

THE NEXT SOCIETY: NOW AND LIVE

Fifth Episode on Moving towards a healthier planet: Green Tech in the South Med

June 14, 2022 – 2:00 PM [CET]
ON ZOOM

1. Introduction and Motivation

Aiming to slow climate change and adjust to the damage of human impact on the environment, the rapidly growing field of green technology is expected to bring the promise of a healthier planet and changes in daily life. As a keystone of Green Economy, it is a critical component to foster cost-efficient, low-carbon and socially-inclusive economic growth that enables countries to meet the present ecological challenges without damaging or exhausting natural resources and jeopardizing the ability of future generations to meet their own needs. In the presence of significant ecological threats such as water scarcity, air pollution and inadequate waste management, sustainable economic development becomes one of the main challenges confronted by South Med countries. As indicated by the Environmental Performance Index (EPI), the national environmental performance of the region imposes improvement.

Furthermore, it is worth noting that the COVID-19 pandemic has taken preeminence over the environmental and sustainable targets adding challenges of immediate priority. At the same time, South Med small and medium size enterprises (which account for a minimum of 95% in total enterprises) also face a multitude of restraining challenges such as lack of knowledge and culture about environmental challenges in the societies and insufficient adequate finance, technical, informational, educational, and legal support. However, despite these barriers to reach both socio-economic development and environmental resilience, South Med countries have recently started to dynamically advance special programs stimulating Green tech initiatives in energy, water and resource-efficient solutions as well as consistent technical support. This creates potential opportunities for youth who can embrace innovation and change to apply their entrepreneurial potential locally using knowledge and creative capacity without having to depend on big investments.

Within this context, ANIMA and FEMISE with the financial support of the European Union, are holding the fifth episode of “THE NEXT SOCIETY: NOW AND LIVE!” on Green tech.

2. Objectives and Setting

The objectives of this webinar is threefold:

1. To share experiences of best practices in the Green 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 Green tech sector.
3. To showcase the role of entrepreneurship in promoting Green tech transformation.

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

June 14, 2022 - 2:00-3:15 PM (CET)

ON ZOOM

2:00 – 2:05 (5 min) Welcome and Introduction

Dr. Maryse Louis, General Manager of FEMISE
Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY

2:05 – 2:25 (20 min) Roundtable: Showcasing Best Practices at the National and Policy Level

Eng. Maysara Fouad, Deputy Director and Head of the RECP and Green Economy Department at Egypt National Cleaner Production Center (ENCPC), Ministry of Trade and Industry, Egypt

Eng. Nael Al Mulki, National Officer at ESCWA Technology Center, Jordan

Moderator: Dr. Maryse Louis, General Manager of FEMISE

2:25– 2:30 Q&A

2:30 – 2:36 (6 min) Pitching 1

Let's hear the story of an entrepreneur from Lebanon who established their own start-up in the Green tech sector.

Ms. Reine Metlej, Founder of BIOwayste, Lebanon

Moderator: Ms. Passainte Atef, Program and Policy Officer at FEMISE

2:36 – 2:44 (8 min) Testimonial 1: From Policy to Practice

Ms. Afef Ajengui, Program Officer of the Green Works program of Hivos in North Africa (TBC)

Moderator: Mr. Mathias Fillon, Coordinator of THE NEXT

2:44 – 2:50

(6 min) Pitching 2

Let's hear the story of an entrepreneur from Lebanon who established their own start-up in the Green tech sector.

Mr. Georges Bitar, Founder of Live Love Recycle, Lebanon

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

2:50 – 2:56

(6 min) Pitching 3

Let's hear the story of an entrepreneur from Tunisia who established their own start-up in the Green tech sector.

Mr. Fethi Labidi, Founder of Brinnovat, Tunisia

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

2:56 - 3:02

(6 min) Pitching 4

Let's hear the story of an entrepreneur from Lebanon who established their own start-up in the Green tech sector.

Dr. Rosabelle Chedid, Co-founder of C Green, Lebanon

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

2:02 – 3:10

Q&A

3:10 – 3:15

Takeaways and Closing

Dr. Maryse Louis, General Manager of FEMISE
Mr. Mathias Fillon, Coordinator of THE NEXT SOCIETY