

CREACT

WHERE CREATION TURNS INTO ACTION

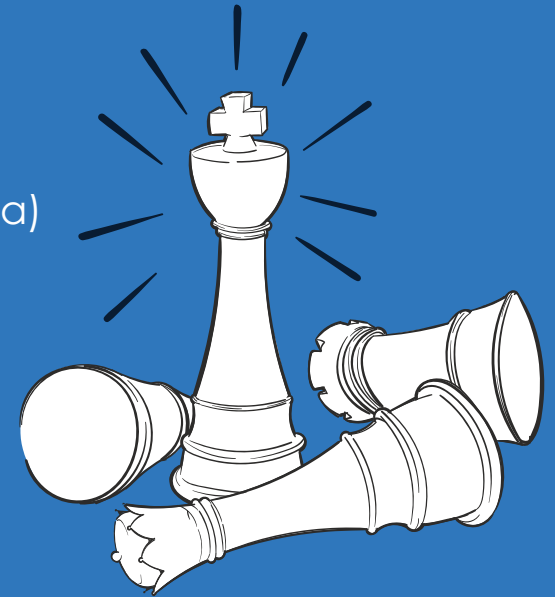


GENERAL INFORMATION

FIELD

DETAILS

Name:	CREACT
Address:	Tripoli – Mina - Montazah Street - St Francois Building - 2nd Floor
Phone:	+961 81 461 330
Email:	info@creactmena.com
Established:	February 6, 2020
Operational Region:	MENA Region (Middle East and North Africa)
Person in Charge:	Gheith Bittar +961 3 720 745





ABOUT CREAT

CREACT is a civil organization specializing in development, management, and social impact services across the MENA region. We collaborate with Corporates, NGOs, UN agencies, private sector entities, public institutions, and academic partners to deliver innovative, sustainable and evidence - based interventions that foster social and economic progress.

Our multidisciplinary team combines technical expertise, participatory methodologies, and local knowledge to design and implement programs that build and enhance individuals' capacities. Additionally, CREAT commits to transparent and evidence-based evaluation of initiatives, fortifying learned lessons and improving outcome achievement.

We partner with:

- Public Sector including ministries, municipalities, and local authorities.
- Private Sector from corporations to enterprises and startups seeking social value creation.
- Local, national, and international Non-Governmental Organizations.
- Academic Institutions such as universities, schools, and research centers driving innovation.
- UN Agencies and Donors through Partnerships and subcontracted consultancies for regional and national programs.

We also maintain a pool of technical experts across various disciplines including but not limited to Governance & Institutional Strengthening, organizational development Team development and management, Protection & Case Management, Education & Youth Development, Livelihoods & Economic Empowerment, WASH (Water, Sanitation, and Hygiene) Shelter & Infrastructure Rehabilitation, Peacebuilding & Social Cohesion, Environment & Climate Action, and many more. These experts align with CREAT's mission and contribute to delivering high-quality, results-oriented services.

MISSION

To train, support, and build individual and institutional capacities by delivering high-quality innovative, and sustainable development solutions that promote social impact, human capital growth, and inclusive economic development in the MENA region.

VISION

A region aiming to evolve, to become more capable, inclusive and resilient, through creative innovative and results-driven actions.

CORE VALUES

- **Integrity** : Upholding transparency and ethical standards in every project.
- **Creation** : Fostering innovation and adaptive thinking in all services.
- **Inclusivity**: Designing solutions that leave no one behind.
- **Collaboration**: Building partnerships that leverage shared strengths.
- **Consistency**: Delivering measurable impact and continuous improvement.
- **Social Responsibility**: Collaborating with different organizations and institutions that prioritize social and humanitarian interventions.
- **Flexibility & Agility**: Adapting to evolving contexts and partners' needs, ensuring responsive and context-appropriate services.



SERVICE PORTFOLIO

CREACT offers a comprehensive portfolio designed to empower organizations, institutions, and individuals to plan, implement, and sustain impactful initiatives. Our multidisciplinary approach blends creativity, research, and technical excellence to ensure measurable outcomes and long-term impact across development, humanitarian, and private-sector contexts. We work across multiple thematic areas, ensuring that all services are inclusive, gender-sensitive, and contextually responsive.



CONSULTANCY AND ADVISORY SERVICES

CREACT provides technical and strategic consulting to help organizations and institutions improve performance, design impactful programs, and achieve sustainable results.

Our experts deliver innovative, practical solutions through:

- **Proposal and Strategy Development:** Taking the lead in developing proposals, strategic plans and organizational frameworks to secure funding and guide direction.
- **Organizational and Management Consulting:** Supporting clients to enhance internal systems strengthen leadership, and optimize operations.
- **Program Design and Implementation Support:** Co-creating, implementing, and monitoring programs aligned with local priorities and international standards.
- **Governance and Policy Advisory:** Helping public institutions, NGOs, and businesses establish governance structures and designing policies that improve accountability and efficiency.
- **Change Management and Institutional Development:** Providing tailored support for organizational restructuring, leadership transitions, and capacity enhancement.

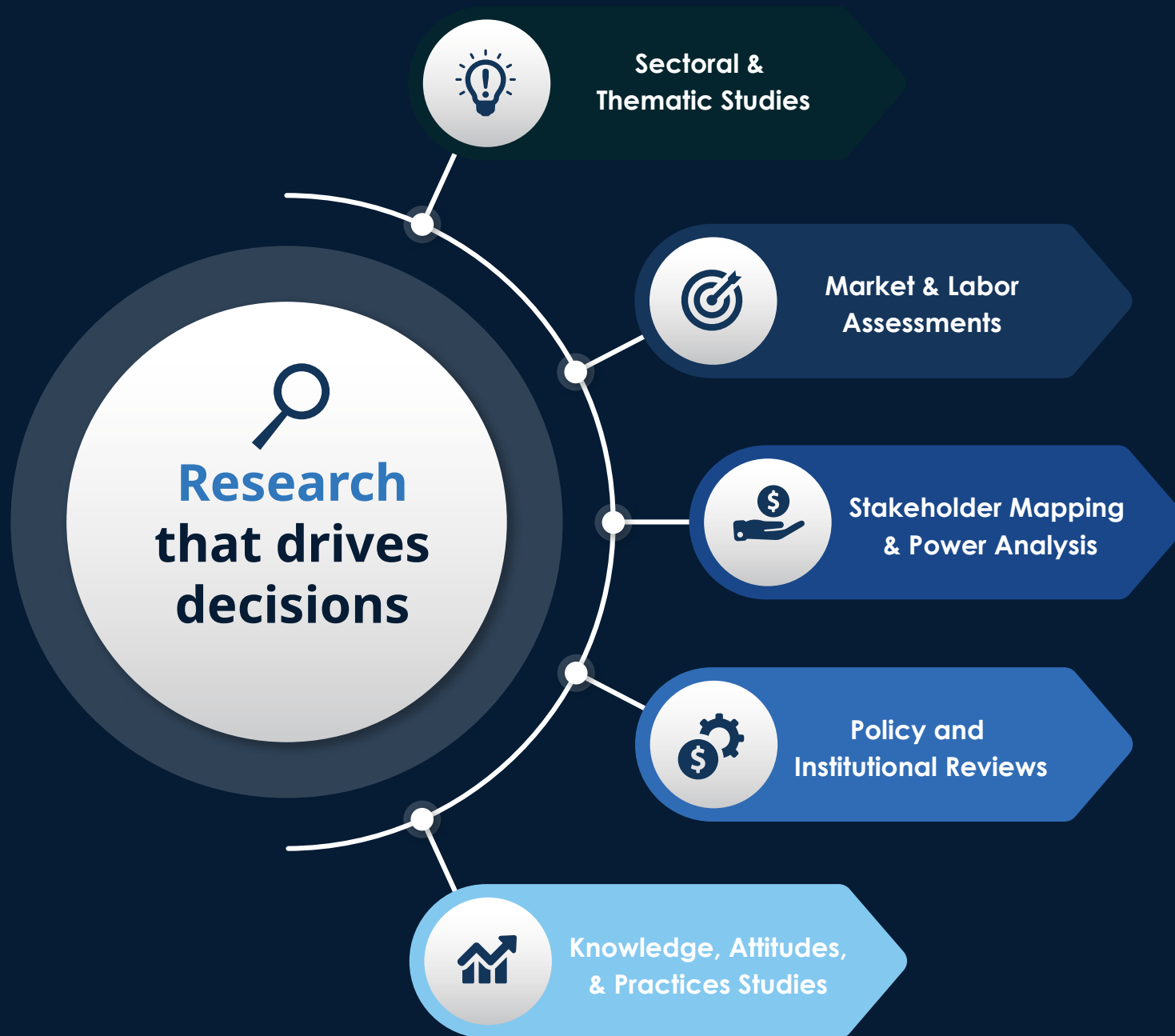


Research

CREACT conducts context-driven studies that inform evidence-based decision-making, including but not limited to, participatory, quantitative, and qualitative methodologies to ensure validity, reliability, and relevance. Studies and research are conducted in close collaboration with clients and stakeholders to ensure that findings reflect accurate results and contribute to practical change.

Services include:

- **Sectoral and Thematic Studies:** Comprehensive research across sectors such as education, livelihoods governance, gender, and protection to identify trends, challenges, and opportunities.
- **Market and Labor Assessments:** Data-driven analyses of economic environments and job markets to inform entrepreneurship, TVET, and employment programs.
- **Stakeholder Mapping and Power Analysis:** Identifying key actors, networks, and relationships to support inclusive planning and partnership development.
- **Policy and Institutional Reviews:** Evaluating policy frameworks, institutional practices, and systems to strengthen governance and service delivery.
- **Knowledge, Attitudes, and Practices (KAP) Studies:** Measuring awareness, perceptions, and behavioral trends to guide awareness campaigns and social interventions.
- **Desk Reviews and Literature Analysis:** Synthesizing existing research and reports to create a strong evidence base for project design and advocacy.



Credible 
Evidence
Better
Decisions.

ALLIANTIC



EVALUATION

CREACT is committed to delivering high-quality evaluations that foster learning, accountability and continuous improvement. Our evaluations are designed to generate credible evidence that guides decision-making for corporate clients, governments, donors, NGOs, and community-based organizations. We employ internationally recognized standards such as OECD-DAC evaluation criteria (relevance, effectiveness, efficiency, impact, and sustainability) while maintaining a participatory approach that values stakeholder perspectives and local voices.

Services include:

- **Baseline, Midterm, and Final Evaluations:** Measuring progress and impact across the project cycle to identify achievements, gaps, and lessons learned.
- **Impact Evaluations:** Using mixed-method approaches to assess long-term social and economic effects of interventions
- **Monitoring and Evaluation (M&E) Systems Development:** Designing M&E frameworks, indicators data collection tools, and digital dashboards to ensure systematic performance tracking.
- **Participatory Evaluation Approaches:** Engaging communities and beneficiaries through focus group discussions (FGDs), key informant interviews (KIIs), and storytelling for inclusive insights.
- **Learning and Accountability Reviews:** Facilitating reflection sessions and lessons-learned workshops to translate findings into actionable improvements.
- **Capacity Building in M&E:** Equipping organizations with skills to conduct internal evaluations and ensure sustainability of results management systems.

Assessments That **Inform** Decisions.





Assessment

CREACT provides rapid and in-depth assessments to tailor interventions effectively. We use a range of quantitative and qualitative tools, digital data collection methods, and participatory techniques to ensure accuracy and relevance. Assessments serve as the foundation for adaptive programming ensuring interventions respond to community priorities and changing contexts. Our objective is to ensure that findings translate into actionable recommendations for improved performance and long-term sustainability.

Services include:

- **Needs Assessments and Rapid Situation Analyses:** Identifying urgent needs, service gaps, and resource availability in crisis or development contexts.
- **Vulnerability and Risk Assessments:** Mapping risks related to conflict, displacement, gender environment, and protection to inform resilience-building efforts.
- **Household and Community Surveys:** Collecting demographic, socioeconomic, and behavioral data to guide program targeting and beneficiary selection.
- **Capacity and Institutional Assessments:** Evaluating organizational systems, structures, and competencies to identify strengths and capacity gaps.
- **Post-Intervention and Impact Assessments:** Measuring changes achieved after program implementation to validate sustainability and impact.
- **Data Collection, Analysis, and Visualization:** Using digital tools to ensure real-time monitoring reliability, and data-driven decision-making.

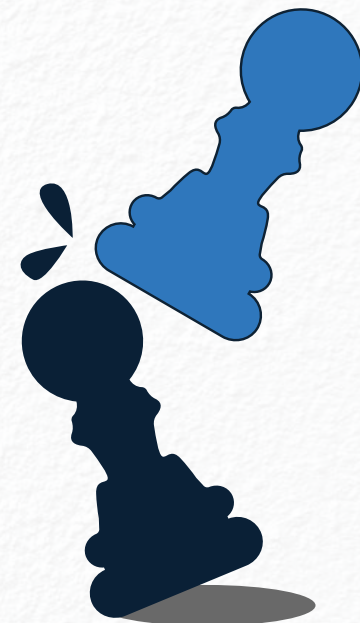


CAPACITY BUILDING

CREACT provides strategic investment in developing the skills and competencies of individuals and organizations through a wide range of targeted training and professional development plans. By delivering specialized skills-enhancement workshops and comprehensive training programs **CREACT** supports individuals and organizations in building strong leadership capacities, effective communication strategies, advanced problem-solving abilities and other critical competencies essential for organizational and personal growth. Through its tailored and experiential learning approach, CREAT ensures practical and applicable knowledge that enables individuals and organizations to perform more effectively and contribute to sustainable excellence within their respective environments.

Focused themes:

- **Building Awareness:** CREAT emphasizes awareness as a foundational step in capacity building. By helping individuals and organizations to become more conscious of their strengths, limitations, behavioral patterns and operational environments, CREAT enables more accurate decision-making and strategic growth.
- **Fostering Self-Compassion:** Recognizing that sustainable performance requires emotional resilience and intelligence, CREAT integrates self-compassion into its development approach. Individuals and organizations learn to navigate challenges without self-criticism, enhancing well-being and productivity.
- **Strategic Goal Setting:** CREAT guides individuals and organizations in defining clear, realistic and strategic goals that drive measurable progress. Through structured frameworks and facilitation, individuals and organizations learn to align personal and organizational objectives with long-term development plans.



- **Effective Time Management:** Time management is positioned by CREAT as a critical competency for efficiency and impact. Training helps individuals and organizations prioritize tasks, reduce overwhelm and optimize workflows. By strengthening this skill, CREAT contributes to improved organizational effectiveness and helps individuals and organizations sustain consistent work performance.
- **Communication Strategies for Impact:** CREAT trains individuals and organizations in powerful communication techniques that enhance clarity, collaboration and influence. Whether managing teams, engaging stakeholders or navigating conflict, strong communication is essential to capacity building.
- **Transformational Leadership Development:** Leadership training at CREAT empowers individuals and organizations to guide others with vision, empathy and accountability. By empowering leaders who can inspire teams, manage change and drive innovation, CREAT advances its core mission of strengthening organizational resilience and strategic capability across sectors.
- **Advanced Problem-Solving Skills:** CREAT equips learners with analytical tools and creative methods to address complex challenges. Through structured problem-solving models and practical scenarios, individuals and organizations learn to identify root causes, generate solutions and implement decisions effectively.
- **Cultivating Acceptance:** Acceptance is integrated into CREAT's developmental framework as a key component of emotional intelligence and adaptability. Individuals and organizations learn to acknowledge certain facts, manage stressors and approach constraints with clarity rather than resistance.
- **Strengthening Meaning-Making Capacity:** CREAT encourages participants to develop deeper purpose and coherence in their personal and professional journeys. Through reflective practices, individuals and organizations clarify values, interpret experiences, and connect daily actions to broader aspirations. This contributes to CREAT's mission of empowering people to lead meaningful, intentional, and value-driven lives.

We focus on **Building Capacity**
that lasts, from **Leadership and Systems**
to **Strategy and Sustainability**

-  **Strengthen** internal systems.
-  **Enhance** personal development.
-  **Build** effective leadership .
-  **Plan** for long-term impact .



- **Developing Assertiveness:** Assertiveness training at **CREACT** helps individuals and organizations express their needs, boundaries and ideas with confidence and respect. This competency enhances teamwork negotiation and leadership presence. By reinforcing assertive communication, **CREACT** supports healthier relationships, more transparent work environments and stronger organizational performance. All programs are delivered through interactive learning modalities, including simulations, role-plays peer exchanges, and practical case studies to maximize engagement and retention .

TRAINING

Our training programs are market-driven and impact-focused, designed and delivered by certified experts. **CREACT** designs customized training programs that equip individuals and institutions with the required skills and knowledge. All trainings are designed based on labor market and institutional needs and delivered by certified trainers and sectoral experts.

Training programs include:

- **Vocational Training (TVET):** Practical, labor-market-oriented training in fields such as hairdressing make-up, plumbing, sewing (basic and advanced), barbering, electricity, elderly care, infant care and hospitality (assistant chef and waiter), etc.
- **Basic Literacy and Numeracy (BLN):** Programs for out-of-school children and youth to build fundamental English, Arabic, and Mathematical skills...
- **Life Skills Training:** Enhancing participants' self-confidence, emotional regulation, decision-making communication, and motivation.
- **Employability Skills:** Building workplace readiness through job searching, CV writing, interview preparation, and professional presentation.
- **Citizenship Education:** Promoting civic engagement, community leadership, and social responsibility through community research and social initiative planning.

Training
Built for Real
Demand.



- **Advocacy and Social Mobilization:** Empowering participants to influence social, political, and economic change through strategic campaigns and outreach.
- **Debate and Public Speaking:** Strengthening critical thinking, negotiation, and argumentation skills through structured debate programs.
- **Media Services:** Producing compelling multimedia content to support development and social impact initiatives, including video production, digital campaigns, storytelling materials, graphic design, and communication assets tailored for awareness, training, and advocacy purposes.
- **Project Management:** Comprehensive oversight and coordination of projects from inception to completion encompassing planning, budgeting, scheduling, risk management, team coordination, quality assurance and results tracking to ensure successful, timely, and scalable delivery.

MENTORSHIP

CREACT's mentorship programs foster leadership, professional growth, and self-awareness. It supports professional and personal development through structured mentorship programs designed to foster continuous growth, leadership, and self-awareness. Mentoring focuses on areas such as acculturation priority setting, networking, career planning, and personal advancement.

Programs include:

- **One-on-One Mentorship:** Personalized coaching to address individual professional and developmental goals.
- **Speed Mentorship:** Short, focused sessions that connect mentees with industry experts for targeted advice.
- **Group Support Mentorship:** Group-based support sessions that inspire growth through shared experiences and peer learning.

Mentorship **for Growth and** **Leadership**





COACHING

At **CREACT**, coaching is an essential component of human capacity growth. We offer structured results-driven coaching that helps clients achieve personal and professional progress.

The Coaching Program may include:

- **Business Coaching:** Supporting entrepreneurs and organizations in developing strategies scaling operations, and improving performance.
- **Personal Coaching:** Helping individuals define their goals, overcome challenges, and enhance personal fulfillment.
- **Team Coaching:** Strengthening group dynamics, communication, and collaboration to achieve higher productivity and cohesion.



FACILITATION AND MEDIATION

CREACT brings extensive experience in facilitation, dialogue, and mediation, helping communities institutions, and groups navigate differences, build consensus, and foster collaboration. We specialize in creating safe and constructive spaces for inclusive dialogue that promotes understanding, trust, and shared problem-solving. Our facilitators use participatory tools, scenario planning, and creative dialogue methodologies to ensure every voice is heard and every session leads to actionable outcomes.

Services include:

- Dialogue Facilitation:** Designing and guiding structured dialogues on sensitive issues such as governance peacebuilding, social cohesion, and reform.
- Mediation and Conflict Resolution:** Training and supporting mediators to manage community, workplace and institutional disputes constructively.
- Peace Education and Reconciliation Programs:** Promoting tolerance, coexistence, and empathy through experiential peacebuilding workshops and civic initiatives.
- Social Cohesion Programming:** Facilitating community-based activities that strengthen relationships collaboration, and collective resilience.
- Countering Hate Speech and Promoting Inclusive Narratives:** Supporting media, youth, and civil society in developing narratives that foster diversity and prevent polarization.
- Collaborative Decision-Making Workshops:** Guiding multi-stakeholder groups through participatory planning and consensus-building processes to reach common goals.

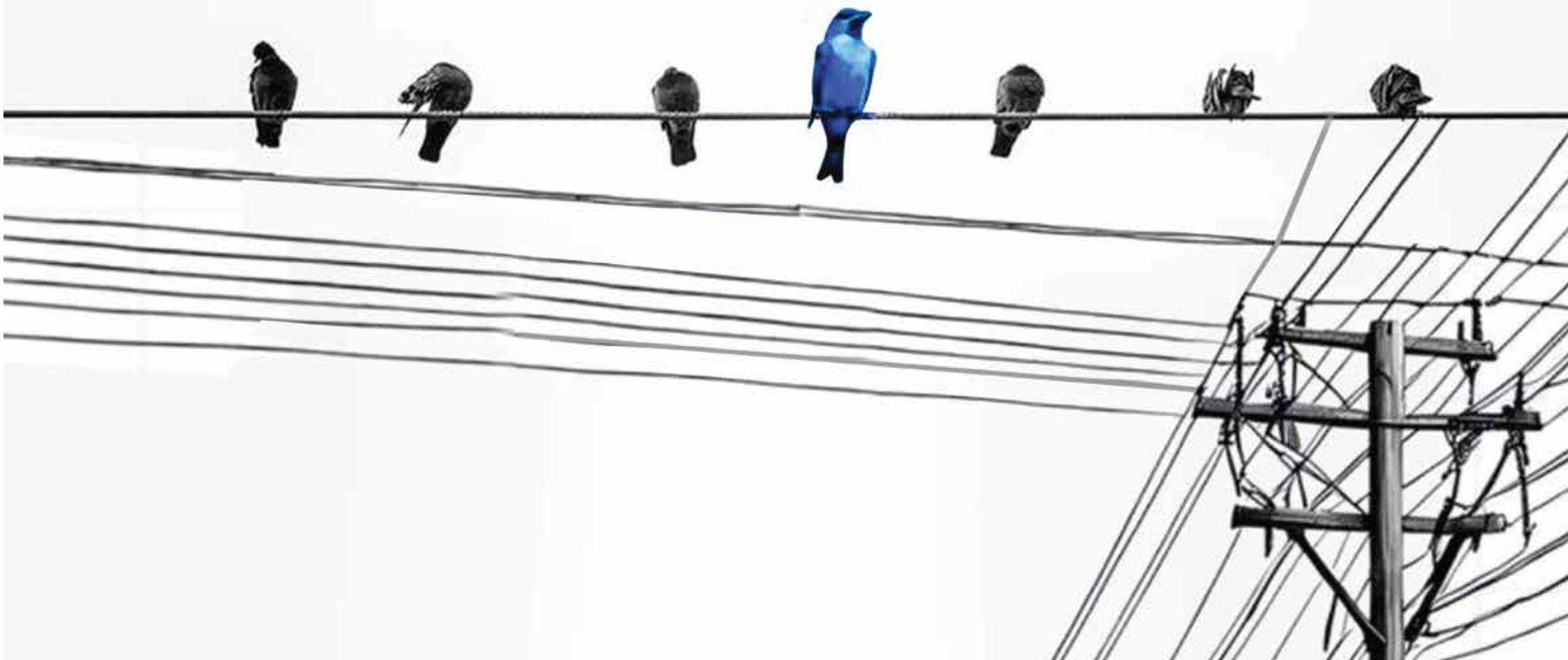
CREACT's facilitation and mediation services are grounded in neutrality, inclusivity, and empowerment ensuring participants feel respected, heard, and capable of leading change within their own communities and institutions.

**Constructive
Conversations
Sustainable
Solutions.**



Multidisciplinary Expertise

Integrated Impact





COMMITMENTS

All CREAT programs integrate cross-cutting priorities:

- **Gender Equality and Social Inclusion (GESI)**
- **Child Protection and Safeguarding**
- **Environmental Sustainability and Climate Action**
- **Accountability to Affected Populations (AAP)**
- **Conflict Sensitivity and Do-No-Harm Principles**



HUMAN RESOURCES & EXPERTISE

CREACT's strength lies in its multidisciplinary team of professionals and consultants with experience across key development sectors. Our experts bring together diverse backgrounds in project management, M&E, education, protection, livelihoods, peacebuilding, governance, and communications.

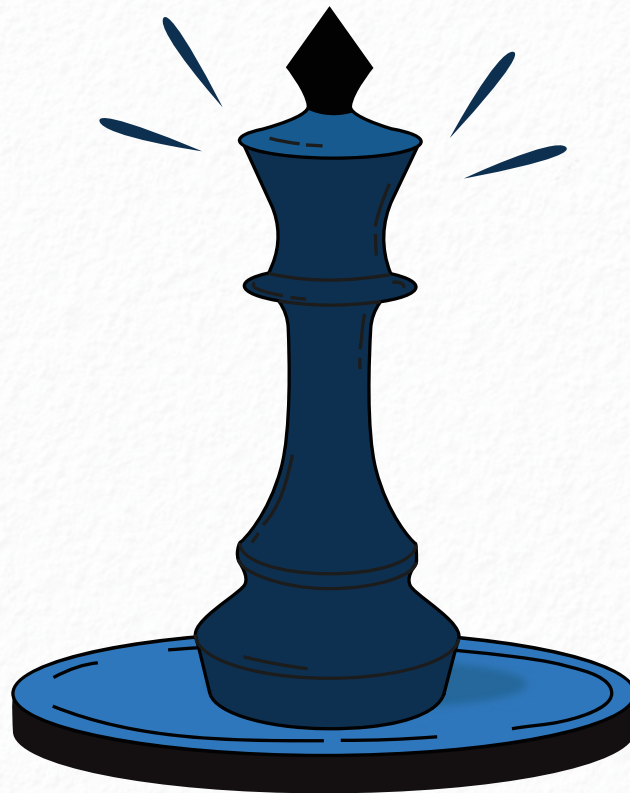
We maintain a rigorous screening process to ensure that our pool of experts meets the highest standards of professionalism, technical excellence, and ethical integrity. This structure allows us to rapidly mobilize qualified experts and deliver tailored high-quality and results-oriented services for each project.

Our team is complemented by a network of sector specialists across Lebanon and the wider MENA region, ensuring both local insight and regional expertise in implementation.



FINANCIAL & OPERATIONAL CAPACITY

CREACT operates under a sustainable business model, supported by project-based income and service contracts. The organization upholds transparent management systems, audited financial records, and strict compliance procedures to ensure accountability and reliability for all partners and donors.



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