

THE NEXT SOCIETY: NOW AND LIVE

First Episode on Agri-Tech

March 31, 2022 – 2:00 PM- 3:20 PM [CET]

ON ZOOM

1. Introduction and motivation

In a post-COVID recovery era, there is considerable pressure for actions aimed at solving problems in a more sustainable and innovative way given the scarcity of resources and the need for agile action plans.

The South-Mediterranean countries are facing serious challenges when it comes to their water-energy-food nexus. More specifically, their food security systems are vulnerable to external shocks, their water resources are scarce and their energy efficiency is still underdeveloped. In this context, green/agricultural technology, “Agri-tech” offers solutions that aim to decrease agriculture’s waste and dependence on mechanical and chemical inputs, thereby reducing environmentally damaging practices while enhancing productivity with better quality products and reducing production costs. At the same time, entrepreneurship in the region is rapidly growing and is offering fast solutions to climate and resources related challenges through adoption of Agri-tech projects. This means that Agri-tech entrepreneurship is also solving issues related to dependency on the volatile global economy, job creation, while committing to climate change mitigation targets. In this sense, Agri-tech applications hold a lot of potentials for this region especially if circular economy entrepreneurship was encouraged and administrative procedures were streamlined

Against this backdrop, ANIMA together with FEMISE with the financial support of the European Union, are organizing this first episode of **“THE NEXT SOCIETY: NOW AND LIVE!”**

2. Objectives and Setting

The objectives of this webinar is threefold:

1. To share experiences of best practices in the Agri-tech sector from three different angles: at the national and policy levels, at the intermediary level and at the entrepreneurial level.
2. To provide a vehicle of capitalization among the different partners and stakeholders of the project with the aim to stimulate innovation in the agriculture sector.
3. To showcase the role of entrepreneurship in promoting the transformation of the agriculture sector.

This event will bring together policy makers, entrepreneurs, representatives of international organizations, public and private sector representatives, and the Mediterranean innovation community to promote innovation and present replicable national policies, tech hub models and solutions developed by startups that contribute to improving innovation.

Agenda

March 31, 2022 - 2:00-3:20 PM (CET)

- 2:00 – 2:05 (5 min) Welcome and Introduction:**
- Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY
 - Dr. Maryse Louis, General Manager of FEMISE
- 2:05 – 2:25 (20 min) Roundtable: Showcasing Best Practices at the national and policy level**
- **“Green Generation 2020-2030”**, Dr Faouzi Bekkaoui, Director, National Institut for Agronomic Research, Morocco
 - **New initiatives and collaborations between FAO and the Egyptian government** Dr. Adel Zekaizak, Digital Extension Services Expert at FAO
- Moderator:** Dr. Maryse Louis, General Manager of FEMISE
- 2:25– 2:30 Q&A**
- 2:30 – 2:35 (5 min) Pitching 1**
- Let’s hear the story of an entrepreneur from Morocco who established their own start-up in the Agri-Tech sector.
This entrepreneur has benefited from the TNS support.
Ms. Fatima Zahra Beraich, Founder and CEO of Biodome
- Moderator:** Dr. Maryse Louis, General Manager of FEMISE
- 2:35 -2:40 (5 min) Initiatives**
- Ms. Lara Elkhoury, Deputy Program Director for the ACT Smart Innovation Hub
- 2:40- 2:47 (7 min) Testimonial 1: From policy to practice**

Dr. Marc Bou Zeidan, QOOT Cluster Manager

Moderator: Ms. Lara Elkhoury, Deputy Program Director for the ACT Smart Innovation Hub

2:47 – 2:52 (5 min) Pitching 2

Let's hear the story of this entrepreneur from Egypt who established their own start-up in the Agri tech sector.

This entrepreneur has benefited from the TNS support.

Ms. Neamat El tazi, Founder and COO, AbuErdan

Moderator: Ms. Lara Elkhoury, Deputy Program Director for the ACT Smart Innovation Hub

2:52- 2:59 (7 min) Testimonial 2: From policy to practice

Ms. Kaoutar Fillali, Director General, MENARA Cluster

Moderator: Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY

2:59 – 3:04 (5 min) Pitching 3

Let's hear the story of this entrepreneur from Lebanon who established their own start-up in the Agri-Tech sector.

This entrepreneur has benefited from the TNS support.

Ms. Nisrine El Turkey, Founder and CEO of Internet of Trees (IOTree)

Moderator: Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY

3:04 – 3:10 Q&A

3:10 – 3:20 (10 min) Takeaways and closing