جامعة بيروت العربية
BEIRUT ARAB UNIVERSITY

SUSTAINABLE DEVELOPMENT GOALS

SDG 11: SUSTAINABLE CITIES AND COMMUNITIES





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Beirut Arab University Intangible Cultural Heritage

SDG 11 Sustainable Cities and Communities

THE Impact Rankings indicator 11.2.6 | Beirut Arab University, Lebanon

Response to the indicator

Question: Does your university as a body deliver projects to record and/or preserve intangible cultural heritage such as local folklore, traditions, language, and knowledge?

Yes. Beirut Arab University (BAU) delivers cultural recordings through its Media Center and participates in community knowledge documentation through its Research Center for Environment and Development (RCED). The strongest evidence comprises recorded storytelling, cultural interviews and published research on traditional plant use, food practices and ecological knowledge. The original sources below identify both the outputs and BAU's institutional role.

Evidence: BAU Media Center productions

Evidence: BAU led traditional food knowledge research

Productions

Welcome to our Production Showcase! Here, you can explore a diverse range of our creative projects, each offering a unique glimpse into the stories and voices we amplify. From insightful podcasts to engaging talks and inspiring series: Discover the quality and impact of our productions through selected samples.



Flash Talk

Flash Talk offers students a unique platform to share their accomplishments and personal growth in a brief yet impactful way. In just one minute, each participant shares an academic or personal achievement they are proud of—motivating peers and enriching the broader community.



A Ray of Hope

A Ray of Hope is a program that showcases the University's social efforts in supporting the Lebanese community during hardships. By providing relief, resources, and practical solutions, this initiative fosters resilience, collaboration, and meaningful change.

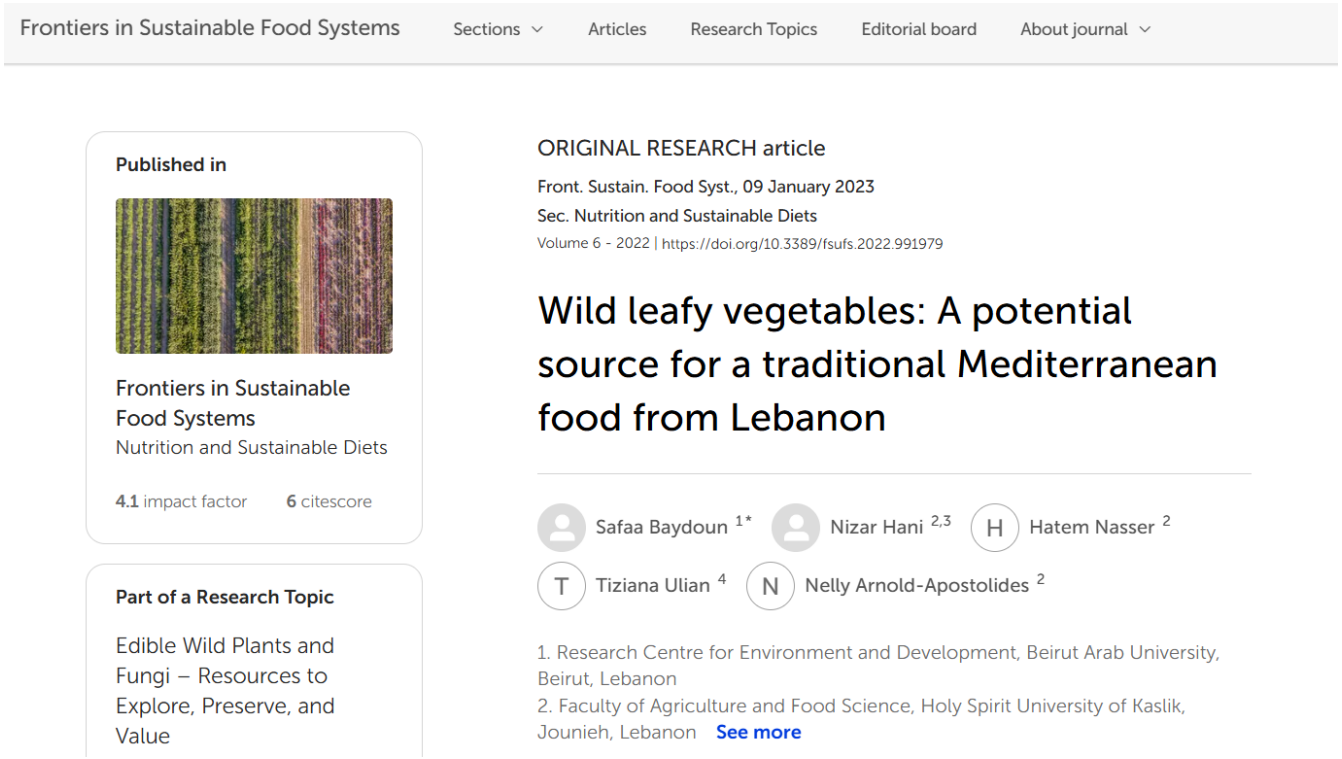


Al-Hakawati

This four-episode Ramadan program brings traditional Arabian culture and heritage back to life, reviving the art of storytelling that has long been a pillar of the region's history.



Frontiers in Sustainable Food Systems



Why these projects address intangible heritage

UNESCO includes community knowledge about the natural environment within intangible cultural heritage, alongside the language, memories, values and practices through which communities express it. This provides a clear basis for assessing local plant use and ecological knowledge as cultural evidence. The classification below is an assessment of relevance to the indicator; it does not imply UNESCO inscription or endorsement of individual BAU projects.

Evidence: UNESCO knowledge and practices concerning nature

Knowledge and practices concerning nature and the universe

Knowledge and practices concerning nature and the universe include knowledge, knowhow, skills, practices and representations developed by communities by interacting with the natural environment. These ways of thinking about the universe are expressed through language, oral traditions, feelings of attachment towards a place, memories, spirituality and worldview. They also strongly influence values and beliefs and underlie many social practices and cultural traditions. They, in turn, are shaped by the natural environment and the community's wider world.



Andean cosmovision of the Kallawaya
Read more on the element

© Viceministerio de Cultura

This domain includes numerous areas such as traditional ecological wisdom, indigenous knowledge, knowledge about local fauna andflora, traditional healing systems, rituals, beliefs, initiatory rites, cosmologies, shamanism, possession rites, social organisations, festivals, languages and visual arts.

Traditional knowledge and practices lie at the heart of a community's culture and identity but are under serious threat from globalisation. Even though some aspects of traditional knowledge, such as medicinal uses of local plant species, may be of interest to scientists and corporations, many traditional practices are nevertheless disappearing. Rapid urbanisation and the extension of agricultural lands can have a marked effect on a community's natural environment and their knowledge of it; clearing land may result in the disappearance of a sacred forest or the need to find an alternative source of wood for building. Climate change, continued deforestation and the ongoing spread of deserts inevitably threaten many endangered species and results in the decline of traditional craftsmanship and herbal medicine as raw materials and plant species disappear.

Output period	Heritage recorded	Original evidence
2022	Traditional medicinal plant knowledge	Published survey
2023	Wild food and culinary knowledge	Published study
2023	Community knowledge of poisonous medicinal plants	Published survey
2024	Mount Hermon ecological knowledge and community values	Published assessment
2024 and 2025	Cultural interviews and storytelling episodes	BAU productions

Recorded storytelling and cultural expression

Al Hakawati storytelling programme in 2025

BAU's Media Center identifies Al-Hakawati as a four-episode Ramadan programme reviving traditional Arabian storytelling. Its official university channel hosts all four recordings, uploaded on 6 May 2025. The university is therefore producing and retaining an audiovisual expression of a storytelling tradition, with publicly accessible outputs that can be revisited beyond a live performance. This is direct project evidence for recording and presenting intangible heritage.

Evidence: BAU description of Al Hakawati (Audiovisual Productions section)



Episode	Verified upload date	Official university recording
1	6 May 2025	Watch episode 1
2	6 May 2025	Watch episode 2
3	6 May 2025	Watch episode 3
4	6 May 2025	Watch episode 4

The date above is the public upload date. The four recordings form one programme and should be reported together, rather than counted as four unrelated preservation projects.

Houweyati cultural interviews in 2024

The Media Center also produces Houweyati, a podcast exploring Arab culture, history and identity. Its catalogue connects the institutional programme to the original recordings. Two dated examples are especially relevant to cultural expression and the recording of local identity.

Evidence: BAU Media Center catalogue of Houweyati episodes

An interview with Lebanese artist Ahmad Kaabour, uploaded on 20 June 2024, is titled Beirut, its sea, people and celebrations. The recording preserves a cultural conversation centred on Beirut. Its title establishes the subject; no separate claim is made that it is a systematic inventory of the city's festivals or oral histories.

Evidence: Official Ahmad Kaabour interview



An interview with poet Dr. Mahdi Mansour, uploaded on 26 July 2024, is titled Between science and poetry. It supplies a further recorded platform for Arabic poetic and cultural expression. Together, these examples show a continuing production format through which the university makes cultural voices accessible.

Evidence: Official Mahdi Mansour interview



Recording traditional medicinal plant knowledge

Shouf community knowledge survey published in 2022

The Shouf Biosphere Reserve ethnobotanical survey, published on 26 December 2022, documented 184 medicinal plant species from 57 families. Its 2019 to 2022 interviews and focus groups involved 133 informants in 22 villages and recorded uses and preparation practices. Methods describe consent, photographs and some video recording.

Safaa Baydoun of BAU RCED coauthored the study and contributed to manuscript development. The publication preserves community knowledge in a citable record, with the university's collaborative role clearly identified.

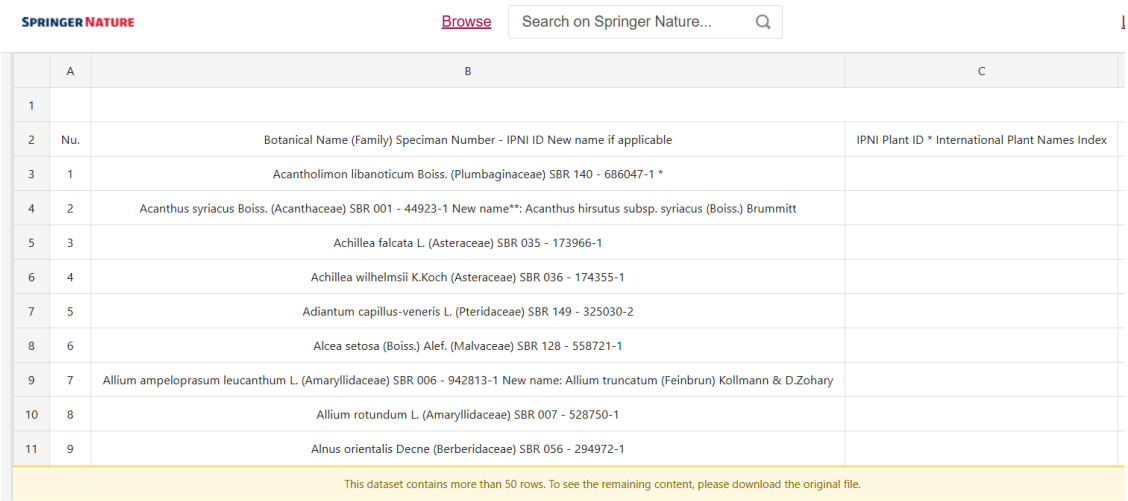
Evidence: Original open access ethnobotanical survey (Methods, author affiliations, contributions and supplementary information)



A reusable dataset deposited in 2024

The publisher's supplementary dataset provides the survey's quantitative and qualitative ethnobotanical records in Table S1. Its public repository entry was posted on 13 August 2024. This is a concrete preservation output: the documented knowledge can be located and consulted as structured research material. The deposit belongs to the same Shouf survey and is not an additional fieldwork project.

Evidence: Publisher repository entry for the supplementary dataset (Additional file 1 and Table S1)



	A	B	C
1			
2	Nu.	Botanical Name (Family) Speciman Number - IPNI ID New name if applicable	IPNI Plant ID * International Plant Names Index
3	1	Acantholimon libanoticum Boiss. (Plumbaginaceae) SBR 140 - 686047-1 *	
4	2	Acanthus syriacus Boiss. (Acanthaceae) SBR 001 - 44923-1 New name**: Acanthus hirsutus subsp. syriacus (Boiss.) Brummitt	
5	3	Achillea falcata L. (Asteraceae) SBR 035 - 173966-1	
6	4	Achillea wilhelmsii K.Koch (Asteraceae) SBR 036 - 174355-1	
7	5	Adiantum capillus-veneris L. (Pteridaceae) SBR 149 - 325030-2	
8	6	Alcea setosa (Boiss.) Alef. (Malvaceae) SBR 128 - 558721-1	
9	7	Allium ampeloprasum leucanthum L. (Amaryllidaceae) SBR 006 - 942813-1 New name: Allium truncatum (Feinbrun) Kollmann & D.Zohary	
10	8	Allium rotundum L. (Amaryllidaceae) SBR 007 - 528750-1	
11	9	Alnus orientalis Decne (Berberidaceae) SBR 056 - 294972-1	

This dataset contains more than 50 rows. To see the remaining content, please download the original file.

Additional file 1 of Ethnobotanical survey of medicinal wild plants in the Shouf Biosphere Reserve, Lebanon

https://doi.org/10.6084/m9.figshare.26557559

Cite | Download (80.51 kB) | Share | Embed | + Collect

Dataset posted on 2024-08-13, 11:37 authored by Nizar Hani, Safaa Baydoun, Hatem Nasser, Tiziana Ulian, Nelly Arnold-Apostolides

Additional file 1. Table S1 : Quantitative and qualitative ethnobotanical data of wild medicinal plants in the Shouf Biosphere Reserve, Lebanon.

USAGE METRICS

245	57	0
VIEWS	DOWNLOADS	CITATIONS

Learn more about usage metrics

Knowledge of poisonous medicinal plants published in 2023

A related collaborative study, published on 6 October 2023, records community knowledge of poisonous medicinal plants in the Shouf Biosphere Reserve. Its 2019 to 2021 fieldwork involved 133 informants and documented 31 species from 22 families. BAU RCED appears in Safaa Baydoun's author affiliation. The output records local knowledge about plant uses and reported toxicity, preserving cautionary knowledge as well as customary practices.

Evidence: Original poisonous medicinal plants study (Page 1 publication date and affiliations; methods and results)

Research Article ISSN 2993-6799

Japanese Journal of Medical Research

An Ethnobotanical Survey of Poisonous Medicinal Plants in the Shouf Biosphere Reserve, Lebanon

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Received: 22 Sep 2023; **Accepted:** 30 Sep 2023; **Published:** 06 Oct 2023

Citation: Hani N, Baydoun S, Ulian T, Hatem Nasser, Nelly Arnold-Apostolides. An Ethnobotanical Survey of Poisonous Medicinal Plants in the Shouf Biosphere Reserve, Lebanon. Japanese J Med Res. 2023; 1(2): 1-10.

Methods and materials

Study Area

The area of this study was the Shouf Biosphere Reserve (SBR), the largest nature reserve in Lebanon and one of the largest in the southern Mediterranean region (Figure 1). Located between 800 and 1950 m of altitude on Mount Lebanon, the SBR covers an area of 500 km2 (50,000 hectares), approximately 5% of the Lebanese territory. It has a bioclimatic gradient similar to the Mediterranean climate, with a cold, wet, and snowy winter and warm to hot summer weather. The average annual rainfall is about 1200 mm. In addition to functioning as a multipurpose environment, the SBR is home to more than 1,000 wild plant species, many of which are still used in traditional medicine. The study was conducted as part of an ethnobotanical survey that covered 22 villages and towns of the SBR [16].

Data collection

The study occurred from 2019 to 2021 and was based on traditional ethnobotanical data collection through focus groups and one-on-one interviews with 133 knowledgeable informants and locals (68 women and 65 men and average age of 58 years old). Using the purposive selection technique [19], a random sample of informants (between 1 and 15) were chosen from each village based on their expertise in traditional herbal medicine and their knowledge of medicinal plants (Figure 1). The interviews were conducted using a semi-structured questionnaire asking about the vernacular names of plant species, the ailments and diseases they treated, and the potential toxicity of the cited plants as well as the toxic parts, route of toxicity and toxicity symptoms.

The data collection followed and respected the guidelines of the Convention on Biological Diversity [20] and the CBD Nagoya Protocol on Access and Benefit Sharing [21], as well as the International Society of Ethnobotany's Code of Ethics [22]. Before starting the study, the objectives, design, and methodology were approved by the SBR committee. Additionally, each informant gave their verbal agreement after thoroughly describing the study's goals.

To guarantee that the seasonal changes and the entire floral cycle were captured, the interviews with the informants were primarily performed during routine field walks, primarily during the flowering season. In restrictive circumstances, informants were instead shown fresh plant specimens and images. The cited species were photographed, and some interviews were recorded on a mobile phone or filmed on video by an experienced photographer. Immediately after being collected, pressed, and labelled in the field, voucher-fresh floristic specimens were placed in the SBR herbarium.

The New Flora of Lebanon and Syria's taxonomic keys were used for plant identification [13]. Botanical families and the new names of the species were checked on Plants of the World Online [23]. The International Plant Names Index's nomenclature was used for the species' ID [24]. Life forms of cited species were categorised using Raunkiar's life form classification method [25].

The Frequency of Citation (FC) index was calculated as the number of use reports (times a particular species was mentioned)/ (total number of times that all species are cited) × 100 (FC%) and was used as the quantitative index. The highly ranked poisonous species were discussed and validated in view of their chemical composition reported in the literature.

Results

A total of 133 informants from various demographic categories were interviewed about the toxicity of medicinal plants. They identified 31 poisonous plant species used as medicinal plants. These species are listed in Table 1, which comprises the botanical names of plants, families, IPNI, vernacular names, medicinal traditional uses, life forms, toxic parts and toxic symptoms. The cited poisonous plant species distributed over 22 botanical families, with 9 species of which belonged to Asteraceae, Euphorbiaceae, and Solanaceae.

The two Shouf papers have related settings and participant totals. Their informant counts should not be added to claim a larger number of unique community participants. Each publication should instead be presented through its own subject, methods, output and institutional contribution.

Evidence: Shouf medicinal plant survey and participant information

Evidence: Poisonous plant survey and participant information

Research Article ISSN 2993-6799

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Recording food traditions and ecological knowledge

Traditional wild food practices published in 2023

The wild leafy vegetables study was published on 9 January 2023, despite its DOI and volume referring to 2022. BAU RCED's Safaa Baydoun is the lead and corresponding author. Interviews during 2018 to 2022 involved 151 informants in 21 villages and towns, documenting 158 gathered and consumed plant species.

Table 1 records common names, edible parts and modes of consumption, connecting terminology and culinary practice. The article reports BAU ethics approval and credits Baydoun with conceptualisation, survey design and manuscript leadership. These roles establish active university involvement in recording traditional food knowledge.

Evidence: Original traditional wild food study (Publication date, Table 1, ethics statement and author contributions)





Mount Hermon community knowledge published in 2024

The Mount Hermon assessment, published on 12 April 2024, documents community values, rules and traditional ecological knowledge. Researchers conducted semi-structured interviews with 126 local informants during 2022 to 2023. The findings connect resource use with local ecological understanding, social identity, attachment to place and spirituality.

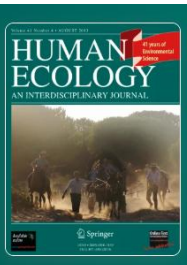
First author Safaa Baydoun of BAU RCED, with Lamis Chalak, contributed conceptualisation, survey design, data management and manuscript leadership. The team includes Mount Hermon Nature Reserve and a Ministry of Social Affairs development centre representative. The public abstract and author information substantiate both the documentation and BAU's role.

Evidence: Original Mount Hermon assessment (Abstract, author information and contributions)

Home > Human Ecology > Article

An Initial Assessment of Community Values, Rules, and Traditional Ecological Knowledge of Mount Hermon, Lebanon: Key Perspectives towards Biocultural Conservation

Published: 12 April 2024
Volume 52, pages 319–334 (2024) Cite this article



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Safaa Baydoun, Nizar Hani, Hicham El Zein, Rouaa Zaidan, Hassana Ghanem, Mounir Mhanna & Lamis Chalak

Part of a collection:
Biocultural Diversity of the Mediterranean

Community partner dissemination in 2025

Mount Hermon Nature Reserve published a dedicated webpage about the assessment on 28 February 2025. This gives the recorded knowledge an additional public route through a local conservation partner. It demonstrates dissemination of the same research beyond the academic publisher; it should not be counted as a new survey or an additional set of participants.

Evidence: Mount Hermon Nature Reserve page on the assessment

An Initial Assessment of Community Values, Rules, and Traditional Ecological Knowledge of Mount Hermon, Lebanon: Key Perspectives towards Biocultural Conservation



Recent research conducted by Safaa Baydoun, Nizar Hani, Hicham El Zein, and their team, published in Human Ecology (April 2024), provides valuable insights into how this unique site can serve as a model for biocultural conservation.

The study explored these dynamics using the Values, Rules, and Knowledge (VRK) framework, surveying 126 local informants. Findings revealed a deep understanding of the mountain's instrumental, relational, and intrinsic values. While the majority of respondents (50.84%) emphasized instrumental values—such as the mountain's role as a water source, fertile land for agriculture, and a hub for eco-tourism—41.88% also highlighted relational values, like a sense of place, social identity, and spirituality. Intrinsic values, recognizing the right of nature to exist independently, were less frequently cited but still notable (7.28%).

Mount Hermon, Lebanon, has a long history of human occupation reflected in the landscape and ecology that makes biocultural perspectives highly relevant for the conservation of this mountain territory. We conducted semi-structured interviews with 126 local informants during 2022–2023 using a Values, Rules and Knowledge (VRK) framework. Our findings illustrate that while instrumental values of this territory (e.g., water sources, tourism, land, and good soils for crop production) were most frequently cited by informants (50.84%), relational values (e.g., social identity, sense of place, and spirituality in human-nature relationships) also scored high (41.88%), with subjective intrinsic values of nature as an end in itself (e.g., the right of nature to exist on its own behalf) least cited (7.28%). At the same time, co-occurrence of formal rules (62.26% of informants' citations) and informal rules (37.74%) among actors with significant local ecological knowledge (LEK) in resource use, was identified in a 70.27% of the cases. Principal component analysis demonstrated five strong correlations of enabling or conflicting interactions within the VRK framework that merit close consideration for a meaningful participatory conservation strategy of both biodiversity and cultural diversity in a key hotspot. Our findings contribute to a better understanding of the socioecological context of the Mt. Hermon ecosystem and to orient decision making for effective management and conservation planning in the region and beyond.

Student learning and institutional support

Student research on traditional craftsmanship in 2022

BAU's Architecture and Planning Journal published Reem Al Zein's Role of Public Spaces in Re Activating the Cultural Identity in 2022. The repository identifies the author as a BAU master's student. The research explicitly addresses the decline of Lebanese craftsmanship as a threat to intangible cultural heritage and examines how public spaces could support cultural production and identity in Beirut.

The stated approach uses literature, desk research and a case study. This is relevant student research and a preserved scholarly output about sustaining craft traditions. Its evidential role is supporting: the paper proposes responses, but does not itself establish delivery of a craft training centre, an apprenticeship scheme or a completed archive of artisans' techniques.

Evidence: BAU journal record of the craftsmanship research (Abstract, author information and recommended citation)



ROLE OF PUBLIC SPACES IN RE-ACTIVATING THE CULTURAL IDENTITY

Download

Reem Al-Zein, *Master Student, Faculty of Architecture - Design & Built Environment, Beirut Arab University, Lebanon*

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Abstract
Culture plays an important role in defining a society's values and identity. Craftsmanship has remained an important aspect of Lebanese cultural identity and history, contributing to the shaping of many public and private spaces as well as supporting families and people's livelihoods. Unfortunately, considering the significance of craftsmen cultural production in the country's social and economic development, it is still a lost field nowadays. Therefore, as result, this tradition is diminishing, threatening Lebanon's intangible cultural heritage. Therefore, this paper aims to develop convenient solutions to regenerate and to preserve the city's social, historical, and cultural image and identity through creating public spaces and places that will improve the cultural resilience, production, and liveability of a neighbourhood. To achieve the main aim, the research study will begin with a literature review based on previous readings, book analysis and desk research, about the relation of the cultural identity with architecture. Through the analysis, the research will highlight through a case study the role architectural public spaces in recovering the cultural image and activities in Beirut city.

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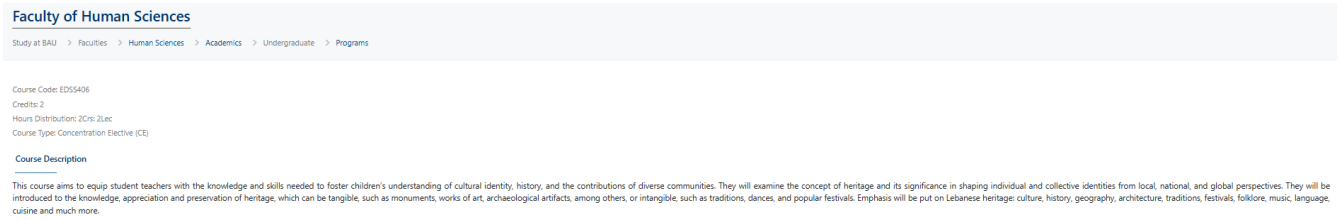
SHARE

Heritage education for future teachers

The Faculty of Human Sciences lists Heritage Education for Elementary Education, EDSS406, as a two-credit concentration elective. The description connects heritage education with traditions, festivals, folklore, music, language and cuisine. This provides a curriculum route for preparing future teachers to recognise and transmit cultural knowledge.

The published course description is an undated standing academic provision. It supports institutional capacity and intergenerational transmission; it should not be used as a dated count of recent field projects or as evidence that particular students completed community interviews.

Evidence: BAU EDSS406 course description



Faculty of Human Sciences

Study at BAU > Faculties > Human Sciences > Academics > Undergraduate > Programs

Course Code: EDSS406
Credits: 2
Hours Distribution: 2Crs: 2Lec
Course Type: Concentration Elective (CE)

Course Description

This course aims to equip student teachers with the knowledge and skills needed to foster children's understanding of cultural identity, history, and the contributions of diverse communities. They will examine the concept of heritage and its significance in shaping individual and collective identities from local, national, and global perspectives. They will be introduced to the knowledge, appreciation and preservation of heritage, which can be tangible, such as monuments, works of art, archaeological artifacts, among others, or intangible, such as traditions, dances, and popular festivals. Emphasis will be put on Lebanese heritage: culture, history, geography, architecture, traditions, festivals, folklore, music, language, cuisine and much more.

Plant conservation and knowledge infrastructure

RCED's projects page describes an 11,000 square metre herbal garden at BAU's Bekaa campus, jointly established with the Faculty of Pharmacy and Green Hand Organization. The garden conserves native medicinal and aromatic plants and provides educational information and plant material for research. It complements the documented traditional plant knowledge studies by maintaining relevant living resources and an educational setting.

The garden page does not date its establishment or demonstrate a new delivery within 2021 to 2026. It is therefore supporting infrastructure. The actual recording of community knowledge is evidenced by the surveys, published tables and datasets described earlier.

Evidence: BAU RCED projects and herbal garden description (BAU Herbal Garden for Lebanese Medicinal and Aromatic Plants)



Introduction to Saffron Farming

Crocus sativus (Iridaceae), commonly known as Saffron "زعفران", is an annual herbaceous historically cultivated in the Mediterranean region for the commercial production of the most expensive spice in the world. For its high ecological adaptability for semiarid conditions, the cultivation of Crocus sativus in Bekaa region in Lebanon has been recommended as a promising option for rural development especially under the status of climate change. Thus, saffron cultivation has been attempted by individual private efforts and by the Institute of Agricultural Research. In attempt to explore its suitability to grow in Cental Bekaa and provide a continuous source of samples to the Faculty of Pharmacy and other faculties at BAU, RCED established a demonstration activity of saffron cultivation in 2012 that ended in August 2018. A brief report on the activity is developed and circulated to all collaborators and colleagues who are interested in the plant.

Read more...

Groundwater Governance in the Arab World- Taking Stock and addressing the challenges

Led by the International Institute of Water Management (IWMI) and facilitated by RCED, this USAID funded project was intended to address the challenges facing groundwater in the MENA region (Tunisia, Jordan, Lebanon) and contribute to development of governance and policy solutions to the crisis of this important water resource in the region. The case of Central Beqaa was considered the case study of Lebanon. The primary aims of the project were to: 1) improve the awareness, knowledge and capacity of both national decision-makers and stakeholders at the level of four aquifers; 2) launch a participatory process to define problems and implement action plans to improve management and governance at the aquifer level. It reviewed the laws, regulations, community-based actions, and institutional structures, as well as their efficacy in controlling access, abstraction and allocation of the resource under varying circumstances. A White Paper to provide policy ideas and orientations in a summary form was developed by the research team.

Analyses and recommendations originating from dialogues and discussions with stakeholders during personal interviews and workshops as well as field work were presented in this White Paper. Through the various activities of the project, national capacities were built at many different levels of government officials, researchers, and other stakeholders, and informed dialogues between science and policy were fostered.

Read more...

Hermon Mountain: Biodiversity Assessment Towards a Valorization and Conservation Action Plan



Lebanon is part of the Mediterranean Basin biodiversity hot spot which is the largest of the world's five Mediterranean-climate regions and the second largest hot spot in the world. Mount Hermon is a mountain cluster in the Anti-Lebanon mountain range, a key biodiversity area in the Mediterranean Basin hot spot. The overall objective of this project is to develop a deep understanding of the flora biodiversity of Mount Hermon and improve livelihood of its surrounding areas through sustainable use, conservation, appropriate management strategies and social development.

Read more...

BAU Herbal Garden for Lebanese Medicinal and Aromatic Plants



Realizing the importance of biodiversity as one of the pillars of sustainable development and the immense services plants provide for human well-being, RCED in partnership with the Faculty of Pharmacy at BAU and Green Hand Organization in Lebanon have jointly established "RCED Herbal Garden" for the conservation of some native medicinal and aromatic plants of high ecological, economic and social importance. Occupying an area of 11,000 m2 of a fertile land of BAU campus in Bekaa, the garden displays a sensory delight of these spectacular plants. It offers a place of enjoyment and attraction not just for visitors but also for bees, butterflies, birds and other life forms foraging on the fragrant colorful flowers and scented foliage. In addition to conservation, the garden is dedicated to providing educational information and plant material to viable research and healthful herbal products.

Read more...

Cultivation of Origanum syriacum & Salvia officinalis in Bekaa



Cultivation of medicinal and aromatic plants (MAPs) is worldwide viewed as a means for meeting current and future demands for large-volume production of plant-based drugs and herbal remedies as well as developing the livelihood of rural communities in developing countries. Market analysis of MAP trades in Lebanon shows the domestic market is approximately worth US $35 million/year. The ministry of Agriculture, UNDP and other international organizations have taken some initiatives to promote the sustainable MAP harvesting and cultivation of Origanum syriacum (Oregano) as one of the most important herbs in the wild of Lebanon.

Though well suited to the ago-climatic conditions of Bekaa, MAPs cultivation has not been yet well appreciated as source of revenue and economic development in Bekaa region. Lack of adequate knowledge of cultivation and processing methods, unavailability of quality plant material and sound marketing plans present the main limiting factors impeding the development of these sectors.

This project aims to promote the cultivation of Oregano in Bekaa region (10,000 m2), provide knowledge of cultivation technology and improve agricultural production as a resource-base of local livelihood and national development.

Promoting beekeeping and high quality honey production at BAU



Being part of the Mediterranean Basin biodiversity hot spots, Lebanon is blessed with a rich biodiversity encompassing a wealth of vegetation that provide surplus nectar and pollen to foraging bees. Despite the long tradition of beekeeping in the country, having a high standing quality and leading honey producers, the productivity of this sub-sector has always been low both at the level of domestic utilization and export earnings. After some recorded success during the last a few decades, recent reports show that honeybee colonies in Lebanon are presently deteriorating due to Colony Collapse Disorder (CCD) and many other challenges. These include pests and diseases, pollution, indiscriminate applications of pesticide, destruction of vegetation cover, climate change causing the disruption and death of honeybees. This decline has alarmed Lebanese government, beekeepers, NGOs and environmentalists about the need to promote beekeeping improve honey production and conservation of native honeybees to ensure high pollination during local flowering seasons.

The objective of this project is to contribute to the conservation of the Syrian bee (Apis mellifera syriaca) and production of high quality honey in the unique settings of BAU Bekaa and Debbieh campuses and surrounding local areas. This will be achieved through the installation of 100 beehives and creating a platform for the implementation of Goal 7 (Deepening Public Engagement) of BAU Strategy 2020. By collaborating with Lebanese Beekeeper NGOs, international NGOs and development programs, the project will contribute to capacity building and facilitate hands-on training within the educational and ecological environment of BAU. It provides the opportunity to educate students, beekeepers and farmers on the importance of honeybees to ecology and development. Furthermore, the project will make available local honey and hive products to BAU and broader community.

Read more...

Arabic language and cultural identity

The Media Center states a role in promoting Arabic and preserving Arab heritage. Its catalogue also lists the Arabic language episode Arabic as a homeland, identity challenging the algorithm. This is an additional institutional language production; its listing does not establish a verified release year for inclusion as a separately dated recent project.

Evidence: BAU Media Center mission and language production listing

Evidence: Original Arabic language episode

The BAU Media Center

The BAU Media Center leads the way in nurturing creativity, communication, and academic excellence not only within its community, but also extends to reach the broader community. The Center is committed to providing the highest level of support in digital media, offering a variety of services that aim to raise the quality and impact of your work and help you excel in any profession you pursue.

A vital aspect of the Center's mission is the promotion of the Arabic language and the preservation of the Arab's rich cultural heritage. Through productions and trainings, the Center strives to not only support the academic endeavors of students and other community members, but also to contribute to the ongoing dialogue about the significance of Arab's linguistic and cultural identity in today's world.

As you navigate through the website pages, you can access links to the Center's previous trainings and productions, explore the upcoming trainings, and discover our newest podcasts and publications. Engage with the resources we provide to enhance both your creative and academic journey.

Together, we advance knowledge, preserve heritage, and shape the future of media.







To get started with your production, please fill out this form.

Training Services

The Media Center is committed to providing dynamic and impactful training experiences that enhance media-related skills. Our **group training** sessions, **customized private sessions**, and **virtual learning programs** ensure accessible and engaging learning opportunities tailored to various expertise levels.
Additionally, the Center has pioneered a unique training structure designed to keep participants actively involved and continuously improving. Each program includes:
Training Sessions – A blend of **theoretical** and **practical** learning delivered by expert trainers.
Closing Ceremony – Featuring insights, real-life examples, and diverse perspectives from renowned guest speakers, fostering meaningful discussions that solidify learning.
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