**  
Community action

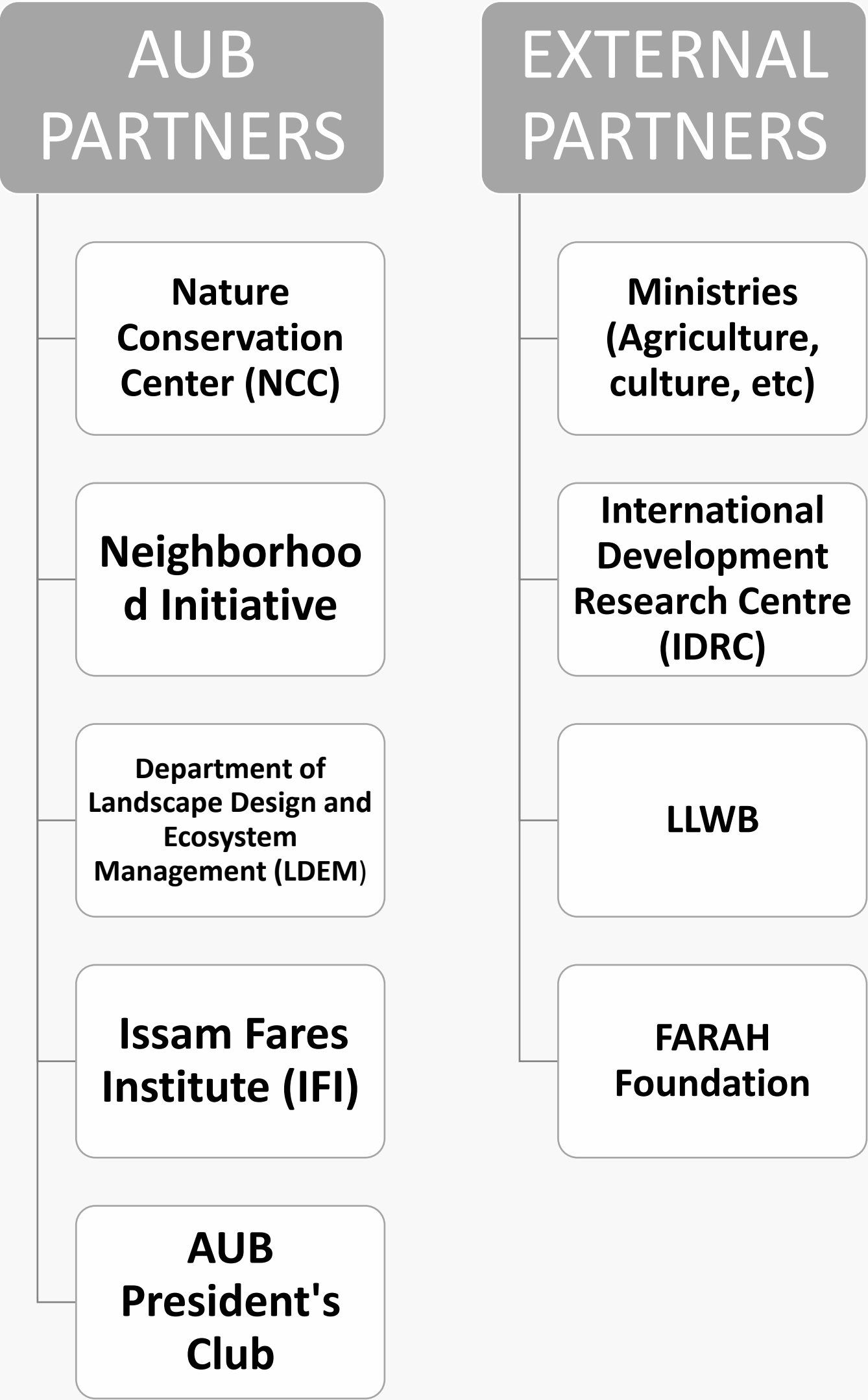
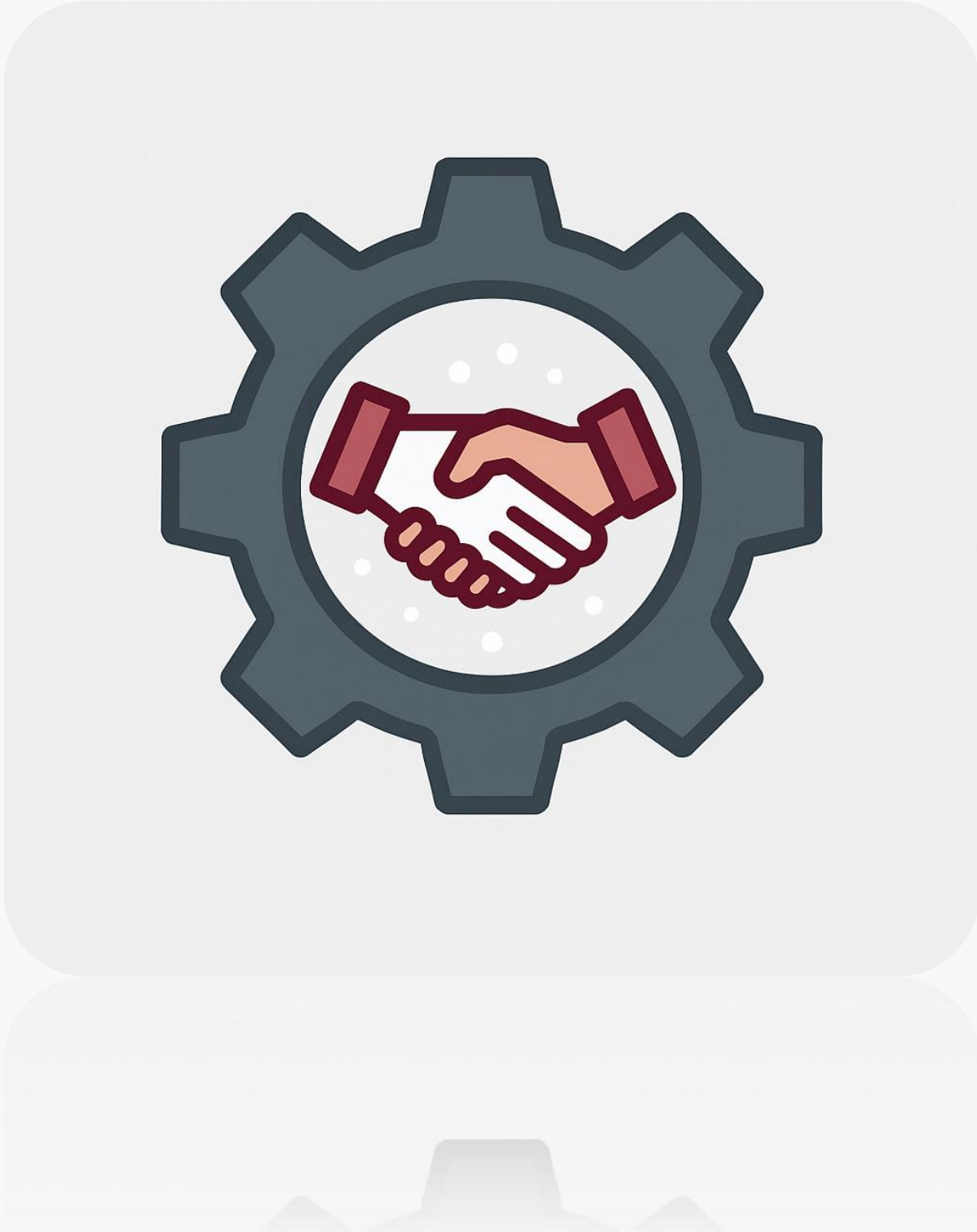
**3. ITHMAR**  
Heritage for the future

**4. Talent**  
From idea to business

**5. AI Impact**  
Key player in the digital age



# STRATEGIC PARTNERS







# SISTER ORGANIZATIONS



The Food Heritage Foundation  
(FHF)



ARDI - ARDAK



ECO - KHALLEH



Animal Encounter



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*“Together, we are the Keepers of the  
Land”*

THANK YOU



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