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Author of "Dr. In Error" Book
Has received 7 years of Forbes top
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مؤلفة كتاب "دكتوراه في الأخطاء"
حائزة على لقب فوربز ل 7 سنين





Quality Systems International



Healthy Foods and Herbal Therapy Rules in the Sustainable Development Goals Milestones. Hope MCF Activities

Dr Nadia Cheaib
Founding President Hope MCF, DNCI, QSI, Clingroup
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Introduction

Meeting Sustainable Development Goals or SDGs, require in our part, Health, Agriculture & Technology Smart & Efficient Synergy.

It is a key sector in many Arab and African countries, and joining experts efforts along with smart technology use has the potential to play a vital role in improving productivity, efficiency, and resilience.

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The following recommendations can help to accelerate technological integration in agriculture in Arab and African countries:

Recommendations:

1. Invest in infrastructure: Governments in Arab and African countries need to invest in infrastructure such as reliable electricity grids and broadband internet networks to support the adoption of agricultural technologies.
2. Provide training and support: Governments and development organizations need to provide training and support to farmers and other stakeholders on how to use agricultural technologies effectively.
3. Make agricultural technologies more affordable: Governments and development organizations need to work with the private sector to make agricultural technologies more affordable for smallholder farmers.
4. Promote public-private partnerships: Public-private partnerships can play a key role in accelerating the development and adoption of agricultural technologies in Arab and African countries.

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Hope MCF with DNCI & QSI Contribution in Sustainable Development

During two decades, Hope MCF, DNCI & QSI, were deeply involved in sustainable development solutions for health, agriculture and industrial

- Labadia is a sustainable ecosystem that empowers communities through organic farming, education, and technology-driven commerce, driving positive economic, social, and environmental impact.
- Buy-Help: e-commerce platform connects consumers with sustainable products, further supporting local communities.
- Cold Eye is an environmental monitoring platform, for soil status and weather conditions, using IoT sensors, that can be applied in agriculture and supply chain.



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Hope MCF, DNCI & QSI and SDGs pillars

- SDG 1: No Poverty
- SDG 2: Zero Hunger
- SDG 5: Gender Equality
- SDG 8: Decent Work and Economic Growth
- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action
- SDG 15: Life on Land
- SDG 17: Partnerships for the Goals

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LaBadia

- Labadia is committed to empowering communities through sustainable practices.
- We promote gender equality by supporting female workers in our supply chain.
- We create a positive microeconomic impact by providing stable livelihoods to local communities.

Labadia Educate:

- Labadia extends its commitment to education, focusing on sustainable agriculture practices and community development.
- Labadia Educate aims to empower individuals with knowledge, promoting responsible farming and environmental stewardship.



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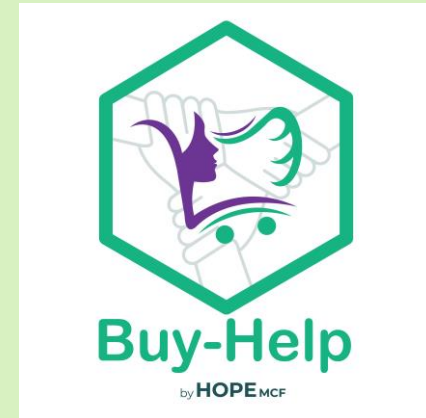


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Buy-Help: Connecting Producer to Consumer

- Buy-Help is a new ecommerce application aimed at helping small farmers and NGOs in Arab and African countries sell their products online
- Provides a platform for small producers to showcase and sell their goods to a wider audience
- Supports producers' income and causes by connecting them with new customers
- Empowers small-scale producers to access new markets and scale their impact



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New Feature: Labadia Women's Cooperative Marketplace.

- New "Women's Cooperative" feature connects women buyers with women producers
- Allows women to easily locate and order from women-run cooperatives in their area
- Provides an Uber-like map to find the nearest women's cooperative and see their products
- Supports women's economic empowerment on both the buyer and producer side
- Part of Buy-Help's mission to uplift marginalized groups through technology



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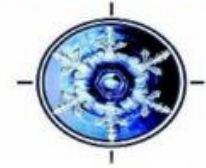
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Cold-Eye: AI-Powered Environmental Monitoring

- ColdEye uses a network of IoT sensors to monitor environmental conditions
- Tracks key data like soil temperature, moisture, humidity, dust levels, light exposure
- Analyzes soil needs and schedules watering
- Enables supply chain companies to track environmental conditions that could impact product integrity during transport
- Actionable data to help agribusiness and logistics operations enhance sustainability and efficiency

COLD EYE



dnC



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Food and Health Security, with microeconomic growth & environment improvement

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❖ LaBaDia towards a Sustainable Future



LaBadiā البديعة

Labadia emphasizes the value of striking a balance between economic growth, environmental stewardship, and social progress in order to build a brighter future for both the present and the generations to come. **LaBadiā Meets 11 SDGs.**

- ✓ End hunger
- ✓ Good Health & Well-Being
- ✓ Quality Education
- ✓ Gender Equality
- ✓ Decent work & Economic Growth
- ✓ Industry, Innovation & Infrastructure
- ✓ Sustainable cities & Communities
- ✓ Responsible Consumption & Production
- ✓ Life on Land
- ✓ Peace, Justice & Strong Institutions
- ✓ Partnerships for the Goals



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1. What Is LaBaDia



LaBadiá البديعة



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❖ Introduction

- SDGs made health, environment, education & economy at the heart of every country & community vision.
- With the high burden of diseases, interest has shifted toward natural alternatives.
- This brought «LaBaDia» program to light to spread synergistic scientific-based knowledge on nature's power in preventing, healing, and rejuvenating health conditions with selected nutrients and ancient medicinal practices, made accessible in respect of **10 SDGs**.



LaBadiā البديعة



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❖ Vision

LaBaDia emphasizes traditional herbal therapy to rejuvenate human health, improve general well-being, encourage eco-friendly dietary practices, and provide a variety of healthy food options, therapeutic juices, and natural cosmetics.



LaBaDia البديعة

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❖ Mission

The mission of LaBaDia is to harness the power of plants and to provide science-based proof for the efficacy of traditional medical treatments.

Our goal is to increase knowledge and understanding of the tremendous value of herbal medicine in the Arab world and beyond. In order to build a more sustainable world, we strive to rejuvenate health, empower women, and improve general well-being with our carefully curated range of nutritious food, cosmetics, and necessities.



LaBaDia البديعة



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II. LaBaDia History

87 years ago, Badia Cheaib began dedicating her life to assisting people, providing fighting tips against human misery and utilizing foods, medicinal plants and herbs to treat and prevent diseases and promotes a daily general wellbeing.

Her wisdom was passed down through generations, with families preserving and sharing cherished top-secret blends. Dr. Nadia Cheaib, with a Ph.D. in pharmacy and medical sciences, amplifies her grandmother's legacy with her scientific & social entrepreneurship approach.

The legacy of promoting natural healing and well-being initiated by Badia Cheaib lives on through the evolving and flourishing Labadia project.



LaBadi**ا**البديعة



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III. LaBaDia Objectives

OBJECTIVES & PILLARS



LaBadiā البديعة



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❖ Objectives

1. Education & Awareness of Traditional Medicine & Herbal Therapy.
2. Managing and Unifying Data about Herbal Therapy based on Scientific Research around the world.
3. Developing a diverse range of end-user products, cosmetics and essential oils, to cater to various health and wellness needs.
4. To Franchise LaBaDia globally, starting with production and moving on to selling point.
5. Empowering women in need by providing them with meaningful job opportunities as the driving force behind our product manufacturing.



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Pillars



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Scientific based evidence of all products

Environmental care as encouraging planting

Economic growth of micro-enterprise as fair trade support

Natural health products accessible to all

Part of LaBaDia profits go to support women & health causes





IV. LaBaDia Innovate

OUR PRODUCTS CATEGORIES



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❖ Categories:



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Cosmetics



Essential Oils



Traditional Food



Curative Juices



LaBaDia Kitchen



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Cosmetics:

- Authentic and high-quality organic cosmetics, tailored to women's individual needs.
- scientifically backed for nourishing health and beauty with radiant results.



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Essential Oils:

- Extracted from different plants.
- Offers aromatic benefits.
- Serves as natural remedy, with anti-inflammatory properties for skincare and various therapeutic applications



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Traditional Food:

- Healthy traditional food from different Lebanese villages.
- Rich in flavors and heritage.
- Preserving culinary tradition.
- Nourishing and wholesome



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Curative Juices:

Specially formulated fruit and vegetable juices to:

- Boost natural healing
- Promote overall wellness
- Enhance vitality and immunity
- Offer a natural approach to curing different Health indication



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LaBaDia Kitchen:

Also known as “SAHNAK SAHTAK” A variety of satisfying and delicious, nutrient-rich snacks that boost your energy. These natural and wholesome options, packed with protein and balanced nutrition, provide sustained health and energy.



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❖ V. Buy-Help Platform
❖ (LaBadia Online)



LaBadia البديعة



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❖ What is Buy-Help



LaBadiia البديعة

1. E-commerce platform where we can find all our products for selling.
2. All ingredients of our different products are hyperlinked to LaBadiia-educate where we can find all information and health benefits related to them.
3. Our platform offers visitors and partners the opportunity to sell their products (individuals, women groups, NGOs, farming communities, innovators, SMEs, Startups, etc.)⁴
4. NGOs can support philanthropic actions within the 17 SDGs through our platform, reach a wider audience and raise funds for their causes and contributes directly to initiatives aligned with the SDGs.



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❖ What is Buy-Help



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5. Our platform fosters conscious consumerism and promotes sustainable practices.
6. The collaboration between Buy-Help and its partners creates a virtuous cycle of social and environmental progress.
7. Buy-Help empowers individuals to make a positive impact and contribute to a more equitable and sustainable world.
8. AS Part of its social responsibility approach, some of Buy-Help profits will be subsidized to finance rightful causes and support sustainable initiatives.



❖ VI. LaBaDia-Educate



LaBadiya البديعة



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What Is LaBaDia-Educate



LaBadiā البديعة

An online search engine for publication databases on life sciences, biomedical and herbal topics. It is also AN EDUCATIONAL PLATFORM providing new learnings opportunities on herbal medicine, based on scientific evidence of traditional herbs and medicine.



Includes The largest encyclopedia of medicinal herbs and plants cited from the most important references around the world (American, Turkish, Egyptian, Islamic, ...) with their benefits, indications, and recipes.



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What Is LaBaDia-Educate



LaBadia **البدية**

LaBadia-educate is expanding more internationally, not only in the middle east but also across Europe and Africa with the collaboration with many herbal therapy experts and institutes.



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LaBadia-Educate Platform Features



LaBadia **البدية**



Online and hybrid learning



Free online search and Customized search



Discover the latest information from credible sources



Free online publication sharing

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LaBaDia-Educate Features



LaBadia **البدية**



Free online search
and Customized
search

The public page is our historical source of natural cures and plant medicine. It involves what and how old civilizations used to treat or remedy health conditions.



Online and hybrid
learning

LaBadia Educate offers up-to-date courses on phytomedicine and herbal therapy through its academy “LaBadia Academy”.

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❖ LaBaDia-Educate Features



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Discover the latest
information from
credible sources

Registration allows users to attach studies they have previously published in a journal or even attach studies they have read on herbal therapy and would like to share with others in the field.

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LaBadiya البديعة

We have OVER 4,000+

Species of foods & herbs registered platform with the most accurate publications



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